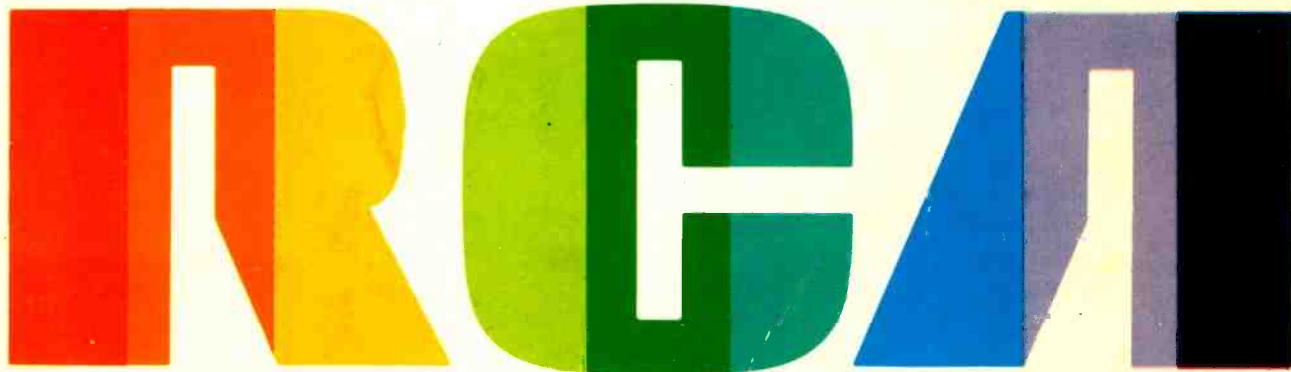


# Television Factbook®

THE AUTHORITATIVE REFERENCE FOR THE ADVERTISING, TELEVISION AND ELECTRONICS INDUSTRIES  
 PUBLISHED BY TELEVISION DIGEST, INC.  
 1838 Jefferson Place, N.W., Washington, D.C. 20036



## Call your RCA field man to solve today's equipment needs

Atlanta, Ga. 30341  
3395 Northeast Expressway, 404-455-3400  
P. Higginbotham—P. G. Walters

Austin, Tex. 78731  
3409 Executive Center Dr.  
Suite 213, 512-345-2224 & 5  
D. Forbes

Birmingham, Ala. 35215  
2244 Center Point Rd.  
Suite 208  
205-854-3096/3097  
B. E. Fincher

Boston Area: Wellesley, Mass. 02181  
Wellesley Office Park, 40 William St.  
617-237-6050  
D. R. Musson

Camden, N.J. 08102  
Bldg. 2-2, Front & Cooper Sts.  
609-338-3592/2020  
N. J. Hudak—T. Moore

Charlotte, N.C. 28209  
5200 Park Rd., Suite 125, 704-525-4870  
B. C. Laughlin

Chicago Area: Arlington Heights, Ill. 60004  
120 W. Eastman St., Suite 303, 312-255-2202  
R. E. Abbenante—F. Timberlake

Cincinnati, Ohio 45231  
11430 Hamilton Ave., 513-825-1550  
D. O. Grover

Dallas, Texas 75247  
8700 Stemmons Freeway, 214-638-6820  
E. H. Hoff—K. Rice—R. Edenson

Denver, Colo. 80211  
2695 Alcott St., Suite 231-S, 303-433-8484  
J. H. Butts

Detroit Area: Southfield, Mich. 48075  
24333 Southfield Rd., Suite 209  
313-569-5880  
G. Schmidt

Hollywood, Cal. 90028  
Suite 531, 6363 Sunset Blvd.  
213-468-4083  
O. G. Bjerke—H. W. Dover

Indianapolis, Ind. 46205  
Suite Q-1, 2511 East 46th St.  
317-546-4003  
J. L. Ayers

Kansas City Area:  
Overland Park, Kan. 66207  
5750 West 95th St., Suite 111  
913-642-3185, 6, 7  
E. Ray

Milwaukee Area: Grafton, Wis. 53024  
101 Falls Rd., Suite 403, 414-377-8430  
R. R. Yokes

Minneapolis, Minn. 55416  
4601 Excelsior Blvd., Suite 305  
612-920-6395, 6  
D. G. Schulte

New York, N.Y. 10036  
1133 Ave. of the Americas, 3rd Floor  
212-598-5900  
R. F. Varda—F. W. Koehler

Pittsburgh Area: McMurray, Pa. 15317  
761 N. Washington Rd.  
Nationwide Office Bldg., 412-941-5570  
C. Koriwach

St. Louis Area: St. Charles, Mo. 63301  
Noah's Ark, Suite 340, 314-946-7755

San Francisco Area:  
Burlingame, Cal. 94010  
330 Primrose Rd., Suite 305, 415-343-2741  
G. Evans—G. Smith

Seattle, Washington 98109  
1818 Westlake Ave. N., Suite 222  
206-285-2375  
L. Pinski

Syracuse, N.Y. 13202  
731 James St., Rm. 200, 315-478-4195  
J. P. Shipley

Washington, D.C. Area:  
Arlington, Va. 22209  
1901 North Moore St., 703-558-4233  
R. S. Emch—C. Parkhill

West Palm Beach, Fla. 33410  
3900 RCA Blvd., Palm Beach Gardens  
305-622-1100  
R. E. Giles

## Outside the United States

Argentina  
RCA International Limited  
Cosilla de Correa, 4400, Buenos Aires  
Telephone: 70-4171  
Attn: H. T. Magno

Australia  
RCA Limited  
608 St. Kilda Road, 6th Floor  
Melbourne, Vic. 3004  
Telephone: 529-5322  
Attn: A. R. Gibbs

RCA Limited  
ADC House, 12th Floor, Sydney NSW 2000  
Telephone: 231-4699  
Attn: R. D. Walsh

Brazil  
RCA Telesistemas Ltda.  
Rua Correa Dutra, 126-4° And.  
Rio de Janeiro  
Telephone: 205-8546  
Attn: L. Scheiner

Canada  
RCA Limited  
21001 North Service Rd.  
Ste. Anne-de-Bellevue H9X 3L3  
Telephone: (514) 457-9000  
Attn: W. H. Holroyd

RCA Limited  
1450 Castlefield Ave.  
Toronto M6M 1Y6 Ont.  
Telephone: (416) 651-2315  
Attn: J. P. Watson

RCA Limited  
2876 Rupert Street at Grandview Hwy.  
Vancouver V5M 3T7, B.C.  
Telephone: (604) 433-0541  
Attn: R. W. Chalk

Central America/Caribbean  
RCA Broadcast Systems  
Suite 207, 8675 N.W. 53rd St.  
Miami, Fla. 33166 U.S.A.  
Telephone: (305) 592-4140  
Attn: A. Nobo

Mexico  
RCA S.A. de C.V.  
Apartado Postal 17-570, Mexico 16, DF  
Telephone: (905) 5-27-60-20 Ext. 104/10  
Attn: C. P. Perez

Europe/Africa/Middle East Headquarters  
RCA International Ltd.  
Lincoln Way, Windmill Rd.  
Sunbury-on-Thames, Middlesex TW16 7HW  
Telephone: Sunbury-on-Thames 8-5511  
Attn: J. E. Banister

West Germany  
RCA GmbH  
Justus-von-Liebig-Ring 10  
2085 Quickborn  
Telephone: 04106-2001 Ext. 35  
Attn: S. Konig

Hong Kong  
RCA International Limited  
1927 Prince's Bldg., Chater Road  
G.P.O. 112  
Telephone: 5-234181  
Attn: C. Shaw

**RCA Broadcast  
Equipment**

WAGA-TV Atlanta  
WSBK-TV Boston  
WJKW-TV Cleveland  
WJBK-TV Detroit  
WITI-TV Milwaukee  
KCST-TV San Diego  
WSPD-TV Toledo

**Broadcasting that serves.**

THE  
**STORER  
STATIONS**

STORER BROADCASTING COMPANY  
General Offices: 1177 Kane Concourse  
Bay Harbor Islands, Miami Beach, Florida



# STATIONS

This 1979 Edition of Television Factbook, Number 48,

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

# Television Factbook<sup>®</sup>

Published by

TELEVISION DIGEST, INC.

#### EDITORIAL & BUSINESS HEADQUARTERS

1836 Jefferson Place, N.W., Washington, D.C. 20036

Phone: 202-872-9200

#### WASHINGTON HEADQUARTERS

Albert Warren  
-----  
President, Editor & Publisher

#### Editorial—Television Factbook

Mary Appel -----  
-----  
Editorial Director  
Sean P. Maloney -----  
-----  
Managing Editor  
Marilou B. Legge, Lisa Courtney  
Sweitzer -----  
-----  
Senior Editorial  
Assistants

Charles L. McCardell, Robert J.  
Ricciuti, Mary Lee Elden, Peggy M.  
Hill -----  
-----  
Editorial Assistants

#### Editorial—Television Digest

Dawson B. Nail  
-----  
-----  
Vice President & Executive Editor  
Paul L. Warren -----  
-----  
Associate Editor  
Jonathan Miller -----  
-----  
Assistant Editor

#### Business

Edward L. Sellers -----  
-----  
Sales Director  
Roy W. Easley III  
-----  
-----  
Business Manager

Barbara J. Pratt  
-----  
-----  
Assistant Sales Director  
John W. Thompson  
-----  
-----  
Circulation Manager

#### NEW YORK BUREAU

510 Madison Ave., N.Y. 10022  
Phone: 212-355-5611

#### Editorial

David Lachenbruch  
-----  
-----  
Vice President & Editorial  
Director, Television Digest, Inc.  
Robert E. Gersan -----  
-----  
Senior Editor  
Christopher Kelly -----  
-----  
Assistant Editor

#### JAPAN REPRESENTATIVE (Editorial & Business)

John H. Nakamura  
13-3-1001 Roppongi 5-chome  
Minato-ku, Tokyo 106, Japan  
Phone: 03-583-7493

1979 EDITION NO. 48

This edition supersedes Television Factbook No. 47 (1978 Edition) and all Addenda thereto. This Factbook also starts a new series of weekly TV & Cable 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 cable sections. Subscribers may purchase these Addenda in combination with the Factbook. For details, see Service Order Cards in this volume.

TELEVISION DIGEST with CONSUMER ELECTRONICS. Published Mondays. For information, write Editorial & Business Headquarters.

TV ADDENDA                      CABLE ADDENDA                      AM-FM ADDENDA  
Published Weekly                      Published Weekly                      Published Weekly

THE PUBLIC BROADCASTING REPORT  
Published Biweekly

CABLE & STATION COVERAGE ATLAS  
Published Annually

SPECIAL CONVENTION SUPPLEMENTS

TELEVISION FACTBOOK<sup>®</sup>

Copyright © 1979 by Television Digest, Inc.  
All Rights Reserved

Library of Congress Catalog Card No.: 67-118025

NBC 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*.

On May 29, 1975 the FCC amended Section 73.699 of the rules providing revised charts for the prediction of field strengths of TV stations and requiring licensees to file new contours with renewal applications filed after the effective date. Station maps in the following states do not reflect the new contours:

District of Columbia	Virginia
Maryland	West Virginia

When a revised map was not available from the station or the FCC, a note to that effect appears on the station page.

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."

*(The composite maps and all other contents of this book are copyrighted by Television Digest, Inc., publishers of Television Factbook. The American Map Company, Inc., N.Y. is the copyright owner of the base maps which are reprinted herein under Licenses #14244 and # 14244-Q. Reproduction in whole or part is prohibited without written permission of the copyright owners.)*

## ARBITRON TV STATION CIRCULATION

The counties listed on the station pages represent the home market Arbitron Metro area plus those counties in which the station receives a Net Weekly Circulation of at least 5% according to Arbitron 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 reduction 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. The estimates were based on Arbitron market surveys conducted for May and November 1976 and February 1977.

The Total Households and Television Households which are listed for each county qualifying for inclusion in one of the three circulation categories are current Arbitron projections as of January 1978 (see Definitions of Arbitron Terms).

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

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

## DEFINITIONS OF ARBITRON TERMS

**Total Households**—A household is a single dwelling unit, which may be a house, an apartment, or a group of one or more rooms. The total households figures shown in the current study are Market Statistics Inc. estimates projected to January 1, 1978 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 Arbitron TV penetration estimates using historical regional growth curves to January 1978. This penetration percentage is then applied to MSI 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 January 1969.

**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 ARBITRON

Arbitron uses one-week, interviewer-supervised family viewing diaries to secure information for television audience estimates. Families are contacted initially by mail to inform them of their selection for the survey. They are then contacted by telephone to secure their cooperation in the survey and to elicit basic information as to television set ownership, number of sets owned and presence of color set(s) in the household. 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 Arbitron family viewing diary measurement technique is used for both market surveys of television viewing and broadscale station circulation information by county.

At least four times each year, Arbitron surveys every county to provide viewing information for every television market in the country. Further details on Arbitron sampling procedures are available from Arbitron.

## 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,

## Station Directory Description

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 of television viewing & radio listening covering all of Canada except the Yukon and the Northwest Territories.

A listing of all individuals in a sample of 300,000 households is first obtained by telephone contact in most areas and by a combination of telephone and mail in a few rural areas. From this universe of approximately one million individuals, 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 or television over a week's time period, by quarter hours.

For the purpose of this survey, the whole of Canada is divided into over 380 BBM sampling cells, which are whole counties, regional districts or census divisions or parts or combinations thereof. These sampling cells are then reported, in some cases singly, or in combination, as county, regional district, census division, Census Metropolitan or Census Agglomeration areas, as defined by Statistics Canada.

The Survey, in addition to the regular ratings and Station totals, also provides weekly reach figures in each BBM area. By weekly reach 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.

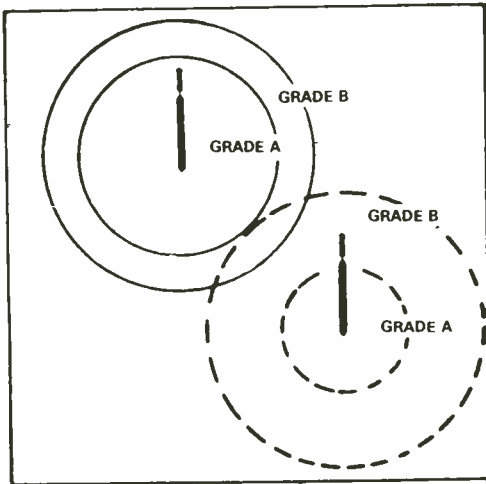
This is the arrangement followed in the *Factbook*.

In addition, a figure designated as "BBM Weekly Reach (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%.

# THE FACTBOOK: An Explanation of Map Symbols and Figures

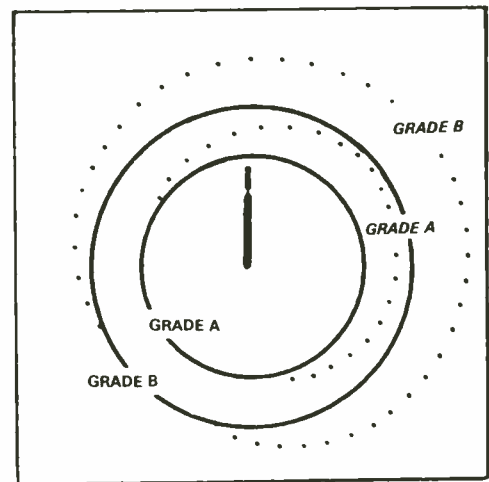
## THE STATION PAGES

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

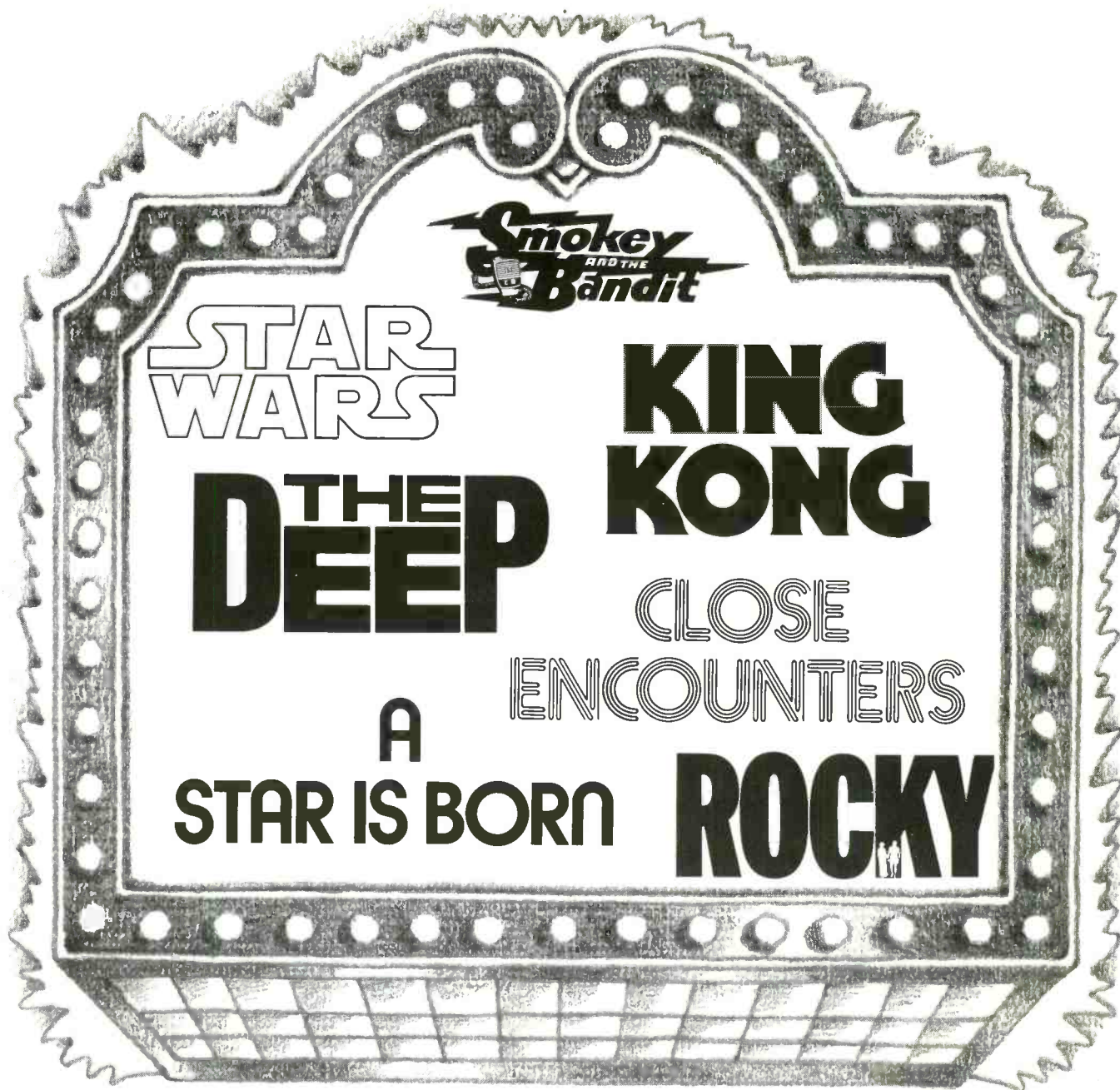
Following the map of each state, two rankings for each market are shown: Arbitron's Prime Time Television Households and Arbitron's Area of Dominant Influence Television Households. Arbitron's Prime Time Television Households are based on average quarter-hour TV households reached during evening prime time (7:30-11 p.m., Eastern & Pacific Time Zones; 6:30-10 p.m., Central & Mountain Time Zones), all home market stations combined. ADI Households Rank is established by Arbitron. Non-ADI Markets show an asterisk (\*) in the rank column.

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 September 1, 1978.





## **BMI music scores just as big on TV.**

Most of the music you hear when you see a smash movie is ours.

BMI music was part of 8 of the top 10 box office movies in 1977. We were an unseen but not unheard force in STAR WARS. We helped ROCKY through the big fight. We ran with SMOKEY AND THE BANDIT, and were there when A STAR IS BORN. We were the fourth presence in

CLOSE ENCOUNTERS and our music helped swell THE DEEP.

Today's blockbuster movies are always tomorrow's top-rated TV offerings.

We're BMI, the world's largest music licensing organization, with over 50,000 writers and publishers. No matter where Americans look they hear our music.

What the world expects from the world's largest music licensing organization.

**BMI**

# U. S. Television Stations by Call Letters

As of September 1978

With Channel Numbers in Parentheses. Call Letter Assignments to CP Holders Included.

Dagger (†) Indicates Educational Non-Commercial Station

## Antennas?

### BOGNER®

#### K

KAAL ----- Austin, Minn. (6)  
 KABC-TV ----- Los Angeles (7)  
 KABY-TV ----- Aberdeen, S.D. (9)  
 KACB-TV ----- San Angelo, Tex. (3)  
 †KAET ----- Phoenix, Ariz. (8)  
 †KAFT ----- Fayetteville, Ark. (13)  
 †KAID ----- Boise, Ida. (4)  
 KAIH-TV ----- Wailuku, Hawaii (7)  
 KAIL ----- Fresno, Cal. (53)  
 KAIT-TV ----- Jonesboro, Ark. (8)  
 KAKE-TV ----- Wichita, Kan. (10)  
 †KAKM ----- Anchorage, Alaska (7)  
 KALB-TV ----- Alexandria, La. (5)  
 KAMR-TV ----- Amarillo, Tex. (4)  
 †KAMU-TV College Station, Tex. (15)  
 KAPP ----- Yakima, Wash. (35)  
 KARD-TV ----- Wichita, Kan. (3)  
 KARK-TV ----- Little Rock, Ark. (4)  
 KATC ----- Lafayette, La. (3)  
 KATU ----- Portland, Ore. (2)  
 KATV ----- Little Rock, Ark. (7)  
 KAUZ-TV ----- Wichita Falls, Tex. (6)  
 KAVE-TV ----- Carlsbad, N.M. (6)  
 †KAVT-TV ----- Austin, Minn. (15)  
 KAYS-TV ----- Hays, Kan. (7)  
 KBAK-TV ----- Bakersfield, Cal. (29)  
 KBCI-TV ----- Boise, Ida. (2)  
 †KBDI-TV ----- Broomfield, Colo. (12)  
 †KBGL-TV ----- Pocatello, Ida. (10)  
 †KBHE-TV ----- Rapid City, S.D. (9)  
 KBHK-TV ----- San Francisco (44)  
 KBIM-TV ----- Roswell, N.M. (10)  
 †KBIN ----- Council Bluffs, Ia. (32)  
 KBJR-TV ----- Duluth, Minn.-Superior, Wis. (6)  
 KBMA-TV ----- Kansas City, Mo. (41)  
 KBMT ----- Beaumont, Tex. (12)  
 KBSA ----- Guasti, Cal. (46)  
 KBSC-TV ----- Corona, Cal. (52)  
 KBTV ----- Denver, Colo. (9)  
 KBTX-TV ----- Bryan, Tex. (3)  
 †KBYU-TV ----- Provo, Utah (11)  
 KCAU-TV ----- Sioux City, Ia. (9)  
 KCBD-TV ----- Lubbock, Tex. (11)  
 KCBJ-TV ----- Columbia, Mo. (17)  
 KCBY-TV ----- Coos Bay, Ore. (11)  
 KCCI-TV ----- Des Moines, Ia. (8)

KCEN-TV ----- Temple-Waco, Tex. (6)  
 †KCET ----- Los Angeles, Cal. (28)  
 KCFW-TV ----- Kalispell, Mont. (9)  
 KCIK ----- El Paso, Tex. (14)  
 KCKT ----- Great Bend, Kan. (2)  
 KCMO-TV ----- Kansas City, Mo. (5)  
 KCMT ----- Alexandria, Minn. (7)  
 KCNA-TV ----- Albion, Neb. (8)  
 KCOP ----- Los Angeles, Cal. (13)  
 †KCOS ----- El Paso, Tex. (7)  
 KCOY-TV ----- Santa Maria, Cal. (12)  
 †KCPQ-TV ----- Tacoma, Wash. (13)  
 †KCPT ----- Kansas City, Mo. (19)  
 KCRA-TV ----- Sacramento, Cal. (3)  
 KCRG-TV ----- Cedar Rapids, Ia. (9)  
 KCRL-TV ----- Reno, Nev. (4)  
 †KCSM-TV ----- San Mateo, Cal. (14)  
 KCST-TV ----- San Diego, Cal. (39)  
 †KCTS-TV ----- Seattle, Wash. (9)  
 KCTV ----- San Angelo, Tex. (8)  
 KDAL-TV ----- Duluth-Superior (3)  
 KDBC-TV ----- El Paso, Tex. (4)  
 KDCC-TV ----- Midland, Tex. (18)  
 KDFW-TV ----- Dallas-Ft. Worth (4)  
 †KDIN-TV ----- Des Moines, Ia. (11)  
 KDIX-TV ----- Dickinson, N.D. (2)  
 KDKA-TV ----- Pittsburgh, Pa. (2)  
 KDLO-TV ----- Florence, S.D. (3)  
 KDNL-TV ----- St. Louis, Mo. (30)  
 †KDSD-TV ----- Aberdeen, S.D. (16)  
 KDTV ----- San Francisco, Cal. (60)  
 KDUB-TV ----- Dubuque, Ia. (40)  
 KDUH-TV ----- Hay Springs, Neb. (4)  
 KECC-TV ----- El Centro, Cal. (9)  
 †KEDT ----- Corpus Christi, Tex. (16)  
 †KEET ----- Eureka, Cal. (13)  
 KELO-TV ----- Sioux Falls, S.D. (11)  
 KELP-TV ----- El Paso, Tex. (13)  
 KEMO-TV ----- San Francisco, Cal. (20)  
 KENI-TV ----- Anchorage, Alaska (2)  
 KENS-TV ----- San Antonio, Tex. (5)  
 †KENW ----- Portales, N.M. (3)  
 KEPR-TV ----- Pasco, Wash. (19)  
 †KERA-TV ----- Dallas, Tex. (13)  
 KERO-TV ----- Bakersfield, Cal. (23)  
 †KESD-TV ----- Brookings, S.D. (8)  
 KESQ-TV ----- Palm Springs, Cal. (42)  
 †KETA ----- Oklahoma City (13)  
 †KETC ----- St. Louis, Mo. (9)

†KETG ----- Arkadelphia, Ark. (9)  
 †KETS ----- Little Rock, Ark. (2)  
 KETV ----- Omaha, Neb. (7)  
 KEVN-TV ----- Rapid City, S.D. (7)  
 KEYC-TV ----- Mankato, Minn. (12)  
 KEYZ ----- Santa Barbara, Cal. (3)  
 KEZI-TV ----- Eugene, Ore. (9)  
 KFBTV ----- Fairbanks, Alaska (2)  
 KFBB-TV ----- Great Falls, Mont. (5)  
 KFDB-TV ----- Amarillo, Tex. (10)  
 KFDM-TV ----- Beaumont, Tex. (6)  
 KFDW-TV ----- Clovis, N.M. (12)  
 KFDX-TV ----- Wichita Falls, Tex. (3)  
 KFMB-TV ----- San Diego, Cal. (8)  
 †KFME ----- Fargo, N.D. (13)  
 KFPW-TV ----- Ft. Smith, Ark. (40)  
 KFSM-TV ----- Ft. Smith, Ark. (5)  
 KFSN-TV ----- Fresno, Cal. (30)  
 KFTV ----- Hanford, Cal. (21)  
 KFVS-TV ----- Cape Girardeau, Mo. (12)  
 KFYR-TV ----- Bismarck, N.D. (5)  
 KGBT-TV ----- Harlingen, Tex. (4)  
 †KGFE ----- Grand Forks, N.D. (2)  
 KGGM-TV ----- Albuquerque (13)  
 KGIN-TV ----- Grand Island, Neb. (11)  
 KGLD ----- Garden City, Kan. (11)  
 KGBM-TV ----- Honolulu (9)  
 KGMD-TV ----- Hilo, Hawaii (9)  
 KGMV ----- Wailuku, Hawaii (3)  
 KGNS-TV ----- Laredo, Tex. (8)  
 KGO-TV ----- San Francisco (7)  
 KGOF ----- Anaheim, Cal. (56)  
 †KGSF-TV ----- San Jose, Cal. (36)  
 †KGTG ----- Agana, Guam (12)  
 KGTV ----- San Diego, Cal. (10)  
 KGUN-TV ----- Tucson, Ariz. (9)  
 KGV0-TV ----- Missoula, Mont. (13)  
 KGW-TV ----- Portland, Ore. (8)  
 KHAS-TV ----- Hastings, Neb. (5)  
 KHAW-TV ----- Hilo, Hawaii (11)  
 †KHET ----- Honolulu, Hawaii (11)  
 KHGI-TV ----- Kearney-Hastings-Grand Island, Neb. (13)  
 †KHIN ----- Red Oak, Ia. (36)  
 KHJ-TV ----- Los Angeles (9)  
 †KHJ-TV ----- Hastings, Neb. (29)  
 KHOF-TV ----- San Bernardino (30)  
 KHON-TV ----- Honolulu, Hawaii (2)  
 KHOU-TV ----- Houston, Tex. (11)  
 KHQ-TV ----- Spokane, Wash. (6)  
 KHQA-TV ----- Hannibal, Mo. (7)  
 KHSD-TV ----- Lead, S.D. (11)  
 KHSL-TV ----- Chico, Cal. (12)  
 KHTV ----- Houston, Tex. (39)  
 KHVO ----- Hilo, Hawaii (13)  
 KICH ----- Longview, Tex. (51)  
 KID-TV ----- Idaho Falls, Ida. (3)  
 †KIDZ-TV ----- Wichita Falls, Tex. (24)  
 KIEI-TV ----- Eureka, Cal. (3)  
 KIFI-TV ----- Idaho Falls, Ida. (8)

KIFW-TV ----- Sitka, Alaska (13)  
 KIII ----- Corpus Christi (3)  
 †KIIN-TV ----- Iowa City, Ia. (12)  
 KIKU-TV ----- Honolulu (13)  
 KIMA-TV ----- Yakima, Wash. (29)  
 KIMO ----- Anchorage, Alaska (13)  
 KIMT ----- Mason City, Ia. (3)  
 KING-TV ----- Seattle, Wash. (5)  
 KINY-TV ----- Juneau, Alaska (8)  
 KIRO-TV ----- Seattle, Wash. (7)  
 KITV ----- Honolulu, Hawaii (4)  
 KIVA-TV ----- Farmington, N.M. (12)  
 KIVI ----- Nampa, Ida. (6)  
 KIVV-TV ----- Lead, S.D. (5)  
 †KIXE-TV ----- Redding, Cal. (9)  
 KJAC-TV ----- Port Arthur, Tex. (4)  
 KJEO ----- Fresno, Cal. (47)  
 KJOG-TV ----- San Diego, Cal. (51)  
 KKTV ----- Colorado Springs (11)  
 KLAJ ----- West Monroe, La. (14)  
 KLAS-TV ----- Las Vegas, Nev. (8)  
 KLBK-TV ----- Lubbock, Tex. (13)  
 †KLCS ----- Los Angeles, Cal. (58)  
 KLEW-TV ----- Lewiston, Ida. (3)  
 KLFY-TV ----- Lafayette, La. (10)  
 KLMN ----- Fort Smith, Ark. (24)  
 †KLNE-TV ----- Lexington, Neb. (3)  
 KLOC-TV ----- Modesto, Cal. (19)  
 KLOE-TV ----- Goodland, Kan. (10)  
 †KLRR-TV ----- San Antonio, Tex. (9)  
 †KLRU-TV ----- Austin, Tex. (18)  
 †KLTM ----- Monroe, La. (13)  
 †KLTS ----- Shreveport, La. (24)  
 KLTV ----- Tyler, Tex. (7)  
 †KLVX ----- Las Vegas, Nev. (10)  
 KMAU ----- Wailuku, Hawaii (12)  
 KMBC-TV ----- Kansas City, Mo. (9)  
 KMCC ----- Lubbock, Tex. (28)  
 †KMEB-TV ----- Wailuku, Hawaii (10)  
 KMEG ----- Sioux City, Ia. (14)  
 KMEX-TV ----- Los Angeles, Cal. (34)  
 KMGH-TV ----- Denver, Colo. (7)  
 KMID-TV ----- Midland, Tex. (2)  
 KMIR-TV ----- Palm Springs, Cal. (36)  
 KMJ-TV ----- Fresno, Cal. (24)  
 †KMNE-TV ----- Bassett, Neb. (7)  
 KMOL-TV ----- San Antonio, Tex. (4)  
 KMOM-TV ----- Odessa, Tex. (9)  
 †KMOS-TV ----- Sedalia, Mo. (6)  
 KMOT ----- Minot, N.D. (10)  
 KMOX-TV ----- St. Louis, Mo. (4)  
 KMPH ----- Tulare, Cal. (26)  
 KMSP-TV ----- Minneapolis-St. Paul (9)  
 KMST ----- Monterey, Cal. (46)  
 KMTC ----- Springfield, Mo. (27)  
 †KMTF ----- Fresno, Cal. (18)  
 KMTV ----- Omaha, Neb. (3)  
 KMUV-TV ----- Sacramento, Cal. (15)  
 KMOV ----- Twin Falls, Ida. (11)  
 KMXN-TV ----- Albuquerque, N.M. (23)

# America's Number One Television Station

The Federal Communications Commission has recently published its findings showing WCVB-TV Channel 5 is the number one station in America. In its recent survey of this country's more than six hundred network affiliated stations, Channel 5 ranked number one in total hours of news, number one in public affairs programs, and number one in local programming. More local programming to serve you better.

Our commitment to bring you more quality programming is stronger than ever, because putting you first has made us number one in Boston... and number one in America.

setting a new standard

nationally represented by hrp

is right here  
in Boston.

WCVB TV  
BOSTON



# SQUEEZE ZOOM™

is...

## One Channel

### FRAME SYNCHRONIZER

Locks all remote signals to house sync. Network, ENG, Remote pick-ups, and satellite signals will mix with local signals with no disturbance.

Sampling video at 4 times subcarrier for superior technical standard and picture quality.

### TIME BASE CORRECTOR

Will "NTSC" COLOR and sync of low cost VTR's.

### FRAME FREEZER

Will act like having another camera in the studio for still shots. Will freeze any full frame picture. Will retain last frame of interrupted incoming signal automatically until picture is restored.

### VIDEO COMPRESSOR

No matter how a slide or scene comes in, you can compress and/or change its aspect ratio as you wish, down to one picture element, and position it anywhere on the screen.



### ELECTRONIC ZOOM

See or read information not possible without zoom.

In sports, determine if ball is good, simply freeze and enlarge. Call foul plays more accurately. Zoom capability on a remote or recorded scene. Zoom while chroma key tracking.

### VERY SPECIAL EFFECTS

With 2 channels or more, open new unlimited vistas of movie-type effects.

GENERATE your own effects with Vital's pre-programmed micro-processor.

Record 4 pictures on one recorder and play back any one full screen with no perceptible degradation.

Observe or monitor 4 TV channels on one receiver; listen to any one audio.

Conceived, designed, and manufactured in Florida by **Vital Industries, Inc.** - makers of the VIX-114 Series Switching Systems.

## Or up to 4 Channels in One



You will not be locked out with one video channel "Squeezezoom." Add other channels as you wish. Too many exciting features and applications to describe. Call us toll free 1-800-874-4608.



HI TECHNOLOGY PRODUCT INNOVATORS

**VITAL INDUSTRIES, INC.**

MAIN OFFICE: 3700 N.E. 53rd Ave., Gainesville, Fla. 32601 U.S.A. • Tel.: Area 904-378-1581.

MORRELL BEAVERS Midwest  
2644 North Seventh St.  
Terre Haute, Indiana 47804  
Phone 812/466-3212

ROBERT McALL Northeast  
34 Autumn Lane  
Hicksville, N. Y. 11801  
Phone 516/735-0055

GORDON PETERS Southwest  
P. O. Box 912  
Arlington, Texas 76010  
Phone 817/261-6855

ERIC KING Southeast  
Fox Hill Road  
Lynchburg, Va. 24503  
Phone 804/384-7001

BARRY HOLLAND West Coast  
7960 West Beverly Blvd.  
Los Angeles, California 90048  
Phone 213/653-9438



# Call Letters

WEIQ Mobile, Ala. (42)	WGTV Traverse City, Mich. (29)	WIRT Hocking, Minn. (13)	WIS-TV Columbia, S.C. (10)
WEKW-TV Keene, N.H. (52)	WGTW Athens, Ga. (8)	WISC-TV Madison, Wis. (3)	WISH-TV Indianapolis Ind. (8)
WENH Durham, N.H. (11)	WGVG Grand Rapids Mich. (35)	WISN-TV Milwaukee Wis. (12)	WKHA Hazard, Ky. (35)
WENY-TV Elmira, N.Y. (36)	WHA-TV Madison, Wis. (21)	WITF-TV Hershey, Pa. (33)	WKID Ft. Lauderdale, Fla. (51)
WEQA Red Lion, Pa. (49)	WHAG-TV Hagerstown, Md. (25)	WITI-TV Milwaukee Wis. (6)	WKJG-TV Fort Wayne, Ind. (33)
WESH-TV Daytona Beach, Fla. (2)	WHAS-TV Louisville, Ky. (11)	WITN-TV Rock Island, Ill. (4)	WKLE Lexington, Ky. (46)
WETA-TV Washington, D.C. (26)	WHBF-TV Memphis, Tenn. (13)	WITV Hartford, Conn. (18)	WKMA Madisonville, Ky. (35)
WETK Burlington, Vt. (33)	WHBQ-TV Rochester, N.Y. (10)	WIVB-TV Buffalo, N.Y. (4)	WKMJ Louisville, Ky. (68)
WETV Atlanta, Ga. (30)	WHED-TV Hanover, N.H. (15)	WJAX-TV Johnstown, Pa. (6)	WKMR Morehead, Ky. (38)
WEVU Naples, Fla. (26)	WHFT Miami, Fla. (45)	WJAN Canton, O. (17)	WKMU Murray, Ky. (21)
WEWS Cleveland, O. (5)	WHFV Fredericksburg, Va. (69)	WJAR-TV Providence (10)	WKNO-TV Memphis, Tenn. (10)
WEYI-TV Saginaw, Mich. (25)	WHIO-TV Dayton, O. (7)	WJBF Augusta, Ga. (6)	WKON Owensboro, Ky. (31)
WEZF-TV Burlington, Vt. (22)	WHIS-TV Huntsville, Ala. (25)	WJBT Detroit (2)	WKPC-TV Owenton, Ky. (52)
WFAA-TV Dallas, Tex. (8)	WHIS-TV Bluefield, W. Va. (6)	WJCL Savannah, Ga. (22)	WKOW-TV Madison, Wis. (27)
WFBC-TV Greenville, S.C. (4)	WHIZ-TV Zanesville, O. (18)	WJCT Jacksonville, Fla. (7)	WKPD Louisville, Ky. (15)
WFFT-TV Ft. Wayne, Ind. (55)	WHKY-TV Hickory, N.C. (14)	WJET-TV Erie, Pa. (24)	WKPI Paducah, Ky. (20)
WFIE-TV Evansville, Ind. (14)	WHLA-TV La Crosse, Wis. (31)	WJHG-TV Panama City, Fla. (7)	WKPT-TV Kingsport, Tenn. (19)
WFJQ Florence, Ala. (36)	WHMA-TV Anniston, Ala. (40)	WJHL-TV Johnson City, Tenn. (11)	WKRC-TV Cincinnati, O. (12)
WFLA-TV Tampa, Fla. (8)	WHMB-TV Indianapolis, Ind. (40)	WJIM-TV Lansing, Mich. (6)	WKRG-TV Mobile, Ala. (5)
WFLD-TV Chicago, Ill. (32)	WHME-TV South Bend, Ind. (46)	WJKS-TV Jackson, Miss. (12)	WKSO Somerset, Ky. (29)
WFMJ-TV Youngstown, O. (21)	WHMM Washington, D.C. (32)	WJLW-TV Cleveland, O. (8)	WKTV Utica, N.Y. (2)
WFMY-TV Greensboro, N.C. (2)	WHNT-TV Huntsville, Ala. (19)	WJLA-TV Washington, D.C. (7)	WKYC-TV Cleveland, O. (3)
WFMZ-TV Allentown, Pa. (69)	WHO-TV Des Moines, Ia. (13)	WJMN-TV Escanaba, Mich. (3)	WKYH-TV Hazard, Ky. (57)
WFRV-TV Green Bay, Wis. (5)	WHOP-TV Harrisburg, Pa. (21)	WJNL-TV Johnstown, Pa. (19)	WKYV-TV Lexington, Ky. (27)
WFSB-TV Hartford, Conn. (3)	WHRO-TV Wausau, Wis. (20)	WJPM-TV Florence, S.C. (33)	WKZO-TV Kalamazoo, Mich. (3)
WFSU-TV Tallahassee, Fla. (11)	WHRT-TV Hampton, Va. (15)	WJPT Jacksonville, Ill. (14)	WKZT Elizabethtown, Ky. (23)
WFTV Orlando, Fla. (9)	WHSV-TV Harrisonburg, Va. (3)	WJRT-TV Flint, Mich. (12)	WLBT Jackson, Miss. (3)
WFTY Indianapolis, Ind. (20)	WHTV Meridian, Miss. (24)	WJSP-TV Columbus, Ga. (28)	WLBZ-TV Bangor, Me. (2)
WGAL-TV Lancaster, Pa. (8)	WHWC-TV Colfax, Wis. (28)	WJTV Jackson, Miss. (12)	WLED-TV Littleton, N.H. (49)
WGAN-TV Portland, Me. (13)	WHYY-TV Springfield, Mass. (40)	WJWJ-TV Beaufort, S.C. (16)	WLEF-TV Park Falls, Wis. (36)
WGBH-TV Boston, Mass. (2)	WHYY-TV Wilmington, Del. (12)	WJXT Jacksonville, Fla. (4)	WLEX-TV Lexington, Ky. (18)
WGBX-TV Boston, Mass. (44)	WIBW-TV Topeka, Kan. (13)	WJZ-TV Baltimore, Md. (13)	WLFI-TV Lafayette, Ind. (18)
WGBY-TV Springfield, Mass. (57)	WICD Champaign, Ill. (15)	WKAB-TV Montgomery, Ala. (32)	WLFL-TV Raleigh, N.C. (22)
WGEM-TV Quincy, Ill. (10)	WICS Springfield, Ill. (20)	WKAQ-TV San Juan, P.R. (2)	WLIO Lima, O. (35)
WGG5-TV Greenville, S.C. (16)	WICU-TV Erie, Pa. (12)	WKAR-TV East Lansing, Mich. (23)	WLIW Garden City, N.Y. (21)
WGHP-TV High Point, N.C. (8)	WICZ-TV Binghamton, N.Y. (40)	WKAS Ashland, Ky. (25)	WLJT-TV Lexington, Tenn. (11)
WGIQ Louisville, Ala. (43)	WIFR-TV Freeport, Ill. (23)	WKBD-TV Detroit, Mich. (50)	WLKY-TV Louisville, Ky. (32)
WGN-TV Chicago, Ill. (9)	WIIQ-TV Pittsburgh, Pa. (11)	WKBM-TV Caguas, P.R. (11)	WLOS-TV Asheville, N.C. (13)
WGNM-TV Winston-Salem, N.C. (45)	WIIQ-TV Demopolis, Ala. (41)	WKBN-TV Youngstown, O. (27)	WLOX-TV Biloxi, Miss. (13)
WGNO-TV New Orleans, La. (26)	WILL-TV Champaign-Urbana (12)	WKBS-TV Burlington, N.J. (48)	WLTP-TV Baton Rouge, La. (27)
WGPR-TV Detroit, Mich. (62)	WILX-TV Lansing, Mich. (10)	WKBT La Crosse, Wis. (8)	WLRE Green Bay, Wis. (26)
WGR-TV Buffalo, N.Y. (2)	WINK-TV Fort Myers, Fla. (11)	WKEF Dayton, O. (22)	WLRN-TV Miami, Fla. (17)
WGSE Myrtle Beach, S.C. (43)	WIPB-TV Muncie, Ind. (49)	WKFG Bowling Green, Ky. (53)	WLS-TV Chicago, Ill. (7)
WGSP-TV Washington, D.C. (50)	WIPM-TV Mayaguez, P.R. (3)	WKGB Bowling Green, Ky. (53)	WLTV Miami, Fla. (23)
WGTE-TV Toledo, O. (30)	WIPR-TV San Juan, P.R. (6)		WLTX Columbia, S.C. (19)

Your prime time news audience deserves and appreciates that

extra dimension

only film can provide.



**JAMIESON FILM CO.** builds the right processor for you.

6901 forest park road • dallas, texas 75235

p.o. box 35688 • phone (214) 350-1283 • telex: 73-0932

call toll free in texas, 1 (800) 492-1841 or 1 (800) 527-2298 in continental usa except texas.



# Call Letters

WLUC-TV Marquette, Mich. (6)	WOLE-TV Aguadilla, P.R. (12)	WSFA-TV Montgomery, Ala. (12)	WTVU New Haven, Conn. (59)
WLUK-TV Green Bay, Wis. (11)	WOLO-TV Columbia, S.C. (25)	WSIL-TV Harrisburg, Ill. (3)	WTVW Evansville, Ind. (7)
WLVI-TV Cambridge, Mass. (56)	WONH Syracuse, N.Y. (43)	Carbondale, Ill. (8)	WTVX Ft. Pierce, Fla. (34)
WLVT-TV Allentown, Pa. (39)	WOPC Altoona, Pa. (38)	†WSJK-TV Sneedville, Tenn. (2)	WTVY Dothan, Ala. (4)
WLWT Cincinnati, O. (5)	WOR-TV New York, N.Y. (9)	WSJV Elkhart, Ind. (28)	WTVZ Norfolk, Va. (33)
WLYH-TV Lebanon, Pa. (15)	WORA-TV Mayaguez, P.R. (5)	†WSKG Binghamton, N.Y. (46)	WTWO Terre Haute, Ind. (2)
WMAA Jackson, Miss. (29)	†WOSU-TV Columbus, O. (34)	WLSA Selma, Ala. (8)	WTWV Tupelo, Miss. (9)
WMAA Mississippi State, Miss. (2)	WOTV Grand Rapids, Mich. (8)	WLSL-TV Roanoke, Va. (10)	WUAB Lorain, O. (43)
WMAE Booneville, Miss. (12)	†Woub-TV Athens, O. (20)	Nashville, Tenn. (4)	†WUCM-TV University Ctr. (Bay City) (19)
WMAH Biloxi, Miss. (19)	†WOUK-TV Cambridge, O. (44)	WSPW-TV Worcester, Mass. (27)	†WUFT Gainesville, Fla. (5)
WMAO Greenwood, Miss. (23)	WOWK-TV Huntington, W.Va. (13)	WSNL-TV Smithtown, N.Y. (67)	WUHQ-TV Battle Creek, Mich. (41)
WMAQ-TV Chicago, Ill. (5)	WOWL-TV Florence, Ala. (15)	WSNS-TV Chicago, Ill. (44)	†WUNC-TV Chapel Hill, N.C. (4)
WMAU Bude, Miss. (17)	WOWT Omaha, Neb. (6)	WSOC-TV Charlotte, N.C. (9)	†WUND-TV Columbia, N.C. (2)
WMAV Oxford, Miss. (18)	WPBN-TV Traverse City, Mich. (7)	WSPA-TV Spartanburg, S.C. (7)	†WUNE-TV Linville, N.C. (17)
WMAW Meridian, Miss. (14)	†WPBO-TV Portsmouth, O. (42)	WSPD-TV Toledo, O. (13)	†WUNF-TV Asheville, N.C. (33)
WMAZ-TV Macon, Ga. (13)	†WPBT Miami, Fla. (2)	†WSRE Pensacola, Fla. (23)	†WUNG-TV Concord, N.C. (58)
WMBB Panama City, Fla. (13)	WPCB-TV Greensburg, Pa. (40)	WSTE Fajardo, P.R. (13)	†WUNJ-TV Wilmington, N.C. (39)
WMBD-TV Peoria, Ill. (31)	WPEC West Palm Beach, Fla. (12)	WSTV Steubenville, O. (9)	†WUNK-TV Greenville, N.C. (25)
WMC-TV Memphis, Tenn. (5)	WPGH-TV Pittsburgh, Pa. (53)	WSUR-TV Ponce, P.R. (9)	†WUNL-TV Winston-Salem, N.C. (26)
†WMEB-TV Orono, Me. (12)	WPHL-TV Philadelphia, Pa. (17)	WSVI Christiansted, V.I. (8)	†WUSF-TV Tampa, Fla. (16)
†WMED-TV Calais, Me. (13)	WPIX New York, N.Y. (11)	†WSVN-TV Norton, Va. (47)	†WUSI-TV Olney, Ill. (16)
†WMEG-TV Biddeford, Me. (26)	WPLG Miami, Fla. (10)	WSWB-TV Orlando, Fla. (35)	WUTR Utica, N.Y. (20)
†WMEM-TV Presque Isle, Me. (10)	†WPNE Green Bay, Wis. (38)	†WSWP-TV Grandview, W.Va. (9)	WUTV Buffalo, N.Y. (29)
†WMFE-TV Orlando, Fla. (24)	WPRI-TV Providence, R.I. (12)	WSYE-TV Elmira, N.Y. (18)	†WVAN-TV Savannah, Ga. (9)
†WMGC-TV Binghamton, N.Y. (34)	†WPSD-TV Paducah, Ky. (6)	WSYR-TV Syracuse, N.Y. (3)	WVEC-TV Hampton, Va. (13)
†WMHT Schenectady, N.Y. (17)	†WPSX-TV Clearfield, Pa. (3)	WTAE-TV Pittsburgh, Pa. (4)	WVEO Aguadilla, P.R. (44)
†WMPB Baltimore, Md. (67)	WPTA Ft. Wayne, Ind. (21)	WTAF-TV Philadelphia, Pa. (29)	†WVER Rutland, Vt. (28)
WMT-TV Cedar Rapids, Ia. (2)	†WPTD Kettering, O. (16)	WTAJ-TV Altoona, Pa. (10)	†WVIA-TV Scranton, Pa. (44)
WMTV Madison, Wis. (15)	WPTF-TV Durham, N.C. (28)	WTAP-TV Parkersburg, W.Va. (15)	WVII-TV Bangor, Me. (7)
†WMTW-TV Poland Spring, Me. (8)	†WPTO Oxford, O. (14)	WTAR-TV Norfolk, Va. (3)	WVIR-TV Charlottesville, Va. (29)
†WMUL-TV Huntington, W.Va. (33)	WPTT-TV Pittsburgh, Pa. (22)	WTCG Atlanta, Ga. (17)	WVIT New Britain-Hartford, Conn. (30)
†WMUR-TV Manchester, N.H. (9)	WPTV Palm Beach, Fla. (5)	WTCI Chattanooga, Tenn. (45)	†WVIZ-TV Cleveland, O. (25)
†WMVS Milwaukee, Wis. (10)	WPTY-TV Memphis, Tenn. (24)	WTCN-TV Minneapolis (11)	†WVPT Staunton, Va. (51)
†WMVT Milwaukee, Wis. (36)	WPTZ Plattsburgh, N.Y. (5)	WTEN Albany, N.Y. (10)	†WVTA Windsor, Vt. (41)
WNAC-TV Boston (7)	WQAD-TV Moline, Ill. (8)	WTEV Providence-New Bedford (6)	†WVTB St. Johnsbury, Vt. (20)
WNBC-TV New York, N.Y. (4)	†WQED Pittsburgh, Pa. (13)	WTHI-TV Terre Haute, Ind. (10)	WVTV Milwaukee, Wis. (18)
WNCT-TV Greenville, N.C. (9)	†WQEX Pittsburgh, Pa. (16)	WTHR Indianapolis, Ind. (13)	WVUE New Orleans, La. (8)
WNDU-TV South Bend, Ind. (16)	†WQLN Erie, Pa. (54)	†WTHS-TV Miami, Fla. (2)	†WVUT Vincennes, Ind. (22)
†WNED-TV Buffalo, N.Y. (17)	†WQPT Moline, Ill. (24)	†WTIU Bloomington, Ind. (30)	WWAY Wilmington, N.C. (3)
WNEM-TV Bay City, Mich. (5)	WQRF-TV Rockford, Ill. (39)	†WTJX-TV Charlotte Amalie, V.I. (12)	WWBT Richmond, Va. (12)
†WNEO-TV Alliance, O. (45)	WQTV Boston, Mass. (68)	WTKK Manassas, Va. (66)	WLL-TV New Orleans, La. (4)
WNEP-TV Scranton, Pa. (16)	WRAL-TV Raleigh, N.C. (5)	WTLV Jacksonville, Fla. (12)	WWLP Springfield, Mass. (22)
†WNET New York-Newark (13)	WRAU-TV Peoria, Ill. (19)	WTMJ-TV Milwaukee, Wis. (4)	†WVTV Carthage, N.Y. (7)
WNEW-TV New York, N.Y. (5)	WRBL-TV Columbus, Ga. (3)	WTNH-TV New Haven, Conn. (8)	†WWPB Hagerstown, Md. (31)
WNGE Nashville, Tenn. (2)	WRBT Baton Rouge, La. (33)	WTOG-TV Savannah, Ga. (11)	WWTW Cadillac, Mich. (9)
†WNIN Evansville, Ind. (9)	WRCB-TV Chattanooga, Tenn. (3)	WTOC-TV St. Petersburg, Fla. (44)	WUUP-TV Sault Ste. Marie (10)
†WNIT-TV South Bend, Ind. (34)	WRDW-TV Augusta, Ga. (12)	WTKO-TV Meridian, Miss. (11)	†WVVU Morgantown, W.Va. (24)
†WNJB New Brunswick, N.J. (58)	WREG-TV Memphis, Tenn. (3)	WTOL-TV Toledo, O. (11)	WXEX-TV Petersburg, Va. (8)
†WNJM Montclair, N.J. (50)	WRET-TV Charlotte, N.C. (36)	WTOM-TV Cheboygan, Mich. (4)	†WXGA-TV Waycross, Ga. (8)
WNNE-TV Hanover, N.H. (31)	WREX-TV Rockford, Ill. (13)	WTPA Harrisburg, Pa. (27)	WXIA-TV Atlanta, Ga. (11)
†WNJS Camden, N.J. (23)	WRGB Schenectady, N.Y. (6)	WTRF-TV Wheeling, W. Va. (7)	WXII Winston-Salem, N.C. (12)
†WNJT Trenton, N.J. (52)	WRHT Ann Arbor, Mich. (31)	WTSP-TV Tampa-St. Petersburg, Fla. (10)	WXIV-TV Cincinnati, O. (19)
†WNJU-TV New York-Newark (47)	WRIK-TV Ponce, P.R. (7)	WTTG Washington, D.C. (5)	WXLT-TV Sarasota, Fla. (40)
†WNMU-TV Marquette, Mich. (13)	WRIT-TV Chattanooga, Tenn. (61)	WTTV Bloomington, Ind. (4)	WXNE-TV Boston, Mass. (25)
†WNPE-TV Watertown, N.Y. (16)	†WRJA-TV Sumter, S.C. (27)	WTTW Chicago, Ill. (11)	WXON Detroit, Mich. (20)
†WNPI-TV Norwood, N.Y. (18)	†WRLK-TV Columbia, S.C. (35)	WTVG Chattanooga, Tenn. (9)	WXOW-TV La Crosse, Wis. (25)
†WNSC-TV Rock Hill, S.C. (30)	WROC-TV Rochester, N.Y. (8)	WTVD Durham, N.C. (11)	WXTV Paterson, N.J. (41)
†WNTV Greenville, S.C. (29)	WRTV Indianapolis, Ind. (6)	WTVF Nashville, Tenn. (5)	†WXXI Rochester, N.Y. (21)
†WNVT Goldvein, Va. (53)	WSAU-TV Wausau, Wis. (7)	WTVG Newark, N.J. (68)	†WXXW Chicago, Ill. (20)
†WNYS-TV New York (31)	WSAV-TV Savannah, Ga. (3)	WTVH Syracuse, N.Y. (5)	WXYZ-TV Detroit, Mich. (7)
†WNYE-TV New York (25)	WSAZ-TV Huntington, W.Va. (3)	†WTVI Charlotte, N.C. (42)	WYAH-TV Portsmouth, Va. (27)
WOAY-TV Oak Hill, W.Va. (4)	WSB-TV Atlanta, Ga. (2)	WTVJ Miami, Fla. (4)	WYEA-TV Columbus, Ga. (38)
WOC-TV Davenport, Ia. (6)	WSBA-TV York, Pa. (43)	WTVK Knoxville, Tenn. (26)	†WYES-TV New Orleans, La. (12)
WOCA-TV Ocala, Fla. (51)	†WSBE-TV Providence, R.I. (36)	WTVM Columbus, Ga. (9)	WYTV Youngstown, O. (33)
WOF-TV Ames, Ia. (5)	WSBK-TV Boston, Mass. (38)	WTVN-TV Columbus, O. (6)	WZTV Nashville, Tenn. (17)
WOKR Rochester, N.Y. (13)	WVTV-TV Lexington, Ky. (62)	WTVU Rockford, Ill. (17)	WZZM-TV Grand Rapids, Mich. (13)
	WVTV-TV Lexington, Ky. (62)	WTVV-TV Richmond, Va. (6)	
	WVTV-TV Lexington, Ky. (62)	†WTVS Detroit, Mich. (56)	
	WVTV-TV Lexington, Ky. (62)	WTVZ Tampa, Fla. (13)	

# MALARKEY TAYLOR AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

**Cable Television Management and Engineering Consultants**

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# Canadian TV Station Call Letters

CBAFT Moncton, N.B. (11)	CBLAT-3 Wawa, Ont. (9)	CBUBT-1 Canal Flats, B.C. (12)	CBYT Corner Brook, Nfld. (5)
CBAFT-1 Fredericton-Saint John, N.B. (5)	CBLAT-4 Marathon, Ont. (11)	CBUBT-5 Radium Hot Springs, B.C. (77)	CBYT-1 Stephenville, Nfld. (8)
CBAFT-3 Neguac, N.B. (3)	CBLFT Toronto, Ont. (25)	CBUBT-6 Spillimacheen, B.C. (69)	CBYT-3 Bonne Bay, Nfld. (2)
CBBCA-TV-1 Etzikom, Alta. (12)	CBLFT-1 Sturgeon Falls, Ont. (7)	CBUBT-7 Mt. Baker, B.C. (10)	CBYT-4 Port aux Basques, Nfld. (3)
CBBCP-TV-1 Shaunavon, Sask. (7)	CBLFT-2 Sudbury, Ont. (13)	CBUBT-12 Mt. Hunter, B.C. (53)	CBYT-5 St. Andrews, Nfld. (6)
CBCT Charlottetown, P.E.I. (13)	CBLFT-3 Timmins, Ont. (9)	CBUCT Nelson, B.C. (9)	CBYT-6 Cow Head, Nfld. (8)
CBEBT Pine Point, N.W.T. (4)	CBLFT-4 Kapuskasing, Ont. (12)	CBUCT-1 Crawford Bay, B.C. (5)	CBYT-8 Portland, Nfld. (13)
CBEBT-1 Hay River, N.W.T. (7)	CBLFT-5 Hearst, Ont. (7)	CBUFT Vancouver, B.C. (26)	CBYT-9 Hawkes Bay, Nfld. (5)
CBEFT Windsor, Ont. (78)	CBLFT-6 Elliot Lake, Ont. (12)	CBUT Vancouver, B.C. (2)	CFAC-TV Calgary, Alta. (2)
CBEST-3 Churchill Falls, Nfld. (9)	CBLFT-8 Kitchener, Ont. (76)	CBUT-1 Courtenay, B.C. (9)	CFCF-TV Montreal, Que. (12)
CBET Windsor, Ont. (9)	CBLFT-9 London, Ont. (40)	CBUT-2 Chilliwack, B.C. (3)	CFCL-TV Timmins, Ont. (6)
CBFAT Chibougamau, Que. (5)	CBLFT-10 Chatham, Ont. (48)	CBVT Quebec City, Que. (11)	CFCL-TV-2 Kearns, Ont. (2)
CBFNT Port-au-Port, Nfld. (13)	CBLFT-11 Barrie, Ont. (55)	CBVT-2 La Tuque, Que. (3)	CFCL-TV-3 Kapuskasing, Ont. (2)
CBFRT Radisson, Que. (8)	CBLFT-12 Peterborough, Ont. (44)	CBVT-4 Lac Etchemin, Que. (55)	CFCL-TV-4 Hearst, Ont. (4)
CBFST-2 Temiscaming, Que. (12)	CBLFT-13 Belleville, Ont. (15)	CBWAT Kenora, Ont. (8)	CFCL-TV-5 Malartic, Que. (5)
CBFT Montreal, Que. (2)	CBLFT-14 Kingston, Ont. (32)	CBWBT Flin Flon, Man. (10)	CFCL-TV-6 Chapeau, Ont. (7)
CBFT-1 Mt. Tremblant, Que. (11)	CBLFT-15 Penetanguishene, Ont. (34)	CBWCT Fort Frances, Ont. (5)	CFCN-TV Quebec City, Que. (4)
CBFT-2 Mt. Laurier, Que. (3)	CBLFT-16 Driftwood, Ont. (74)	CBWCT-1 Atikokan, Ont. (7)	CFCN-TV Calgary, Alta. (4)
CBGAT Matane, Que. (6)	CBLFT-17 Sarnia, Ont. (68)	CBWCT Dryden, Ont. (9)	CFCN-TV-1 Hand Hills-Drumheller, Alta. (12)
CBGAT-1 Mont Climont, Que. (13)	CBLT Toronto, Ont. (5)	CBWDT-1 Sioux Lookout, Ont. (12)	CFCN-TV-4 Burmis, Alta. (5)
CBGAT-2 Murdochville, Que. (6)	CBMT Montreal, Que. (6)	CBWET Red Lake, Ont. (10)	CFCN-TV-5 Lethbridge, Alta. (13)
CBGAT-3 Grande Vallee, Que. (11)	CBMT-1 Trois Rivières, Que. (28)	CBWFT Winnipeg, Man. (3)	CFCN-TV-8 Medicine Hat, Alta. (8)
CBGAT-5 Causapsal, Que. (6)	CBNAT Grand Falls, Nfld. (11)	CBWFT-1 The Pas, Man. (6)	CFER Rimouski, Que. (11)
CBGAT-6 Matane, Que. (6)	CBNAT-1 Baie Verte, Nfld. (3)	CBWFT-2 Flin Flon, Man. (3)	CFER-TV-1 Sept-Iles, Que. (11)
CBHFT Halifax, N.S. (13)	CBNAT-2 Buchans, Nfld. (7)	CBWFT-3 St. Lazare, Man. (13)	CFJC-TV Kamloops, B.C. (4)
CBHFT-1 Yarmouth, N.S. (3)	CBNAT-7 Musgrave Harbour, Nfld. (7)	CBWFT-4 Ste. Rose du Lac, Man. (3)	CFJC-TV-4 Clinton, B.C. (9)
CBHFT-2 Mulgrave, N.S. (7)	CBNAT-8 Conche, Nfld. (13)	CBWFT-5 Thompson, Man. (5)	CFJC-TV-6 Mt. Timothy, B.C. (5)
CBHFT-3 Sydney, N.S. (13)	CBNAT-9 Mt. St. Margaret, Nfld. (9)	CBWFT-6 Pine Falls, Man. (11)	CFLA-TV Goose Bay, Nfld. (8)
CBHFT-4 Cheticamp, N.S. (10)	CBNAT-10 Fox Harbour, Nfld. (7)	CBWFT-7 Kenora, Ont. (7)	CFON-TV Oyen, Alta. (2)
CBHT Halifax, N.S. (3)	CBNAT-22 Roddickton, Nfld. (11)	CBWGT Fisher Branch, Man. (10)	CFPL-TV London, Ont. (10)
CBHT-1 Liverpool, N.S. (12)	CBNLT Labrador City, Nfld. (13)	CBWIT The Pas, Man. (7)	CFQC-TV Saskatoon, Sask. (8)
CBHT-2 Shelburne, N.S. (8)	CBNT St. John's, Nfld. (8)	CBWQT Leaf Rapids, Man. (13)	CFQC-TV-1 Stranraer, Sask. (3)
CBHT-3 Yarmouth, N.S. (11)	CBNT-1 Port Rexton, Nfld. (13)	CBWST Baldy Mountain, Man. (8)	CFRN-TV N. Battleford, Sask. (6)
CBHT-4 Sheet Harbour, N.S. (11)	CBNT-2 Placentia, Nfld. (12)	CBWT Winnipeg, Man. (6)	CFRN-TV-1 Edmonton, Alta. (3)
CBHT-5 New Glasgow, N.S. (7)	CBNT-3 Marystown, Nfld. (5)	CBWUT Lac du Bonnet, Man. (4)	CFRN-TV-2 Grande Prairie, Alta. (13)
CBIMT Magdalen Islands, Que. (12)	CBNT-6 St. Mary's, Nfld. (10)	CBWXT Gods Lake Narrows, Man. (13)	CFRN-TV-3 Peace River, Alta. (3)
CBIT Sydney, N.S. (5)	CBNT-10 Clarendville, Nfld. (7)	CBXAT Grande Prairie, Alta. (10)	CFRN-TV-4 Whitecourt, Alta. (12)
CBIT-1 Mulgrave, N.S. (12)	CBNT-24 Hermitage, Nfld. (4)	CBXAT-1 Peace River, Alta. (7)	CFRN-TV-5 Ashmont, Alta. (12)
CBIT-2 Cheticamp, N.S. (2)	CBNT-25 Ramea, Nfld. (13)	CBXAT-2 High Prairie, Alta. (2)	CFRN-TV-6 Lac La Biche, Alta. (2)
CBJET Chicoutimi, Que. (58)	CBOFT Ottawa, Ont.-Hull, Que. (9)	CBXAT-3 Manning, Alta. (12)	CFRN-TV-6 Red Deer, Alta. (8)
CBKBT Beauval, Sask. (7)	CBOFT-1 Chapeau, Que. (11)	CBXAT-4 High Level, Alta. (8)	CFSS-TV Carlyle Lake, Sask. (7)
CBKFT Regina, Sask. (13)	CBOT Ottawa, Ont. (4)	CBXAT-5 Ft. Vermilion, Alta. (11)	CFTK-TV Terrace, B.C. (3)
CBKFT-1 Saskatoon, Sask. (13)	CBRT Calgary, Alta. (9)	CBXFT Edmonton, Alta. (11)	CFTK-TV-1 Prince Rupert, B.C. (6)
CBKFT-2 Prince Albert, Sask. (3)	CBRT-5 Rosemary, Alta. (11)	CBXFT-1 Bonnyville, Alta. (6)	CFTM-TV Montreal, Que. (10)
CBKHT Keno Hill, Y.T. (13)	CBRT-6 Lethbridge, Alta. (10)	CBXFT-2 Falher, Alta. (6)	CFTO-TV Toronto, Ont. (9)
CBKST Saskatoon, Sask. (11)	CBRT-8 Burmis, Alta. (47)	CBXFT-3 Lethbridge, Alta. (23)	CFWH-TV Whitehorse, Y.T. (6)
CBKST-1 Stranraer, Sask. (9)	CBST Sept Iles, Que. (13)	CBXFT-4 Red Deer, Alta. (31)	CFYK-TV Yellowknife, N.W.T. (8)
CBKST-3 Leoville, Sask. (12)	CBST-2 Schefferville, Que. (11)	CBXT Edmonton, Alta. (5)	CHAK-TV Inuvik, N.W.T. (6)
CBKT Regina, Sask. (9)	CBST-3 Labrador City, Nfld. (9)	CBXT-1 Athabasca, Alta. (8)	CHAN-TV Vanouvier, B.C. (8)
CBKT-1 Moose Jaw, Sas. (4)	CBST-6 Riviere au Tonnerre, Que. (2)	CBXT-2 Whitecourt, Alta. (9)	CHAN-TV-4 Courtenay, B.C. (13)
CBKT-2 Willow Bunch, Sask. (10)	CBUAT Trail, B.C. (11)	CBXT-3 Hinton, Alta. (8)	CHAT-TV Medicine Hat, Alta. (6)
CBLAT Geraldton, Ont. (13)	CBUBT Cranbrook, B.C. (10)	CBXT-5 Lac La Biche, Alta. (10)	CHAT-TV-1 Pivot, Alta. (4)
CBLAT-1 Manitouwadge, Ont. (8)		CBYAT Deer Lake, Nfld. (12)	
CBLAT-2 White River, Ont. (12)			

**THE WORLD NEVER STOPPED TURNING** This issue of **Television Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest** with **Weekly Addenda Services** will keep you abreast of industry happenings.

Use Order Card #8 Stations Volume

# Canadian TV Call Letters

CHAU-TV	Carleton, Que. (5)	†CICO-TV-28	Kitchener-Paris, Ont. (28)	CJSV-TV	Stephenville, Nfld. (4)	CKNX-TV	Wingham, Ont. (8)
CHAU-TV-1	Ste. Marguerite-Marie, Que. (2)	†CICO-TV-32	Windsor, Ont. (32)	CJWB-TV	Bonavista, Nfld. (10)	CKNY-TV	North Bay, Ont. (10)
CHAU-TV-5	Perce, Que. (2)	†CICO-TV-59	Chatham, Ont. (59)	CJWN-TV	Corner Brook, Nfld. (10)	CKOS-TV	Yorkton, Sask. (3)
CHAU-TV-6	Gaspe, Que. (13)	CIFG-TV	Prince George, B.C. (12)	CKAM-TV	North Shore, N.B. (12)	CKOS-TV-1	Norquay, Sask. (13)
CHAU-TV-7	Riviere-au-Renard, Que. (7)	CITL-TV	Lloydminster, Alta. (4)	CKBI-TV	Prince Albert, Sask. (5)	CKOS-TV-2	Hudson Bay, Sask. (9)
CHBC-TV	Kelowna, B.C. (2)	CITM-TV	Mt. Timothy, B.C. (3)	CKBI-TV-1	Alticane, Sask. (10)	CKPG-TV	Prince George, B.C. (2)
CHBC-TV-1	Penticton, B.C. (13)	CITV-TV	Edmonton, Alta. (13)	CKBI-TV-2	N. Battleford, Sask. (7)	CKPG-TV-1	Hixon, B.C. (10)
CHBC-TV-2	Vernon, B.C. (7)	CITY-TV	Toronto, Ont. (79)	CKBI-TV-3	Greenwater Lake, Sask. (4)	CKPG-TV-3	Fort Fraser, B.C. (6)
CHBC-TV-3	Oliver-Osoyoos, B.C. (8)	†CIVM-TV	Montreal, Que. (17)	CKBI-TV-4	Nipawin, Sask. (7)	CKPR-TV	Thunder Bay, Ont. (2)
CHBC-TV-4	Salmon Arm, B.C. (9)	†CIVO-TV	Hull, Que.-Ottawa, Ont. (30)	CKBI-TV-6	Spiritwood, Sask. (9)	CKRD-TV	Red Deer, Alta. (6)
CHCH-TV	Hamilton, Ont. (11)	†CIVQ-TV	Quebec, Que. (15)	CKBQ-TV	Star City-Melfort, Sask. (2)	CKRD-TV-1	Coronation, Alta. (10)
CHCR-TV	Bathurst, N.B. (4)	CJAP-TV	Argentia, Nfld. (3)	CKCD-TV	Campbellton, N.B. (7)	CKRN-TV	--- Rouyn-Noranda, Que. (4)
CHEK-TV	Victoria, B.C. (6)	CJAY-TV-2	Brandon, Man. (4)	CKCK-TV	Regina, Sask. (2)	CKRN-TV-3	--- Bearn/Fabre, Que. (3)
CHEX-TV	Peterborough, Ont. (12)	CJBR-TV	--- Rimouski, Que. (3)	CKCK-TV-1	Colgate, Sask. (12)	CKRS-TV	--- Jonquiere, Que. (12)
CHFC-TV	Fort Churchill, Man. (8)	CJBR-TV-1	Edmundston, N.B. (13)	CKCK-TV-2	Willow Bunch, Sask. (6)	CKRS-TV-3	--- Roberval, Que. (8)
CHFD-TV	Thunder Bay, Ont. (4)	CJCB-TV	--- Sydney, N.S. (4)	CKCO-TV	Kitchener, Ont. (13)	CKRT-TV	--- Riviere-du-Loup, Que. (7)
CHGH-TV	Churchill, Man. (4)	CJCB-TV-1	Inverness, N.S. (6)	CKCO-TV-2	Georgian Bay, Ont. (2)	CKSA-TV	Lloydminster, Alta. (2)
CHKL-TV	Kelowna, B.C. (5)	CJCB-TV-2	Antigonish, N.S. (9)	CKCO-TV-3	Sarnia-Chatham, Ont. (42)	CKSA-TV-2	Bonnyville, Alta. (9)
CHKL-TV-1	Penticton, B.C. (10)	CJCH-TV	--- Halifax, N.S. (5)	CKCO-TV-4	The Muskokas, Ont. (11)	CKSH-TV	Sherbrooke, Que. (9)
CHKL-TV-2	Vernon, B.C. (12)	CJCH-TV-1	Canning, N.S. (10)	CKCW-TV	Moncton, N.B. (2)	CKSO-TV	Sudbury, Ont. (5)
CHKM-TV	Kamloops, B.C. (6)	CJCH-TV-6	Caledonia, N.S. (6)	CKCW-TV-1	Charlottetown, P.E.I. (8)	CKSO-TV-1	Elliot Lake, Ont. (3)
CHLT-TV	Sherbrooke, Que. (7)	CJCN-TV	Grand Falls, Nfld. (4)	CKGN-TV	Paris, Ont. (6)	CKSO-TV-2	Timmins, Ont. (3)
CHMT-TV	Moncton, N.B. (7)	CJDC-TV	Dawson Creek, B.C. (5)	CKGN-TV-1	Windsor, Ont. (22)	CKSO-TV-3	--- Kearns, Ont. (11)
CHNB-TV	North Bay, Ont. (4)	CJDG-TV	Lithium Mines, Que. (8)	CKGN-TV-2	Bancroft, Ont. (2)	CKSO-TV-4	Kapusking, Ont. (10)
CHRO-TV	Pembroke, Ont. (5)	CJFB-TV	Swift Current, Sask. (5)	CKGN-TV-6	Ottawa, Ont. (6)	CKTM-TV	Trois Rivieres, Que. (13)
CHSJ-TV	Saint John, N.B. (4)	CJFB-TV-3	Riverhurst, Sask. (10)	CKGN-TV-22	Uxbridge, Ont. (22)	CKTN-TV	Trail-Rossland, B.C. (8)
CHSJ-TV-1	Bon Accord, N.B. (6)	CJIC-TV	Sault Ste. Marie, Ont. (5)	CKGN-TV-29	Sarnia, Ont. (29)	CKVR-TV	--- Barrie, Ont. (3)
CHSS-TV	Wynyard, Sask. (6)	CJOC-TV	Lethbridge, Alta. (7)	CKKM-TV	Oliver-Osoyoos, B.C. (3)	CKVR-TV-2	Huntsville, Ont. (8)
†CICA-TV	Toronto, Ont. (19)	CJOC-TV-3	Burmis, Alta. (3)	CKKM-TV-1	Santa Rosa, B.C. (83)	CKVU-TV	--- Vancouver, B.C. (21)
†CICC-TV	Yorkton, Sask. (10)	CJOH-TV	Ottawa, Ont. (13)	CKLT-TV	--- Saint John, N.B. (9)	CKX-TV	--- Kingston, Ont. (11)
†CICC-TV-1	Wynyard, Sask. (12)	CJOH-TV-6	Deseronto, Ont. (6)	CKLT-TV-1	Florenceville/Woodstock, N.B. (3)	CKX-TV-1	--- Birtle-Foxwarren, Man. (11)
†CICC-TV-2	Norquay, Sask. (7)	CJOH-TV-8	Cornwall, Ont. (8)	CKMI-TV	Quebec City, Que. (5)	CKX-TV-2	--- Melita, Man. (9)
†CICC-TV-3	Hudson Bay, Sask. (11)	CJON-TV	--- St. John's, Nfld. (6)	CKMJ-TV	--- Marquis, Sask. (7)	CKY-TV	--- Winnipeg, Man. (7)
†CICO-TV-9	Thunder Bay, Ont. (9)	CJON-TV-2	Cape Broyle, Nfld. (13)	CKNC-TV	--- Sudbury, Ont. (9)	CKYA-TV	Fisher Branch, Man. (8)
†CICO-TV-18	London, Ont. (18)	CJOX-TV-1	Grand Bank, Nfld. (2)	CKNC-TV-1	Elliot Lake, Ont. (7)	CKYB-TV	--- Brandon, Man. (4)
†CICO-TV-19	Sudbury, Ont. (19)	CJOX-TV-5	Terrenceville, Nfld. (10)	CKND-TV	Winnipeg, Man. (9)	CKYD-TV	--- Dauphin, Man. (12)
†CICO-TV-20	Sault Ste. Marie, Ont. (20)	CJPM-TV	Chicoutimi, Que. (6)			CKYF-TV	--- Flin Flon, Man. (13)
†CICO-TV-24	Ottawa, Ont. (24)	CJPM-TV-1	Chambord-Roberval, Que. (10)			CKYP-TV	--- The Pas, Man. (12)
		CJRR-TV	Red Rocks, Nfld. (11)			CKYT-TV	--- Thompson, Man. (5)



# U. S. Television Station Directory

Data Updated to September 1, 1978

Includes Rate Digests, Personnel,  
Facilities and Other Data




CP Holders Reported Due by  
Early 1979

## 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 discounts, separate or additional rehearsal charges, talent & production charges, etc. For further details and for contract conditions, 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.

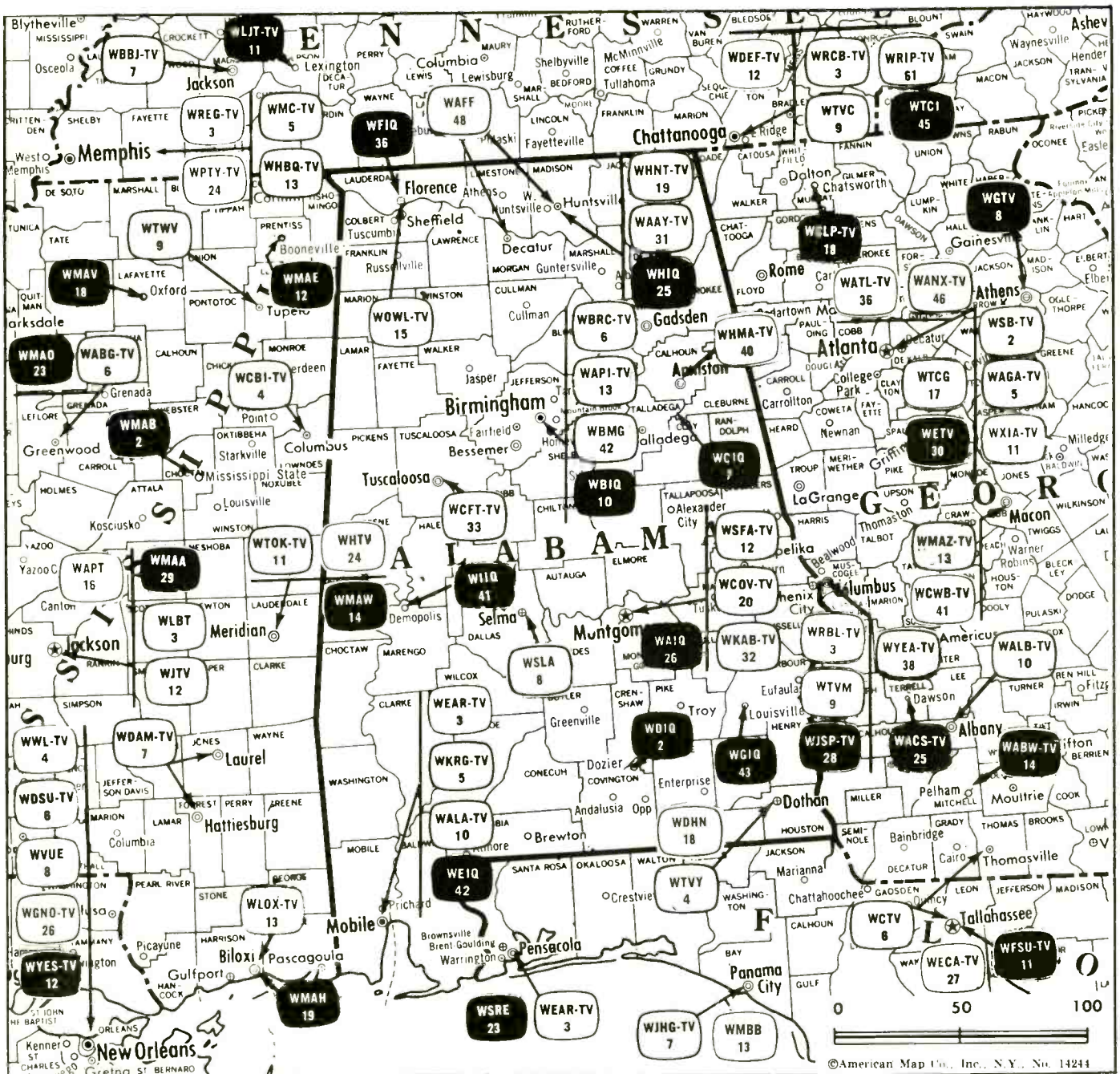
Station owned & operated translator stations are included in the Translator Station Directory in the Services Volume and separately listed in a directory following that section.

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

<b>ALABAMA</b> .....	<b>16-b</b>
<b>ALASKA</b> .....	<b>37-b</b>
<b>ARIZONA</b> .....	<b>46-b</b>
<b>ARKANSAS</b> .....	<b>60-b</b>
<b>CALIFORNIA</b> .....	<b>71-b</b>
<b>COLORADO</b> .....	<b>135-b</b>
<b>CONNECTICUT</b> .....	<b>149-b</b>

<b>DELAWARE</b> .....	<b>156-b</b>
<b>DISTRICT OF COLUMBIA</b> .....	<b>157-b</b>
<b>FLORIDA</b> .....	<b>165-b</b>
<b>GEORGIA</b> .....	<b>202-b</b>
<b>HAWAII</b> .....	<b>228-b</b>
<b>IDAHO</b> .....	<b>239-b</b>
<b>ILLINOIS</b> .....	<b>249-b</b>
<b>INDIANA</b> .....	<b>277-b</b>
<b>IOWA</b> .....	<b>301-b</b>
<b>KANSAS</b> .....	<b>322-b</b>
<b>KENTUCKY</b> .....	<b>339-b</b>
<b>LOUISIANA</b> .....	<b>354-b</b>
<b>MAINE</b> .....	<b>377-b</b>
<b>MARYLAND</b> .....	<b>386-b</b>
<b>MASSACHUSETTS</b> .....	<b>396-b</b>
<b>MICHIGAN</b> .....	<b>411-b</b>
<b>MINNESOTA</b> .....	<b>440-b</b>
<b>MISSISSIPPI</b> .....	<b>457-b</b>
<b>MISSOURI</b> .....	<b>470-b</b>
<b>MONTANA</b> .....	<b>500-b</b>
<b>NEBRASKA</b> .....	<b>518-b</b>
<b>NEVADA</b> .....	<b>537-b</b>
<b>NEW HAMPSHIRE</b> .....	<b>546-b</b>
<b>NEW JERSEY</b> .....	<b>550-b</b>
<b>NEW MEXICO</b> .....	<b>553-b</b>
<b>NEW YORK</b> .....	<b>564-b</b>
<b>NORTH CAROLINA</b> .....	<b>602-b</b>
<b>NORTH DAKOTA</b> .....	<b>624-b</b>
<b>OHIO</b> .....	<b>637-b</b>
<b>OKLAHOMA</b> .....	<b>667-b</b>
<b>OREGON</b> .....	<b>680-b</b>
<b>PENNSYLVANIA</b> .....	<b>695-b</b>
<b>RHODE ISLAND</b> .....	<b>729-b</b>
<b>SOUTH CAROLINA</b> .....	<b>734-b</b>
<b>SOUTH DAKOTA</b> .....	<b>750-b</b>
<b>TENNESSEE</b> .....	<b>765-b</b>
<b>TEXAS</b> .....	<b>791-b</b>
<b>UTAH</b> .....	<b>854-b</b>
<b>VERMONT</b> .....	<b>861-b</b>
<b>VIRGINIA</b> .....	<b>865-b</b>
<b>WASHINGTON</b> .....	<b>884-b</b>
<b>WEST VIRGINIA</b> .....	<b>902-b</b>
<b>WISCONSIN</b> .....	<b>916-b</b>
<b>WYOMING</b> .....	<b>936-b</b>
<b>GUAM, PUERTO RICO, VIRGIN ISLANDS</b> .....	<b>942-b</b>
<b>U.S. EDUCATIONAL STATIONS</b> .....	<b>951-b</b>

# Alabama



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Birmingham	285,000	45	421,800	48
Mobile-Pensacola	211,000	62	328,500	63
Huntsville-Decatur-Florence	127,000	91	205,600	92
Montgomery	88,000	124	145,000	119
Dothan	44,000	159	90,200	156
Anniston	9,000	198	35,100	195
Tuscaloosa	7,000	203	39,000	191

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WYUR, 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

Grantee (STA): 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"

**WIIQ**

**Demopolis**

Ch. 41

Non-Commercial Educational Station

Grantee (STA): Alabama Educational Television Commission.

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"

**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

Licensee: 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

Licensee: 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

Grantee (STA): 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 Station Status as of September 1, 1978**

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	7	10	17
<input checked="" type="checkbox"/> Educational Television Stations	3	6	9
			26

# Alabama—Anniston

**WHMA-TV**

Ch. 40



Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 720-kw max. & 464-kw horizontal visual, 143-kw max. & 92.8-kw horizontal aural. Antenna: 880-ft. above av. terrain, 235-ft. above ground, 1745-ft. above sea level.

Latitude 33° 40' 52"  
Longitude 85° 48' 57"

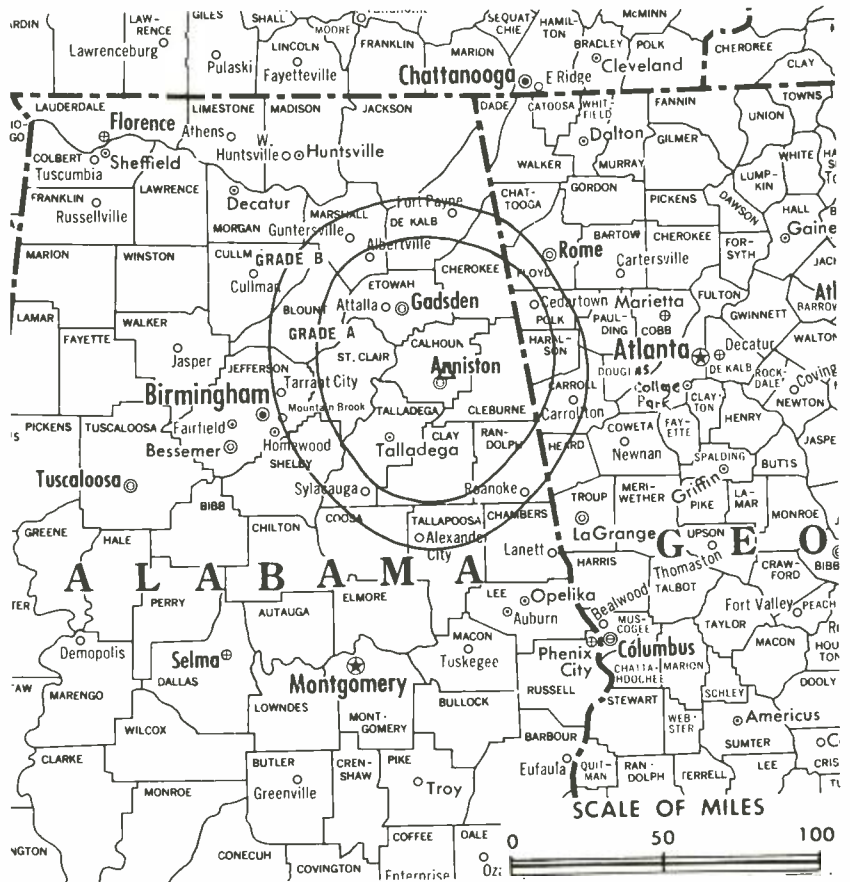
Transmitter: Top of Blue Mt., 200-ft. S of Lookout Tower.

TV tape: Recording facilities.

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

News Wire Service: AP. News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WHMA-TV Ref: FCC File No. BPCT-4849 Granted 6/9/75

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

## WHMA-TV

Network Service: CBS.

Licensee: 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.

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

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

Ownership: Harry Brandt Ayers, 40%; Elise Ayers Sanguinetti, 40%; Harry E. Mabry, v.p., 5%; James A. Hudson, secy., 5%; Malcolm B. Street, treas., 5%. Principals also own Anniston Star and Talladega, Ala. Home.

Began Operation: Oct. 26, 1969.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Daly, Joyce & Borsari.

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.  
MIMI BUTLER, public affairs director.  
JIM VICE, local sales manager.

### DIGEST OF RATE CARD NO. 9—(Feb. 27, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.				
\$550	\$400	\$250	Graded rates apply*	

\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Calhoun	35,800	35,100	98
	Cherokee	6,700	6,500	97
	Etowah	34,200	33,600	98
	St Clair	11,600	11,300	97
Between 25-49%	<b>ALABAMA</b>			
	Cleburne	4,100	4,000	96
	Talladega	21,700	21,100	97
Between 5-24%	<b>ALABAMA</b>			
	Clay	5,000	4,800	97
	Marshall	21,400	20,900	98
	Randolph	6,300	6,100	96
<b>Station Totals</b>		<b>146,800</b>	<b>143,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>71,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>39,400</b>

# alabama's #1

## GROWTH MARKET TEST MARKET

**What's going on  
between  
Birmingham  
and  
Atlanta?**

724,000. That's watts.  
WHMA-TV. Going on and  
out to Alabama's Big Five  
eastern counties of Calhoun,  
Etowah, Talladega, St. Clair  
and Cleburne. In fact, we're  
the only primary source of  
CBS-TV for this dynamic  
region, reaching between  
65,000 and 75,000 homes  
a week.

There are just a lot of things about Anniston, Gadsden,  
Talladega and other hometowns in our area, you can't get  
on the others.

**WHMA  
TV 40**

**ANNISTON, AL  
ALL-AMERICA CITY**



REPRESENTED NATIONALLY BY AVERY — KNODEL TELEVISION

# 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' 48.0"

Transmitter: Atop Red Mt.

TV tape: Recording facilities.

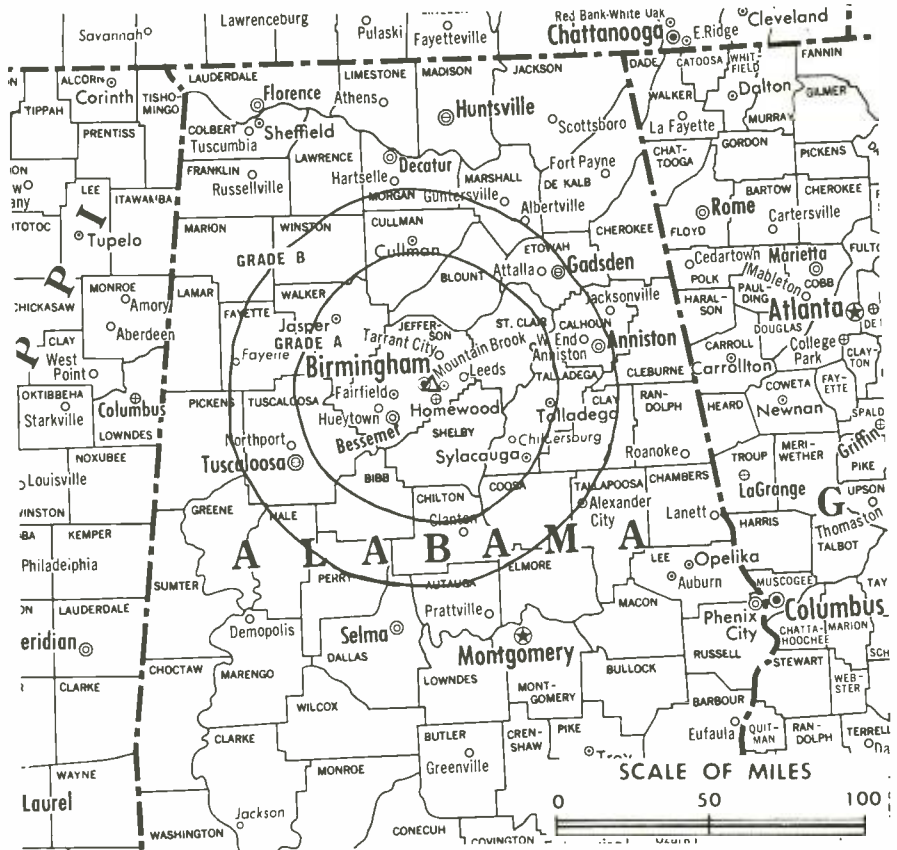
Color: Network, live, film, slide & tape.

Newsp Wire 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.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



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

© American Map Co., Inc., N.Y., No. 11214

## WAPI-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., Box 10502, Birmingham, Ala. (35202).

Studio: Atop Red Mt.

Telephone: 205-933-2720. TWX 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 MMT Sales.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Carl T. Jones Associates.

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. 36 (Sept. 12, 1977)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.			
\$2000	\$1200	\$500*	\$250*

\*Class A, average.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Bibb	4,600	4,400	96
	Blount	11,600	11,300	97
	Calhoun	35,800	35,100	98
	Cherokee	6,700	6,500	97
	Chilton	10,100	9,800	97
	Clay	5,000	4,800	97
	Coosa	3,800	3,700	96
	Cullman	20,300	19,900	98
	Etowah	34,200	33,600	98
	Fayette	6,300	6,100	97
<b>50% &amp; Over</b>	Greene	2,900	2,700	92
	Hale	4,300	4,000	94
	Jefferson	230,200	226,600	98
	Marion	9,800	9,500	97
	Marshall	21,400	20,900	98
	Pickens	6,800	6,400	95
	St Clair	11,600	11,300	97
	Shelby	16,500	16,100	98
	Talladega	21,700	21,100	97
	Tuscaloosa	40,100	39,000	97
	Walker	24,000	23,500	98
	Winston	7,200	7,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Cleburne	4,100	4,000	96
	Franklin	9,700	9,300	96
<b>Between 25-49%</b>	Lamar	6,200	6,000	96
	Perry	4,100	3,800	93
	Sumter	4,800	4,500	94
	Tallapoosa	12,700	12,300	97

(Continued on page 35-b)

Station Totals	824,800	803,300	97
Net Weekly Circulation (1976-77)			507,900
Average Daily Circulation (1976-77)			311,000

# Alabama—Birmingham

**WBMG**

Ch. 42

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1170-kw max. & 891-kw horizontal visual, 229-kw max. & 174-kw horizontal aural. Antenna: 1151-ft. above av. terrain, 903-ft. above ground, 1818-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: ① MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TVG and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



WBMG Ref: FCC File No. BPCT-4813 Granted 2/18/75

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

## WBMG

Network Service: CBS.

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

Studio: 2075 Golden Crest Dr.

Telephone: 205-252-9821.

Ownership: Park Bcstg. Inc., Roy H. Park, sole owner. For other interests, see WNCT-TV, Greenville, N.C.

Began Operation: Oct. 17, 1965. Sale to present owner by Southern Bcstg. Co., William Dubois, et al., approved by FCC June 1973.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

HUGH M. SMITH, general manager.  
CHARLES WEIDMAN, general sales manager.  
CHARLES ROUNDTREE, operations director.  
FRED VINSON, chief engineer.  
RAY WHITE, news director.  
LINDA McCARTY, traffic director.

### DIGEST OF RATE CARD NO. 14—(April 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.	
Class AA—6:30-10:01 p.m., daily.	\$1000	\$600	\$400	\$300	\$350*	\$175*

\*Class AA—6:29-10:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$450.

For Group TV Station Ownership,  
see Services Volume

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>ALABAMA</b>			
		Bibb	4,600	4,400	96
		Blount	11,600	11,300	97
		Chilton	10,100	9,800	97
<b>50% &amp; Over</b>		Jefferson	230,200	226,600	98
		Shelby	16,500	16,100	98
		Walker	24,000	23,500	98
		Winston	7,200	7,000	97
		<b>ALABAMA</b>			
		Coosa	3,800	3,700	96
		Cullman	20,300	19,900	98
<b>Between 25-49%</b>		Marion	9,800	9,500	97
		St Clair	11,600	11,300	97
		Talladega	21,700	21,100	97
		<b>ALABAMA</b>			
		Calhoun	35,800	35,100	98
		Clay	5,000	4,800	97
		Colbert	17,200	16,700	97
		Dallas	18,100	17,300	96
		Etowah	34,200	33,600	98
		Fayette	6,300	6,100	97
		Franklin	9,700	9,300	96
<b>Between 5-24%</b>		Lamar	6,200	6,000	96
		Lauderdale	25,500	24,600	97
		Lawrence	8,600	8,200	96
		Madison	58,600	57,100	97
		Marshall	21,400	20,900	98
		Pickens	6,800	6,400	95
		Tallapoosa	12,700	12,300	97
		Tuscaloosa	40,100	39,000	97
<b>Station Totals</b>			<b>677,600</b>	<b>661,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>305,300</b>
<b>Average Daily Circulation (1976-77)</b>					<b>176,700</b>

# 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.

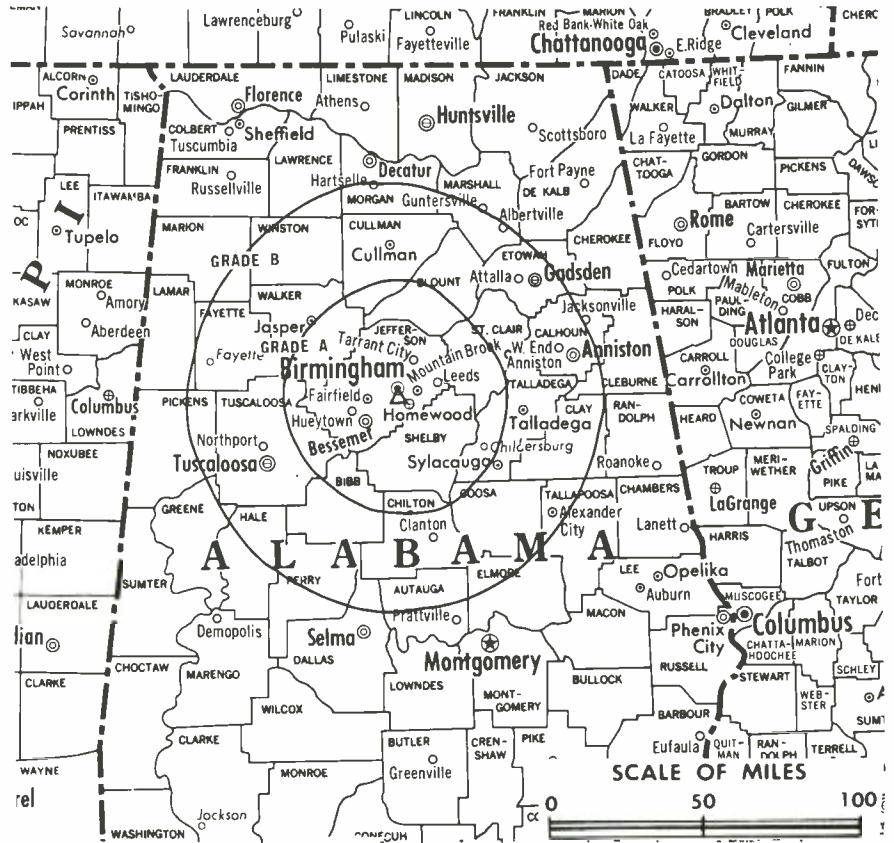
TV tape: Recording facilities.

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

News Wire Service: AP & UPI.

News Film Service: ABC.

TXW No.: 810-733-3650.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

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

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

## WBRC-TV

Network Service: ABC.

Licensee: Taft Broadcasting Co., P.O. Box 6, (35201).

Studio: Atop Red Mt. Telephone: 205-322-4701.

Ownership: Taft Bcstg. Co. For other interests, see WKRC-TV, Cincinnati.

Began Operation: July 1, 1949. Sale to present owners by Storer Bcstg. 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 TeleRep Inc.

Represented (legal) by Koteen & Burt.

Personnel:

DUDLEY S. TAFT, president.  
NICK BOLTON, v.p. & general manager.  
RICHARD S. STEPHEN, general sales manager.  
E. KEITH WILLIAMS, local sales manager.  
ANN BRYANT, operations/program director.  
RICHARD S. STEPHEN, sales service & merchandising manager.  
JERRY LEVIN, news director.  
HARRY L. LAWSON, chief engineer.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$1975.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Bibb	4,600	4,400	96
	Blount	11,600	11,300	97
	Calhoun	35,800	35,100	98
	Cherokee	6,700	6,500	97
50% & Over	Chilton	10,100	9,800	97
	Clay	5,000	4,800	97
	Cleburne	4,100	4,000	96
	Coosa	3,800	3,700	96
	Cullman	20,300	19,900	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA—(Continued)</b>				
	Etowah	34,200	33,600	98
	Fayette	6,300	6,100	97
	Franklin	9,700	9,300	96
	Greene	2,900	2,700	92
	Hale	4,300	4,000	94
	Jefferson	230,200	226,600	98
	Lamar	6,200	6,000	96
	Marion	9,800	9,500	97
50% & Over	Marshall	21,400	20,900	98
	Perry	4,100	3,800	93
	Pickens	6,800	6,400	95
	St Clair	11,600	11,300	97
	Shelby	16,500	16,100	98
	Talladega	21,700	21,100	97
	Tallapoosa	12,700	12,300	97
	Tuscaloosa	40,100	39,000	97
	Walker	24,000	23,500	98
	Winston	7,200	7,000	97
<b>ALABAMA</b>				
	Colbert	17,200	16,700	97
	Dallas	18,100	17,300	96
	Lauderdale	25,500	24,600	97
	Madison	58,600	57,100	97
Between 25-49%	Marengo	7,600	7,200	94
	Morgan	29,000	28,200	97
	Sumter	4,800	4,500	94
<b>MISSISSIPPI</b>				
	Lowndes	16,900	16,400	97
<b>ALABAMA</b>				
Between 5-24%	Autauga	9,000	8,700	96
(Continued on page 35-b)				
<b>Station Totals</b>		<b>834,000</b>	<b>812,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>574,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>419,100</b>



# Alabama—Dothan

**WDHN**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1080.4-kw max. & 398-kw horizontal visual, 162.6-kw max. & 60.3-kw horizontal aural. Antenna: 730-ft. above av. terrain, 796-ft. above ground, 1049-ft. above sea level.

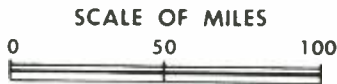
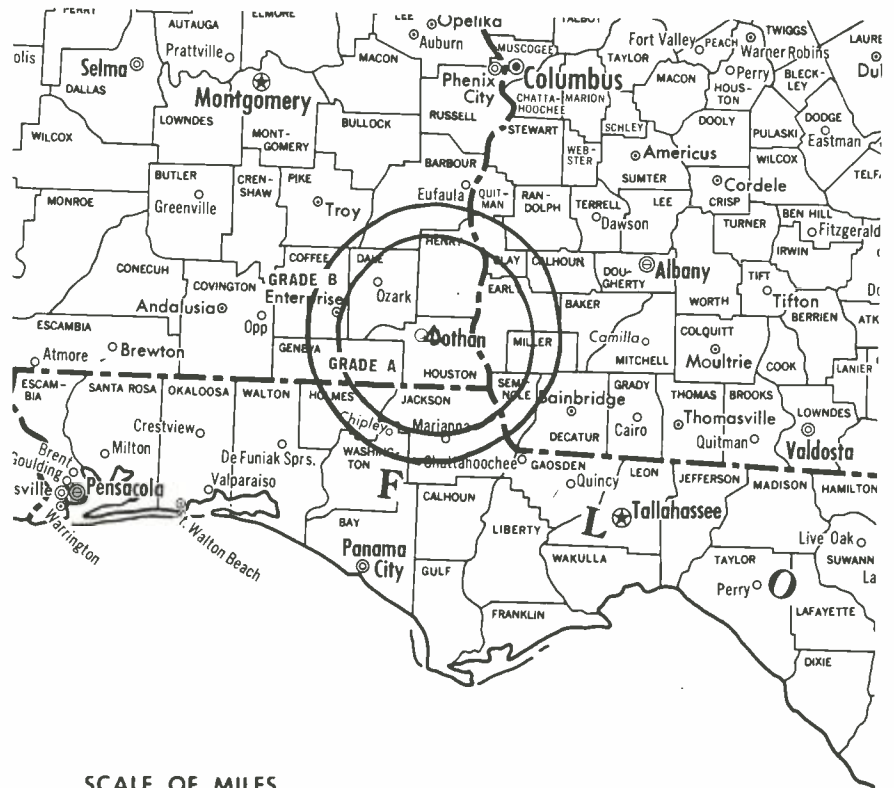
Latitude 31° 14' 30"  
Longitude 85° 18' 48"

Transmitter: 1.8-mi. E of Dothan on Rt. 52.

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

TV tape: Recording facilities.

News Wire Service: AP.



Total Households: (M) MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WDHN Ref: FCC File No. BMPCT-7141 Granted 11/20/69

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

## WDHN

Network Service: ABC.

Licensee: Southeast Alabama Broadcasting Co. Inc., P.O. Box 2228, Dothan, Ala. (36302).

Studio: 1.8-mi. East of Dothan on Rt. 52.

Telephone: 205-794-2651.

Ownership: Betts Slingluff Jr., pres., 5.70%; 56 others, none with more than 13.06%.

Began Operation: August 7, 1970.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Morgan, Lewis & Bockius.

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

Personnel:

EMERY McCULLOUGH, general manager.

RUTH McCULLOUGH, sales manager.

RICHARD BLANTON, director of engineering.

Highest 30 Sec. Rate: \$50.

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coffee	12,500	12,100	97
	Dale	14,000	13,700	98
	Henry	4,900	4,700	96
	Houston	25,600	25,100	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Geneva	8,800	8,500	97
	<b>FLORIDA</b>			
	Jackson	14,400	13,500	94
<b>GEORGIA</b>	Early	4,100	3,900	94
	Seminole	2,700	2,600	95
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Barbour	8,400	8,000	95
	Covington	13,100	12,700	97
	Crenshaw	5,100	4,900	96
	Pike	9,400	9,000	96
	<b>FLORIDA</b>			
	Holmes	4,800	4,400	92
	Washington	4,700	4,400	95
	<b>GEORGIA</b>			
	Calhoun	1,900	1,700	91
Decatur	7,400	7,100	96	
Dougherty	28,700	27,800	97	
Miller	1,800	1,700	94	
Thomas	12,400	11,900	96	
<b>Station Totals</b>		<b>184,700</b>	<b>177,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>58,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>30,800</b>

Did you read  
**Television Digest**  
this week?

# Alabama—Dothan

## WTVY

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 18.2-kw aural. Antenna: 1880-ft. above av. terrain, 1909-ft. above ground, 2049-ft. above sea level.

Latitude 30° 55' 10.12"  
Longitude 85° 44' 27.90"

Transmitter: W of Rt. 177, 2.1-mi. S of Miller Crossroads, Fla.

TV tape: Recording facilities.

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

News Wire Service: AP.

FM Affiliate: WTVY-FM, 100-kw, 95.5 MHz (No. 238), 1060-ft.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WTVY Ref: FCC File No. BMPCT-7630 Granted 2/17/77

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

## WTVY

Network Service: CBS.

Licensee: WTVY Inc., Box 1089, Dothan, Ala. (36302).

Studio: Columbia Hwy.

Telephone: 205-792-3195. TWX No.: 810-744-3070.

Ownership: Charles Woods, pres. & gen. mgr., 100%.

Began Operation: Feb. 12, 1955.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Cohen & Dippell.

Personnel:

CHARLES WOODS, president & general manager.  
BETTY GRIFFIN, v.p., asst. gen. mgr., secretary & treasurer.  
ELDON KLAPAL, station manager.  
JOHN GAUSE, sales manager.  
ELLIS ANDERSON, director of engineering.  
REGGIE MITCHELL, program director.  
WAYNE REGISTER, production manager.  
JERRY VANN, news director.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5:30-10 p.m., daily.				
\$800	\$500	\$260*	\$260*	\$130*

\*6:30-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Barbour	8,400	8,000	95
	Coffee	12,500	12,100	97
50% & Over	Covington	13,100	12,700	97
	Crenshaw	5,100	4,900	96
	Dale	14,000	13,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA—(Continued)</b>			
	Geneva	8,800	8,500	97
	Henry	4,900	4,700	96
	Houston	25,600	25,100	98
	Pike	9,400	9,000	96
	<b>FLORIDA</b>			
	Bay	32,600	31,800	98
	Calhoun	2,100	2,000	93
	Holmes	4,800	4,400	92
	Jackson	14,400	13,500	94
	Okaloosa	34,200	33,500	98
50% & Over	Walton	7,000	6,600	95
	Washington	4,700	4,400	95
	<b>GEORGIA</b>			
	Calhoun	1,900	1,700	91
	Clay	1,300	1,200	93
	Decatur	7,400	7,100	96
	Early	4,100	3,900	94
	Miller	1,800	1,700	94
	Quitman	600	600	94
	Randolph	3,000	2,800	94
	Seminole	2,700	2,600	95

	<b>ALABAMA</b>			
	Butler	6,900	6,600	96
	<b>FLORIDA</b>			
	Gadsden	9,900	9,300	94
Between 25-49%	Liberty	1,400	1,300	94
	<b>GEORGIA</b>			
	Baker	1,000	900	93
	Dougherty	28,700	27,800	97
	Mitchell	5,900	5,600	95

(Continued on page 35-b)

Station Totals	418,000	401,500	96
Net Weekly Circulation (1976-77)		208,400	
Average Daily Circulation (1976-77)		128,200	

# Alabama—Florence

## WOWL-TV

Ch. 15

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 1700-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 730-ft. above average terrain, 530-ft. above ground, 1486-ft. above sea level.

Latitude 34° 35' 01"  
Longitude 87° 47' 14"

**Transmitter:** 6-mi. NW of Russellville, Ala.

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

**News Wire Service:** UPI.

**News Film Service:** NBC.

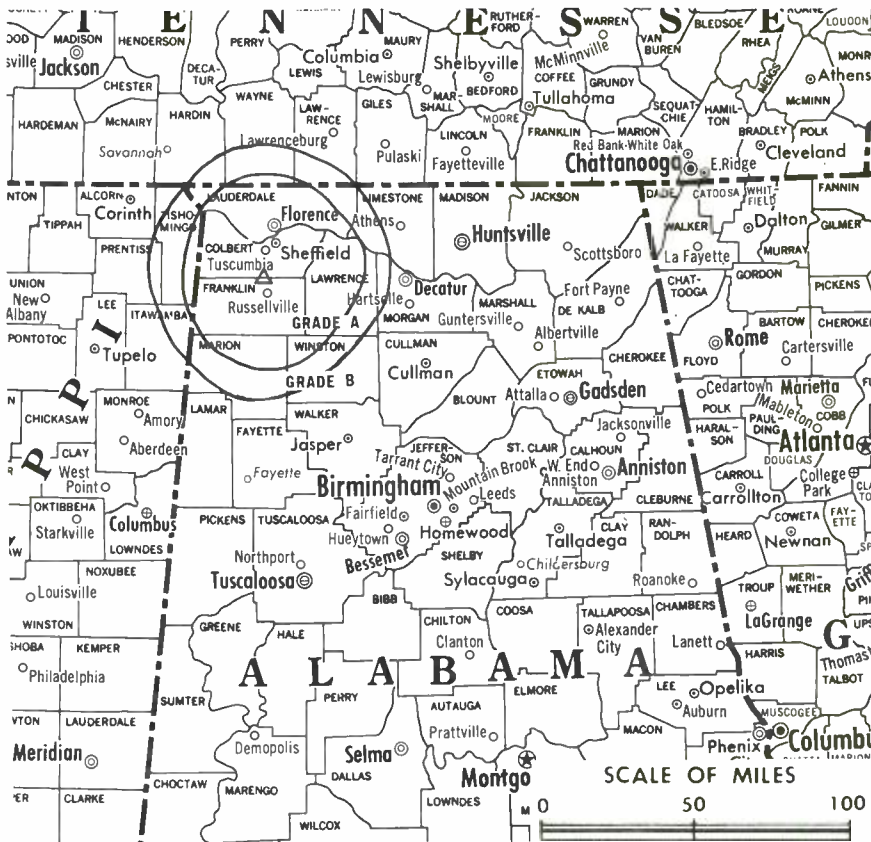
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WOWL-TV—Ref: FCC File No. BPCT—4940 Granted 10/15/76

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

## WOWL-TV

Network Service: NBC.

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., 76%; Jack A. Worley, v.p., 4%; Holly Spain, 10%; Frederick Adams Biddle, 10%.

Began Operation: Oct. 28, 1957.

Represented (sales) by The Meeker Co.

### Personnel:

RICHARD B. BIDDLE, president.  
JACK WORLEY, v.p., general manager & film buyer.  
RICK BIDDLE, vice president & national sales manager.  
LARRY ROHLING, director of engineering.  
RICK GOODE, operations manager.  
JANE BARBER, traffic manager.  
JOANNE COLLINS, promotion & merchandising manager.  
LINCOLN WILLIAMS, film director.

### DIGEST OF RATE CARD NO. 12

(April 1, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5:59-10 p.m., daily.				
\$700	\$550	\$120	\$120	\$60

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Colbert	17,200	16,700	97
	Lauderdale	25,500	24,600	97
Between 25-49%	ALABAMA			
	Franklin	9,700	9,300	96
Between 5-24%	ALABAMA			
	Lawrence	8,600	8,200	96
	Winston	7,200	7,000	97
	MISSISSIPPI			
	Prentiss	7,300	7,100	97
	Tishomingo	6,100	5,800	95
TENNESSEE	Giles	8,600	8,300	96
	Hardin	7,200	6,900	96
	Lawrence	12,100	11,700	97
	Wayne	4,500	4,300	95
Station Totals		114,000	109,900	96
Net Weekly Circulation (1976-77)				38,900
Average Daily Circulation (1976-77)				22,400

For Network Listings,  
see Services Volume

# Alabama—Huntsville-Decatur

## WAAY-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 674.53-kw visual, 75.68-kw aural. Antenna: 1792-ft. above av. terrain, 999-ft. above ground, 2549-ft. above sea level.

Latitude 34° 44' 15"  
Longitude 86° 32' 02"

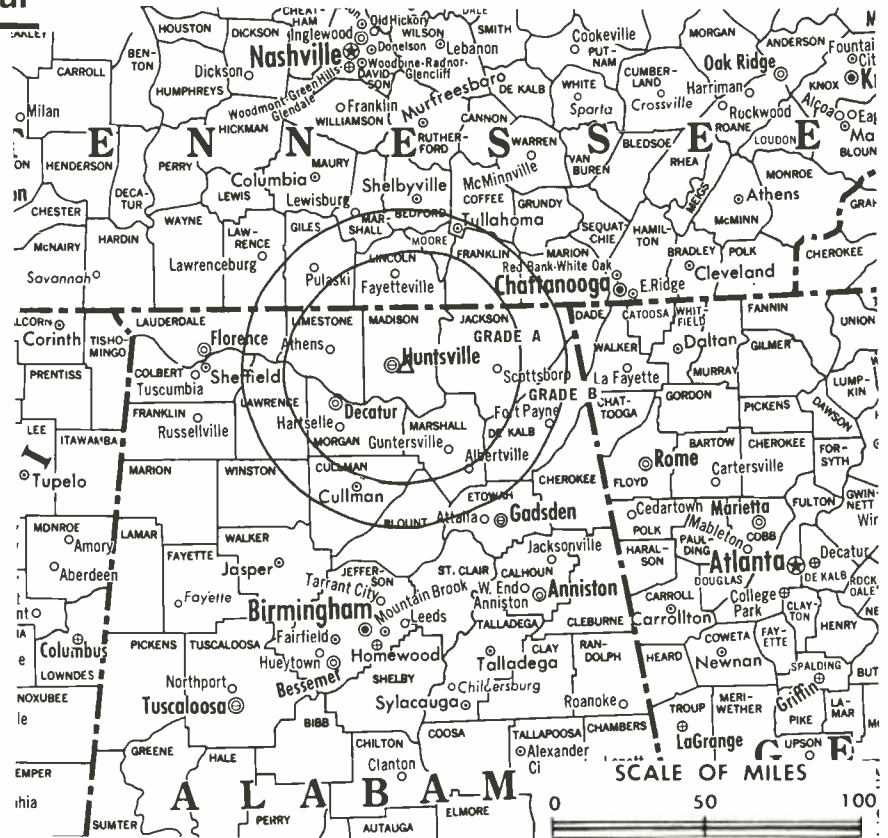
Transmitter: 1000 Monte Sano Blvd.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

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

Total Households: ① MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WAAY-TV Ref: FCC File No. BPCT—4931 Granted 7/7/76

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

## WAAY-TV

Network Service: ABC.

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 WNUE, 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.

Represented (engineering) by Carl T. Jones Associates.

### Personnel:

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

### DIGEST OF RATE CARD

(Dec. 26, 1977)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—6-10:30 p.m., daily.			
\$1100	\$675	Graded rates apply*	

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$500.

For UHF Penetration by Market,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Colbert	17,200	16,700	97
	De Kalb	17,700	17,200	97
	Lauderdale	25,500	24,600	97
	Lawrence	8,600	8,200	96
	Limestone	14,600	14,100	97
<b>50% &amp; Over</b>	Madison	58,600	57,100	97
	Marshall	21,400	20,900	98
	Morgan	29,000	28,200	97
<b>TENNESSEE</b>				
	Giles	8,600	8,300	96
	Lincoln	9,600	9,300	97
<b>ALABAMA</b>				
	Cullman	20,300	19,900	98
	Etowah	34,200	33,600	98
	Franklin	9,700	9,300	96
<b>Between 25-49%</b>	Jackson	17,100	16,600	97
<b>TENNESSEE</b>				
	Lawrence	12,100	11,700	97
	Moore	1,500	1,400	96
<b>ALABAMA</b>				
	Blount	11,600	11,300	97
	Calhoun	35,800	35,100	98
	Cherokee	6,700	6,500	97
	Walker	24,000	23,500	98
<b>Between 5-24%</b>	Winston	7,200	7,000	97
<b>TENNESSEE</b>				
	Bedford	9,600	9,400	98
	Coffee	12,300	12,100	98
	Franklin	9,800	9,600	98
	Warren	11,100	10,700	97
<b>Station Totals</b>		<b>433,800</b>	<b>422,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>210,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>137,100</b>	

# Alabama—Huntsville-Decatur

**WAFF**

(formerly WYUR)

Ch. 48



**Technical Facilities:** Channel No. 48 (674-680 MHz). Authorized power: 1780-kw max. & 700-kw horizontal visual, 132-kw 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:** 4848 Governors Dr., 3-mi. SE of Huntsville.

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

**News Wire Service:** AP.

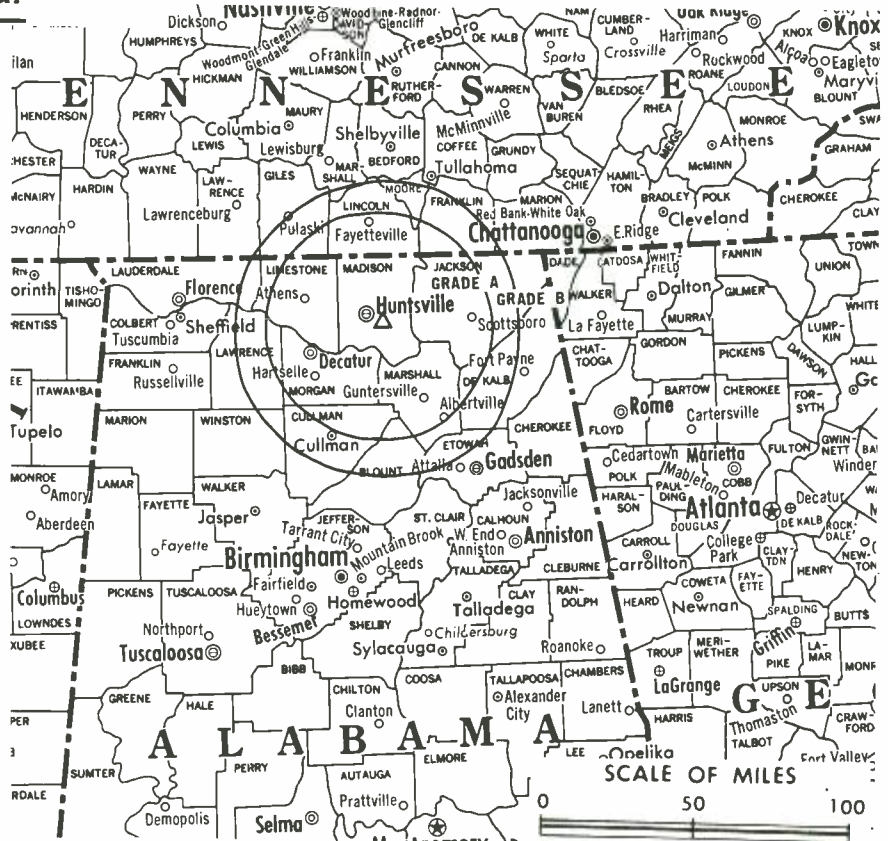
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WAFF Ref: FCC File No. BMPCT--6841 Granted 9/6/68

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

## WAFF

Network Service: NBC.

Licensee: American Valley Broadcasting Co., Huntsville, Ala. (35801).

Studio: 4848 Governors Dr., Huntsville (35801).

Telephone: 205-533-4848.

TXW No.: 810-726-2192.

Ownership: American Family Corp., 100%. William L. Amos Sr., pres.; Leroy Paul, v.p.; George W. Jeter, secy.-treas.; Jay W. Hobson, asst. secy. American Family Corp. also owns American Eagle Bcstg. Co., licensee of WYEA-TV, Columbus, Ga.

Began Operation: July 4, 1954. Sale to present owner by International TV Corp. approved by FCC May 16, 1978. Sale to International by Frank Whisenant, et al., approved by FCC Oct. 24, 1974.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by John H. Mullaney.

Personnel:

KEN GERDES, vice president & general manager.  
LEE BRANTLEY, station manager.  
RAY QUINN, sales manager.  
LACY WORRELL, chief engineer.  
KIM BENE, promotion director.

Highest 30 Sec. Rate (April 15, 1978): \$225.

Highest 60 Min. Rate: \$850.

NETWORK BASE HOURLY RATE: \$325.

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>ALABAMA</b>			
		Colbert	17,200	16,700	97
		Lauderdale	25,500	24,600	97
		Lawrence	8,600	8,200	96
		Limestone	14,600	14,100	97
<b>50% &amp; Over</b>		Madison	58,600	57,100	97
		Marshall	21,400	20,900	98
		Morgan	29,000	28,200	97
		<b>TENNESSEE</b>			
		Lincoln	9,600	9,300	97
		<b>ALABAMA</b>			
		Cullman	20,300	19,900	98
		De Kalb	17,700	17,200	97
<b>Between 25-49%</b>		Etowah	34,200	33,600	98
		Franklin	9,700	9,300	96
		<b>TENNESSEE</b>			
		Giles	8,600	8,300	96
		<b>ALABAMA</b>			
		Blount	11,600	11,300	97
		Calhoun	35,800	35,100	98
		Jackson	17,100	16,600	97
		Marion	9,800	9,500	97
<b>Between 5-24%</b>		Winston	7,200	7,000	97
		<b>TENNESSEE</b>			
		Coffee	12,300	12,100	98
		Franklin	9,800	9,600	98
		Lawrence	12,100	11,700	97
		Moore	1,500	1,400	96
<b>Station Totals</b>			<b>392,200</b>	<b>381,700</b>	<b>97</b>
			<b>Net Weekly Circulation (1976-77)</b>		<b>189,300</b>
			<b>Average Daily Circulation (1976-77)</b>		<b>106,400</b>

# 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"

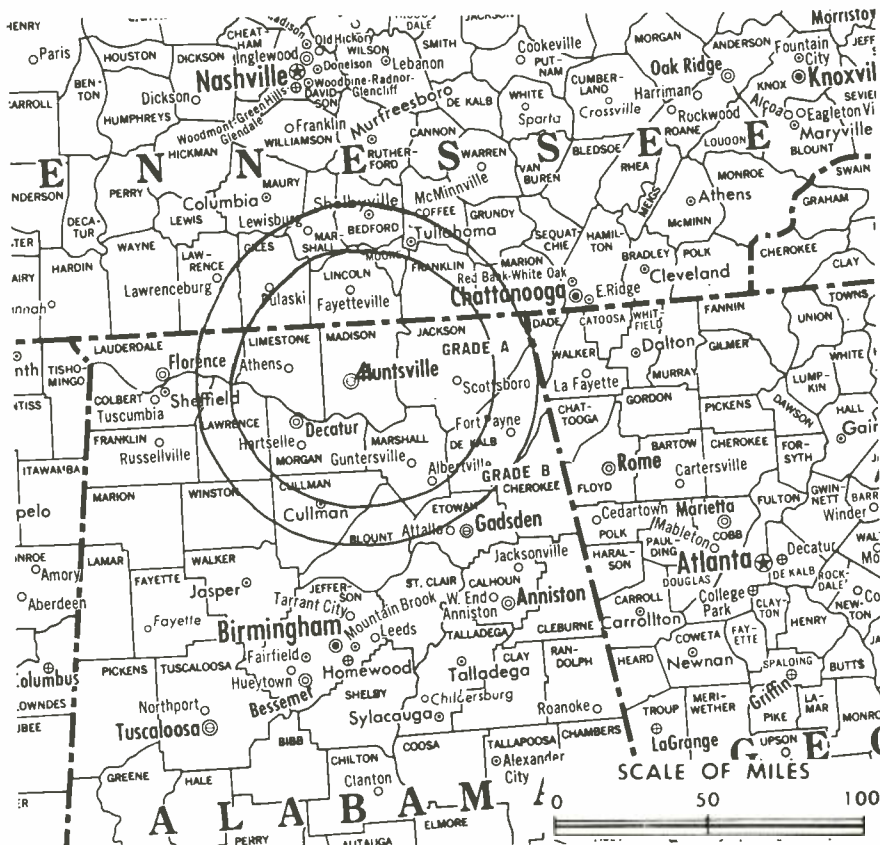
Transmitter: 960 Monte Sano Blvd.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, NOAA.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



WHNT-TV Ref: FCC File No. BPCT-4203 Granted 4/25/69

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

## WHNT-TV

Network Service: CBS.

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., 66-2/3%; Tine W. Davis, v.p., 33-1/3%. Grisham & Davis control WSLA(TV), Selma, Ala.

Began Operation: Nov. 28, 1963. Charles F. Grisham increased his holdings from 40% to 66-2/3% and Tine W. Davis from 20% to 33-1/3% following FCC approval Nov. 9, 1977.

Represented (sales) by Katz Television.

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

Represented (engineering) by Carl T. Jones Associates.

Personnel:

CHARLES F. GRISHAM, president.  
TOM PERCER, exec. v.p. & general manager.  
GRADY T. SMITH, general sales manager.  
RICHARD WRIGHT, promotion/operations manager.  
JEROME M. HALL, chief engineer.  
DAN COOPER, news director.

### DIGEST OF RATE CARD NO. A-24—(June 5, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.				
\$900	\$630	\$400*	\$250*	\$125*

\*Class A—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Coibert	17,200	16,700	97
	Cullman	20,300	19,900	98
	De Kalb	17,700	17,200	97
	Franklin	9,700	9,300	96
	Lauderdale	25,500	24,600	97
	Lawrence	8,600	8,200	96
	Limestone	14,600	14,100	97
	Madison	58,600	57,100	97
	Marshall	21,400	20,900	98
Morgan	29,000	28,200	97	
	<b>TENNESSEE</b>	9,600	9,300	97
	Lincoln			
	<b>ALABAMA</b>			
	Etowah	34,200	33,600	98
<b>Between 25-49%</b>	Jackson	17,100	16,600	97
	<b>TENNESSEE</b>			
	Giles	8,600	8,300	96
	Lawrence	12,100	11,700	97
Moore	1,500	1,400	96	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Blount	11,600	11,300	97
	Cherokee	6,700	6,500	97
	Marion	9,800	9,500	97
Winston	7,200	7,000	97	
<b>MISSISSIPPI</b>				
Tishomingo	6,100	5,800	95	
(Continued on page 35-b)				
<b>Station Totals</b>		<b>401,300</b>	<b>390,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>231,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>164,500</b>

# 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.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WALA-TV Ref: FCC File No. B1PCT—2733 Granted 7/7/60

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

## WALA-TV

Network Service: NBC.

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

Studio: 210 Government St., Mobile, Ala. (36601).

Telephone: 205-433-3754.

TWX No.: 810-741-2642.

Ownership: Evening News Assn. For other interests, see Group Ownership of TV Stations.

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 Steel, Andrus & Associates.

### Personnel:

H. RAY McGUIRE, vice president & general manager.  
ROBERT T. SUTTON, assistant general manager.  
HUGH SIMPSON, general sales manager.  
CLAUDE EVANS, program & production manager.  
GRADY JACKSON, chief engineer.  
ART KEENEY, news director.  
SYBIL WINTERS, operations manager.

### DIGEST OF RATE CARD NO. 25

(Sept. 11, 1972)

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

Class AA—6:30-10 p.m., daily.

\$700.00 \$360.00 \$230.00 \$190.00 \$225.00\* \$225.00\* \$113.00\*

\*Class AA—Section 1.

NETWORK BASE HOURLY RATE: \$775.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ALABAMA</b>			
	Baldwin	23,700	23,200	98
	Clarke	9,000	8,500	95
	Conecuh	5,300	5,000	95
	Escambia	12,100	11,700	96
	Mobile	108,300	106,500	98
	Monroe	6,500	6,100	94
	Washington	5,300	5,100	96
	<b>FLORIDA</b>			
	Escambia	75,400	73,900	98
	Okaloosa	34,200	33,500	98
	Santa Rosa	15,300	15,000	98
	<b>MISSISSIPPI</b>			
	George	4,400	4,300	98
	Jackson	33,400	32,700	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Choctaw	5,500	5,200	94
	<b>FLORIDA</b>			
Walton	7,000	6,600	95	
	<b>MISSISSIPPI</b>			
	Greene	3,200	3,000	95
	Harrison	46,400	45,500	98
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Covington	13,100	12,700	97
	Marengo	7,600	7,200	94
	Wilcox	4,200	3,900	93
	<b>FLORIDA</b>			
	Bay	32,600	31,800	98
	<b>MISSISSIPPI</b>			
	Stone	2,600	2,500	97
	Wayne	5,600	5,300	95
<b>Station Totals</b>		<b>460,700</b>	<b>449,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>323,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>216,100</b>

# Alabama—Mobile

## WKRG-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, UPI.

Studio: 162 St. Louis St.

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

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

Represented (engineering) by Edward F. Lorentz & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b)



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

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

## WKRG-TV

Network Service: CBS.

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

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

Ownership: Kenneth R. Giddens, 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 & Kittner.

Personnel:

MRS. KENNETH R. GIDDENS, president.  
C. P. PERSONS JR., exec. v.p., gen. mgr. & film buyer.  
WES DIAMOND, production manager.  
BOB HORNER, news director.  
THELMA RENAUD, traffic manager.  
CURTIS B. WILLARD, chief engineer.

### DIGEST OF RATE CARD—(Feb. 1978)

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class AA—6:30-10:30 p.m., daily.				
\$1000	\$600	\$400	\$300	\$150

NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
50% & Over	Baldwin	23,700	23,200	98
	Clarke	9,000	8,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA—(Continued)</b>				
	Conecuh	5,300	5,000	95
	Escambia	12,100	11,700	96
	Mobile	108,300	106,500	98
	Monroe	6,500	6,100	94
	Washington	5,300	5,100	96
<b>FLORIDA</b>				
	Escambia	75,400	73,900	98
	Okaloosa	34,200	33,500	98
50% & Over	Santa Rosa	15,300	15,000	98
<b>MISSISSIPPI</b>				
	George	4,400	4,300	98
	Greene	3,200	3,000	95
	Harrison	46,400	45,500	98
	Jackson	33,400	32,700	98
	Perry	2,900	2,800	96
	Stone	2,600	2,500	97
<b>ALABAMA</b>				
	Choctaw	5,500	5,200	94
	Covington	13,100	12,700	97
<b>FLORIDA</b>				
Between 25-49%	Walton	7,000	6,600	95
<b>MISSISSIPPI</b>				
	Forrest	20,500	20,000	98
	Wayne	5,600	5,300	95
<b>ALABAMA</b>				
	Butler	6,900	6,600	96
Between 5-24%	Marengo	7,600	7,200	94
	Wilcox	4,200	3,900	93
(Continued on page 35-b)				
Station Totals		570,200	555,300	97
Net Weekly Circulation (1976-77)			370,500	
Average Daily Circulation (1976-77)			259,000	



# Alabama—Montgomery

## WCOV-TV

Ch. 20

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 617-kw max. & 550-kw horizontal visual, 122-kw max. & 110-kw horizontal 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: 1369 Adrian Lane.

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

News Wire Service: UPI.

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

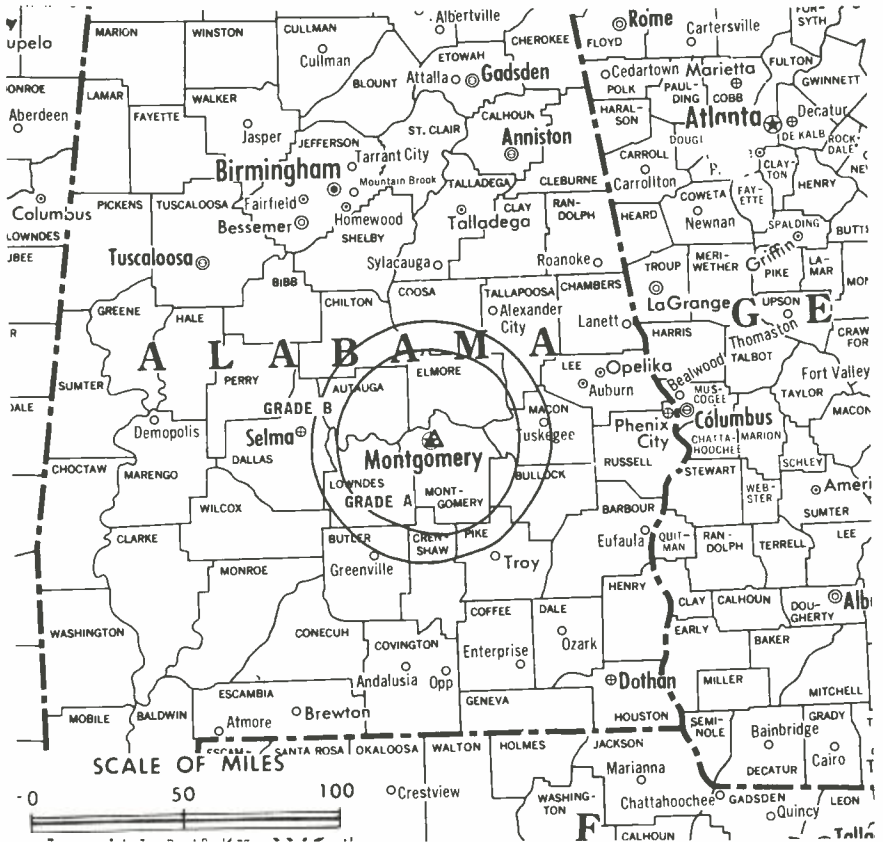
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WCOV-TV Ref: FCC File No. BPCT-4607 Granted 5/17/73

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

## WCOV-TV

Network Service: CBS.

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

Studio: 1369 Adrian Lane.

Telephone: 205-288-7020.

TWX No.: 810-728-3204.

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.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

KARL RICHARDS, vice president & general manager.

JIM HALL, assistant manager.

PHIL WITT, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$180.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
50% & Over	Autauga	9,000	8,700	96
	Elmore	13,000	12,600	97
	Lowndes	3,500	3,300	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA—(Continued)</b>				
	Macon	8,000	7,600	95
	Montgomery	61,700	60,300	98
<b>ALABAMA</b>				
Between 25-49%	Bullock	3,300	3,100	94
	Butler	6,900	6,600	96
	Chilton	10,100	9,800	97
	Crenshaw	5,100	4,900	96
	Dallas	18,100	17,300	96
	Tallapoosa	12,700	12,300	97
<b>ALABAMA</b>				
Between 5-24%	Barbour	8,400	8,000	95
	Clay	5,000	4,800	97
	Coffee	12,500	12,100	97
	Conecuh	5,300	5,000	95
	Coosa	3,800	3,700	96
	Dale	14,000	13,700	98
	Lee	22,900	22,200	97
	Monroe	6,500	6,100	94
	Pike	9,400	9,000	96
Talladega	21,700	21,100	97	
Wilcox	4,200	3,900	93	
<b>Station Totals</b>		<b>265,100</b>	<b>256,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>111,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>62,100</b>	

# 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.

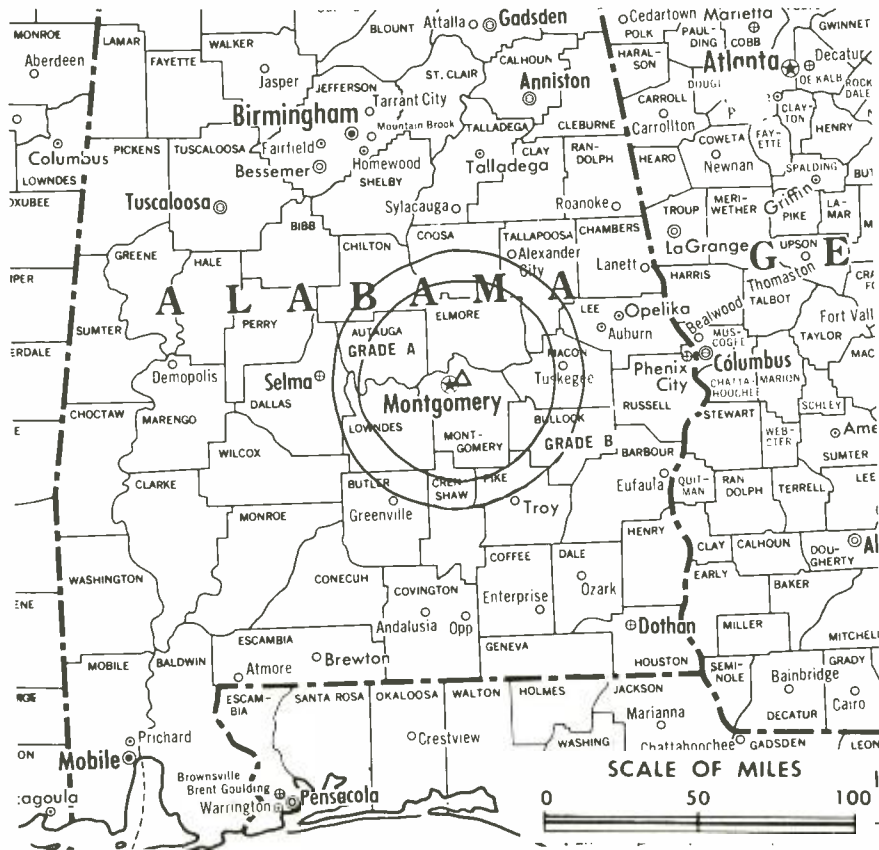
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Represented (sales) by H-R Television.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



WKAB-TV Ref: FCC File No. B1CT-4096 Granted 7/2/68

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

## WKAB-TV

Network Service: ABC.

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 (legal) by Wilmer, Cutler & Pickering.

Personnel:

CY N. BAHAKEL, president.  
 KEN LUCAS, general manager.  
 MURRY WEILL, sales manager.  
 KEN MYERS, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Autauga	9,000	8,700	96
	Dallas	18,100	17,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA—(Continued)</b>				
50% & Over	Elmore	13,000	12,600	97
	Lowndes	3,500	3,300	93
	Montgomery	61,700	60,300	98
<b>ALABAMA</b>				
Between 25-49%	Bullock	3,300	3,100	94
	Butler	6,900	6,600	96
	Crenshaw	5,100	4,900	96
	Macon	8,000	7,600	95
	Tallapoosa	12,700	12,300	97
<b>ALABAMA</b>				
Between 5-24%	Barbour	8,400	8,000	95
	Chilton	10,100	9,800	97
	Conecuh	5,300	5,000	95
	Coosa	3,800	3,700	96
	Dale	14,000	13,700	98
	Lee	22,900	22,200	97
	Monroe	6,500	6,100	94
	Pike	9,400	9,000	96
	Talladega	21,700	21,100	97
Wilcox	4,200	3,900	93	
<b>Station Totals</b>		<b>247,600</b>	<b>239,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>106,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>59,000</b>	

# Alabama—Montgomery

**WSFA-TV**

Ch. 12



**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.02-kw aural. Antenna: 2000-ft. above av. terrain, 1933-ft. above ground, 2467-ft. above sea level.

Latitude 32° 58' 32"  
Longitude 86° 09' 46"

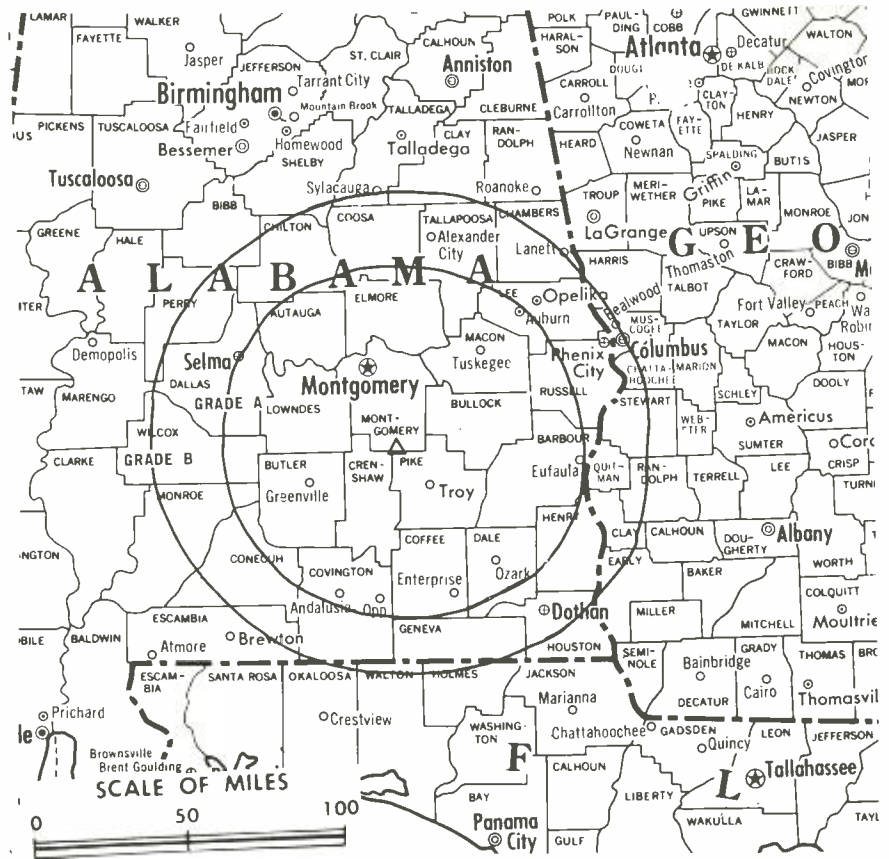
**Transmitter:** Collier Rd., Grady, Ala., 29-mi. SSE of Montgomery.

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

**News Wire Service:** AP.

**Studio:** Delano & Perry Sts.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSFA-TV Ref: FCC File No. BPCT-3643 Granted 3/13/74

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

## WSFA-TV

Network Service: NBC.

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

Telephone: 205-281-2900. TWX No.: 810-728-3249.

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:

DIXON LOVVORN, vice president & general manager.  
CARL STEPHENS, program/promotion manager.  
HUGH M. ROBINSON, general sales manager.  
KENNETH W. BAUDER, sales manager.  
RICHARD PAYNE, chief engineer.  
ROGER THOMAS, production manager.  
D. CLARK EDWARDS, news director.  
M. RAY SULLIVAN, business manager.  
MIMMI MATHIS, promotion director.

### DIGEST OF RATE CARD NO. 21—(May 1, 1978)

Hour 30 Min. 30 Sec. 10 Sec.

Class AA—5:30-10:30 p.m., daily.

\$2000 \$1100 Graded rates apply\*

\*Highest rate: \$425.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Autauga	9,000	8,700	96
	Barbour	8,400	8,000	95

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ALABAMA—(Continued)

Bullock	3,300	3,100	94
Butler	6,900	6,600	96
Coffee	12,500	12,100	97
Conecuh	5,300	5,000	95
Coosa	3,800	3,700	96
Covington	13,100	12,700	97
Crenshaw	5,100	4,900	96
Dale	14,000	13,700	98
Dallas	18,100	17,300	96
Elmore	13,000	12,600	97
Lee	22,900	22,200	97
Lowndes	3,500	3,300	93
Macon	8,000	7,600	95
Montgomery	61,700	60,300	98
Perry	4,100	3,800	93
Pike	9,400	9,000	96
Tallapoosa	12,700	12,300	97
Wilcox	4,200	3,900	93

### 50% & Over

### ALABAMA

Chambers	12,500	12,100	97
Chilton	10,100	9,800	97
Clarke	9,000	8,500	95
Clay	5,000	4,800	97
Geneva	8,800	8,500	97
Henry	4,900	4,700	96
Houston	25,600	25,100	98
Marengo	7,600	7,200	94
Monroe	6,500	6,100	94

<b>ALABAMA</b>			
Between 5-24%	Hale	4,300	4,000 94

(Continued on page 35-b)

Station Totals	429,300	414,300	96
Net Weekly Circulation (1976-77)			244,300
Average Daily Circulation (1976-77)			178,900

# Alabama—Selma

**WSLA**

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 53.7-kw visual, 10.7-kw aural. Antenna: 360-ft. above av. terrain, 387-ft. above ground, 517-ft. above sea level.

Latitude 32° 24' 00"  
Longitude 87° 05' 10"

Requests CP for change to 316-kw max. & 289.73-kw horizontal visual, 63.20-kw max. & 57.95-kw horizontal aural, 1684-ft. above av. terrain, 1760-ft. above ground, 2000-ft. above sea level, lat. 32° 08' 58", long. 86° 46' 48", transmitter to Rt. 20, approx. 3-mi. W of Gordonville. BPCT-4961.

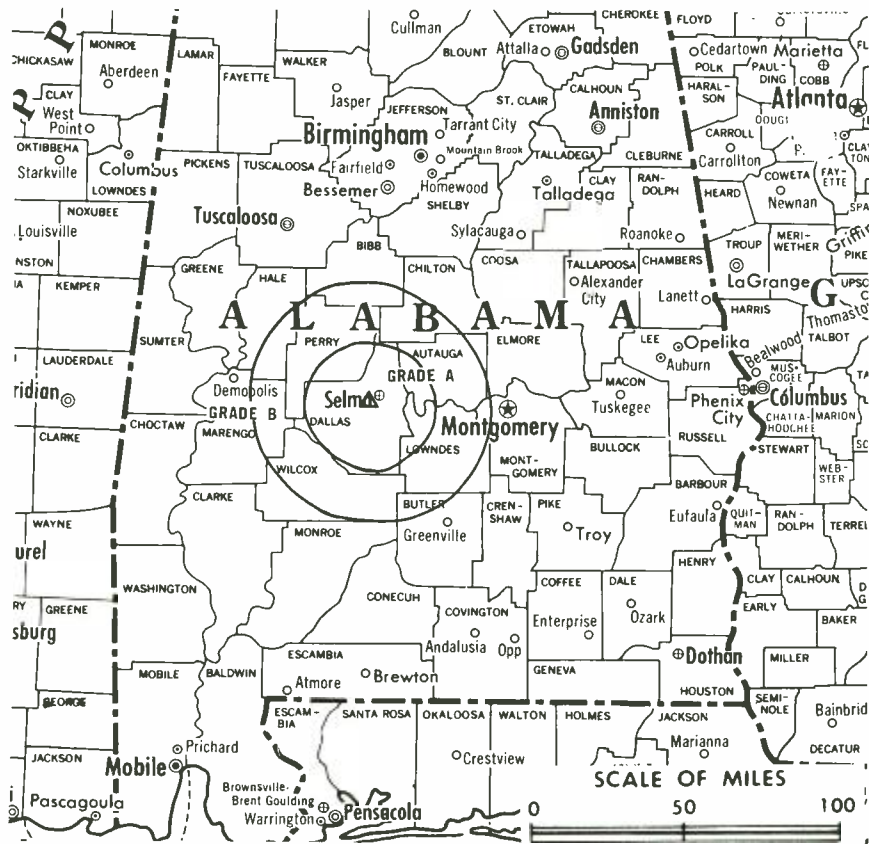
Transmitter: Land Line Rd., 3-mi. W of Selma.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI Consumer Market Data as of 1/1/78. TV Homes: TV % and Circulation © 1978 American Research Bureau. County coverage based on Arbitron study (see page 4-b).



WSLA Ref: FCC File No. BPCT-4808 Granted 1/15/75

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

## WSLA

Network Service: CBS.

Licensee: Central Alabama Broadcasters Inc., Box 19, Huntsville, Ala. (35801).

Studio: Land Line Rd., 3-mi. W of Selma.

Mailing Address: Box 1888, Selma, Ala. (36701).

Telephone: 205-875-2240.

Ownership: Charles F. Grisham, 51%; Tine W. Davis, 29%; Thomas M. Percer, 10%; B. D. Godbold, 5%; John Godbold, 5%. For other interests, see WHNT-TV, Huntsville, Ala.

Began Operation: March 17, 1960; left air July 1, 1968 following fire which destroyed studio, offices & transmitting equipment. Sale to present owner by William J. Brennan, William E. Bennis, et al., approved by FCC Jan. 1971. Resumed operation Nov. 1, 1973.

Represented (sales) by Devney Television Inc.; Busby, Finch Lathom & Widman (Southeast & Southwest).

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

Personnel:

CHARLES F. GRISHAM, president.

TOMMY G. BOND, general & sales manager.

EARL JOHNSON, operations manager & chief engineer.

DIGEST OF RATE CARD NO. 4—(March 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.				
\$400	\$240	\$120	\$60	\$30

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
<b>50% &amp; Over</b>	Dallas	18,100	17,300	96
	Perry	4,100	3,800	93
	Wilcox	4,200	3,900	93
<b>ALABAMA</b>				
<b>Between 25-49%</b>	Hale	4,300	4,000	94
	Marengo	7,600	7,200	94
<b>ALABAMA</b>				
<b>Between 5-24%</b>	Autauga	9,000	8,700	96
	Butler	6,900	6,600	96
	Chilton	10,100	9,800	97
	Clarke	9,000	8,500	95
	Fayette	6,300	6,100	97
	Greene	2,900	2,700	92
Lowndes	3,500	3,300	93	
<b>Station Totals</b>		<b>86,000</b>	<b>81,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>33,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>20,400</b>

For Sales & Transfers of TV Stations,  
see Services Volume

**WAPI-TV, Birmingham**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Autauga	9,000	8,700	96
	Colbert	17,200	16,700	97
	Dallas	18,100	17,300	96
	De Kalb	17,700	17,200	97
	Lauderdale	25,500	24,600	97
	Lawrence	8,600	8,200	96
	Limestone	14,600	14,100	97
Between 5-24%	Madison	58,600	57,100	97
	Marengo	7,600	7,200	94
	Morgan	29,000	28,200	97
	Randolph	6,300	6,100	96
	<b>GEORGIA</b>			
	Troup	15,200	14,600	96
	<b>MISSISSIPPI</b>			
	Lowndes	16,900	16,400	97
	Noxubee	4,000	3,700	93

**WBRC-TV, Birmingham**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA—(Continued)</b>			
	De Kalb	17,700	17,200	97
	Lawrence	8,600	8,200	96
	Randolph	6,300	6,100	96
Between 5-24%	<b>GEORGIA</b> Effingham	4,700	4,500	96
	<b>MISSISSIPPI</b>			
	Lauderdale	25,700	25,100	98
	Noxubee	4,000	3,700	93
	<b>TENNESSEE</b>			
	Giles	8,600	8,300	96

**WHNT-TV, Huntsville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TENNESSEE</b>			
	Bedford	9,600	9,400	98
	Coffee	12,300	12,100	98
Between 5-24%	Franklin	9,800	9,600	98
	Marshall	6,900	6,800	98
	Warren	11,100	10,700	97
	Wayne	4,500	4,300	95

**WSFA-TV, Montgomery**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA—(Continued)</b>			
	Randolph	6,300	6,100	96
	Russell North	14,800	14,300	97
	Talladega	21,700	21,100	97
Between 5-24%	Tuscaloosa	40,100	39,000	97
	<b>FLORIDA</b>			
	Holmes	4,800	4,400	92
	Walton	7,000	6,600	95
	<b>GEORGIA</b>			
	Clay	1,300	1,200	93

**Alabama**

**WTVY, Dothan**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Bullock	3,300	3,100	94
	Conecuh	5,300	5,000	95
	Escambia	12,100	11,700	96
	Lee	22,900	22,200	97
	Macon	8,000	7,600	95
	Wilcox	4,200	3,900	93
	<b>FLORIDA</b>			
	Franklin	2,900	2,700	94
	Gulf	3,300	3,100	95
	Jefferson	2,900	2,700	93
	Wakulla	3,100	3,000	96
Between 5-24%	<b>GEORGIA</b>			
	Colquitt	11,200	10,800	96
	Crisp	6,400	6,100	95
	Grady	6,400	6,200	96
	Lee	2,900	2,700	95
	Stewart	1,600	1,500	92
	Sumter	8,700	8,200	94
	Terrell	3,600	3,400	94
	Thomas	12,400	11,900	96
	Tift	9,800	9,300	95
	Turner	2,800	2,700	95
	Webster	600	500	91
	Worth	5,400	5,200	96

**WKRQ-TV, Mobile**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
	Bay	32,600	31,800	98
	Washington	4,700	4,400	95
	<b>MISSISSIPPI</b>			
Between 5-24%	Clarke	5,400	5,200	96
	Covington	4,400	4,200	96
	Jones	20,200	19,800	98
	Lamar	6,300	6,100	97
	Lauderdale	25,700	25,100	98
	Marion	8,000	7,600	96
	Smith	4,500	4,300	96

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Alabama—Tuscaloosa

## WCFT-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 596-kw visual, 107.3-kw aural. Antenna: 550-ft. above av. terrain, 438-ft. above ground, 840-ft. above sea level.

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

Transmitter: 41st Ave. at 35th St.

TV tape: Recording facilities.

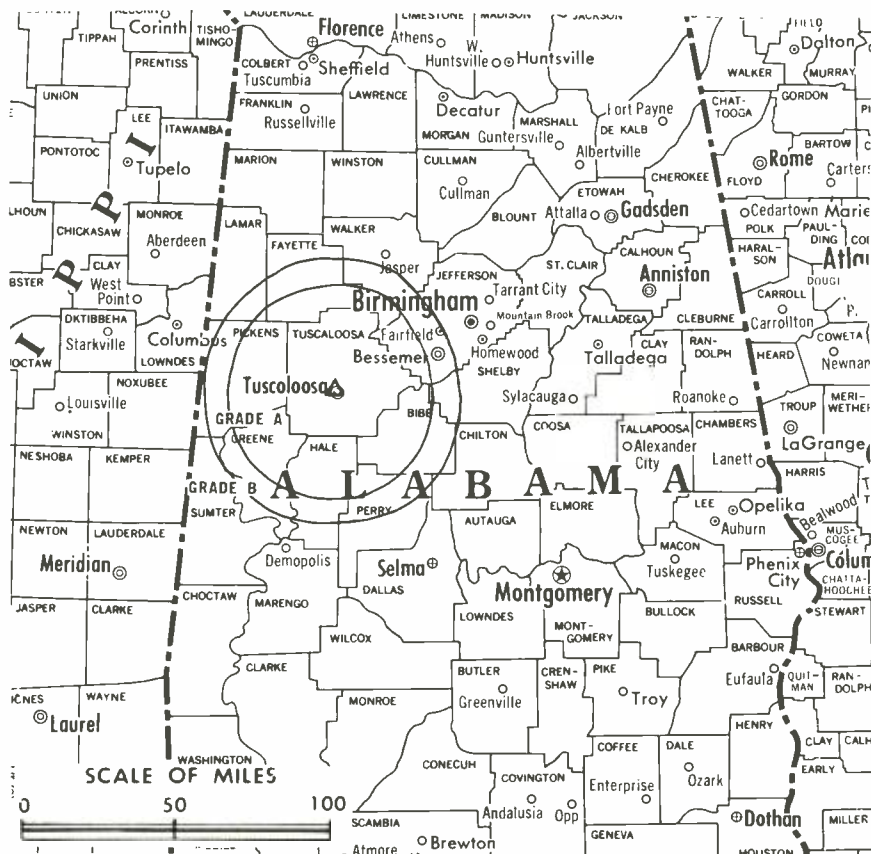
Color: Network, live, film, slide & tape.

New Wire Service: AP.

Telephone: 205-553-1333.

Represented (sales) by Adam Young Inc. (national); Media Sales Inc. (regional).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCFT-TV Ref: FCC File No. BPT-4613 Granted 12/19/73

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

## WCFT-TV

Network Service: CBS.

Licensee: Service Broadcasters Inc., Box 5239, Tuscaloosa (35401).

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

Ownership: S. A. Rosenbaum, 11.02%; W. S. Smylie estate, 10.4%; Margaret Smylie, 16.6%; Marvin Reuben, Sue Thompson & W. S. Smylie III, 8.33% each; Pauline Strasser, 8.2% & 8.1% as custodian; Barbara Heaster, 8.2% & 8.2% as custodian; Rose Keith, 4.17%. S. A. Rosenbaum & associates also own WDAM-TV, Hattiesburg-Laurel, Miss.; KYEL-TV, Yuma, Ariz. and Rosenbaum has interest in WTOK-TV, Meridian, Miss. For Rosenbaum, Reuben & Keith CATV interests, see CATV Group Ownership.

Began Operation: Oct. 29, 1965. Transfer of stock to present owners approved by FCC Aug. 23, 1967.

Personnel:

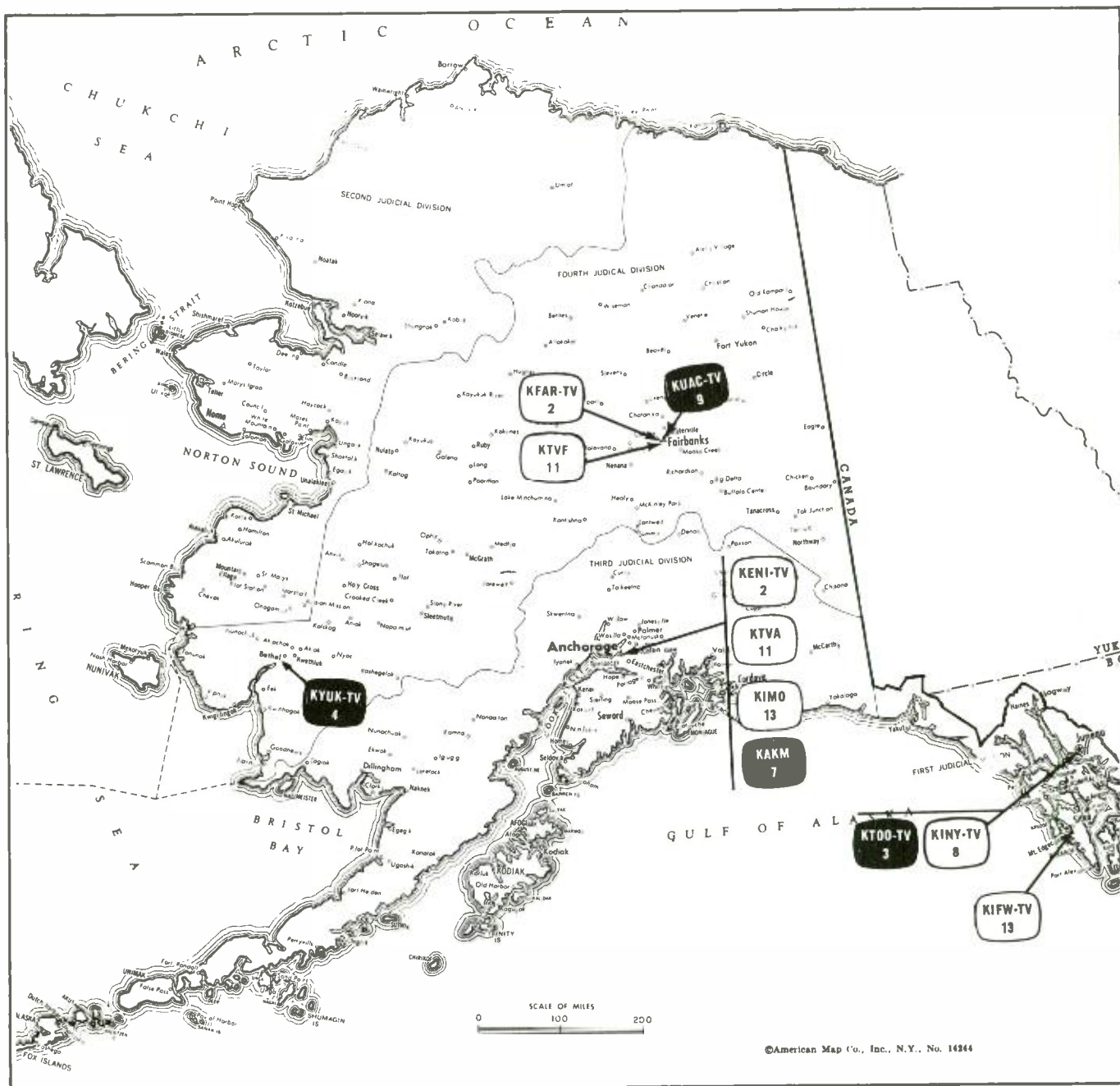
STAN SIEGAL, vice president, general & sales manager.  
TOMMY RAY, operations manager.  
JOHN FLETCHER, chief engineer.  
GAIL GARRETSON, promotion director.

### DIGEST OF RATE CARD—(May 1, 1978)

Min.	30 Sec.	10 Sec.
Prime Time: 6:58-10 p.m., daily.		
\$150.00	\$75.00	\$30.00

NETWORK BASE HOURLY RATE: \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Tuscaloosa	40,100	39,000	97
Between 25-49%	<b>ALABAMA</b>			
	Hale	4,300	4,000	94
	Pickens	6,800	6,400	95
Between 5-24%	<b>ALABAMA</b>			
	Bibb	4,600	4,400	96
	Dallas	18,100	17,300	96
	Fayette	6,300	6,100	97
	Greene	2,900	2,700	92
	Lamar	6,200	6,000	96
	Marengo	7,600	7,200	94
Marion	9,800	9,500	97	
Sumter	4,800	4,500	94	
	<b>MISSISSIPPI</b>			
	Lowndes	16,900	16,400	97
	Noxubee	4,000	3,700	93
<b>Station Totals</b>		<b>132,400</b>	<b>127,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>48,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>28,100</b>



Alaska Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	0	7
● Educational Television Stations	4	0	4
			11

American Research Bureau Has Net Weekly Circulation Data only for Anchorage, Alaska

## Alaska

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

#### **KAKM** **Anchorage**

Ch. 7

Non-Commercial Educational Station

Licensee: Alaska Public Television Inc., 3211 Providence Drive, Anchorage (99504).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 105-kw visual, 20.90-kw aural. Antenna: 143-ft. above av. terrain, 250-ft. above ground, 360-ft. above sea level.

Latitude	61°	13'	10"
Longitude	149°	52'	33"



#### **KYUK-TV**

##### **Bethel**

Ch. 4

Non-Commercial Educational Station

Licensee: Bethel Broadcasting Inc., Box 468, Bethel, Alaska (99559).

Technical Facilities: Channel No. 4 (54-60 MHz). Authorized power: 4.67-kw visual, 1.16-kw aural. Antenna: 200-ft. above av. terrain, 255-ft. above ground, 280-ft. above sea level.

Latitude	60°	47'	33"
Longitude	161°	46'	22"

#### **KUAC-TV**

##### **Fairbanks**

Ch. 9

Non-Commercial Educational Station

Licensee: University of Alaska, c/o Donald B. Upham, Fine Arts Complex, Fairbanks (99701).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 46.8-kw visual, 8.33-kw aural. Antenna: 500-ft. above av. terrain, 151-ft. above ground, 1451-ft. above sea level.

Latitude	64°	54'	42"
Longitude	147°	46'	38"

#### **KTOO-TV**

##### **Juneau**

Ch. 3

Non-Commercial Educational Station

Grantee: Capital Community Bcstg. Inc., 240 Main St., Juneau (99801).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 2.45-kw visual, 0.49-kw aural. Antenna: Minus 1016-ft. above av. terrain, 259-ft. above ground, 308-ft. above sea level.

Latitude	58°	18'	03.8"
Longitude	134°	25'	21.3"



# Alaska—Anchorage

## KENI-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 28.2-kw visual, 5.74-kw aural. Antenna: 180-ft. above av. terrain, 263-ft. above ground, 359-ft. above sea level.

Latitude 61° 13' 11"  
Longitude 149° 53' 24"

Transmitter: Westward Hotel, 3rd Ave. & E St., Anchorage.

News Wire Service: AP.

News Film Service: NBC.

Color: Network, film, slide & tape.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KENI-TV Ref: FCC File No. BPCT-4830 Granted 6/12/75

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

## KENI-TV

Network Service: NBC.

Licensee: Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99510).

Studio: Fourth Avenue Theatre Bldg.

Telephone: 907-272-7461.

Ownership: Alvin O. Bramstedt, 25.5% (with wife); R. D. Jensen, 13.7%; 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 Avery-Knodel Inc.; Katz Television (Seattle & Portland).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

ALVIN O. BRAMSTEDT, president.  
CHARLES GRAY, v.p., technical director.  
AL BRAMSTEDT JR., station manager.  
GREG CARTWRIGHT, sales manager.  
SANDRA MOORE, program coordinator.  
KAY KENLEY, traffic director.  
PATTI DREWERY, news editor.

NANCE CASE, promotion director.  
CRAIG HARPEL, operations manager.  
STEVE LUNDE, film director.

### DIGEST OF RATE CARD NO. 15 (Oct. 1, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.				
\$600	\$370		Graded rates apply*	

\*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$150, \$300 in combination with KFAR-TV & KINY-TV.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALASKA</b>				
50% & Over	Anchorage	48,000	46,100	96
	Kenai-Cook Inlet	3,800	2,700	72
	Matanuska-			
	Susitna	3,100	2,400	76
	Seward	700	600	86
<b>Station Totals</b>		<b>55,600</b>	<b>51,800</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>46,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>28,600</b>

# Alaska—Anchorage

## KIMO

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"

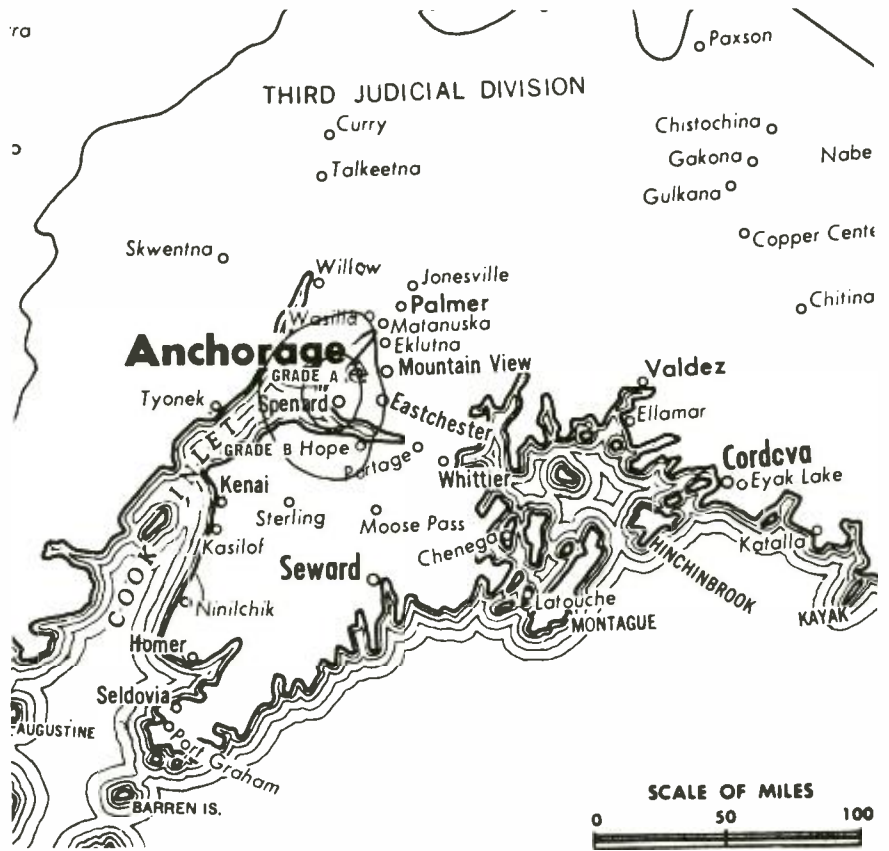
Transmitter: SW of Seward Hwy. & E. 39th St.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-h).



KIMO Ref: FCC File No. BPCT—3536 Granted 11/19/65

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

## KIMO

Network Service: ABC.

Licensee: Central Alaska Broadcasting Inc., 3910 Seward Hwy., Anchorage, Alaska (99503).

Studio: 3910 Seward Hwy.

Ownership: Duane Triplett, 30.5%; Richard Zook, 23.3%; Jack Carlisle, 17.2%; Byron Magbee, 9.8%; Belton Stephens, 7.6%; Sol Tacher, 5.7%; Charles Simonds, 4.9%; Carl Bracale, 1%.

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 but sale was not consummated. Left air May 21, 1970. Resumed operation Sept. 6, 1970. Sale to present owners approved by FCC May 28, 1971.

Represented (sales) by H-R Television; The Tacher Co. (regionally).

Represented (legal) by Haley, Bader & Potts.

Personnel:

DUANE L. TRIPLETT, president & general manager.  
RICHARD M. ZOOK, station manager.  
LARRY HOGUE, business manager.  
ROBERT UNDERWOOD, national sales manager.  
GARY L. TERZICH, local sales manager.  
KEN MARTIN, operations manager.  
B. G. RANDELET, general operations manager.  
JOHN VALENTINE, news director.  
STEVE GODWIN, chief of engineering.  
DAVID L. GEESIN, director of community affairs.

### DIGEST OF RATE CARD NO. 9

(June 9, 1977)

Hour	30 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AAAA—6-11 p.m., Mon.-Fri.; 1-11 p.m., Sat.-Sun.					
\$600	\$400	\$350	\$280	\$140	\$98

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALASKA</b>				
50% & Over	Anchorage	48,000	46,100	96
	Kenai-Cook Inlet	3,800	2,700	72
	Matanuska-Susitna	3,100	2,400	76
<b>Station Totals</b>		<b>54,900</b>	<b>51,200</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>46,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>33,600</b>	

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available

# 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' 34"

Transmitter: 1007 W. 32nd Ave.

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

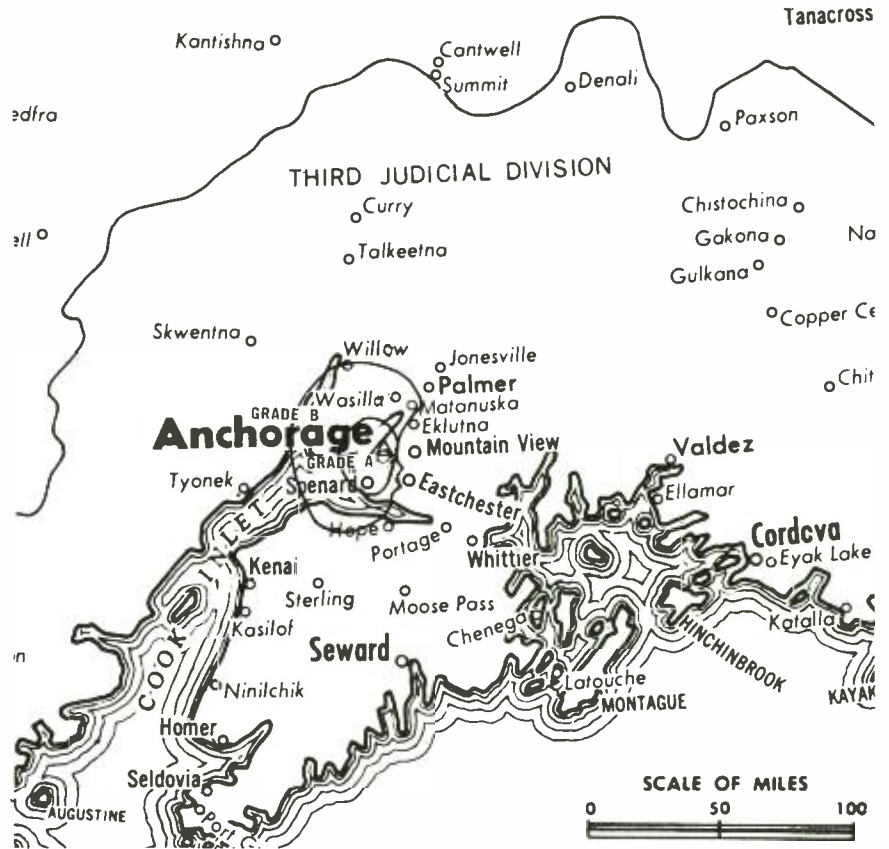
News Wire Service: AP.

AM Affiliate: KBYR, 1-kw, 700 kHz.

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

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVA Ref: FCC File No. BPCT-3547 Granted 7/20/65

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

## KTVA

Network Service: CBS.

Licensee: Northern Television Inc., Box 2200, Anchorage, Alaska (99510).

Studio: 1007 W. 32nd Ave. Telephone: 907-272-3456.

Ownership: A. G. Hiebert, pres., 42.27%; William English, v.p., 1.30%; P. A. Hiebert, secy.-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; Art Moore & Associates (Seattle & Portland).

Represented (legal) by Booth & Freret.

Personnel:

A. G. HIEBERT, president.  
RON MOORE, vice president & general manager.  
BRUCE SLOAN, program director.  
GEORGE HOWARD, chief engineer.

### DIGEST OF RATE CARD NO. 18—(May 1, 1978)

Hour	Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.			
\$500.00	\$180.00	\$90.00	.....

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVF, \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALASKA</b>				
50% & Over	Anchorage	48,000	46,100	96
	Kenai-Cook Inlet	3,800	2,700	72
	Matanuska-Susitna	3,100	2,400	76
<b>Station Totals</b>		<b>54,900</b>	<b>51,200</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>46,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>29,600</b>	

# Alaska—Fairbanks

## KFAR-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 5.37-kw visual, .676-kw aural. Antenna: 45-ft. above av. terrain, 200-ft. above ground, 640-ft. above sea level.

Latitude 64° 50' 42"  
Longitude 147° 42' 42"

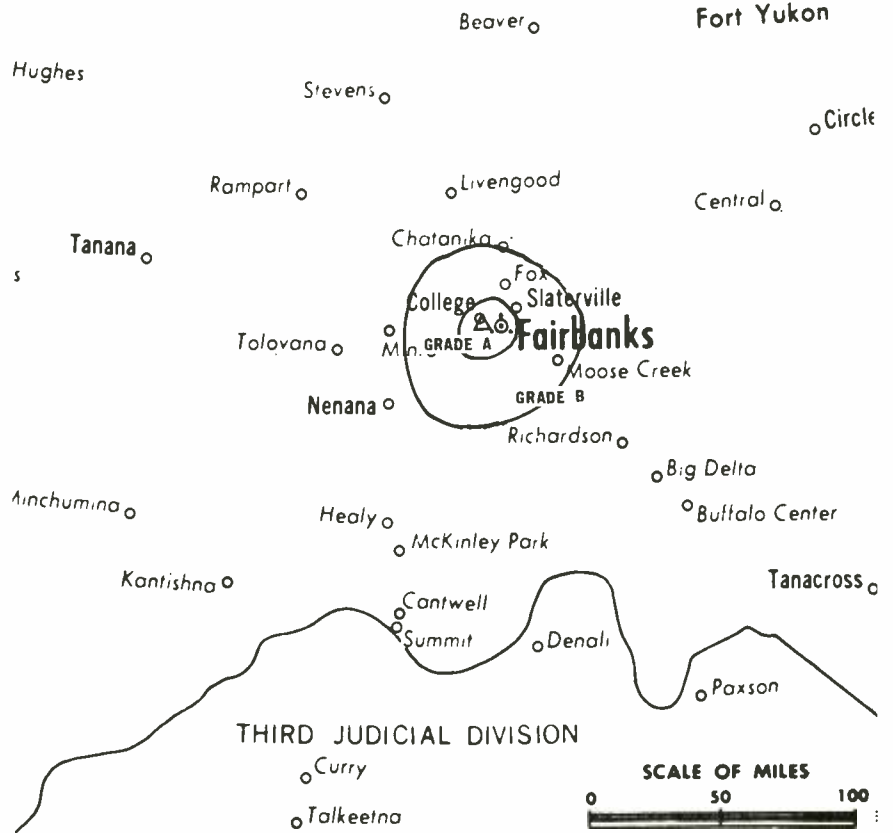
Transmitter: 516 Second Ave.

Color: Network live, film, slide & tape.

AM Affiliate: KFAR, 10-kw, 660 kHz (ABC, NBC).

News Wire Service: AP.

Telephone: 907-452-2125.



KFAR-TV Ref: FCC File No. BMPCT-2710 Granted 1/14/55

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

## KFAR-TV

Network Service: NBC, ABC.

Licensee: Midnight Sun Broadcasters Inc., P.O. Box 910, Fairbanks, Alaska (99701).

Studio: 516 Second Ave.

Ownership: See KENI-TV, Anchorage.

Began Operation: March 1, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

A. O. BRAMSTEDT, president & general manager.

BILL WALLEY, station manager.

DON GARRETT, chief engineer.

JIM HAFER, sales manager.

SHIRLEY WALLEY, office manager.

## DIGEST OF RATE CARD NO. 7 REV. 2

(March 1, 1978)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.				
\$270				Graded rates apply*

\*Highest rate: \$70.

NETWORK BASE HOURLY RATE: \$350 in combination with KENI-TV & KINY-TV (NBC), \$150 (NBC).

**Arbitron Data Comparable With  
That Used For Other States  
Available only for Anchorage, Alaska**

# 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.

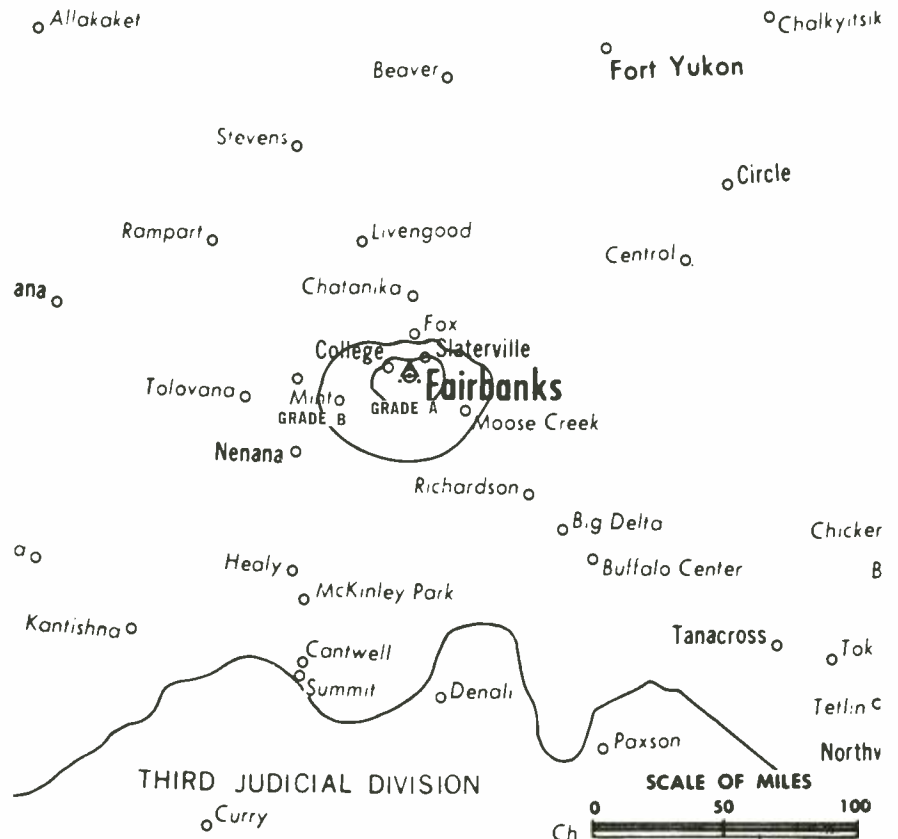
Latitude 64° 50' 35.7"  
Longitude 147° 42' 47.6"

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

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

**News Wire Service:** AP.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.



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

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

## KTVF

Network Service: CBS, ABC.

Licensee: Northern Television Inc., Box 950, Fairbanks, Alaska (99707).

Studio: 3rd & Lacey Sts., Fairbanks.

Telephone: 907-452-5121. Telex: 35-403.

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.; Art Moore & Assoc.

Represented (legal) by Booth & Freret.

### Personnel:

A. G. HIEBERT, president.

HENRY H. HOVE, vice president & general manager.

Highest 30 Sec. Rate (Oct. 15, 1978): \$85.

NETWORK BASE HOURLY RATE: \$150. Combination rate with KTVA, \$350.

Arbitron Data Comparable With  
That Used For Other States  
Available only for Anchorage, Alaska

# Alaska—Juneau

## KINY-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 0.204-kw visual, 0.041-kw aural. Antenna: minus 950-ft. above av. terrain, erected over tidewater, 277-ft. above sea level.

Latitude 58° 18' 06"  
Longitude 134° 26' 29"

Transmitter: Douglas Island, near Juneau.

Color: Tape.

News Wire Service: AP.

AM Affiliate: KINY, 5-kw, 800 kHz.



KINY-TV Ref: FCC File No. BPCT-4637 Granted 10/11/73

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

## KINY-TV

Network Service: NBC.

Licensee: Midnight Sun Broadcasters Inc., Box 1160, Anchorage, Alaska (99510).

Studio: Douglas Island, near Juneau.

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 Avery-Knodel Inc.

### Personnel:

KEN WILEY, general manager.  
CHARLES GRAY, chief engineer.

Highest 30 Sec. Rate (April 3, 1978): \$30.

NETWORK BASE HOURLY RATE: \$100, \$300 in combination with KJAR-TV & KENI-TV.

Arbitron Data Comparable With  
That Used For Other States  
Available only for Anchorage, 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' 02.0"

Transmitter: 611 Lake St.

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

Color: Film & tape.

News Wire Service: AP.



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

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

## KIFW-TV

Network Service: CBS.

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

Studio: 611 Lake St.

Telephone: 907-747-6626.

Ownership: Roy Paschal, pres., 72.3%; Steven L. Rhyner, 9.8%; 7 others, none with more than 4%. Sitka Bcstg. also owns radio KJNO, Juneau and B-C Cable Co. Inc., Juneau. Paschal et al. also own KANC(AM), Anchorage.

Began Operation: Sept. 25, 1966.

Represented (sales) by Savalli/Gates Inc.; Tacher Co. (regional).

Represented (legal) by Haley, Bader & Potts.

Personnel:

ROY PASCHAL, president.

STEVEN L. RHYNER, station manager, secretary-treasurer.

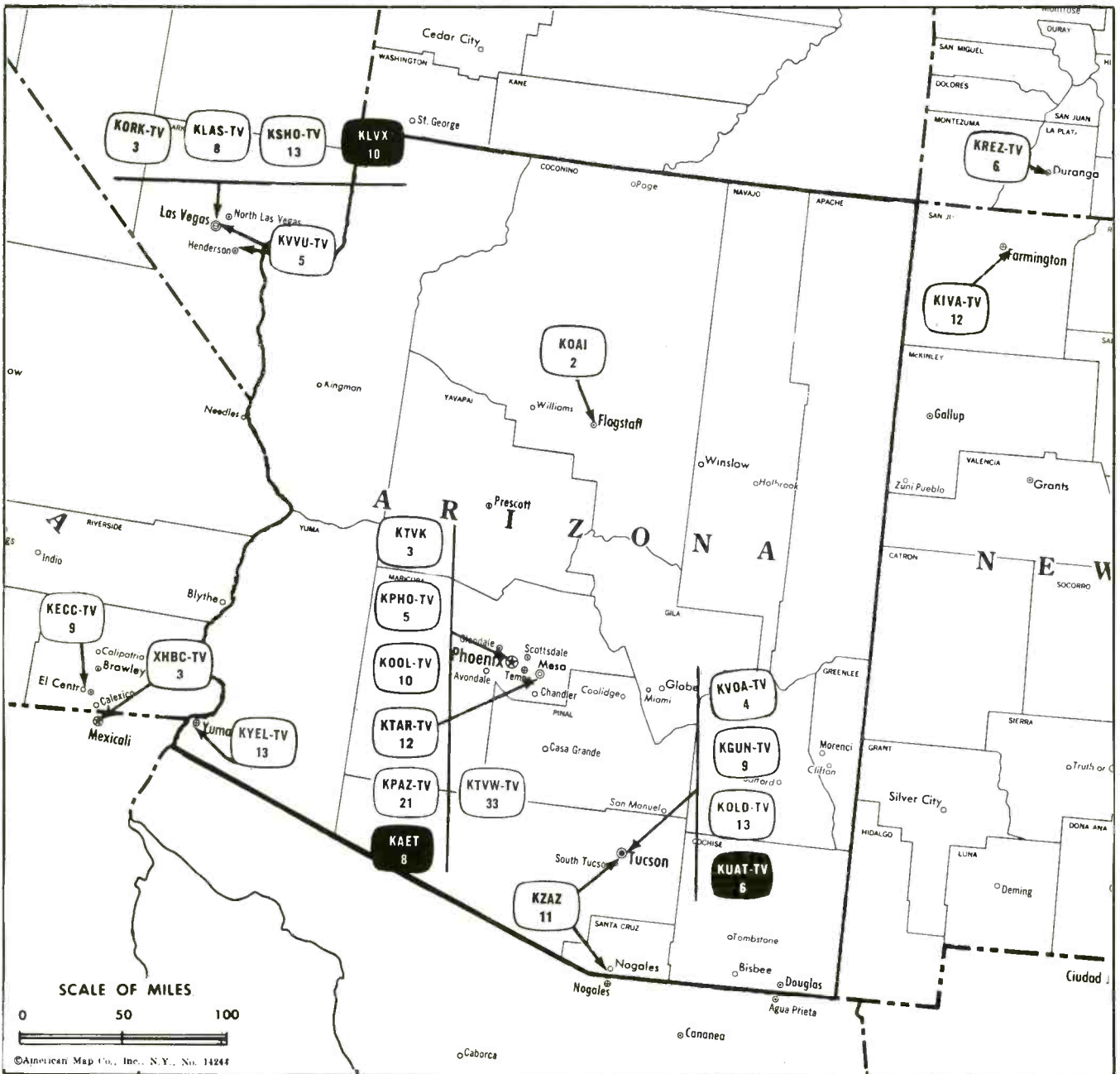
### DIGEST OF RATE CARD

(Oct. 1, 1977)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
\$200	\$150	\$95	\$50	\$35	\$25
NETWORK BASE HOURLY RATE: \$50.					

Arbitron Data comparable with that used for other States available only for Anchorage, Alaska

# Arizona



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Phoenix	337,000	32	537,400	34
Tucson	130,000	88	194,500	93
Flagstaff	*	*	18,100	207

### Arizona Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	1	11
2	0	2
		13



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

**KAET**  
**Phoenix**  
Ch. 8

Non-Commercial Educational Station

Licensee: 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: 1620-ft. above av. terrain, 177-ft. above ground, 2830-ft. above sea level.

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

**KUAT-TV**  
**Tucson**  
Ch. 6

Non-Commercial Educational Station

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

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 3635-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	24'	55"
Longitude	110°	42'	54"

**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.)

**The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.**

**We Haven't Been Stumped Yet!**

**Arbitron  
Information  
On Demand**



**ARBITRON TELEVISION**

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# Arizona—Flagstaff

## KOAI

Ch. 2

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.

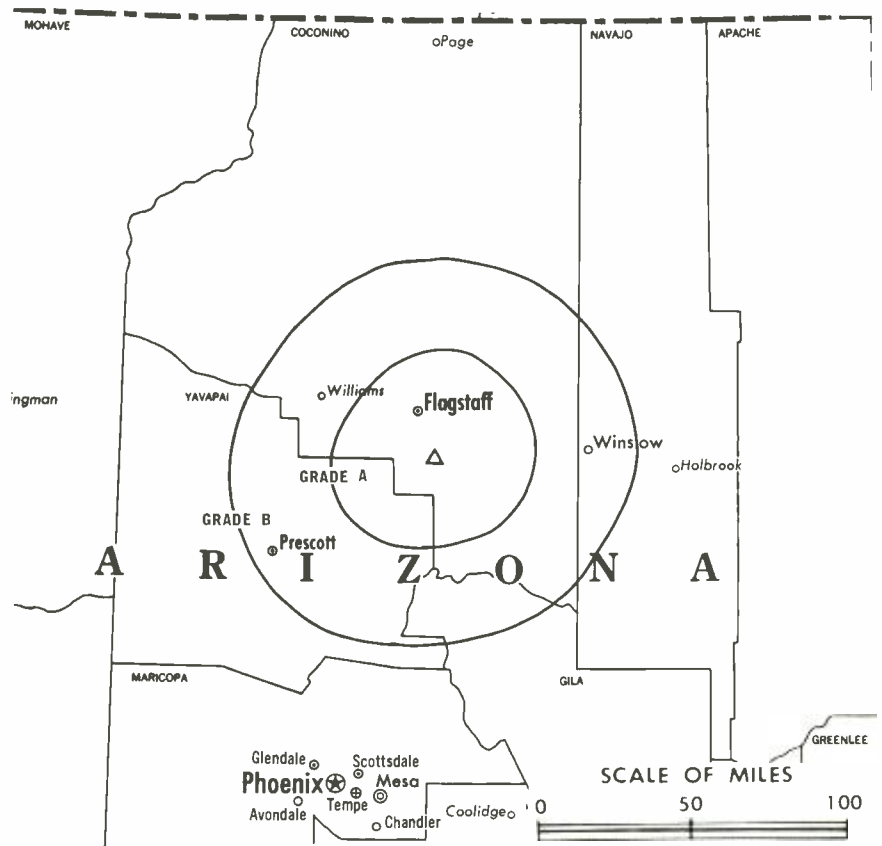
Latitude 34° 58' 06"

Longitude 111° 30' 28"

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

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

News Wire Service: UPI.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

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

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

## KOAI

Network Service: NBC.

Licensee: Grand Canyon TV Co. Inc., Box 1843, Flagstaff, Ariz. (86002).

Telephone: 602-774-1818.

Ownership: Wendell Elliott Jr., pres., 13.45%; LaVelle McCoy, v.p., 0.03%; Linda Elliott, secy., 13.45%; Marga Wilson, treas.; Art Lee, dir., 2.79%; Douglas J. Wall, dir., 0.03%; Charles Saunders, 13.95%; Doris C. Preston, 6.14%; Grant County Bcstg. Co. Inc., 4.497%; Mark Elliott, 4.017%; others, none with more than 2.15%. Wendell Elliott has 7% of Golden Southwest Inc. (see CATV Group Ownership) & 12.4% of KULY(AM), Ulysses, Kan. Grant County Bcstg. is owned by Sam Elliott & others. Saunders owns KCLS, Flagstaff & KUPI, Idaho Falls, Ida.

Began Operation: May 2, 1970.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by Avery-Knodel Inc.; Bob Hix (Colorado, Utah).

Personnel:

WENDELL ELLIOTT JR., president & general manager.  
 MICHAEL CLUCK, chief engineer.  
 LINDA ELLIOTT, operations manager.  
 ARVIS DUKE, sales manager.  
 GREG CROSMAN, production director.

### DIGEST OF RATE CARD NO. 9 (Sept. 4, 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.						
\$275	\$138	\$100	\$75	\$100	\$50	\$25

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Coconino	19,900	18,100	91
	ARIZONA Navajo Yavapai	16,100 19,800	14,300 18,600	89 94
Between 5-24%	ARIZONA Apache North Gila	8,600 11,200	7,500 10,600	87 95
	Station Totals	75,600	69,100	91
Net Weekly Circulation (1976-77)			25,900	
Average Daily Circulation (1976-77)			15,400	

# 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.

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

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

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

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

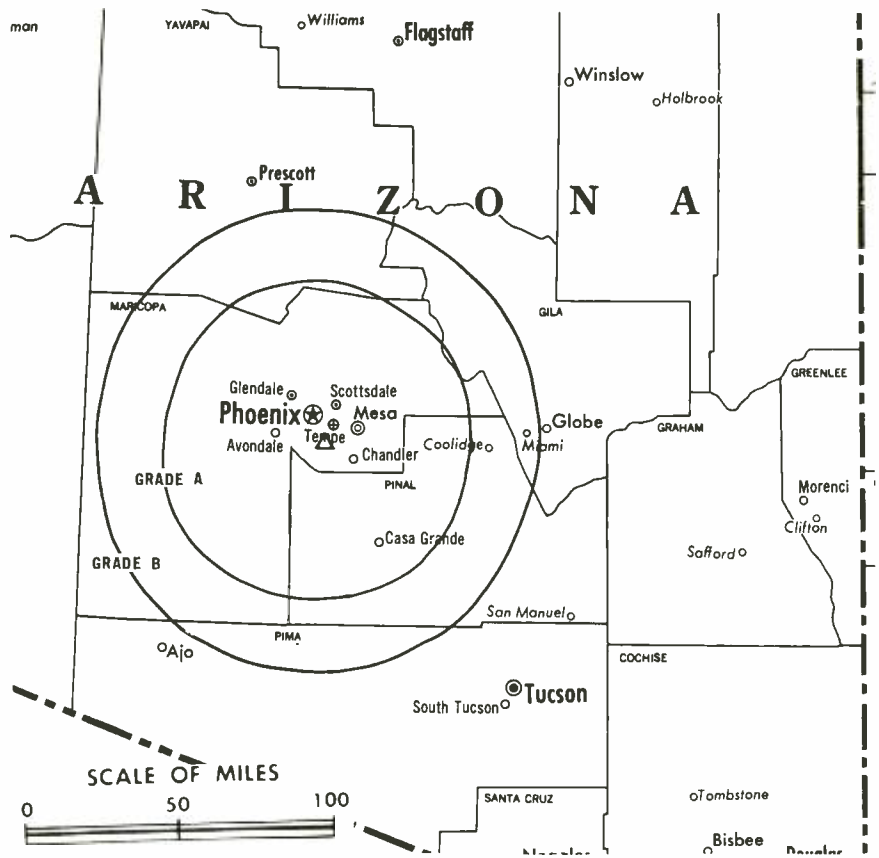
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KOOL-TV Ref: FCC File No. BMPCT-1372 Granted 9/4/58

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

## KOOL-TV

**Network Service:** CBS.

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

**Studio:** 511 W. Adams St.

**Telephone:** 602-257-1234. TWX No.: 910-951-1343.

**Ownership:** Gene Autry, chairman, 48.11%; Tom Chauncey, pres., 49.88%; Homer Lane, 2.0%. Mr. Autry also owns 51% of KTLA(TV), Los Angeles and radios KMPC, Los Angeles; KEX, Portland; KVI-AM-FM, Seattle & 50% of KSFO, San Francisco.

**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).

**Personnel:**

GENE AUTRY, chairman of the board.

THOMAS CHAUNCEY, president.

AUDREY HERRING, v.p. & assistant to the president.

HOMER LANE, exec. vice president & general manager.

HARRY EBBESEN, general sales manager.

ROBERT MARTIN, vice president & asst. manager.

ROBERT DAVIES, v.p., sports, special projects, TV production.

MARGARET INJASOULIAN, v.p., information services.

ALBIN R. HILLSTROM, vice president, engineering.

BILL CLOSE, vice president, news.

TOM CHAUNCEY II, administrative counsel.

DIGEST OF RATE CARD NO. 35—(Jan. 9, 1978)

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

Prime—7-10 p.m., daily.

\$12,000 \$6000 \$3000 \$1000 \$2000 \$1000 \$500

NETWORK BASE HOURLY RATE: \$1051.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>ARIZONA</b>				
		Coconino	19,900	18,100	91
		Gila	11,200	10,600	95
		Graham	6,200	5,800	93
		Greenlee	4,000	3,800	96
		Maricopa	447,900	436,700	98
		Mohave	14,900	14,000	94
		Navajo	16,100	14,300	89
		Pinal	26,900	25,800	96
		Yavapai	19,800	18,600	94
		Yuma	24,300	22,700	93
		<b>CALIFORNIA</b>			
		Riverside East	6,000	5,700	95
	San Bernardino East	2,200	2,100	96	
Between 25-49%	<b>ARIZONA</b>				
		Pima West	5,300	5,200	97
Between 5-24%	<b>ARIZONA</b>				
		Apache North	8,600	7,500	87
	<b>NEW MEXICO</b>				
		Hidalgo	2,000	1,800	92
<b>Station Totals</b>		<b>615,300</b>	<b>592,700</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>521,300</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>355,400</b>	

# Arizona—Phoenix

## KPAZ-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 251-kw visual, 50-kw 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"

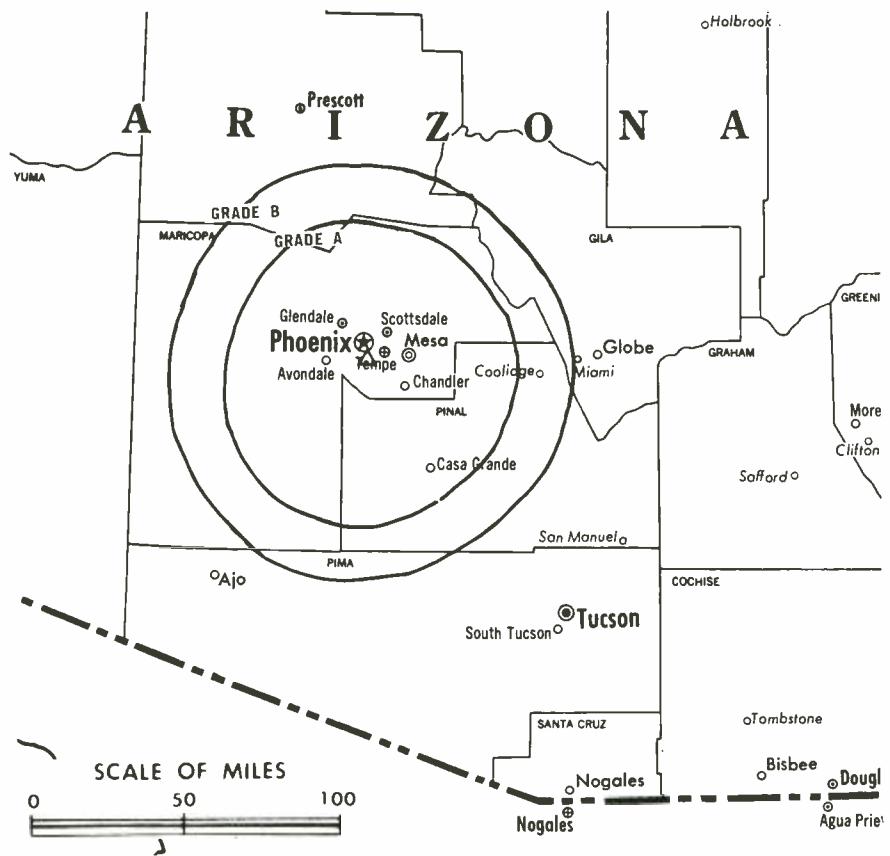
Transmitter: South Mtn. Park.

TV tape: Recording facilities.

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

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



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

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

## KPAZ-TV

Network Service: None, independent.

Licensee: Trinity Broadcasting of Arizona Inc., 3551 E. McDowell Rd., Phoenix, Ariz. (85008).

Studio: 3551 E. McDowell Rd., Phoenix, Ariz. (85008).

Telephone: 602-273-1477.

Ownership: See KTVB-TV, Fontana-Los Angeles, Cal.

Began Operation: Sept. 16, 1967. Involuntary transfer of control from Donald B. Thomson et al. to trustee granted Oct. 9, 1969. Sale to Glad Tidings Church of America approved by FCC June 24, 1971. Station left air Jan. 19, 1977. Sale to present owner by Glad Tidings approved by FCC July 21, 1977. Resumed operation Sept. 5, 1977.

Represented (legal) by James A. Gammon.

Personnel:

PAUL F. CROUCH, president.

C. E. SCOTVOLD, station manager.

Highest Hourly Rate: \$300.

Highest 30 Sec. Rate (May 17, 1978): \$60.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# 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"

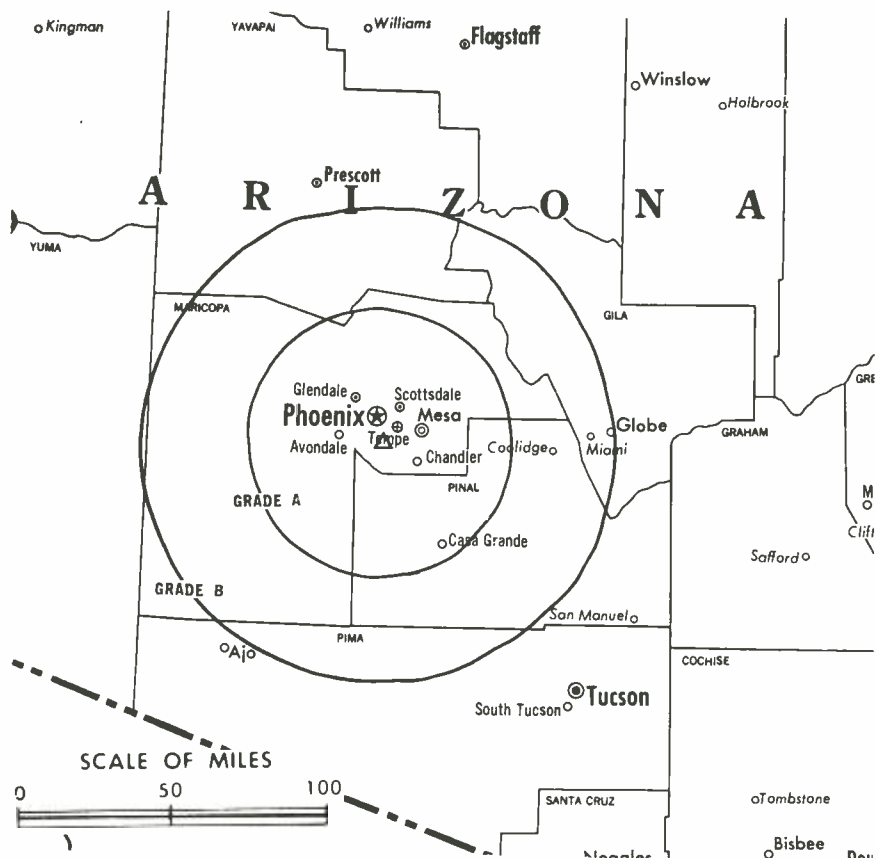
Transmitter: Atop South Mountain, 8.5-mi. S of Phoenix.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Studio: 4016 N. Black Canyon.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KPHO-TV Ref: FCC File No. BPCT-2580 Granted 1/9/59

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

## KPHO-TV

Network Service: None, independent.

Licensee: Meredith Corp., 4016 N. Black Canyon, Phoenix, Ariz. (85017).

Telephone: 602-248-7474. 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, pres., 747 Third Ave., New York, N.Y. (10017). Same interests own WTVH (TV), Syracuse N.Y.; KCMO-TV, KCMO & KCEZ (FM), Kansas City, Mo.; WOW & KEZO (FM), Omaha, Neb.; WNEM-TV, Saginaw, Mich.; WGST, Atlanta, Ga.

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

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

RICHARD DeANGELIS, vice president & general manager.

DON PAULY, sales manager.

ERNIE HILL, national sales manager.

ED AIKEN, program manager.

LINDA STONE, promotion manager.

TOM SHERLOCK, public affairs director.

WILLIAM J. STRUBE, director of engineering.

KEN ROBINSON, news director.

DIGEST OF RATE CARD NO. 44R—(Jan. 15, 1978)

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

Class A—6-10:30 p.m., daily.

\$3500 \$2200 \$1500 \$700 Graded rates apply\*

\*Highest rate: \$700.

Circulation Net Weekly	County State	Households Total	Households TV Households	%
	<b>ARIZONA</b>			
	Gila	11,200	10,600	95
	Graham	6,200	5,800	93
	Greenlee	4,000	3,800	96
	Maricopa	447,900	436,700	98
	Mohave	14,900	14,000	94
	Navajo	16,100	14,300	89
50% & Over	Pima West	5,300	5,200	97
	Pinal	26,900	25,800	96
	Yavapai	19,800	18,600	94
	Yuma	24,300	22,700	93
	<b>CALIFORNIA</b>			
	Riverside East	6,000	5,700	95
	San Bernardino East	2,200	2,100	96
	<b>ARIZONA</b>			
	Cochise	25,100	24,000	95
	Coconino	19,900	18,100	91
Between 25-49%	Santa Cruz	5,700	5,500	96
	<b>NEW MEXICO</b>			
	Grant	8,600	8,000	93
	<b>NEW MEXICO</b>			
Between 5-24%	Hidalgo	2,000	1,800	92
<b>Station Totals</b>		<b>646,100</b>	<b>622,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>472,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>258,900</b>	

For Publishing Firms with TV Station Ownership, see Services Volume

# 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.

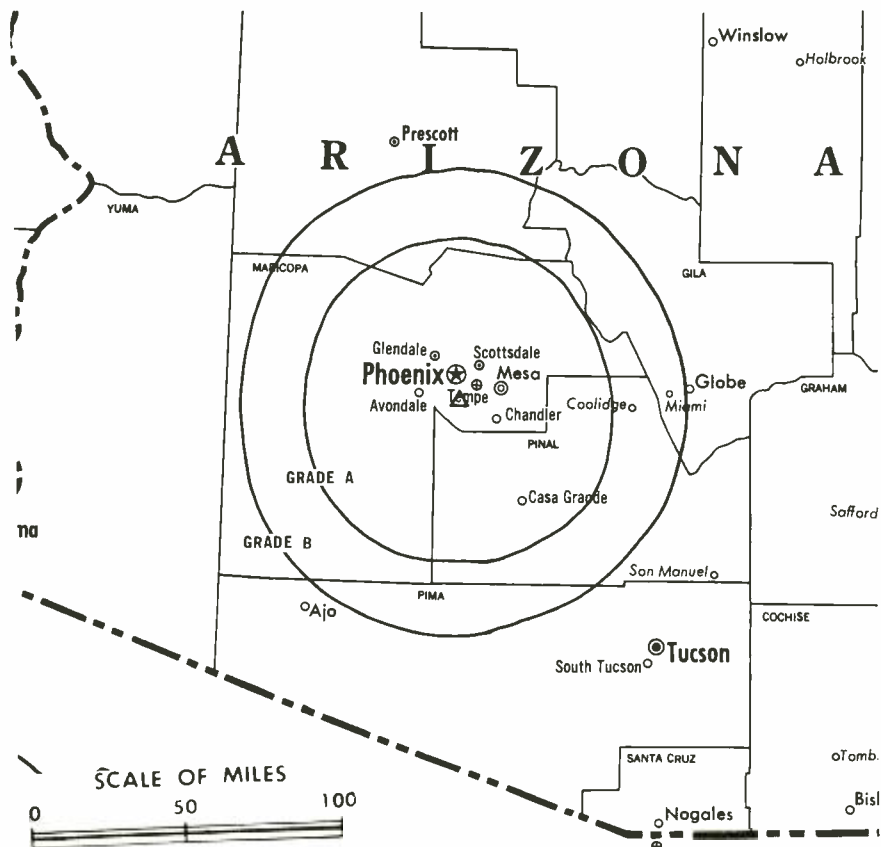
**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** KTAR, 5-kw, 620 kHz.

**FM Affiliate:** KBBC-FM, 114.8-kw, 98.7 MHz (No. 254), 1677-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTAR-TV Ref: FCC File No. BPCT—2721 Granted 3/18/60

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

## KTAR-TV

**Network Service:** NBC.

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

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

**Telephone:** 602-257-1212. **TWX No.:** 910-951-4214.

**Ownership:** Combined Communications Corp., 100%. John J. Louis Jr., 11.1%; Karl Elter, 8.6%; Michael W. Louis, 7.6%; Herbert J. Louis, 5.2%; Harry T. Goss, exec. v.p.; H. W. P. Ballengee, Alvin Flanagan, H. Ray Cox, Murray Topham, Peter O'Connell, V. James Moore, v.p.s.; 2,000 others, none with as much as 3%. Combined Communications Corp. also owns Eller Outdoor Advertising companies in nine major markets throughout the U.S. & Canada; KOCO-TV, Oklahoma City; KBTV, Denver; KARK-TV, Little Rock; WPTA-TV, Fort Wayne; WLKY-TV, Louisville; WXIA-TV, Atlanta; KIIS-AM-FM, Los Angeles; WWDJ, Hackensack, N.J.; KSDO & KEZL(FM), San Diego; WWWE & WDOK(FM), Cleveland, Ohio; WDEE & WCZY(FM), Detroit, Mich.; WVON & WGCI(FM), Chicago, Ill.; the Cincinnati Enquirer & the Oakland Tribune. Note: Merger with Gannett Co. pends (Television Digest, Vol. 18:20).

**Began Operation:** April 23, 1953. Merger to form Combined Communications 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:** Peters, Griffin, Woodward Inc.

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

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

**Personnel:**

C. E. COONEY, president & general manager.  
ROBERT ALLINGHAM, v.p., programming & station manager.  
JEFFREY R. MORRIS, vice president & general sales manager.  
GLEN BANKS, vice president & controller.  
CHRIS CORR, local sales manager.  
LARRY HUNT, commercial production manager.

CLIFF STEVENS, vice president, engineering.

AL BUCH, news director.

MARJORIE SCHMIDT, promotion manager.

**Rates:** On request.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Gila	11,200	10,600	95
	Graham	6,200	5,800	93
	Greenlee	4,000	3,800	96
	Maricopa	447,900	436,700	98
	Mohave	14,900	14,000	94
	Pinal	26,900	25,800	96
	Yavapai	19,800	18,600	94
	<b>CALIFORNIA</b>			
	Riverside East	6,000	5,700	95
	San Bernardino East	2,200	2,100	96
Between 25-49%	<b>ARIZONA</b>			
	Coconino	19,900	18,100	91
	Navajo	16,100	14,300	89
	Pima West	5,300	5,200	97
Between 5-24%	<b>ARIZONA</b>			
	Yuma	24,300	22,700	93
<b>Station Totals</b>		<b>604,700</b>	<b>583,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>487,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>320,400</b>	

# 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"

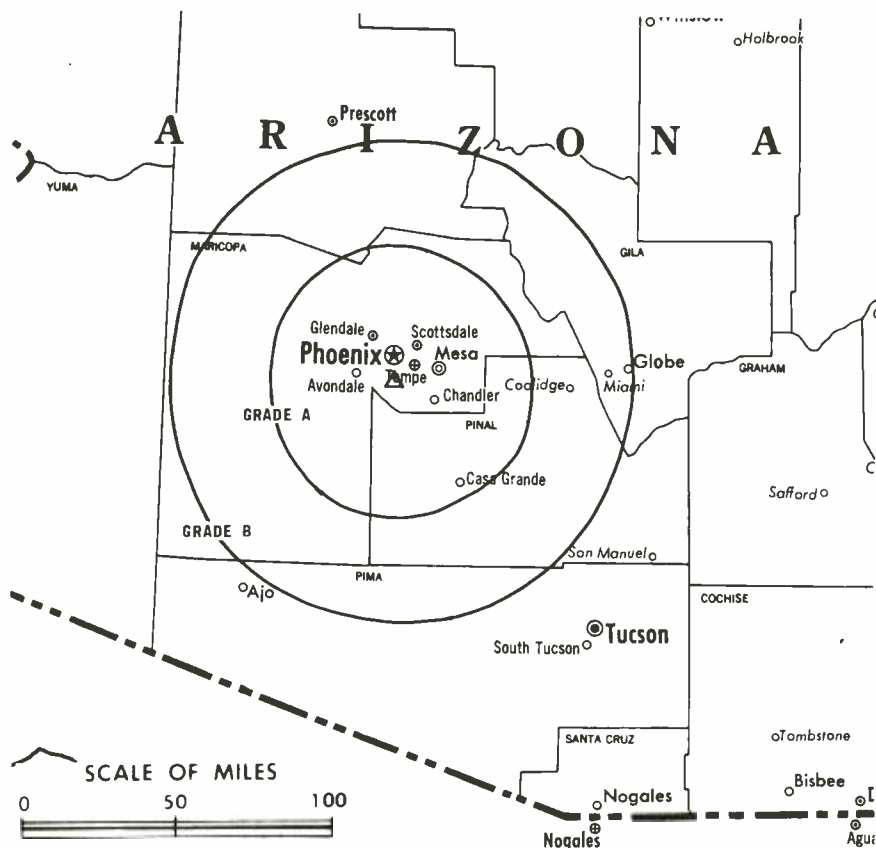
Transmitter: South Mt., 7-mi. S of Phoenix.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

KTVK Ref: FCC File No. BPC1-1636 Granted 6/10/54

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

## KTVK

Network Service: ABC.

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

Studio: 3435 N. 16th St.

Telephone: 602-266-5691.

TWX No.: 910-951-1562.

Ownership: Ernest W. McFarland, chmn., 51%; Delbert R. Lewis, pres.-treas., 28.66%; others.

Began Operation: Feb. 28, 1955.

Represented (sales) by Petry Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

BURTON B. LaDOW, general manager.  
 CHARLES GLANCE, program director.  
 JIM DOYAS, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1977): \$1200.

NETWORK BASE HOURLY RATE: \$854.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
	Coconino	19,900	18,100	91
	Gila	11,200	10,600	95
	Graham	6,200	5,800	93
	Greenlee	4,000	3,800	96
	Maricopa	447,900	436,700	98
	Mohave	14,900	14,000	94
<b>50% &amp; Over</b>	Pima West	5,300	5,200	97
	Pinal	26,900	25,800	96
	Yavapai	19,800	18,600	94
	Yuma	24,300	22,700	93
	<b>CALIFORNIA</b>			
	Riverside East	6,000	5,700	95
	San Bernardino East	2,200	2,100	96
	<b>ARIZONA</b>			
<b>Between 25-49%</b>	Navajo	16,100	14,300	89
<b>Station Totals</b>		<b>604,700</b>	<b>583,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>502,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>316,500</b>	

# Arizona—Phoenix

## KTVW-TV

Ch. 33

(Due to begin operation Dec. 1978)



Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 589-kw max. visual, 117-kw max. aural. Antenna: 1800-ft. above av. terrain, 397-ft. above ground, 3007-ft. above sea level.

Latitude 33° 19' 52"

Longitude 112° 03' 46"

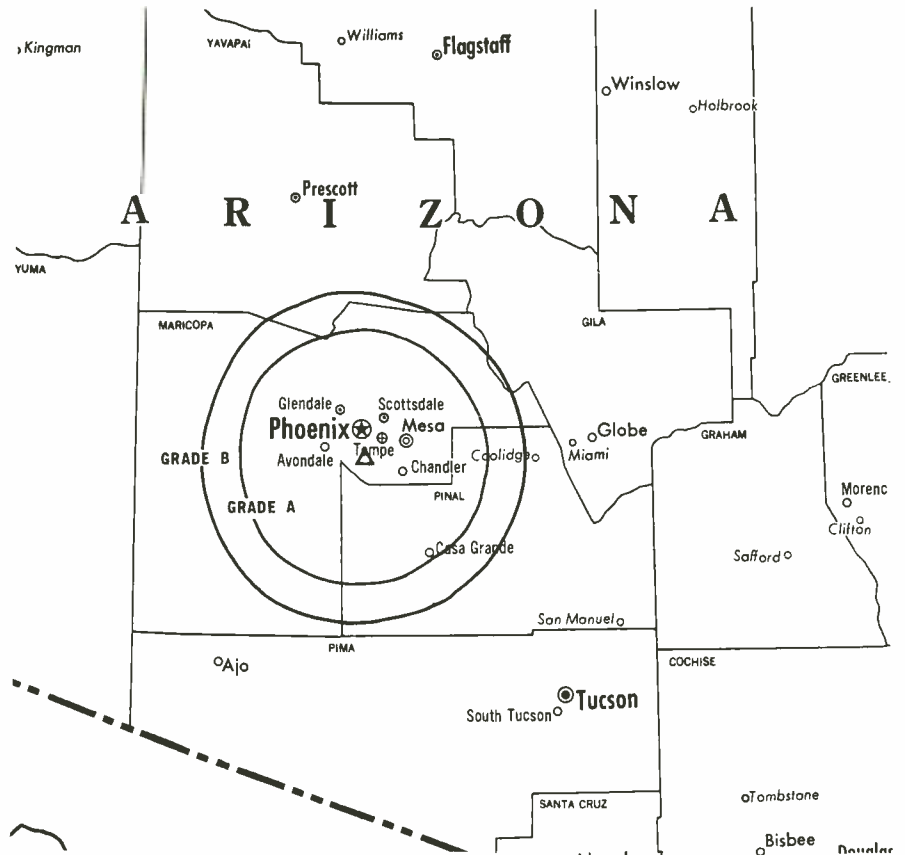
Transmitter: South Mtn., 8-mi. S of Phoenix City Hall.

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

TV tape: Recording facilities.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.



KTVW-TV Ref: FCC File No. BPCT-4926 Granted 9/15/77

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

## KTVW-TV

Network Service: Spanish International Network.

Grantee: Seven Hills Television Co., c/o Spanish International Network, 250 Park Ave., New York, N.Y. (10017).

Ownership: Reynold V. Anselmo, pres.-treas., 75%; Emilio Nicolas, v.p., 10%; Daniel D. Villanueva, v.p., 10%; Sally Segal, secy., 1.5%; Berta Ecurra, 1.5%; Leandro Blanco & Julia Zozaya, 1% each; Ronald S. Rosen, asst. secy. Stockholders (except Blanco & Zozaya) have interest in Spanish International Communications Corp. (see KMEX-TV, Los Angeles). Anselmo, Nicolas & Villanueva have interest in KDTV, San Francisco, Cal.

Represented (sales) by Spanish International Network Inc.

Rates: Not available.

## BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151



# Arizona—Tucson

## KGUN-TV

Ch. 9

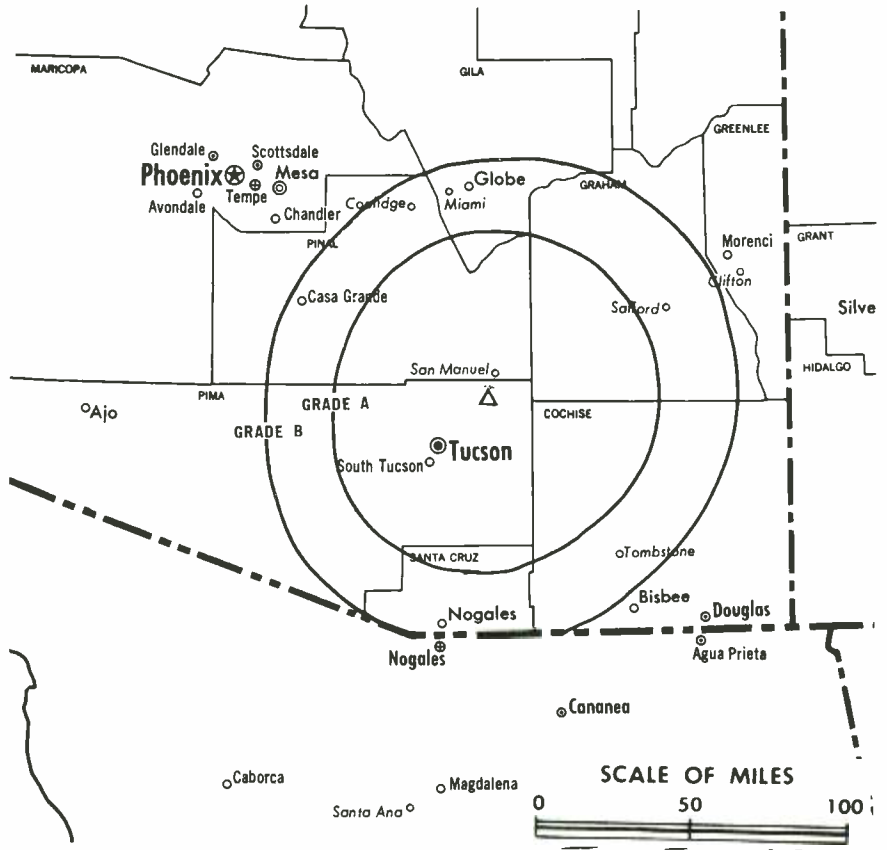
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 110-kw visual, 21.9-kw aural. Antenna: 3720-ft. above av. terrain, 237-ft. above ground, 8771-ft. above sea level.

Latitude 32° 24' 54"  
Longitude 110° 42' 59"

Transmitter: Mt. Bigelow.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KGUN-TV Ref: FCC File No. BPCT-4655 Granted 11/27/73

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

## KGUN-TV

Network Service: ABC.

Licensee: May Broadcasting Co., 2615 Farnam St., Omaha, Neb.

Studio: 2175 N. Sixth Ave., Tucson (85705). P.O. Box 5707, Tucson (85703).

Telephone: 602-792-9933. TWX No.: 910-952-1265.

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 Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

EDWARD W. MAY, president.  
OWEN SADDLER, executive vice president.  
GEORGE WALLACE, vice president & general manager.  
SCOTT VAUGHAN, assistant general manager.  
MIKE SOMMERFELD, national sales manager.  
LARRY SCHNEBLY, regional sales manager.  
DONALD KANEEN, local sales manager.  
JOHN R. SAWYER, chief accountant.  
JACK JACOBSON, program director.  
GLEN HILLS, chief engineer.  
BILL WOLFE, production manager.  
MARINA BRITSKY, promotion director.  
DAVID A. OVERTON, news director.

## DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$2000	\$1200	\$750			Graded rates apply*

\*Highest rate: \$975.

NETWORK BASE HOURLY RATE: \$419.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARIZONA</b>			
	Apache South	1,800	1,500	85
	Cochise	25,100	24,000	95
	Graham	6,200	5,800	93
	Pima East	159,900	155,800	97
	Pima West	5,300	5,200	97
	Santa Cruz	5,700	5,500	96
	<b>NEW MEXICO</b>			
	Hidalgo	2,000	1,800	92
<b>Between 25-49%</b>	<b>ARIZONA</b>			
	Navajo	16,100	14,300	89
	Pinal	26,900	25,800	96
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Gila	11,200	10,600	95
	Greenlee	4,000	3,800	96
<b>Station Totals</b>		<b>264,200</b>	<b>254,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>199,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>137,700</b>

# Arizona—Tucson

## KOLD-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 110-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.

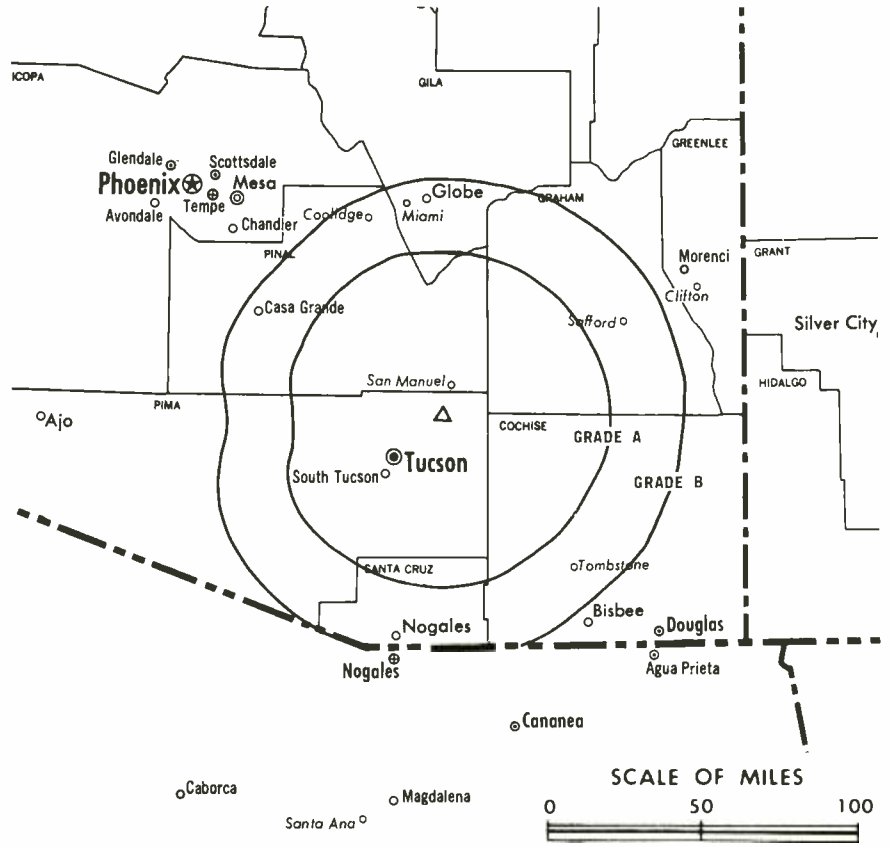
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Represented (sales) by MMT Sales.

Represented (legal) by Pierson, Ball & Dowd.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

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 Group Ownership of TV Stations.

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).

### Personnel:

PETER B. CLARK, president.  
PETER A. KIZER, v.p., broadcast division.  
JAY WATSON, v.p. & general manager.  
JIM PRATT, station manager.  
RUSS ARTZ, chief engineer.

### DIGEST OF RATE CARD NO. 37 A—(June 12, 1978)

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

Class AAA—7-10 p.m., daily.

\$3000 \$1500 \$750 \$375 \$450 \$225

NETWORK BASE HOURLY RATE: \$370.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARIZONA</b>				
<b>50% &amp; Over</b>	Apache South	1,800	1,500	85
	Cochise	25,100	24,000	95
	Graham	6,200	5,800	93
	Pima East	159,900	155,800	97
	Pima West	5,300	5,200	97
	Santa Cruz	5,700	5,500	96
<b>NEW MEXICO</b>				
	Hidalgo	2,000	1,800	92
<b>ARIZONA</b>				
<b>Between 25-49%</b>	Greenlee	4,000	3,800	96
	Pinal	26,900	25,800	96
<b>NEW MEXICO</b>				
	Catron	800	700	87
<b>ARIZONA</b>				
<b>Between 5-24%</b>	Gila	11,200	10,600	95
	Navajo	16,100	14,300	89
<b>NEW MEXICO</b>				
	Grant	8,600	8,000	93
<b>Station Totals</b>		<b>273,600</b>	<b>262,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>198,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>133,500</b>	

# 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' 56.0"  
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: AP, UPI.

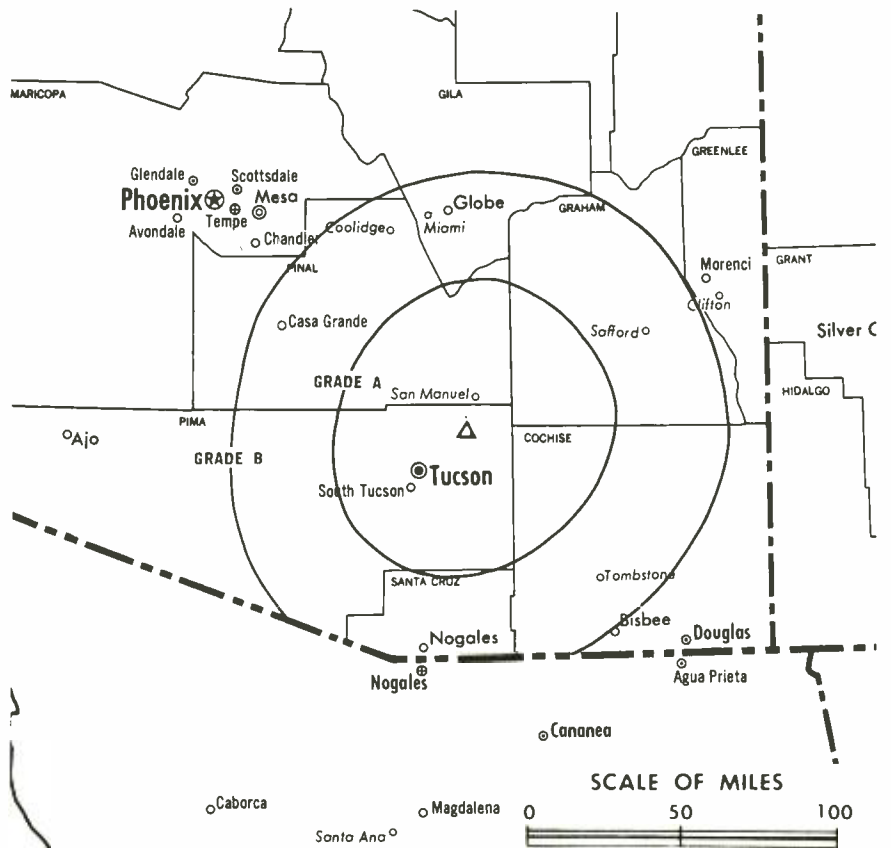
News Film Service: NBC.

Facsimile Service: UPI.

Represented (legal) by Smith & Pepper.

Represented (engineering) by James C. McNary.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



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

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

## KVOA-TV

Network Service: NBC.

Licensee: Channel 4 TV, Box 5188, Tucson, Ariz. (85703).

Studio: 10th & Elm St., Tucson, Ariz. (85705).

Telephone: 602-792-2270. TWX No.: 910-952-1100.

Ownership: Donald R. Diamond, pres., 30%; Donald Pitt, v.p. & secy.-treas., 27%; Richard L. Bloch, 30%; Jack Gumbin, 10%; Nancy Pitt, 3%.

Began Operation: Sept. 27, 1953. Sale to present owners by Pulitzer Publishing approved by FCC Nov. 24, 1972. Previous 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 Television.

Personnel:

JON F. RUBY, general manager.  
JAMES JOSLYN, station manager.  
IRA DANKBERG, local sales manager.  
RAYMOND HOLSCLOW, chief engineer.  
RENEE BEAR, business manager.  
DAVID KERRIGAN, production manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Apache South	1,800	1,500	85
	Cochise	25,100	24,000	95
	Graham	6,200	5,800	93
	Pima East	159,900	155,800	97
	Pima West	5,300	5,200	97
	Santa Cruz	5,700	5,500	96
	<b>NEW MEXICO</b>			
	Hidalgo	2,000	1,800	92
Between 25-49%	<b>ARIZONA</b>			
	Greenlee	4,000	3,800	96
	Navajo	16,100	14,300	89
	Pinal	26,900	25,800	96
	<b>NEW MEXICO</b>			
	Grant	8,600	8,000	93
Between 5-24%	<b>ARIZONA</b>			
	Gila	11,200	10,600	95
	<b>NEW MEXICO</b>			
	Catron	800	700	87
<b>Station Totals</b>		<b>273,600</b>	<b>262,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>199,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>133,300</b>	

# Arizona—Tucson-Nogales

## KZAZ

Ch. 11

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.

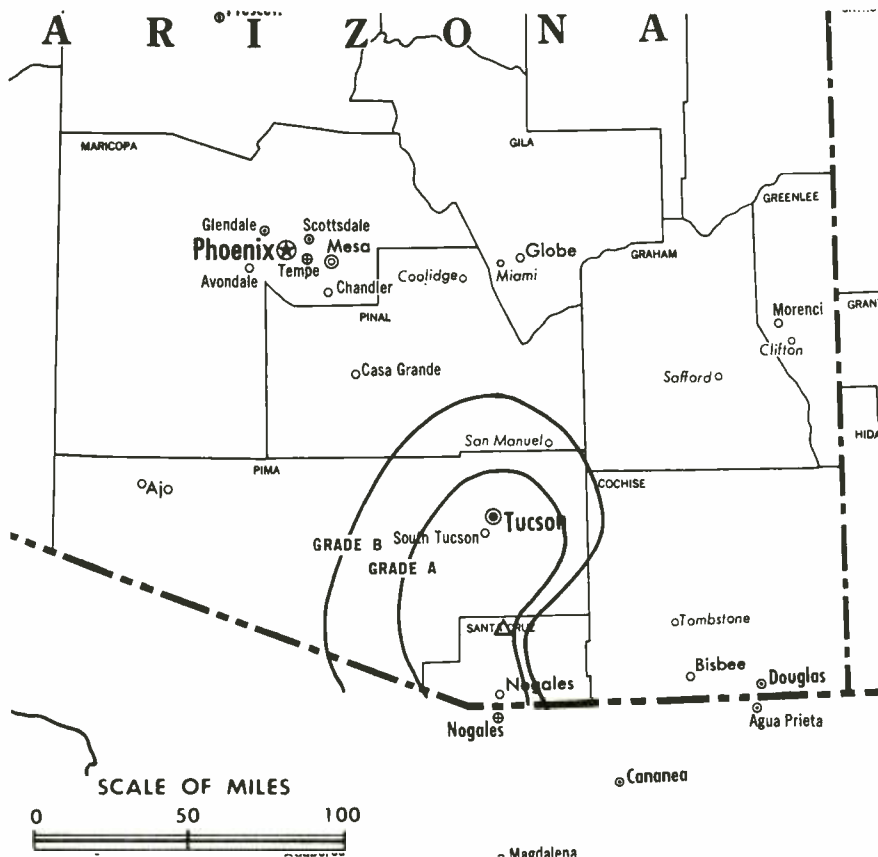
Latitude 31° 42' 18"  
Longitude 110° 55' 26"

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

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

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

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

## KZAZ

Network Service: None, independent.

Licensee: Roadrunner Television, Ltd. Partnership, P. O. Box 6026, Tucson, Ariz. (85716).

Studio: 2445 N. Tucson Blvd., Tucson (85716).

Telephone: 602-795-0311 (Tucson).

Ownership: Eugene D. Adelstein, gen. partner, 17%; Edward B. Berger, gen. partner, 13%; others, none with as much as 2%.

Began Operation: Feb. 1, 1967. Sale to present owners by I.B.C. (Danny Thomas, et al.) approved by FCC Nov. 16, 1976.

Represented (sales) by Bolton Broadcasting Ltd.

Represented (legal) by Verner, Liipfert, Bernhard & McPherson.

Personnel:

GENE ADELSTEIN, general manager.  
RICHARD A. HEATLEY, chief engineer.  
JANICE CLARK, business manager.  
HARRY WEST, operations manager.

DIGEST OF RATE CARD NO. 25  
(April 1, 1978)

Hour Class A	30 Min.	30 Sec.	10 Sec.
\$600	\$360	Graded rates apply*	

\*Highest rate: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Pima East	159,900	155,800	97
	Santa Cruz	5,700	5,500	96
Between 25-49%	<b>ARIZONA</b>			
	Cochise	25,100	24,000	95
Between 5-24%	<b>ARIZONA</b>			
	Pima West	5,300	5,200	97
	<b>NEW MEXICO</b>			
	Catron	800	700	87
<b>Station Totals</b>		<b>196,800</b>	<b>191,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>104,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>45,200</b>	

## INSTANT FACTBOOK

Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# Arizona—Yuma

## KYEL-TV

(formerly KBLU-TV)

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-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"

Holds CP for change to 316-kw visual, 31.6-kw aural, 1560-ft. above av. terrain, 403-ft. above ground, 2528-ft. above sea level, lat. 33° 03' 17.4", long. 114° 49' 34.2". BPCT-5063.

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

TV tape: Recording facilities.

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

News Wire Service: AP.

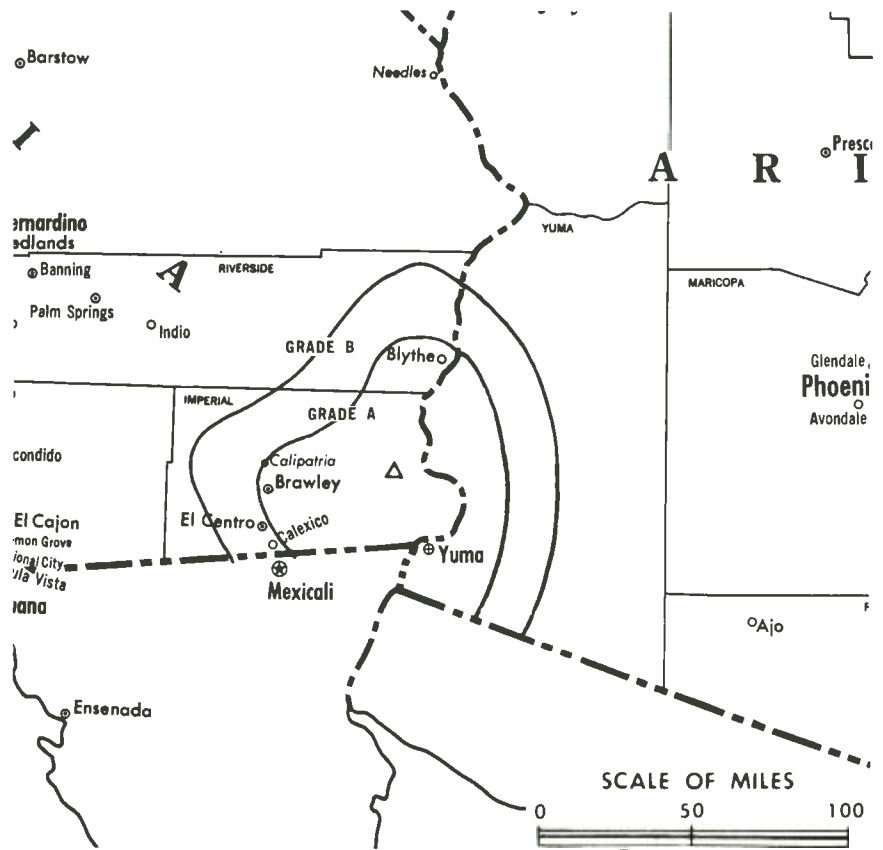
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

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



KYEL-TV Ref: FCC File No. BPCT-4331 Granted 6/23/70  
CP: BPCT-5063 Granted 8/15/77

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

## KYEL-TV

Network Service: NBC, ABC.

Licensee: Chapman TV of Tuscaloosa Inc., Box 592, Yuma, Ariz. (85364).

Studio: 3rd Ave. & 13th St.

Telephone: 602-782-5113.

Ownership: See WCFT-TV, Tuscaloosa, Ala.

Began Operation: Dec. 3, 1963. Sale to present owners by Robert W. Crites, et al., approved by FCC Oct. 19, 1977. Previous sale by Combined Communications approved Aug. 2, 1973 (Television Digest, Vol. 12:41; 13:33). Merger with KTAR Bcstg. to form Combined Communications Corp. approved Oct. 22, 1969. Previous sale by Robert W. Crites and John & Helen Noga approved Jan. 19, 1967.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

CLIFF BROWN, general manager.  
TOM HAGNER, sales manager.  
K. C. JONES, chief engineer.

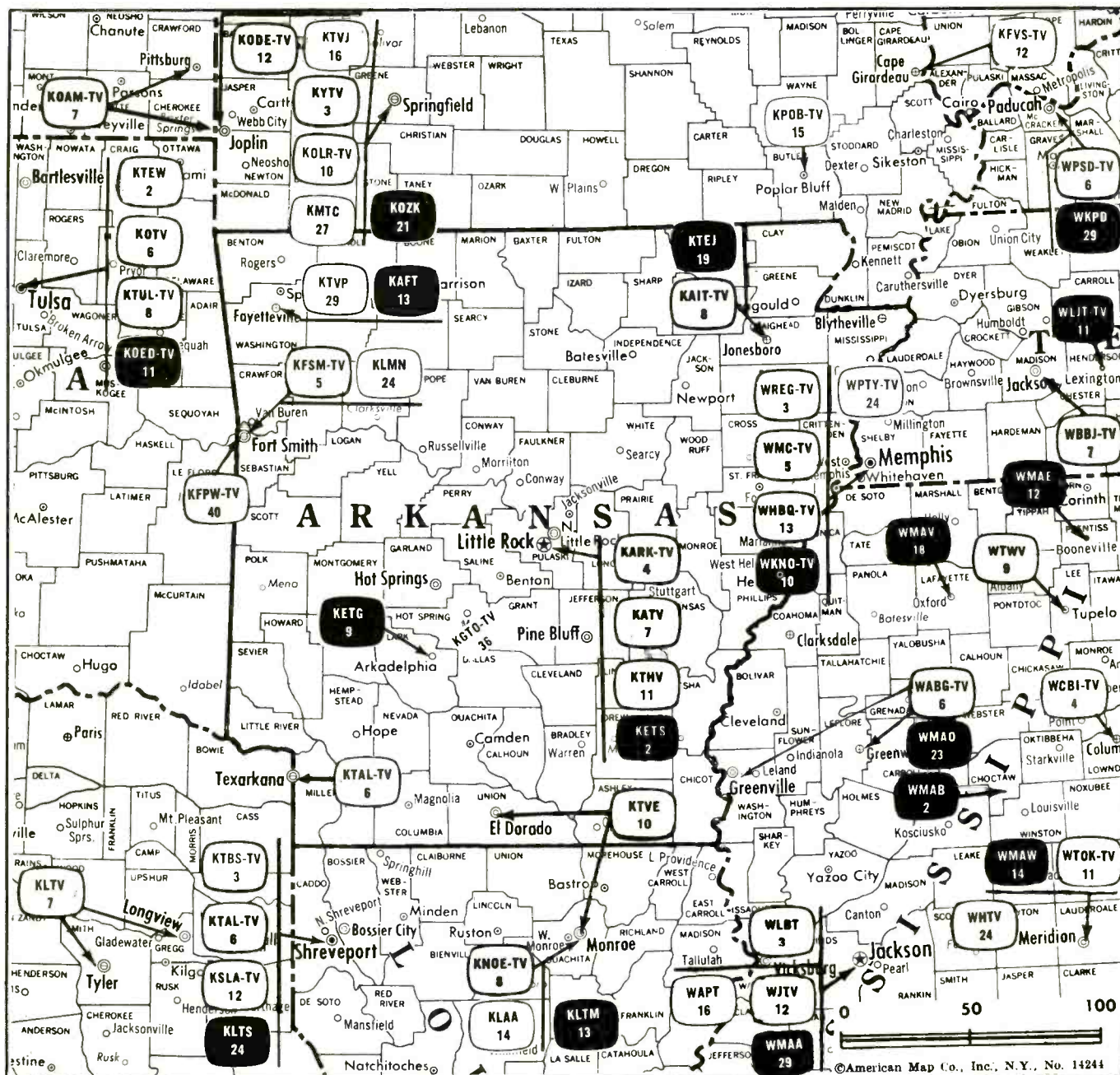
### DIGEST OF RATE CARD NO. 13—(Sept. 12, 1977)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.	
Class AA—6-10 p.m., daily.	\$330	\$190	\$130	\$110	\$90	\$35	\$20

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Yuma	24,300	22,700	93
	CALIFORNIA Imperial	28,200	25,800	91
Between 5-24%	CALIFORNIA San Bernardino East	2,200	2,100	96
	<b>Station Totals</b>	<b>54,700</b>	<b>50,600</b>	<b>92</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>37,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>24,000</b>	

# Arkansas



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Little Rock	249,000	53	382,200	55
Monroe-El Dorado	98,000	113	157,600	113
Fort Smith	43,000	160	79,600	160
Jonesboro	37,000	166	61,800	172

### Arkansas Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	5	2	7
Educational Television Stations	3	1	4
			11

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KLAA, KNOE-TV & KTVE**

**El Dorado**

(See Monroe, La.)

**KTAL-TV**

**Texarkana**

(See Shreveport, La.)

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

**KETG**

**Arkadelphia**

Ch. 9

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1080-ft. above av. terrain, 1110-ft. above ground, 1340-ft. above sea level.

Latitude 33° 54' 26"  
Longitude 93° 06' 46"

**KAFT**

**Fayetteville**

Ch. 13

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1680-ft. above av. terrain, 1249-ft. above ground, 3449-ft. above sea level.

Latitude 35° 48' 53"  
Longitude 94° 01' 41"

**KTEJ**

**Jonesboro**

Ch. 19

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1232-kw max. & 933-kw horizontal visual, 246.4-kw max. & 186-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 945-ft. above ground, 1345-ft. above sea level.

Latitude 35° 54' 14"  
Longitude 90° 46' 14"

**KETS**  
**Little Rock**

Ch. 2

Non-Commercial Educational Station

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

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**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Boone	8,800	8,400	95
	Bradley	4,600	4,400	95
	Calhoun	2,100	2,000	95
	Nevada	4,000	3,800	94
Between 25-49%	Ouachita	10,800	10,300	95
	Polk	6,200	5,800	94
	Sebastian	33,400	32,600	98
	Sharp	4,600	4,200	91
<b>MISSISSIPPI</b>				
	Coahoma	11,800	11,100	94
<b>ARKANSAS</b>				
	Baxter	9,300	8,800	95
	Chicot	5,800	5,400	92
	Columbia	8,900	8,500	95
	Craighead	22,000	21,400	97
	Crawford	11,300	10,700	95
	Cross	6,300	6,000	96
	Hempstead	7,100	6,800	95
	Howard	5,100	4,900	96
	Lee	5,500	5,100	93
Between 5-24%	Madison	3,700	3,400	91
	Marion	4,100	3,900	95
	Newton	2,600	2,400	91
	Phillips	12,300	11,500	94
	St Francis	10,000	9,500	95
	Scott	4,000	3,800	94
	Sevier	5,200	5,000	96
	Union	16,400	15,800	96
<b>MISSISSIPPI</b>				
	Bolivar	13,900	12,900	93
<b>MISSOURI</b>				
	Oregon	4,000	3,600	90

**INSTANT FACTBOOK**

**Factbook Research, Inc.**

1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# Arkansas—Fayetteville—Springdale

**KTVP**

Ch. 29

[Satellite of KFPW-TV,  
Fort Smith, Ark.]

**KTVP**   
Fayetteville



HERNREICH BROADCASTING STATIONS

EVERY-KNODEL INC.

Technical Facilities: Channel No. 29  
(560-566 MHz). Authorized power:  
700-kw visual, 140-kw aural. An-  
tenna: 890-ft. above av. terrain,  
556-ft. above ground, 2349-ft.  
above sea level.

Latitude 36° 00' 57"  
Longitude 94° 04' 59"

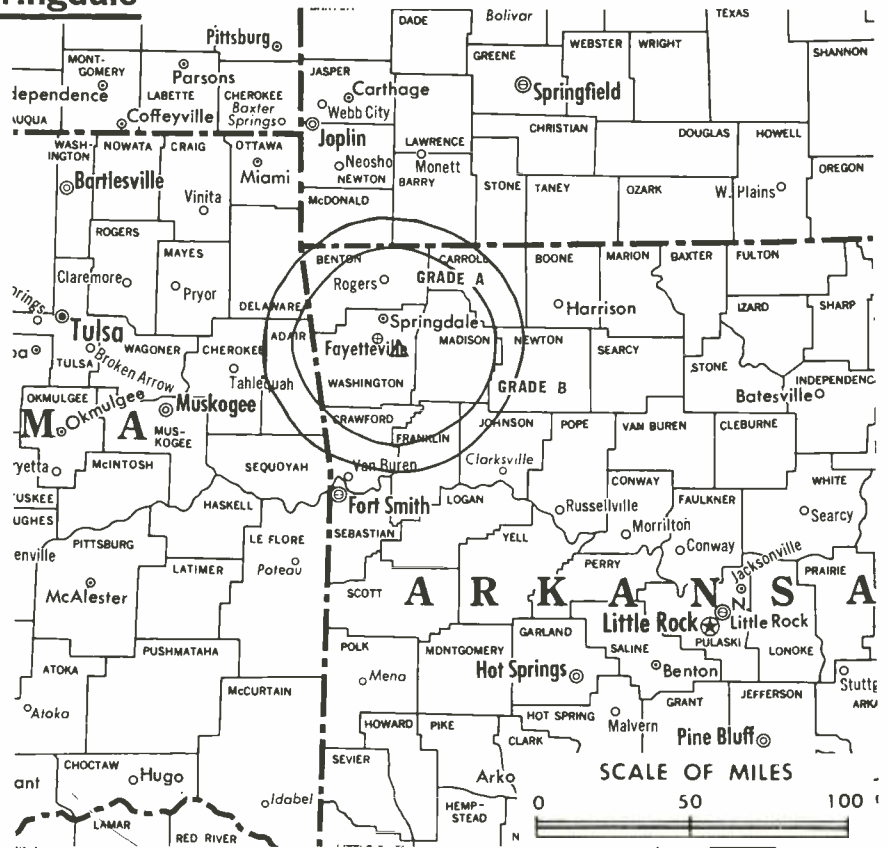
Transmitter: Robinson Mtn., 5-mi.  
SE of Fayetteville.

TV tape: Recording facilities.

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

News Wire Service: AP.

Arbitron Data: Not available.



KTVP Ref: FCC File No. Doc. 21191 Granted 8/10/77

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

## KTVP

Network Service: ABC, CBS.

Licensee: Noark Investment Co., P.O. Box 4150, Fort Smith, Ark.  
(72901).

Studio: See KFPW-TV, Fort Smith, Ark.

Telephone: 501-521-1010.

Ownership: George T. Hernreich, 100%. For other interests, see  
KAIT-TV, Jonesboro, Ark.

Began Operation: Feb. 8, 1969. Left air Dec. 7, 1973. Sale to  
present owner by Paul W. Milam Sr., et al., approved by FCC  
April 30, 1975. Resumed operation Dec. 8, 1977 (Television  
Digest, Vol. 17:50).

Represented (sales) by Avery-Knodel Inc.

Personnel:

ROBERT HERNREICH, general manager.

STEPHEN GRILLETTA, station manager.

Rates: Sold in combination with KFPW-TV, Fort Smith, Ark.



# Arkansas—Fort Smith

## KFPW-TV

Ch. 40

[Operates satellite KTVP, Fayetteville-Springdale, Ark.]



Fort Smith, Arkansas



HERNREICH BROADCASTING STATIONS  
AVERY-KNODEL INC.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 646-kw max. & 417-kw horizontal visual, 129-kw max. & 83.2-kw horizontal aural. Antenna: 424-ft. above av. terrain, 499-ft. above ground, 929-ft. above sea level.

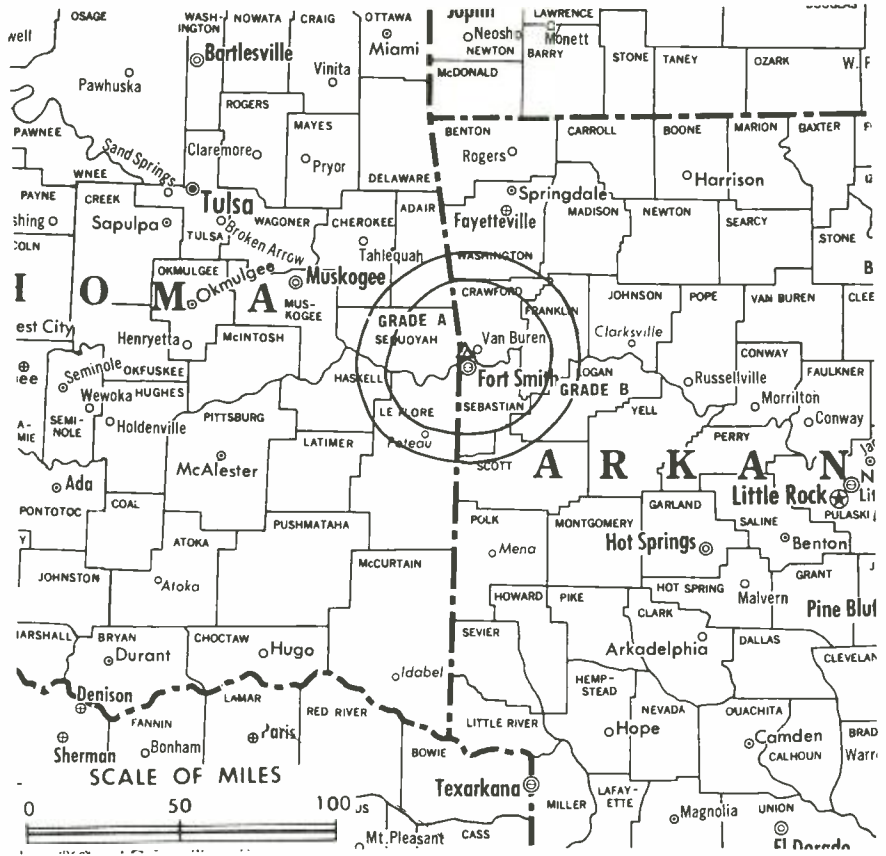
Latitude 35° 24' 07"  
Longitude 94° 23' 08"

Transmitter: 2415 N. Albert Pike.

TV tape: Recording facilities.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFPW-TV Ref: FCC File No. BPCT-4990 Granted 5/27/77

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

## KFPW-TV

Network Service: ABC, CBS.

Licensee: KFPW Broadcasting Co., 2415 N. Albert Pike, Fort Smith, Ark. (72901).

Studio: 2415 N. Albert Pike. Telephone: 501-783-4105.

Ownership: See KAIT-TV, Jonesboro, Ark.

Began Operation: July 28, 1971.

Represented (sales) by Avery-Knodel Inc.

Personnel:

ROBERT HERNREICH, general manager.  
DON HOLLEY, station manager.  
PAT PARKER, general sales manager.  
PATTY MARTINDALE, sales secretary.

DIGEST OF RATE CARD NO. 5A  
(March 1, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$300.00 \$200.00 \$150.00 \$75.00 \$55.00 \$55.00 \$27.50

NETWORK BASE HOURLY RATE: \$350.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>				
		Crawford	11,300	10,700	95
		Franklin	4,300	4,100	95
		Sebastian	33,400	32,600	98
	<b>OKLAHOMA</b>				
		Le Flore	13,600	13,000	95
		Sequoyah	9,400	8,900	95
Between 25-49%	<b>ARKANSAS</b>				
		Logan	6,800	6,500	95
Between 5-24%	<b>ARKANSAS</b>				
		Scott	4,000	3,800	94
		Yell	6,600	6,300	96
	<b>OKLAHOMA</b>				
			Haskell	3,600	3,500
		Latimer	3,400	3,200	93
<b>Station Totals</b>			<b>96,400</b>	<b>92,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>53,700</b>
<b>Average Daily Circulation (1976-77)</b>					<b>33,600</b>

# Arkansas—Fort Smith

## KFSM-TV

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"

Transmitter: 9.5-mi. NNE of Fort Smith.

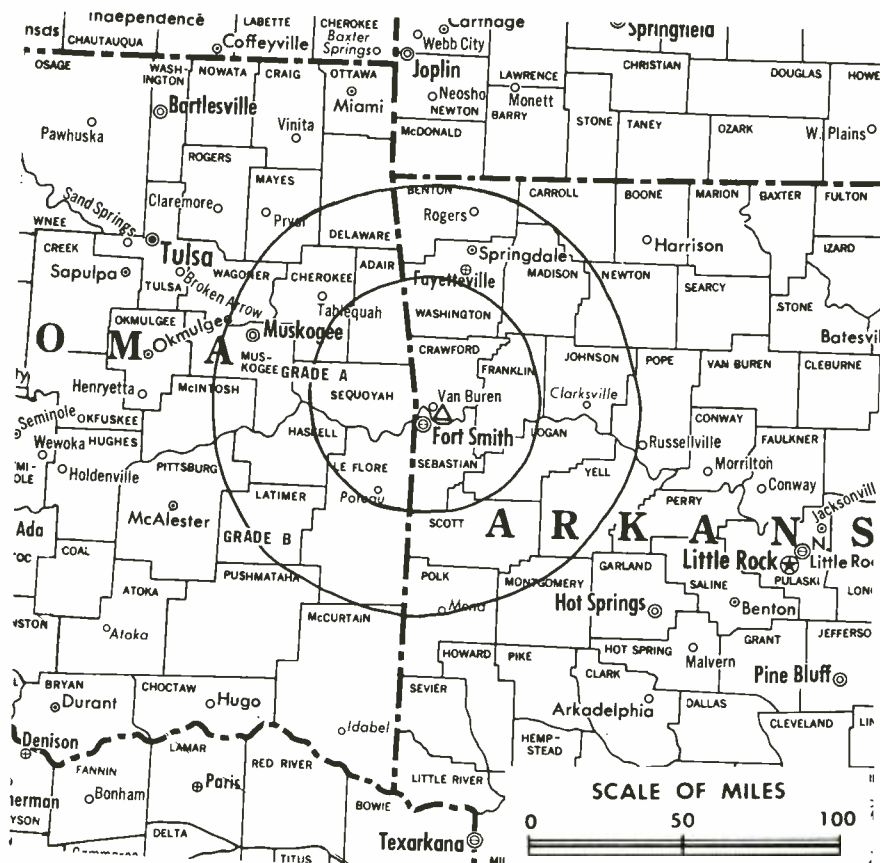
TV tape: Recording facilities.

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

News Wire Service: AP.

Represented (sales) by Katz Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFSM-TV Ref: FCC File No. BPCT-2980 Granted 1/22/65

©American M&D Co., Inc., N.Y., No. 14244

## KFSM-TV

Network Service: NBC, ABC.

Licensee: Buford TV Inc. of Ft. Smith, 318 N. 13th St., Ft. 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: Buford Television Inc. For other interests see KLTV, Tyler, Tex.

Began Operation: Dec. 3, 1956. Sale to George T. Hernreich 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. Hernreich 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). Sale to present owner by Donald Reynolds approved by FCC April 4, 1973 (Vol. 12:38; 13:15).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT BROWNING, exec. vice president & general manager.  
GENE GRAHAM, general sales manager.  
JAMES ANHALT, chief engineer.  
PAT PORTA, program director.

### DIGEST OF RATE CARD

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

Class AA—6:30-10 p.m., daily.

\$1000 ..... Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Crawford	11,300	10,700	95
	Franklin	4,300	4,100	95
	Johnson	6,000	5,700	95
	Logan	6,800	6,500	95
	Madison	3,700	3,400	91
	Polk	6,200	5,800	94
	Scott	4,000	3,800	94
	Sebastian	33,400	32,600	98
	Washington	32,900	31,300	95
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Haskell	3,600	3,500	96
	Latimer	3,400	3,200	93
	Le Flore	13,600	13,000	95
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Adair	5,400	5,100	94
	<b>ARKANSAS</b>			
	Montgomery	2,900	2,700	94
	Pope	13,000	12,500	96
Searcy	3,100	2,900	93	
Yell	6,600	6,300	96	
(Continued on page 70-b)				
<b>Station Totals</b>		<b>277,300</b>	<b>264,800</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>136,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>94,100</b>

# Arkansas—Fort Smith

**KLMN**

Ch. 24



(Due to begin operation Sept. 1978)

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2510-kw max. & 912-kw horizontal visual, 505-kw max. & 182-kw horizontal aural. Antenna: 1040-ft. above av. terrain, 499-ft. above ground, 2469-ft. above sea level.

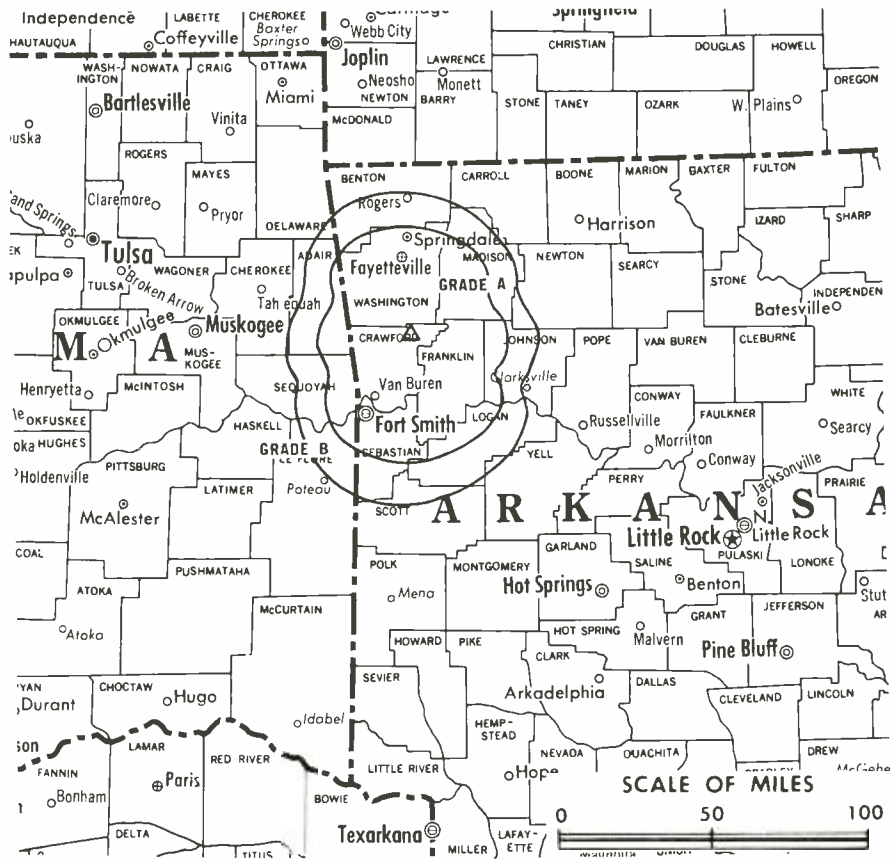
Latitude 35° 42' 37.0"  
Longitude 94° 08' 14.5"

Transmitter: R.R. #2, 4.2-mi. NNE of Mountainburg, Ark.

TV tape: Recording facilities.

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

News Wire Service: UPI.



KLMN Ref: FCC File No. BMPCT—7649 Granted 1/12/77

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

## KLMN

Network Service: CBS.

Grantee: MCM Broadcasting Co., c/o Melvin B. Caldwell, Box 1867, Fort Smith, Ark. (72902).

Office & Studio: 4624 Kelley Highway, Box 1867, Fort Smith, Ark. (72903).

Telephone: 501-785-4334.

Ownership: David C. McClinton, pres., 10%; Melvin B. Caldwell, exec. v.p., 10%; Bill Conrad, secy.-treas., 10%; John Cooper Jr., Gene George, Clark C. McClinton, George Perrin, Bill Underwood, Jim Walton & S. Robson Walton, 10% each.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Melvin B. Caldwell.

Personnel:

- MELVIN B. CALDWELL, executive vice president.
- JIM SHEARIN, sales manager.
- LORELEI WELCH, local sales manager.
- SHIRLEY KENNEDY, program director.
- BOB MAY, production manager.
- JOHN HUDSON, news director.
- LLOYD FRAZIER, director of engineering.
- KEN BLEVINS, chief engineer.

Rates: Not available.

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

**Cable Television Management and Engineering Consultants**

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# Arkansas—Jonesboro

**KAIT-TV**

Ch. 8



**HERNREICH BROADCASTING STATIONS  
AVERY-KNODEL INC.**

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"

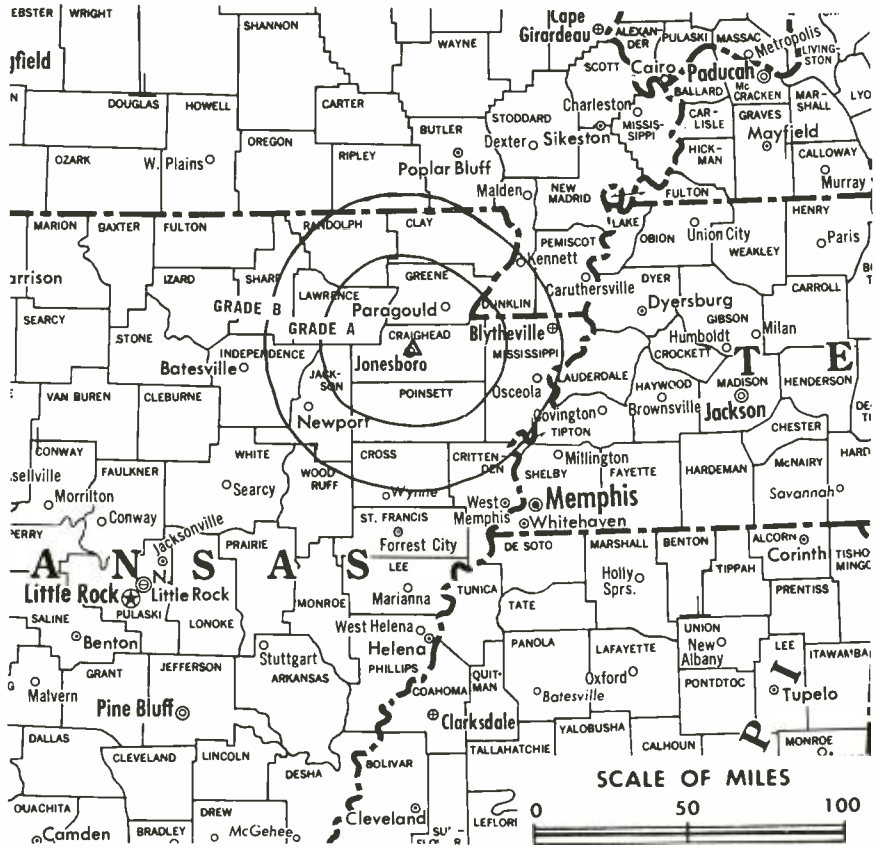
Transmitter: 4.8-mi. N of center of Jonesboro.

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

News Wire Service: AP, NOAA.

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



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

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

## KAIT-TV

Network Service: ABC.

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

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

Telephone: 501-932-4288. TWX No.: 910-728-6503.

Ownership: George T. Hernreich, 100%; he also owns KFPW-TV-AM & KXXI(FM), Fort Smith, Ark.; KZNG, Hot Springs, Ark.; KTVP(TV), Fayetteville, Ark.

Began Operation: July 15, 1963.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Personnel:

ROBERT HERNREICH, general manager.  
DARREL CUNNINGHAM, station manager.  
AL BLANKS, sales manager.  
GERALD ERICKSON, chief engineer.

### DIGEST OF RATE CARD C-78—(Sept. 11, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$800	\$500	\$325	\$250	Graded rates apply*	

\*Highest rate: \$230.

NETWORK BASE HOURLY RATE: \$425.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Requests CP for change to 316-kw visual, 60-kw aural, 970-ft. above av. terrain, 926-ft. above ground, 1346-ft. above sea level, lat. 35° 54' 26", long. 90° 41' 37"; transmitter to 4.6-mi. N of city center, bearing N 7° E, Jonesboro. BPCT-4617.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>50% &amp; Over</b>				
<b>ARKANSAS</b>				
	Clay	7,900	7,600	96
	Craighead	22,000	21,400	97
	Cross	6,300	6,000	96
	Fulton	3,500	3,200	90
	Greene	11,200	10,800	97
	Independence	9,000	8,600	96
	Jackson	7,900	7,600	96
	Lawrence	7,600	7,200	95
	Mississippi	20,500	19,700	96
	Poinsett	9,600	9,300	97
	Randolph	6,400	6,000	94
	Sharp	4,600	4,200	91
<b>MISSOURI</b>				
	Carter	1,500	1,300	89
	Dunklin	13,800	13,200	96
	Oregon	4,000	3,600	90
	Ripley	5,100	4,600	90
<b>Between 25-49%</b>				
<b>ARKANSAS</b>				
	Izard	4,100	3,700	91
	Stone	2,700	2,500	93
<b>MISSOURI</b>				
	Butler	14,200	13,500	95
	Pemiscot	8,600	8,200	95
<b>Between 5-24%</b>				
<b>ARKANSAS</b>				
	Lee	5,500	5,100	93
	St Francis	10,000	9,500	95
<b>MISSOURI</b>				
	Howell	10,500	9,700	92
	New Madrid	8,000	7,700	96

(Continued on page 70-b)

Station Totals	229,000	217,800	95
Net Weekly Circulation (1976-77)			119,400
Average Daily Circulation (1976-77)			83,600

# 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: 201 W. 3rd St.

Telephone: 501-376-2481.

TWX No.: 910-722-7417.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

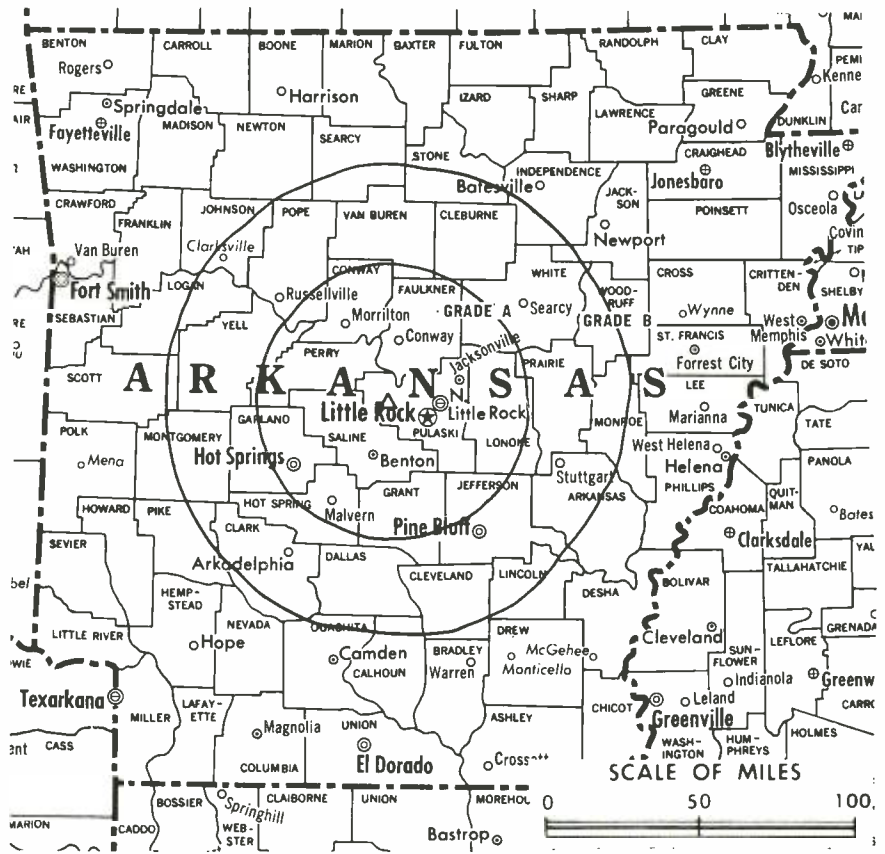
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



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

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

## KARK-TV

Network Service: NBC.

Licensee: Combined Communications Corp., 201 W. Third St., Little Rock, Ark. (72203).

Ownership: Combined Communications Corp., 100%. See KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: April 15, 1954. Sale to present owner by Mullins Bcstg. Co. approved by FCC Jan. 26, 1972 (Television Digest, Vol. 11:15, 22; 12:5). Previous sale to Mullins by T. K. Barton family approved Jan. 19, 1966 by FCC (Vol. 5:32, 6:4).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

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

Personnel:

DAVID J. JONES, president & general manager.  
JAMES F. EVERETT, v.p. & business manager.  
V. RAY BROWN, v.p. & general sales manager.  
JAMES E. TULEY, v.p. & program director.  
TOM BONNER, v.p. & director of broadcasting.  
BUD NORTHERN, local sales manager.  
DEAN HOWARD, v.p. & director of engineering.  
BILL ADDINGTON, chief engineer.  
DAVE COURSE, promotion manager.  
KATHY CLARK, public affairs director.  
GARY LONG, news director.

### DIGEST OF RATE CARD NO. 78

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.;				
6-10 p.m., Sun.				
\$2500	\$2000	\$700	\$350	\$175

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ARKANSAS

Arkansas	7,900	7,700	97
Bradley	4,600	4,400	95
Calhoun	2,100	2,000	95

Net Weekly Circulation	State County	Total Households	TV Households	%
ARKANSAS—(Continued)				
	Clark	8,000	7,700	96
	Cleburne	5,700	5,400	96
	Cleveland	2,500	2,300	94
	Conway	8,400	8,100	96
	Dallas	3,300	3,200	95
	Desha	6,000	5,700	95
	Drew	5,400	5,100	94
	Faulkner	12,300	11,800	96
	Franklin	4,300	4,100	95
	Garland	26,600	25,600	96
	Grant	4,200	4,000	96
	Hot Spring	8,700	8,400	96
	Independence	9,000	8,600	96
	Izard	4,100	3,700	91
	Jackson	7,900	7,600	96
	Jefferson	27,600	26,600	96
50% & Over	Johnson	6,000	5,700	95
	Lincoln	4,100	3,900	94
	Logan	6,800	6,500	95
	Lonoke	10,600	10,300	97
	Monroe	4,900	4,600	93
	Montgomery	2,900	2,700	94
	Nevada	4,000	3,800	94
	Ouachita	10,800	10,300	95
	Perry	2,500	2,400	97
	Pike	3,600	3,400	95
	Polk	6,200	5,800	94
	Pope	13,000	12,500	96
	Prairie	3,800	3,600	95
	Pulaski	121,500	118,800	98
	Saline	15,200	14,900	98
	Searcy	3,100	2,900	93

(Continued on page 70-b)

Station Totals	649,200	623,000	95
Net Weekly Circulation (1976-77)			398,200
Average Daily Circulation (1976-77)			288,200

# 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.

News Film Service: ABC.

Represented (legal) by Fletcher, Heald & Hildreth.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Leake TV Inc., 401 Main St., Little Rock, Ark. (72201).

Studios: 401 Main St., Little Rock; Jefferson Sq., Pine Bluff.

Telephone: 501-372-7777. TWX No.: 501-721-8372.

Ownership: Leake Industries Inc. James C. Leake, 13.96%; Marjorie Leake, 55.89%; R. Holliday, trustee for James C. Jr., John G., Jeanne & Nancy Leake, 25.96%; James C. Leake Jr., .98%; John G., Jeanne & Nancy Leake, .96% each; Leake Investment Co., .30%; James C. Leake, trustee for Elizabeth Leake, .03%. Same interests also own KTUL-TV, Tulsa & control CP for WSTE (Ch. 13), Fajardo, P.R.

Began Operation: Dec. 19, 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 Petry Television Inc.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROBERT D. DOUBLEDAY, president.  
DALE NICHOLSON, vice president & general manager.  
ERIC NELSON, operations.  
A. R. GARRETT, v.p., engineering.  
JOHN LEAKE, general sales manager.  
CARL DRING, national sales manager.  
RICHARD SMITH, local sales manager.  
RALPH SMITH, chief engineer.

### DIGEST OF RATE CARD NO. 10—(Feb. 1, 1978)

Hour 30 Min. 30 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$2500 \$2000 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Arkansas	7,900	7,700	97
	Bradley	4,600	4,400	95
	Calhoun	2,100	2,000	95
	Clark	8,000	7,700	96
	Cleburne	5,700	5,400	96
	Cleveland	2,500	2,300	94
	Conway	8,400	8,100	96
	Dallas	3,300	3,200	95
	Desha	6,000	5,700	95
	Drew	5,400	5,100	94
	Faulkner	12,300	11,800	96
	Garland	26,600	25,600	96
	Grant	4,200	4,000	96
	Hot Spring	8,700	8,400	96
	Independence	9,000	8,600	96
	Jackson	7,900	7,600	96
	Jefferson	27,600	26,600	96
	Johnson	6,000	5,700	95
	Lee	5,500	5,100	93
	Lincoln	4,100	3,900	94
	Lonoke	10,600	10,300	97
	Monroe	4,900	4,600	93
	Montgomery	2,900	2,700	94
	Nevada	4,000	3,800	94
	Ouachita	10,800	10,300	95
	Perry	2,500	2,400	97
	Pike	3,600	3,400	95
	Pope	13,000	12,500	96
	Prairie	3,800	3,600	95
	Pulaski	121,500	118,800	98

50% & Over

(Continued on page 70-b)

Station Totals	654,800	628,400	95
Net Weekly Circulation (1976-77)			401,200
Average Daily Circulation (1976-77)			276,600

# 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:** Shinall Mt.

**TV tape:** Recording facilities.

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

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



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

**Network Service:** CBS.

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

**Studio:** 8th & Izard Sts. Telephone: 501-376-1111.

**Ownership:** Arkansas Democrat Co., 75%; K. A. Engle Trust, 15%; Robert L. Brown Sr., 10%. Robert L. Brown, pres. & general manager.

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

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

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

**Represented (engineering)** by Williams Associates.

**Personnel:**

ROBERT L. BROWN, president & general manager.  
LONNIE GIBBONS, general sales manager.  
BOB HICKS, program manager.  
CHUCK WEAVER, production manager.  
DOUG LAUGHTER, director of engineering.  
MARVIN M. FREEMAN, promotion manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$2300	\$1500	\$900	Graded rates apply*	

\*Highest rate: \$605.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Arkansas	7,900	7,700	97
	Clark	8,000	7,700	96
	Cleburne	5,700	5,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS—(Continued)</b>				
	Cleveland	2,500	2,300	94
	Conway	8,400	8,100	96
	Dallas	3,300	3,200	95
	Desha	6,000	5,700	95
	Drew	5,400	5,100	94
	Faulkner	12,300	11,800	96
	Franklin	4,300	4,100	95
	Garland	26,600	25,600	96
	Grant	4,200	4,000	96
	Hot Spring	8,700	8,400	96
	Independence	9,000	8,600	96
	Izard	4,100	3,700	91
	Jackson	7,900	7,600	96
	Jefferson	27,600	26,600	96
	Johnson	6,000	5,700	95
	Lincoln	4,100	3,900	94
	Logan	6,800	6,500	95
	Lonoke	10,600	10,300	97
	Monroe	4,900	4,600	93
	Montgomery	2,900	2,700	94
	Perry	2,500	2,400	97
	Pike	3,600	3,400	95
	Pope	13,000	12,500	96
	Prairie	3,800	3,600	95
	Pulaski	121,500	118,800	98
	Saline	15,200	14,900	98
	Searcy	3,100	2,900	93
	Stone	2,700	2,500	93
	Van Buren	3,600	3,400	96
	White	17,500	16,900	96
	Woodruff	3,600	3,400	94
	Yell	6,600	6,300	96

50% & Over

(Continued on page 61-b)

Station Totals	627,700	602,300	95
Net Weekly Circulation (1976-77)			359,100
Average Daily Circulation (1976-77)			228,100

# Arkansas

## KARK-TV, Little Rock

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS—(Continued)</b>				
<b>50% &amp; Over</b>	Stone	2,700	2,500	93
	Van Buren	3,600	3,400	96
	White	17,500	16,900	96
	Woodruff	3,600	3,400	94
	Yell	6,600	6,300	96
<b>ARKANSAS</b>				
<b>Between 25-49%</b>	Ashley	8,600	8,200	95
	Boone	8,800	8,400	95
	Cross	6,300	6,000	96
	Howard	5,100	4,900	96
	Lee	5,500	5,100	93
	Newton	2,600	2,400	91
	Scott	4,000	3,800	94
	Sebastian	33,400	32,600	98
	Sevier	5,200	5,000	96
	Sharp	4,600	4,200	91
	Union	16,400	15,800	96
<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Baxter	9,300	8,800	95
	Chicot	5,800	5,400	92
	Columbia	8,900	8,500	95
	Craighead	22,000	21,400	97
	Crawford	11,300	10,700	95
	Fulton	3,500	3,200	90
	Greene	11,200	10,800	97
	Hempstead	7,100	6,800	95
	Lawrence	7,600	7,200	95
	Madison	3,700	3,400	91
	Marion	4,100	3,900	95
	Phillips	12,300	11,500	94
	Randolph	6,400	6,000	94
	St Francis	10,000	9,500	95
<b>MISSISSIPPI</b>				
	Bolivar	13,900	12,900	93

## KFSM-TV, Fort Smith

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
<b>Between 5-24%</b>	Cherokee	9,600	9,200	96
	Choctaw	6,700	6,200	92
	Mc Curtain	13,000	12,300	94
	Mc Intosh	5,100	4,900	96
	Muskogee	23,400	22,700	97
	Okfuskee	4,300	4,100	95
	Pittsburg	12,900	12,400	97
	Pushmataha	3,900	3,600	94

## KATV, Little Rock

(Arbitron Data Continued)

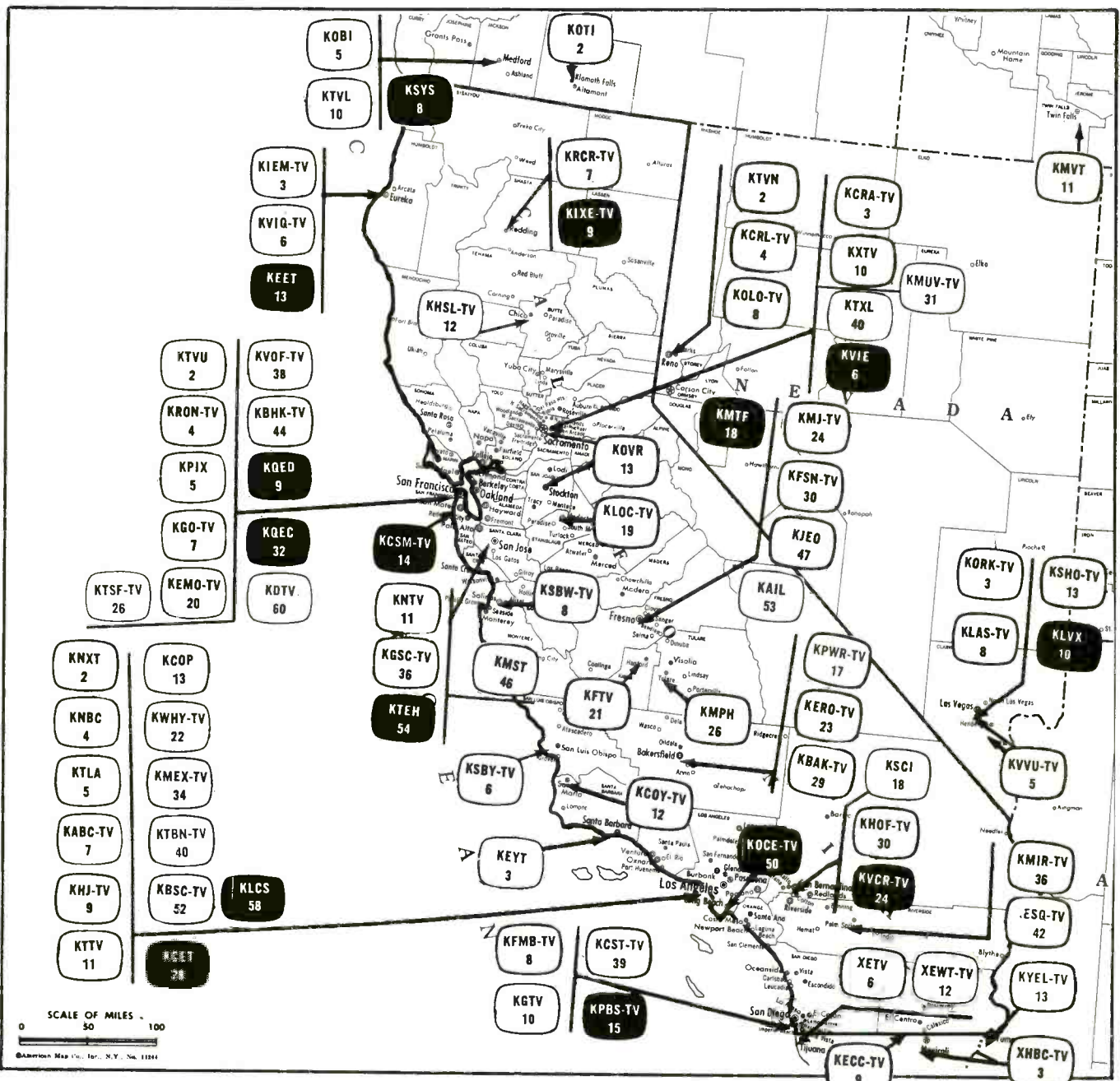
Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>ARKANSAS—(Continued)</b>					
<b>50% &amp; Over</b>	Saline	15,200	14,900	98	
	Searcy	3,100	2,900	93	
	Van Buren	3,600	3,400	96	
	White	17,500	16,900	96	
	Woodruff	3,600	3,400	94	
	Yell	6,600	6,300	96	
<b>MISSISSIPPI</b>					
	Bolivar	13,900	12,900	93	
	Washington	21,200	20,200	95	
<b>ARKANSAS</b>					
<b>Between 25-49%</b>	Ashley	8,600	8,200	95	
	Boone	8,800	8,400	95	
	Chicot	5,800	5,400	92	
	Cross	6,300	6,000	96	
	Hempstead	7,100	6,800	95	
	Howard	5,100	4,900	96	
	Izard	4,100	3,700	91	
	Logan	6,800	6,500	95	
	Phillips	12,300	11,500	94	
	Polk	6,200	5,800	94	
	St Francis	10,000	9,500	95	
	Sevier	5,200	5,000	96	
	Stone	2,700	2,500	93	
	Union	16,400	15,800	96	
<b>MISSISSIPPI</b>					
	Coahoma	11,800	11,100	94	
<b>ARKANSAS</b>					
<b>Between 5-24%</b>	Baxter	9,300	8,800	95	
	Columbia	8,900	8,500	95	
	Craighead	22,000	21,400	97	
	Franklin	4,300	4,100	95	
	Marion	4,100	3,900	95	
	Newton	2,600	2,400	91	
	Sebastian	33,400	32,600	98	
	Sharp	4,600	4,200	91	
	<b>LOUISIANA</b>				
		Morehouse	10,600	10,200	96
	<b>MISSISSIPPI</b>				
	Sunflower	9,700	9,000	93	

## KAIT-TV, Jonesboro

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
<b>Between 5-24%</b>	Shannon	2,700	2,400	90
	Stoddard	10,000	9,700	97
<b>TENNESSEE</b>				
	Dyer	11,800	11,500	97





Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Los Angeles	2,584,000	2	3,806,000	2
San Francisco	1,012,000	7	1,729,300	6
Sacramento-Stockton	407,000	25	649,700	23
San Diego	309,000	36	594,200	30
Fresno	160,000	79	301,400	70
Salinas-Monterey	130,000	88	166,300	106
Bakersfield	65,000	137	101,400	151
Chico-Redding	50,000	153	103,900	148
Santa Barbara-Santa Maria-San Luis Obispo	45,000	158	144,700	120

### California Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	26	28	54
Educational Television Stations	4	9	13
			67

# California

Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Eureka	21,000	185	44,600	184
El Centro-Yuma	13,000	194	48,500	180
Palm Springs	13,000	194	42,600	186
Modesto	*	*	*	*

## 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.

Began Operation: Oct. 6, 1957.

Represented (sales) by Spanish International Network Sales Inc.

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

Personnel:

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

### DIGEST OF RATE CARD NO. 6—(March 1, 1970)

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	\$80.00	\$60.00	\$40.00

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Imperial	28,200	25,800	91
<b>Station Totals</b>		<b>28,200</b>	<b>25,800</b>	<b>91</b>
Net Weekly Circulation (1976-77)			3,400	
Average Daily Circulation (1976-77)			1,700	

Did you read  
**Television Digest**  
this week?

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KRCR-TV, Chico**  
(See Redding, Cal.)

**KBSC-TV, Corona**  
(See Los Angeles, Cal.)

**KTBN-TV, Fontana**  
(See Los Angeles, Cal.)

**KSBW-TV & KMST, Monterey**  
(See Salinas, Cal.)

**KTVU, Oakland**  
(See San Francisco, Cal.)

**KNTV, Salinas-Monterey**  
(See San Jose, Cal.)

**KHSL-TV, Redding**  
(See Chico, Cal.)

**KHOF-TV & KSCI, San Bernardino**  
(See Los Angeles, Cal.)

**KSBW-TV & KMST, San Jose**  
(See Salinas-Monterey, Cal.)

**KOVR & KTXL, Stockton**  
(See Sacramento, Cal.)

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

**KEET**

**Eureka**

Ch. 13

Non-Commercial Educational Station

Licensee: Redwood Empire ETV Inc., Box 13, Eureka, Cal. (95501).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 61.7-kw visual, 12.76-kw aural. Antenna: 1540-ft. above av. terrain, 177-ft. above ground, 2839-ft. above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 19"

**KMTF**

**Fresno**

Ch. 18

Non-Commercial Educational Station

Licensee: Fresno County Department of Education, 2314 Mariposa St., Fresno, Cal. (93721).

Technical Facilities: Ch. No. 18 (494-500 MHz). Authorized power: 562-kw visual, 112-kw aural. Antenna: 2220-ft. above av. terrain, 245-ft. above ground, 3641-ft. above sea level.

Latitude 36° 44' 45"  
Longitude 119° 16' 52"

**KOCE-TV**

**Huntington Beach**

Ch. 50

Non-Commercial Educational Station

Licensee: Board of Trustees, Coast Community College District.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2750-kw max. & 290-kw horizontal visual, 275-kw max. & 29-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 254-ft. above ground, 1540.5-ft. above sea level.

Latitude 33° 58' 19"  
Longitude 117° 56' 57"

**KCET**

**Los Angeles**

Ch. 28

Non-Commercial Educational Station

Licensee: Community TV of Southern California, 4401 Sunset Blvd.

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, 6022-ft. above sea level.

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

**KLCS**

**Los Angeles**

Ch. 58

Non-Commercial Educational Station

Licensee: Los Angeles City Unified School District, Box 3307.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1910-kw max. & 550-kw horizontal visual, 110-kw horizontal aural. Antenna: 2870-ft. above av. terrain, 180-ft above ground, 5836-ft. above sea level.

Latitude 34° 13' 26"  
Longitude 118° 03' 45"

**KIXE-TV**

**Redding**

Ch. 9

Non-Commercial Educational Station

Licensee: Northern Cal. ETV Assn., Box 9 (96001).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 115-kw visual, 12-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude 40° 36' 09"  
Longitude 122° 39' 01"

**KVIE**

**Sacramento-Stockton**

Ch. 6

Non-Commercial Educational Station

Licensee: Central California Educational Television, Box 6.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1120-ft. above av. terrain, 1546-ft. above ground, 1544-ft. above sea level.

Latitude 38° 14' 50"  
Longitude 121° 30' 03"

**KVCR-TV**

**San Bernardino**

Ch. 24

Non-Commercial Educational Station

Licensee: San Bernardino Community College Dist., 631 S. Mt. Vernon (92403).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.57-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"

**KPBS-TV**

**San Diego**

Ch. 15

Non-Commercial Educational Station

Licensee: California State U., San Diego.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 219-kw visual, 43.6-kw aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2696-ft. above sea level.

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

(Continued on next page)

Find out how a station  
got \$3900 in extra spots for \$175.

Call your Arbitron representative  
and ask about AID.

**Arbitron  
Information  
On Demand**



# California

## KQEC

### San Francisco

Ch. 32

Non-Commercial Educational Station

Licensee: KQED Inc., 500 Eighth St. (94103).

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 1330-kw max. & 513-kw horizontal visual, 265-kw max. & 102-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

## KQED

### San Francisco

Ch. 9

Non-Commercial Educational Station

Licensee: KQED Inc., 500 Eighth St. (94103).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

## KTLA, Los Angeles

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW MEXICO—(Continued)			
	Dona Ana	25,400	24,300	96
	Eddy	15,300	14,900	97
	Lea North	16,000	15,500	97
	Otero	13,600	13,200	97
	San Juan	20,800	19,300	93
Between 5-24%	ARIZONA			
	Coconino	19,900	18,100	91
	Gila	11,200	10,600	95
	Yavapai	19,800	18,600	94
	CALIFORNIA			
	Riverside East	6,000	5,700	95
	Tulare	74,100	70,200	95
	NEW MEXICO			
	Grant	8,600	8,000	93
	Mc Kinley	13,600	12,300	91
San Miguel	6,800	6,200	91	
Santa Fe	21,500	20,700	96	
Valencia	14,400	14,100	98	
TEXAS				
El Paso	129,100	126,600	98	

## KHJ-TV, Los Angeles

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW MEXICO			
	Chaves	17,400	17,000	98
	Dona Ana	25,400	24,300	96
	Grant	8,600	8,000	93
	Mc Kinley	13,600	12,300	91
	San Juan	20,800	19,300	93
	Santa Fe	21,500	20,700	96
	Valencia	14,400	14,100	98
	TEXAS			
	El Paso	129,100	126,600	98

## KTEH

### San Jose

Ch. 54

Non-Commercial Educational Station

Licensee: Santa Clara County Board of Education, 100 Skyport Dr. (95110).

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 661-kw max. visual, 132-kw max. aural. Antenna: 1922-ft. above av. terrain, 137-ft. above ground, 2707-ft. above sea level.

Latitude 37° 29' 07"  
Longitude 121° 51' 57"

## KCSM-TV

### San Mateo

Ch. 14

Non-Commercial Educational Station

Licensee: San Mateo County Community College Dist., 1700 West Hillsdale Blvd. (94402).

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.09-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"

## KTTV, Los Angeles

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ARIZONA			
	Cochise	25,100	24,000	95
	Yuma	24,300	22,700	93
	CALIFORNIA			
	Imperial	28,200	25,800	91
	Kern West	106,000	101,400	96
	San Diego	615,900	594,200	96
	San Luis Obispo	51,300	48,500	94
	NEW MEXICO			
	Chaves	17,400	17,000	98
Dona Ana	25,400	24,300	96	
Eddy	15,300	14,900	97	
Lea North	16,000	15,500	97	
Mc Kinley	13,600	12,300	91	
Otero	13,600	13,200	97	
San Juan	20,800	19,300	93	

## KCOP, Los Angeles

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	CALIFORNIA			
	Kern West	106,000	101,400	96
	NEW MEXICO			
	Chaves	17,400	17,000	98
	Dona Ana	25,400	24,300	96
	Mc Kinley	13,600	12,300	91
	San Juan	20,800	19,300	93
	Santa Fe	21,500	20,700	96
	Valencia	14,400	14,100	98
	TEXAS			
El Paso	129,100	126,600	98	

# California—Bakersfield

## KBAK-TV

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1700-kw max. & 77.6-kw horizontal visual, 340-kw max. & 15.5-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.

News Film Service: ABC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

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

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

## KBAK-TV

Network Service: ABC.

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

Studio: 2210 Chester Ave. (93301).

Telephone: 805-327-7955. TWX No.: 910-327-1109.

Ownership: Burt I. Harris, pres., 9.73%; Irving B. Harris, 40.1%; William W. Harris, 11.77%; Virginia Polsky Trust, 10.36%; Roxanne Myer Trust, 6.74%; 27 others, none with as much as 5%. Harriscop owns KTWO-TV-AM, Casper, Wyo.; KULR-TV, Billings, Mont.; 27.5% of KGGM-TV, Albuquerque, N.M. Three principals control Harriscop 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 Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president (Los Angeles).  
JACK ROSENTHAL, pres., broadcast div. (Casper, Wyo.).  
RALPH H. DAVIDSON JR., vice president & general manager.  
WAYNE KILLMER, general sales manager.  
BRUCE C. SMITH, administrative/operations manager.  
ROBERT BANKS, chief engineer.  
BILL FOULKES, local-regional sales manager.

### DIGEST OF RATE CARD NO. A-30

(June 6, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1000	.....	.....	.....	.....	.....

Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$675.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA Kern West	106,000	101,400	96
	Tulare	74,100	70,200	95
Between 25-49%	CALIFORNIA Kern East	19,500	18,600	96
	Kings	22,400	21,100	94
Between 5-24%	CALIFORNIA Fresno	159,100	151,600	95
	Madera	16,600	15,700	94
Station Totals		397,700	378,600	95
Net Weekly Circulation (1976-77)			181,800	
Average Daily Circulation (1976-77)			98,500	

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., 323-kw horizontal max. & 72.4-kw horizontal av. visual, 352-kw max., 64.4-kw horizontal av. 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 Mtn., 22-mi. E of Bakersfield.

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

News Wire Service: AP.

News Film Service: NPS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KERO-TV Ref: FCC File No. BMPCT-3748 Granted 3/16/56

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

## KERO-TV

Network Service: NBC.

Licensee: McGraw-Hill Broadcasting Co. Inc., 321 21st St., Bakersfield.

Studio: Television Center, P.O. Box 2367, Bakersfield, Cal. (93303).

Telephone: 805-327-1441.

TWX No.: 510-843-2113.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 26, 1953. Sale to present owners by Time-Life Bcst. Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Sale to Time-Life by Transcontinent Television Corp. approved Feb. 19, 1964 by FCC (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 Harrington, Righter & Parsons Inc.

Represented (legal) by Koteen & Burt.

### Personnel:

NORMAN E. WALT, president.  
RAYMOND WATSON, vice president & general manager.  
RÖD O'HARRA, general sales manager.  
GEORGE ALLEN, local sales manager.  
BILL KLINE, dir., program operations & promotion.  
LARRY EDWARDS, production manager.  
NORMAN E. HALL, engineering director.  
STEVE TALBOT, news director.  
LYNN NOEL, director, public affairs.  
RAY SCHIFFHAUER, business manager.

### DIGEST OF RATE CARD—(Sept. 4, 1978)

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

Class A—7-11 p.m., daily.

\$700 ..... Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b> Kern West	106,000	101,400	96
	<b>CALIFORNIA</b> Kings Tulare	22,400 74,100	21,100 70,200	94 95
Between 5-24%	<b>CALIFORNIA</b> Fresno	159,100	151,600	95
	<b>CALIFORNIA</b> Kern East	19,500	18,600	96
	<b>CALIFORNIA</b> Mariposa	3,600	3,300	91
Station Totals		384,700	366,200	95
Net Weekly Circulation (1976-77)				144,300
Average Daily Circulation (1976-77)				80,500

# California—Bakersfield

## KPWR-TV

(formerly KJTV)

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 275-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 288-ft. above ground, 3813-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.

TV tape: Recording facilities.

News Wire Service: UPI.

Studio: 28th & Eye Sts.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KPWR-TV Ref: FCC File No. BPCT-5156 Granted 6/28/78

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

## KPWR-TV

Network Service: CBS.

Licensee: Gillett Broadcasting of California Inc., 2831 Eye St., Bakersfield, Cal. (93302).

Mailing Address: Box 1700, Bakersfield, Cal. (93302).

Telephone: 805-327-7511. TWX No.: 910-327-1120.

Ownership: Gillett Broadcasting Company, 100%. George N. Gillett Jr., chmn.; Gene Denari, pres.; Robert Curry, exec. v.p.; Edward W. Karrels, exec. v.p.-secy. Gillett also owns KXON-TV, Mitchell-Sioux Falls, S.D. & WSEE, Erie, Pa.

Began Operation: Nov. 8, 1959. Sale to present owner by ASI Communications approved by FCC June 20, 1978. Transfer to Atlantic States Industries from Lincoln Dellar & wife approved Sept. 11, 1969 (Television Digest, Vol. 8:49; 9:37). Previous sale to Dellar by group which included Dellar as 41.2% stockholder approved Dec. 31, 1962.

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

Represented (legal) by Smith & Pepper.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

GENE DENARI, president & general manager.  
ROBERT CURRY, executive vice president, sales.  
PATTI MORGAN, national sales manager.  
FRED WELLS, local/regional sales manager.  
DAVID MOORE, director of operations.  
TOM A. BALLEW, chief engineer.

## DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	ID
Class AA—7:30-10:30 p.m., daily.						
\$1200	\$600	\$450	\$325	\$250		Graded rates apply*

\*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Kern West	106,000	101,400	96
Between 25-49%	<b>CALIFORNIA</b>			
	Tulare	74,100	70,200	95
Between 5-24%	<b>CALIFORNIA</b>			
	Kings	22,400	21,100	94
Station Totals		202,500	192,700	95
Net Weekly Circulation (1976-77)				107,200
Average Daily Circulation (1976-77)				48,900

For Sales & Transfers of TV Stations,  
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.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KHSL-TV Ref: FCC File No. BMPCT-6764 Granted 5/9/68

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

## KHSL-TV

Network Service: CBS.

Licensee: Golden Empire Bcstg. Co., Box 489, Chico, Cal. (95926).

Telephone: 916-342-0141. TWX No.: 916-348-2134.

Ownership: Mrs. Hugh McClung, pres., 100%; Dorothy Locke, secy.-treas. Also operates KHSL, Chico, Cal.

Began Operation: Aug. 22, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

C. H. KINSLEY JR., executive vice president.  
RICHARD J. NEWMAN, general manager, television.  
RUSSEL POPE, director of engineering.  
GEORGE WUSSOW, chief engineer.

DIGEST OF RATE CARD NO. 26—REV. 1  
(July 10, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$450.00	\$240.00	\$170.00	\$150.00	\$75.00
NETWORK BASE HOURLY RATE: \$414.				

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
	Butte	48,600	45,800	94
	Colusa	5,200	4,900	94
	Glenn	7,100	6,800	95
	Plumas	5,700	5,200	92
<b>50% &amp; Over</b>	Shasta	34,000	32,700	96
	Sutter	17,200	16,600	96
	Tehama	12,400	11,900	96
	Trinity	4,200	3,800	91
	Yuba	15,300	14,700	96
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Lake	12,100	11,000	91
	Lassen	7,200	6,600	92
	Modoc	3,200	2,900	91
	Siskiyou	13,500	12,400	92
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Mendocino	21,700	19,700	91
	Nevada West	13,500	12,600	93
	Placer West	30,700	29,200	95
<b>Station Totals</b>		<b>251,600</b>	<b>236,800</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>137,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>76,600</b>	



# California—El Centro

## KECC-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 120-kw max. & 40.7-kw horizontal visual, 24-kw max. & 8.13-kw horizontal aural. Antenna: 1720-ft. above av. terrain, 503-ft. above ground, 2667-ft. above sea level.  
 Latitude 33° 03' 18"  
 Longitude 114° 49' 37"

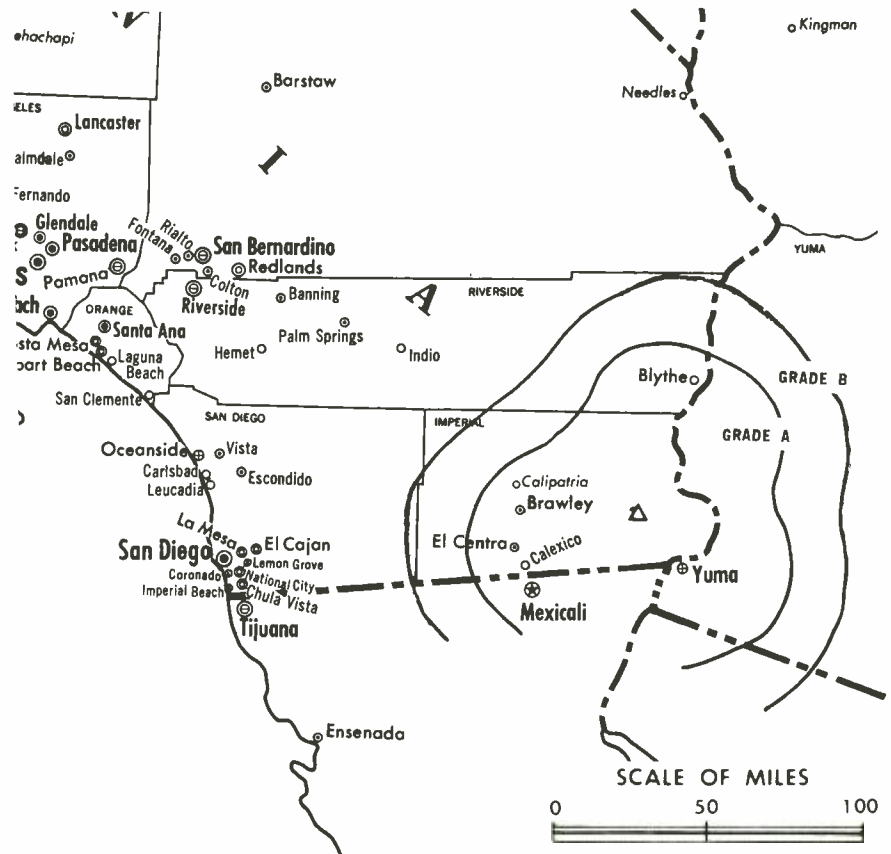
Transmitter: Top of Black Mtn.

TV tape: Recording facilities.

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

Represented (sales) by UBC Sales.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

KECC-TV Ref: FCC File No. BMPCT-6975 Granted 1/25/71

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

## KECC-TV

Network Service: CBS.

Grantee: KECC TV Corp., 778 State St., El Centro.

Studio: 778 State St. (92243). Telephone: 714-352-9670.

Mailing Address: P.O. Box 29, El Centro (92243).

Ownership: United Broadcasting, 100%. For other interests, see Group Ownership. Sale to Acton Corp. pends (Television Digest, Vol. 17:50).

Began Operation: Dec. 6, 1968.

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

Personnel:

RICHARD EATON, president.  
 RANDALL CAMPBELL, general manager.  
 STEVE SALO, promotion & public affairs director.  
 RHEE FARIS, chief engineer.

### DIGEST OF RATE CARD NO. 6—(Sept. 1, 1977)

Hour	30 Min.	15 Min.	Min.	30 Sec.	ID
Class A—6:59-10:59 p.m., daily.					
\$300.00	\$180.00	\$130.00	\$55.00	\$35.00	\$25.00
NETWORK BASE HOURLY RATE: \$110.					

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA Yuma	24,300	22,700	93
	CALIFORNIA Imperial	28,200	25,800	91
Between 5-24%	CALIFORNIA San Bernardino East	2,200	2,100	96
Station Totals		54,700	50,600	92
Net Weekly Circulation (1976-77)			35,100	
Average Daily Circulation (1976-77)			17,400	

For Group Ownership of TV Stations,  
 see Services volume

# 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.

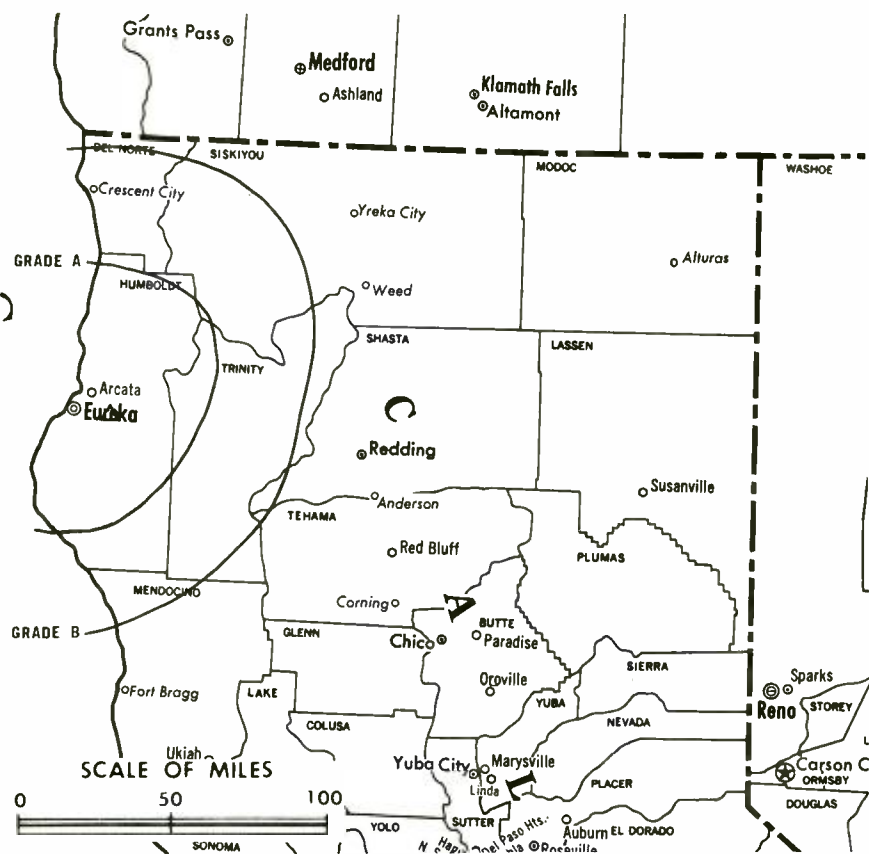
Latitude 40° 43' 52"  
Longitude 123° 57' 06"

Transmitter: Redwood Peak, 12-mi. SE of Eureka.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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, NBC.

Licensee: California Oregon Radio Co., Box 3E, Eureka, Cal. (95501).

Studio: 5650 S. Broadway, Eureka, Cal. (95501).

Telephone: 707-443-3123. TWX No.: 510-742-6014.

Ownership: Ingham Communications Inc. Harvey Ingham, pres., 50%; Richard Ingham, v.p.-treas., 50%; Jean Ingham, secy.

Began Operation: Oct. 25, 1953. Sale by William B. Smullin to Wayne Vickers, et al., approved by FCC Oct. 25, 1961. Sale to present owners approved July 29, 1975.

Represented (sales) by Avery-Knodel Inc.; Art Moore & Assoc., Pacific Northwest.

Represented (legal) by Haley, Bader & Potts.

### Personnel:

HARVEY INGHAM, president & general manager.  
ELMER G. HASKIN JR., vice president & general sales manager.  
DONALD TELFORD, local sales manager.  
DONALD R. KING, technical director.  
JAMES THIBODEAUX, chief engineer.  
ROBERT R. MILLER, operations manager.  
JAN RICHARD, news director.

### DIGEST OF RATE CARD NO. 23—(Sept. 8, 1978)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.					
\$300	\$200	\$150	\$260	\$130	\$75

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Del Norte	5,900	5,400	92
	Humboldt	37,800	35,800	95
Between 5-24%	<b>OREGON</b>			
	Curry	5,800	5,200	90
	<b>CALIFORNIA</b>			
	Mendocino	21,700	19,700	91
	Trinity	4,200	3,800	91
<b>Station Totals</b>		<b>75,400</b>	<b>69,900</b>	<b>92</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>46,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>34,500</b>

# California—Eureka

## KVIQ-TV

Ch. 6

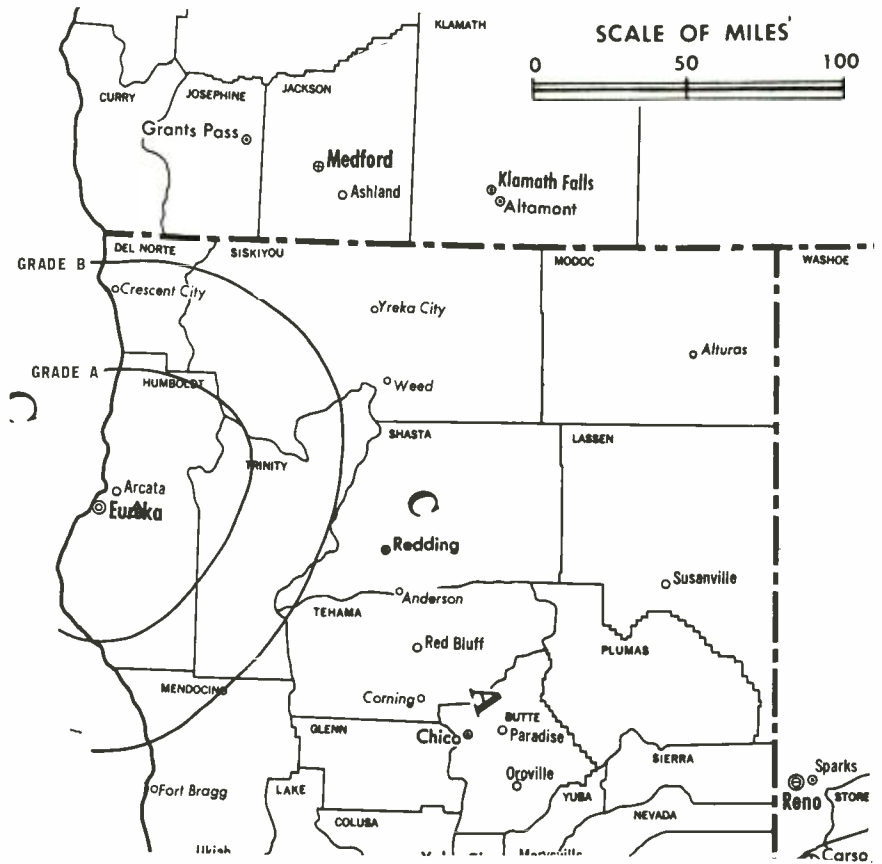
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10.5-kw aural. Antenna: 1740-ft. above av. terrain, 377-ft. above ground, 3049-ft. above sea level.

Latitude 40° 43' 36"  
Longitude 123° 58' 18"

Transmitter: 10.8-mi. SE of Eureka.

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

News Wire Service: AP.



KVIQ-TV Ref: FCC File No. BPCT-2784 Granted 9/30/60

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KVIQ-TV

Network Service: ABC, NBC.

Licensee: California Northwest Broadcasting Co., Box 1019, Eureka, Cal. (95501).

Studio: 1800 Broadway, Eureka, Cal.

Telephone: 707-443-3061. TWX No.: 510-742-6265.

Ownership: Carl & Leah McConnell, 100%.

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 Katz Television.

Represented (legal) by James E. Greeley.

Represented (engineering) by Hammett & Edison.

Personnel:

CARL R. McCONNELL, president  
ALLEN JONES, vice president & general manager.  
SALLIE GENTRY, program director.  
MIKE JONES, regional sales manager.  
MIKE FEIST, director of engineering.  
DWIGHT GREGORY, news director.

### DIGEST OF RATE CARD NO. A12—(Sept. 12, 1977)

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 Graded rates apply\*

\*Highest rate: \$230.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Del Norte	5,900	5,400	92
	Humboldt	37,800	35,800	95
	<b>OREGON</b>			
	Curry	5,800	5,200	90
	<b>CALIFORNIA</b>			
Between 5-24%	Mendocino	21,700	19,700	91
<b>Station Totals</b>		<b>71,200</b>	<b>66,100</b>	<b>92</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>46,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>33,900</b>

# California—Fresno

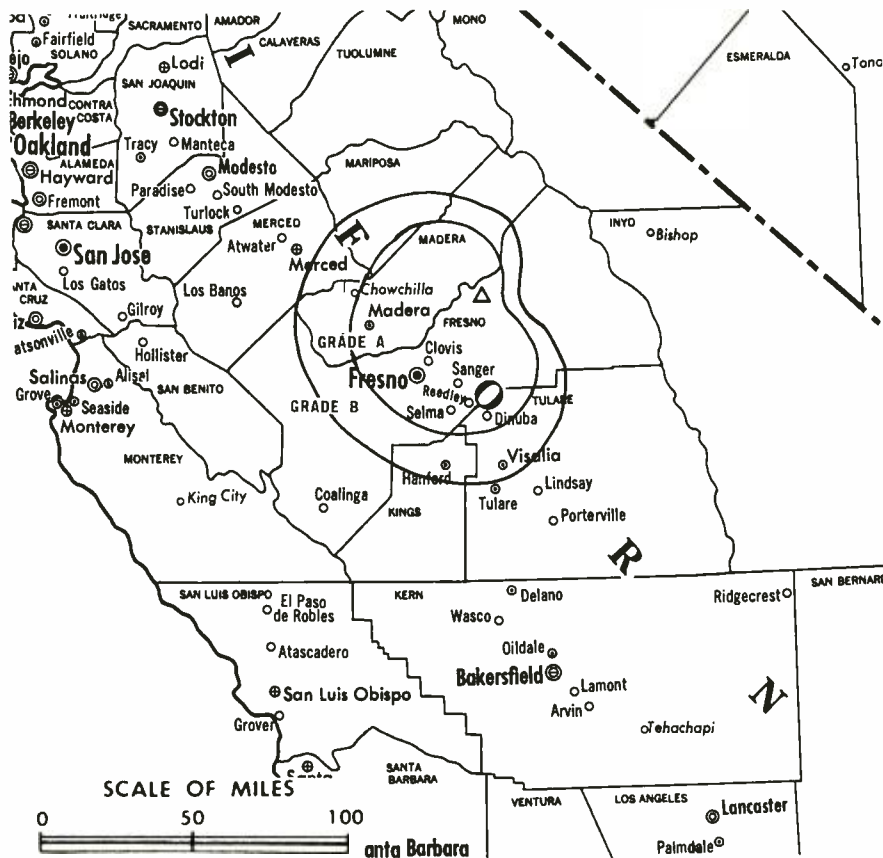
## KAIL

Ch. 53

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 708-kw max. & 427-kw horizontal visual, 70.8-kw max. & 42.7-kw horizontal aural. Antenna: 1850-ft. above av. terrain, 70-ft. above ground, 4570-ft. above sea level.  
 Latitude 37° 04' 22.5"  
 Longitude 119° 25' 51.6"  
 Requests subscription TV authorization.

Transmitter: Bald Mtn., 0.25-mi. S of Meadow Lakes.

Arbitron Data: Not Available.



KAIL Ref: FCC File No. BMPCT—7728 Granted 5/10/78

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

## KAIL

Network Service: None, independent.

Licensee: Trans America Broadcasting Corp., 6803 West Blvd., Inglewood, Cal. (90302).

Studio & Office: 5255 E. Alluvia Ave., Fresno, Cal. (93612).

Mailing Address: Box 5188, Fresno (93755).

Telephone: 209-299-9753.

Ownership: Albert John Williams, 79.9%; Jack M. Reeder, 20.1%. Also owns KTYM(AM), Inglewood, Cal.

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). Left air April 17, 1973. Resumed operation Oct. 7, 1976.

Represented (legal) by Miller & Fields.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

GERARDO BORREGO, vice president.

JOHN LOCKHART, manager.

Highest 30 Sec. Rate (May 1, 1978): \$35.

**EQUIPMENT MANUFACTURERS, SUPPLIERS, SERVICES . . . HAVE YOU TRIED TELEVISION DIGEST ADDENDA SERVICES?**

ADVERTISERS IN THE ADDENDA SERVICES REACH THE "CREAM OF THE CROP" EVERY WEEK—The top industry decision-makers with the top buying power in Cable, TV, AM-FM.

Learn more about this outstanding advertising buy. For complete advertising details, call collect: 202/872-9200.

# California—Fresno

## KFSN-TV

Ch. 30

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 1660-kw max. & 862-kw horizontal visual, 340-kw max. & 35.5-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"

Holds CP for change to 1910-kw max. & 166-kw horizontal visual, 16.6-kw horizontal aural, 2040-ft. above av. terrain, 272-ft. above ground, 4751-ft. above sea level. BPCT-5137.

Transmitter: Meadow Lake, Cal.

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

TV tape: Recording facilities.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFSN-TV Ref: FCC File No. BPCT-4226 Granted 6/6/69  
CP: BPCT-5137 Granted 5/5/78

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

## KFSN-TV

Network Service: CBS.

Licensee: Capital Cities Communications Inc.

Studio: 1777 G St., Fresno, Cal. (93706).

Telephone: 209-442-1170. TWX No.: 209-481-1362.

Ownership: Capital Cities Communications Inc. For officers & other interests, see Group Ownership.

Began Operation: May 10, 1956. Sale to present owner by Triangle Publications approved by FCC Feb. 24, 1971 (Television Digest, Vol. 11:9). Previous sale to Triangle by Paul R. Bartlett and associates approved Dec. 30, 1958 by FCC (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 Wilmer, Cutler & Pickering.

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

Personnel:

WALTER C. LISS JR., vice president & general manager.  
DUDLEY FEW, general sales manager.  
GARY PLUMLEE, local sales manager.  
STEPHEN WEBER, director of engineering.  
LEE JASON, program director.

Highest 30 Sec. Rate (Jan. 2, 1978): \$1000.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Fresno	159,100	151,600	95
	Kings	22,400	21,100	94
	Madera	16,600	15,700	94
	Merced	41,500	39,500	95
	Tulare	74,100	70,200	95
Between 25-49%	<b>CALIFORNIA</b>			
	Mariposa	3,600	3,300	91
Between 5-24%	<b>CALIFORNIA</b>			
	Stanislaus	83,200	78,300	94
<b>Station Totals</b>		<b>400,500</b>	<b>379,700</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>277,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>181,900</b>	

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# California—Hanford-Fresno

**KFTV**

Ch. 21



Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1790-kw max. & 131-kw horizontal visual, 327-kw max. & 23.8-kw horizontal aural. Antenna: 1840-ft. above av. terrain, 160-ft. above ground, 4610-ft. above sea level.

Latitude 37° 04' 24"  
Longitude 119° 25' 42"

Transmitter: Bald Mtn., 52-mi. NE of Hanford.

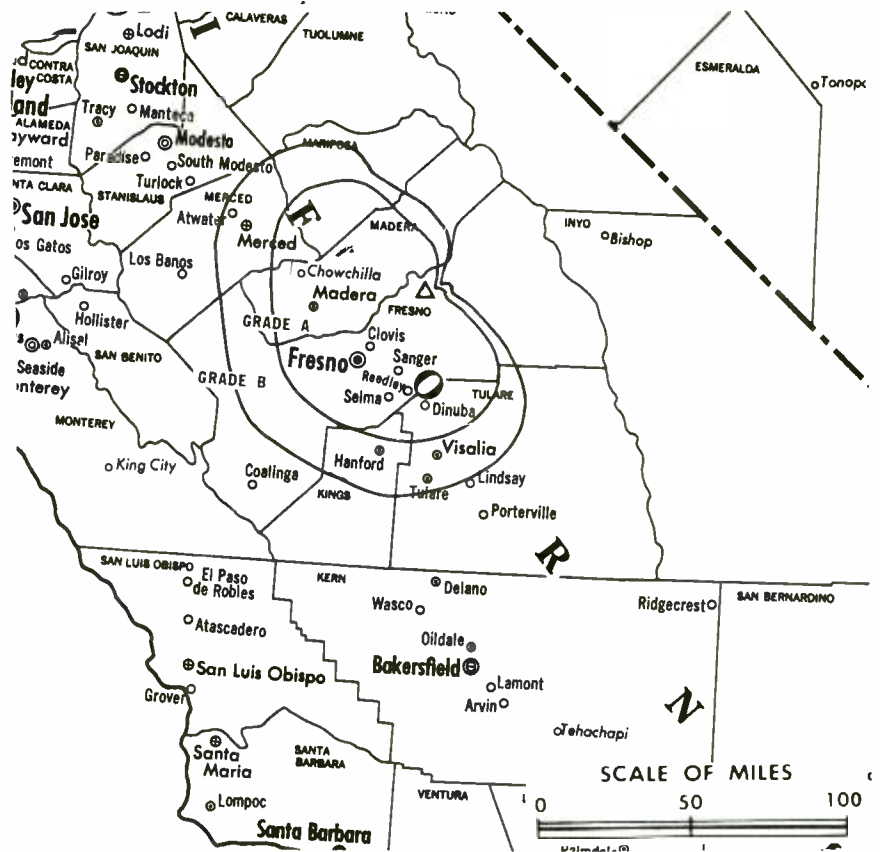
Color: Film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KFTV Ref: FCC File No. BMPCT-7403 Granted 6/28/72

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



## KFTV

Network Service: Spanish International Network.  
Licensee: Spanish International Communications Corp., 721 N. Bronson Ave., Los Angeles, Cal. (90038).  
Studio: 8515 E. Lacey Blvd., Hanford, Cal. (93230).  
Telephone: 209-584-3362.  
Ownership: See KMEX-TV, Los Angeles. Note: Sale to La Vina de Guadalupe TV Co. pends.  
Began Operation: Feb. 27, 1962 as KDAS; left air May 13, 1966 (Television Digest, Vol. 6:22). Sale to present owner approved March 19, 1969. Resumed operation Sept. 20, 1972.  
Represented (sales) by Spanish International Network Inc.  
Represented (legal) by McKenna, Wilkinson & Kittner.  
Represented (engineering) by Jules Cohen & Associates.

Personnel:  
ERNESTO BALLESTE, general manager.  
DAVE CONANT, chief engineer.  
PEDRO SANTOS, production.  
Highest 30 Sec. Rate (March 28, 1977): \$70.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
Between 5-24%	Merced	41,500	39,500	95
<b>Station Totals</b>		<b>41,500</b>	<b>39,500</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>10,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>4,100</b>	

# California—Fresno

**KJEO**

Ch. 47

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2624-kw max. visual, 529-kw max. aural. Antenna: 1959-ft. above av. terrain, 262-ft. above ground, 4742-ft. above sea level.

Latitude 37° 04' 14"  
Longitude 119° 25' 31"

Transmitter: Bald Mtn.

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

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © MIST  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KJEO Ref: FCC File No. BPCT-4903 Granted 3/26/76

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

## KJEO

Network Service: ABC.

Licensee: Retlaw Enterprises Inc., P.O. Box 5455, Fresno, Cal. (93755).

Studio: 4880 N. First St.

Telephone: 209-222-2411. TWX No.: 910-362-3181.

Ownership: Retlaw Enterprises Inc. Lillian Disney Truyns, chmn., 20%; Joseph C. Drilling, v.p., broadcasting; Sharon Disney Lund, v.p., 40%; Diane Disney Miller, v.p., 24% (holds additional 16% as custodian for Christopher & Joanna Miller); Royal Clark, v.p.-treas; Charles Romero, secy. Retlaw Enterprises owns KOGO (AM), San Diego and 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 Peters, Griffin, Woodward Inc.

Represented (engineering) by Hammett & Edison.

Represented (legal) by McKenna, Wilkinson & Kittner

Personnel:

JOSEPH C. DRILLING, president.  
WILLIAM SAWYERS, vice president & general manager.  
GARY VAUTIN, program director.  
ANDY MASTORAS, vice president & business manager.  
JANICE CROSBY, vice president, broadcast standards.  
BEN TUCKER, sales manager.  
KEN WARREN, chief engineer.

FRANCES HERNANDEZ, traffic manager.  
JAMES K. MYERS, promotion manager.  
GARY BENTLEY, news director.  
KAREN FREITAS, director of public affairs.

### DIGEST OF RATE CARD NO. 7—(Jan. 1, 1977)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$800.00	\$480.00	\$290.00	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>				
		Fresno	159,100	151,600	95
		Kings	22,400	21,100	94
		Madera	16,600	15,700	94
		Merced	41,500	39,500	95
		Tulare	74,100	70,200	95
Between 25-49%	<b>CALIFORNIA</b>				
		Mariposa	3,600	3,300	91
Between 5-24%	<b>CALIFORNIA</b>				
		Stanislaus	83,200	78,300	94
Station Totals			400,500	379,700	94
Net Weekly Circulation (1976-77)				255,400	
Average Daily Circulation (1976-77)				154,400	

# 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"

Requests CP for change to 3715-kw max. & 446-kw horizontal visual, 268-kw max. & 67.2-kw horizontal aural. BPCT-4879.

Transmitter: Bear Mt.

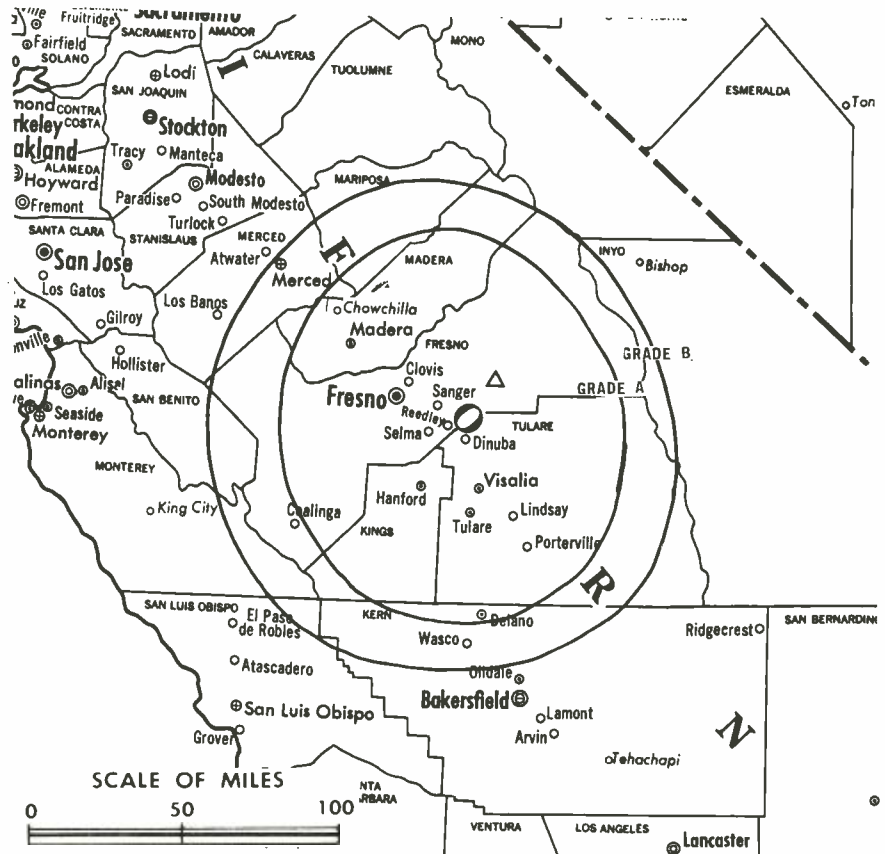
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC, Newsweek.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KMJ-TV Ref: FCC File No. BPCT-2859 Granted 7/12/61

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

## KMJ-TV

Network Service: NBC.

Licensee: McClatchy Newspapers, 1544 Van Ness, Fresno, Cal. (93721).

Studio: 1544 Van Ness.

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.

Ownership: Eleanor McClatchy, pres.; Charles K. McClatchy, v.p.; Verne Bonette, secy.-treas.; John J. Hamlyn, asst. secy.-treas. Also own KFBK & KAER(FM), Sacramento; KBEE-AM-FM, Modesto; KOH, Reno, Nev. McClatchy Newspapers publish Fresno Bee, Sacramento Bee, Modesto Bee. McClatchy also owns KOVR, Stockton-Sacramento and is buying KNEV(FM), Reno, Nev.

Began Operation: June 1, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

JIM THOMPSON, manager.  
EDGAR L. DEATHERAGE, sales manager.  
KEN WALIGORSKI, program manager.  
MARY ANN PEARSON, traffic manager.  
WILLIAM TRETTIN, film editor.  
ROBERT P. HESS, chief engineer.

## DIGEST OF RATE CARD NO. A-49

(Aug. 1, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.	\$1200	\$750	\$525		

Graded rates apply\*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Fresno	159,100	151,600	95
	Kings	22,400	21,100	94
	Madera	16,600	15,700	94
	Merced	41,500	39,500	95
	Tulare	74,100	70,200	95
Between 25-49%	<b>CALIFORNIA</b>			
	Mariposa	3,600	3,300	91
Station Totals		317,300	301,400	94
Net Weekly Circulation (1976-77)				281,300
Average Daily Circulation (1976-77)				184,600



# California—Tulare-Fresno

**KMPH**

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2950-kw max. & 363-kw horizontal visual, 406.4-kw aural. Antenna: 2730-ft. above av. terrain, 252-ft. above ground, 5922-ft. above sea level.

Latitude 36° 17' 12"  
Longitude 118° 50' 20"

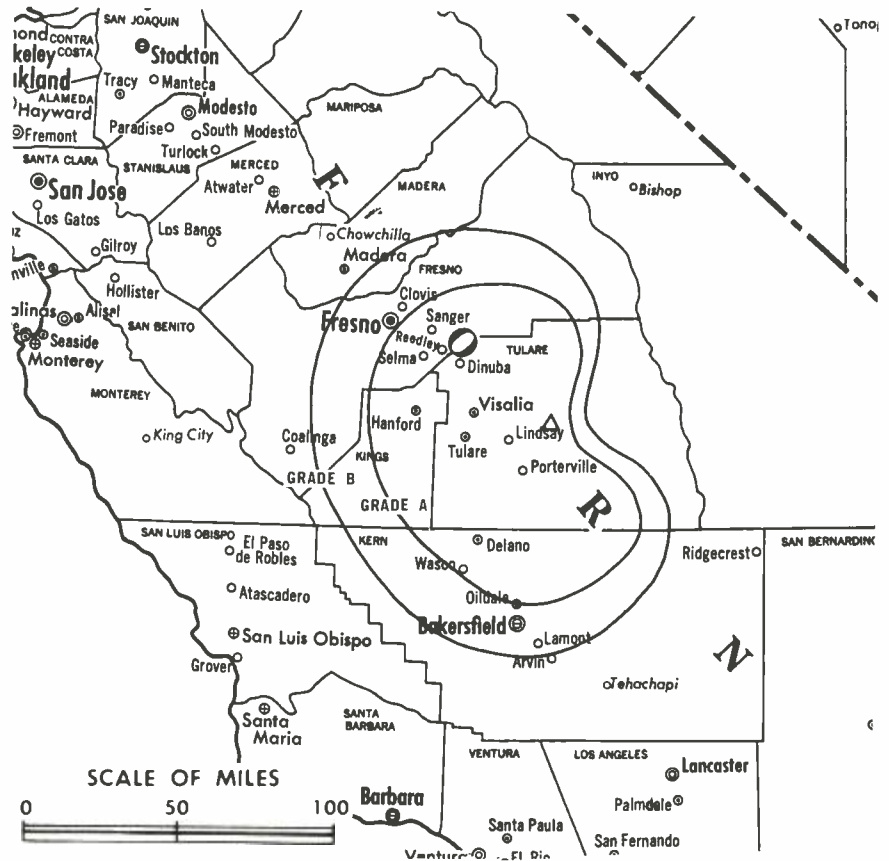
Transmitter: Blue Ridge in Sequoia Forest.

TV tape: Recording facilities.

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

Represented (engineering) by Cecil Lynch.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KMPH Ref: FCC File No. BMPCT-7353 Granted 10/4/71

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

## KMPH

Network Service: None, independent.

Licensee: Pappas Telecasting Inc., 2600 S. Mooney Blvd., Visalia, Cal. (93277).

Studio: 2600 S. Mooney Blvd., Visalia, Cal. (93277).

Telephone: 209-733-2600. TWX No.: 910-377-3496.

Fresno Sales Office: Fresno Sheraton Inn, 2550 W. Clinton Ave. (93700). Telephone: 209-486-2600.

Merced Sales Office: 642 W. 20th St. (95340). Telephone: 209-383-2600.

Ownership: Harry J. Pappas, pres., 100%; Robert E. Denton, v.p.; Stella A. Pappas, secy.-treas.

Began Operation: Oct. 11, 1971. Sale to present owner approved by FCC May 31, 1978.

Represented (sales) by Bolton Broadcasting Ltd.

Represented (legal) by Fletcher, Heald & Hildreth.

### Personnel:

HARRY J. PAPPAS, president & general manager.  
ROBERT E. DENTON, vice president & business manager.  
SAM H. HÖREL, general sales manager.  
JOSEPH SHAFFER, program director & operations manager.  
GARY J. WALLER, local sales manager.  
HERSCHEL C. (MAC) MCKENZIE, chief engineer.

SAM DALTON, creative services director.  
HELEN LANE, film director.  
NANCY CASON, traffic systems supervisor.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class AAA—5 p.m.-signoff, daily.					
\$1750	\$900	\$475	\$300	Graded rates apply*	

\*Highest rate: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	Fresno	159,100	151,600	95
	Kings	22,400	21,100	94
	Madera	16,600	15,700	94
	Merced	41,500	39,500	95
	Tulare	74,100	70,200	95
<b>CALIFORNIA</b>				
Between 25-49%	Kern West	106,000	101,400	96
	Mariposa	3,600	3,300	91
<b>Station Totals</b>		<b>423,300</b>	<b>402,800</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>241,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>111,200</b>	

# California—Los Angeles

## KABC-TV

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 158-kw visual, 31.7-kw aural. Antenna: 2979-ft. above av. terrain, 237-ft. above ground, 5944-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

Transmitter: Mt. Wilson.

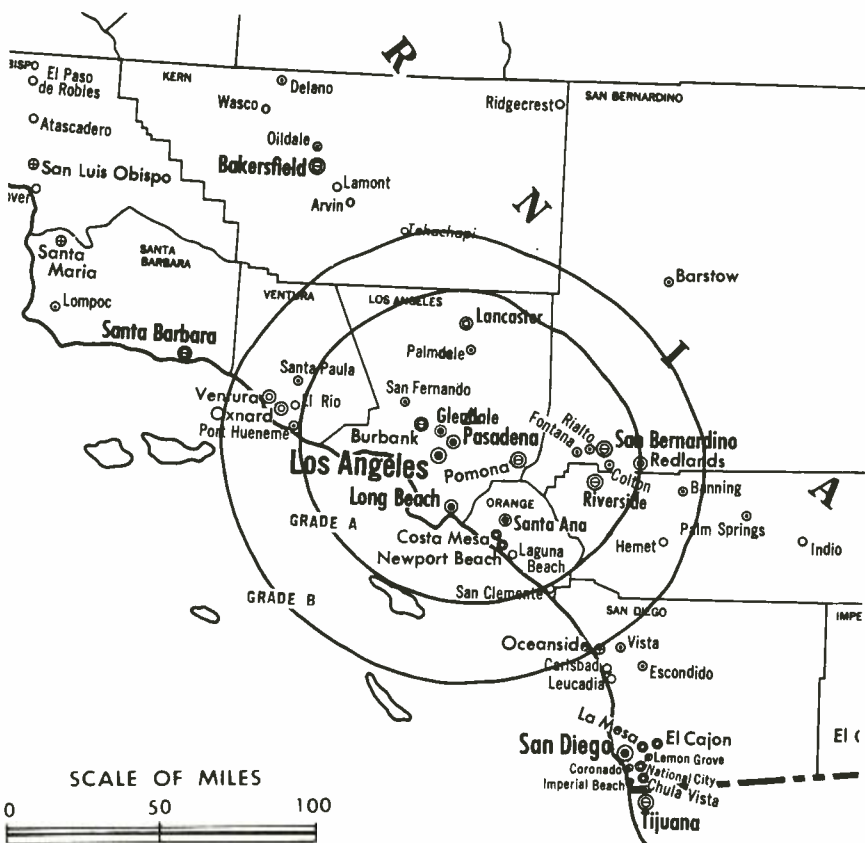
TV tape: Recording facilities.

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

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

Facsimile Service: UPI. News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KABC-TV Ref: FCC File No. BPCT-1424 Granted 4/10/53

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

## KABC-TV

Network Service: ABC.

Licensee: American Broadcasting Companies Inc., 1330 Ave. of the Americas, New York, N.Y. (10020).

Studio: Prospect & Talmadge Sts., Hollywood (90027).

Telephone: 213-663-3311. TWX No.: 213-665-1240.

AM Affiliate: KABC, 5-kw, 790 kHz (ABC).

FM Affiliate: KLOS, 20-kw, 95.5 MHz (No. 238), 196-ft.

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 & Kittner.

Personnel:

- JOHN C. SEVERINO, vice president & general manager.
- THOMAS K. VAN AMBURG, general sales manager.
- JOHN RIEDL, national sales manager.
- CHARLES CLARK, local sales manager.
- JOHN E. GOLDHAMMER, program director.
- NORMAN H. SLOANE, business manager.
- GEORGE L. PIERCE, sales service manager.
- NORMA OLSEN, director of program operations.
- GERALD MINNUCCI, dir. of advertising & public relations.
- DENNIS SWANSON, director of news.
- WILLIAM F. DRYER, chief engineer.
- BERT TAPIA, film director.
- MICHAEL SILVERSTEIN, research director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$5100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
	Imperial	28,200	25,800	91
	Inyo	7,400	6,400	87
	Kern East	19,500	18,600	96
	Los Angeles	2,730,000	2,636,500	97
	Orange North	421,200	411,800	98
<b>50% &amp; Over</b>	Orange South	211,200	206,500	98
	Riverside West	156,100	148,700	95
	Riverside Central	44,700	42,600	95
	San Bernardino West	242,700	233,000	96
	Santa Barbara South	57,600	54,700	95
	Ventura	149,100	144,500	97
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	San Luis Obispo	51,300	48,500	94
	Santa Barbara North	43,600	41,500	95
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Kern West	106,000	101,400	96
	Riverside East	6,000	5,700	95
	San Diego	615,900	594,200	96
<b>Station Totals</b>		<b>4,890,500</b>	<b>4,720,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>3,743,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>2,317,700</b>

# 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"

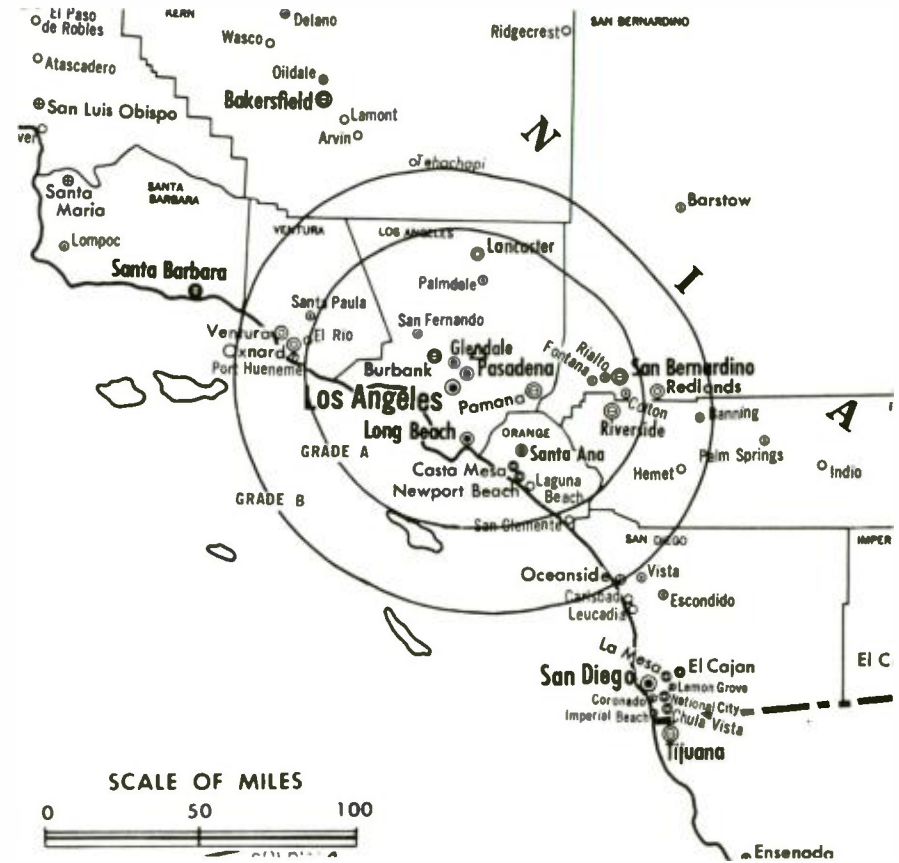
Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: UPI, City News Service.

Facsimile Service: UPI.



KCOP Ref: FCC File No. BMEPT-240 Granted 6/23/48

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).

## KCOP

Network Service: None, independent.

Licensee: KCOP Television Inc., 915 N. La Brea, Hollywood, Cal. (90038).

Studio: 915 N. La Brea.

Telephone: 213-851-1000. TWX No.: 910-321-4197.

Ownership: Chris-Craft Television 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 TeleRep Inc.

Represented (legal) by Hogan & Hartson.

### Personnel:

EVAN THOMPSON, president & general manager.  
BILL FRANK, executive vice president & station manager.  
DAVE WOODCOCK, general sales manager.  
BOB MOORE, local sales manager.  
STEVE FRIEDHEIM, national sales manager.  
DON SEARLE, research director.  
WYN KORABELL, director of engineering.  
LARRY OWENS, business manager.  
PETER SCHLESINGER, program director.  
GARY DAVIS, director of advertising & promotion.  
JOHN BRAISLIN, gen. mgr., Chris-Craft Video Tape Center.

Highest Hourly Rate (Fall 1978): \$9000.

Highest 30 Sec. Rate (Fall 1978): \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
	Kern East	19,500	18,600	96	
	Los Angeles	2,730,000	2,636,500	97	
	Orange North	421,200	411,800	98	
	Orange South	211,200	206,500	98	
	Riverside West	156,100	148,700	95	
	San Bernardino West	242,700	233,000	96	
	Ventura	149,100	144,500	97	
	<b>Between 25-49%</b>	<b>ARIZONA</b>			
		Yuma	24,300	22,700	93
<b>CALIFORNIA</b>					
Imperial		28,200	25,800	91	
Inyo		7,400	6,400	87	
Riverside Central		44,700	42,600	95	
San Diego		615,900	594,200	96	
San Luis Obispo		51,300	48,500	94	
<b>Between 5-24%</b>	San Bernardino North	43,600	41,500	95	
	San Bernardino South	57,600	54,700	95	
	<b>NEW MEXICO</b>				
	Eddy	15,300	14,900	97	
	Grant	8,600	8,000	93	
	Otero	13,600	13,200	97	
	<b>ARIZONA</b>				
Cochise	25,100	24,000	95		
Mohave	14,900	14,000	94		
(Continued on page 74-b)					
<b>Station Totals</b>		<b>5,228,500</b>	<b>5,045,800</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>2,309,400</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>869,000</b>		

# California—Los Angeles

## KHJ-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 162-kw visual, 32.4-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.

Facsimile Service: AP.

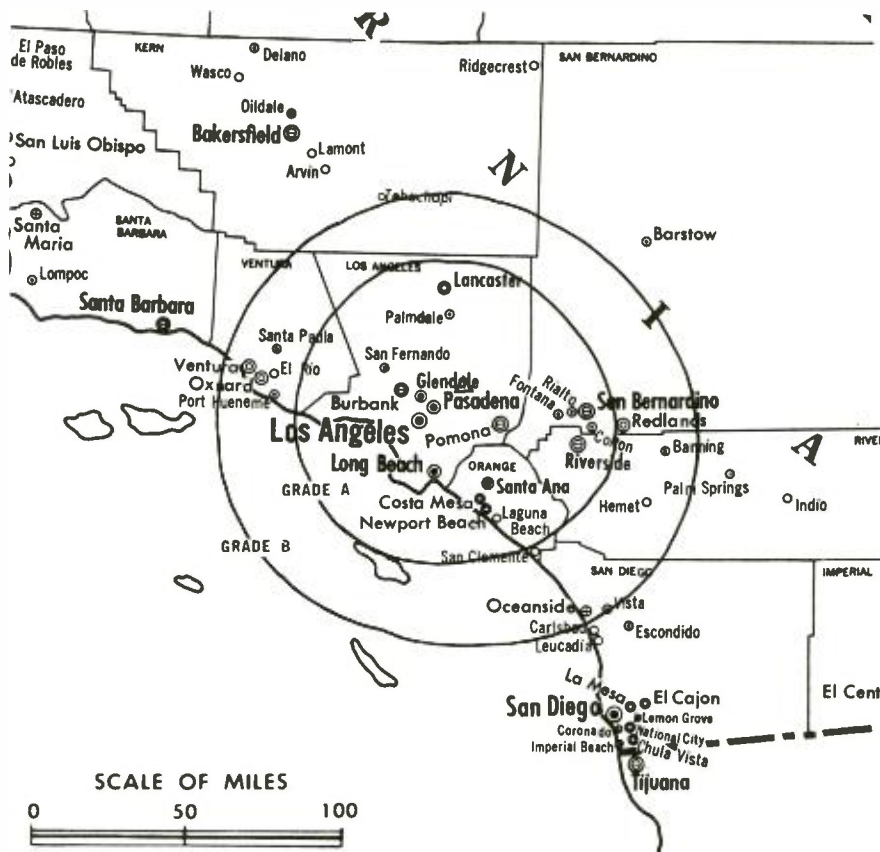
AM Affiliate: KHJ, 5-kw, 930 kHz.

FM Affiliate: KRTH, 58-kw, 101.1 MHz (No. 266), 2950-ft.

Represented (sales) by RTVR Inc.

Studio: 5515 Melrose Ave.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KHJ-TV Ref: FCC File No. BPCT-1853 Granted 5/21/54

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

## KHJ-TV

Network Service: None, independent.

Licensee: RKO General Inc., 5515 Melrose Ave., Hollywood, Cal. (90038).

Telephone: 213-467-5459. 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 (legal) by Pierson, Ball & Dowd.

Personnel:

FRANK SHAKESPEARE, president, RKO General Inc.  
ROBERT GLASER, president, RKO General Television.  
LIONEL L. SCHAEEN, vice president & general manager.  
FERNANDO DEL RIO, vice president, public affairs.  
TOM FRANSDEN, vice president, community affairs.  
DAVE MURPHY, vice president, TV sales.  
WALT BAKER, vice president, programming.  
CHUCK VELONA, general sales manager.  
CONNIE WILLIAMS, local sales manager.  
ALEX TOVAR, controller.  
DICK JOHNSON, production manager.  
BYINGTON COLVIG, research director.  
GEORGE TOKAR, chief engineer.  
STEPHANIE RANK, news director.  
BARBARA MASSEY, film supervisor.  
JOE STEWART, advertising & promotion director.  
DOLORES FINLAY, publicity director.

DIGEST OF RATE CARD NO. 32—(Aug. 30, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.	\$12,500	\$6250	\$4175	\$2775	Graded rates apply*

\*Highest rate: \$2000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Kern East	19,500	18,600	96
	Los Angeles	2,730,000	2,636,500	97
	Orange North	421,200	411,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA—(Continued)</b>			
	Riverside West	156,100	148,700	95
	San Bernardino West	242,700	233,000	96
	Ventura	149,100	144,500	97
Between 25-49%	<b>ARIZONA</b>			
	Yuma	24,300	22,700	93
	<b>CALIFORNIA</b>			
	Imperial	28,200	25,800	91
	Inyo	7,400	6,400	87
	Kern West	106,000	101,400	96
	Orange South	211,200	206,500	98
	Riverside Central	44,700	42,600	95
	San Luis Obispo	51,300	48,500	94
	Santa Barbara North	43,600	41,500	95
Santa Barbara South	57,600	54,700	95	
Between 5-24%	<b>NEW MEXICO</b>			
	Eddy	15,300	14,900	97
	Otero	13,600	13,200	97
	<b>ARIZONA</b>			
Cochise	25,100	24,000	95	
Mohave	14,900	14,000	94	
<b>CALIFORNIA</b>				
Mono	2,800	2,300	83	
Riverside East	6,000	5,700	95	
San Diego	615,900	594,200	96	
Tulare	74,100	70,200	95	
(Continued on page 74-b)				

Station Totals	5,311,400	5,124,000	96
Net Weekly Circulation (1976-77)	2,297,400		
Average Daily Circulation (1976-77)	785,100		

# California—Los Angeles

## KMEX-TV

Ch. 34



**Technical Facilities:** Channel No. 34 (590-596 MHz). Authorized power: 1950-kw max. & 200-kw horizontal visual, 195-kw max. & 20-kw horizontal aural. Antenna: 2940-ft. above av. terrain, 190-ft. above ground, 5896-ft. above sea level.  
 Latitude 34° 13' 35"  
 Longitude 118° 03' 56"

**Transmitter:** Mt. Wilson.

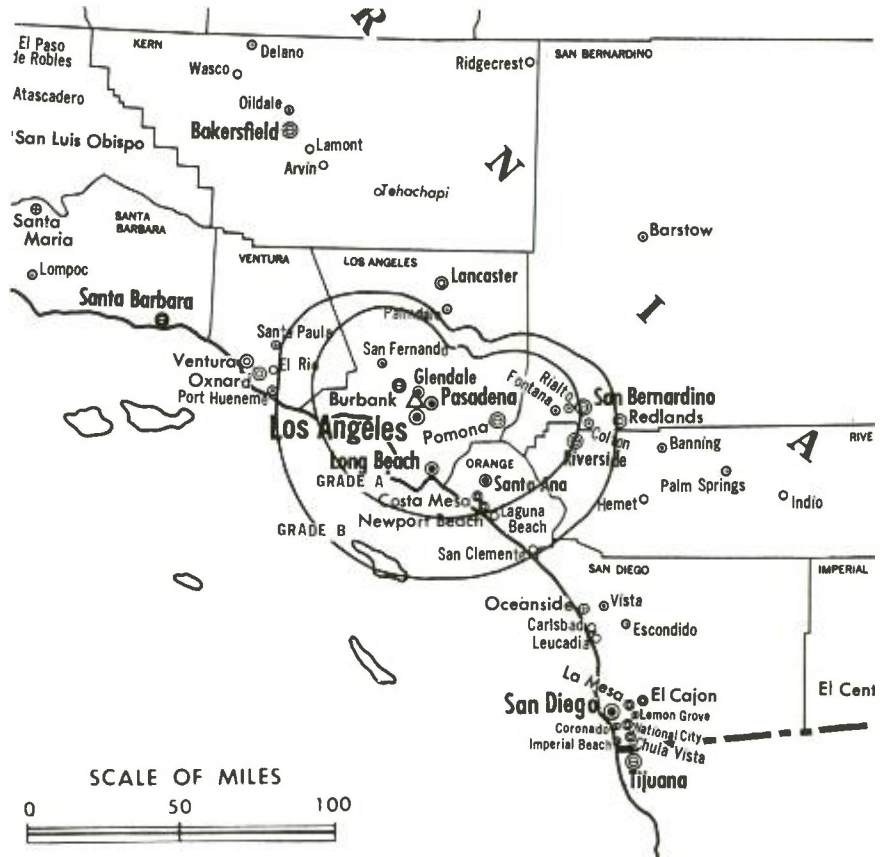
**TV tape:** Recording facilities.

**Color:** Live, film, slide & tape.

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

**Facsimile Service:** UPI.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b)



KMEX-TV Ref: FCC File No. BPCT—5114 Granted 1/31/78

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

## KMEX-TV

**Network Service:** Spanish International Network.

**Licensee:** Spanish International Communications Corp., 5420 Melrose, Hollywood, Cal. (90038).

**Studio:** 721 North Bronson Ave., Hollywood, Cal. (90038).

**Telephone:** 213-466-8131.

**Ownership:** Laura M. de Azcarraga, 20.000%; Fouce Amusement Enterprises Inc., 23.431%; Reynold V. Anselmo, 15.282%; James Jacobson, 8.416%; Edward J. Noble, 8.049%; Daniel Villanueva, 7.142%; Emilio Nicolas, 6.158%; 25 others, none with as much as 3%. Officers: Reynald V. Anselmo, pres.; Julian M. Kaufman, v.p.; Ronald S. Rosen, asst. secy. Same interests also operate KWEX-TV, San Antonio, Tex.; WLTV, Miami, Fla.; KFTV, Hanford, Cal.; WXTV, Paterson, N.J. Anselmo, Villanueva & Nicolas have interest in KDTV, Ch. 60, San Francisco.

**Began Operation:** September 30, 1962.

**Represented (sales) by** Spanish International Network.

**Represented (engineering) by** Jules Cohen & Associates.

**Represented (legal) by** McKenna, Wilkinson & Kittner.

### Personnel:

DANIEL VILLANUEVA, vice president & general manager.  
 ROBERT PORTER, vice president, engineering.  
 SANDRA D. GIBSON, station manager.  
 CHARLES BARRY, general sales manager.  
 LOUIS SWEENEY, national/regional sales manager.  
 GERARDO PALLARES, program director.  
 RICHARD LANCE, controller.

**Highest Hourly Rate (Dec. 1, 1977):** \$3000.

**Highest 30 Sec. Rate (Dec. 1, 1977):** \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Los Angeles	2,730,000	2,636,500	97
	Riverside Central	44,700	42,600	95
<b>Station Totals</b>		<b>2,774,700</b>	<b>2,679,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>196,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>110,500</b>	

# California—Los Angeles

**KNBC**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 44.7-kw visual, 7.76-kw aural. Antenna: Non-directional, electrically tilted 2.5°, 3200-ft. above av. terrain, 496-ft. above ground, 6170-ft. above sea level.

Latitude 34° 13' 32"  
Longitude 118° 03' 52"

Transmitter: Mt. Wilson.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, City News. Facsimile Service: AP.

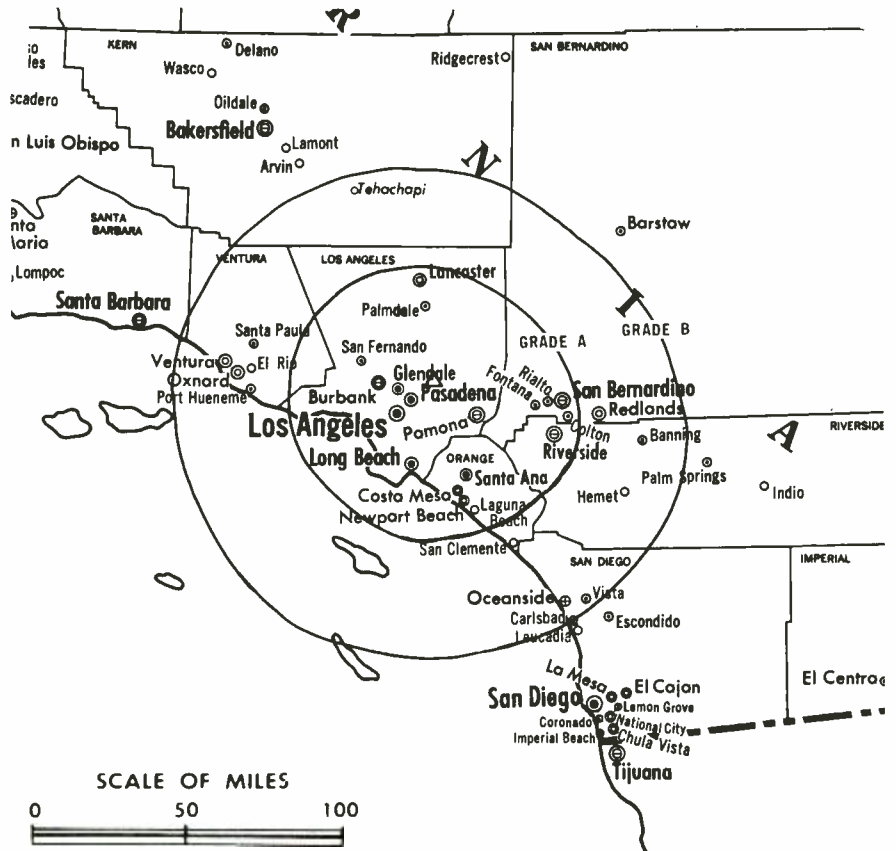
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KNBC Ref: FCC File No. BRCT-81 Granted 3/15/63

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

## KNBC

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., 3000 W. Alameda Ave., Burbank, Cal. (91523).

Studio: 3000 W. Alameda Ave., Burbank.

Telephones: 213-849-3911 & 213-845-7000.

TWX No.: 910-498-2752. Telex: 67-7237.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 16, 1949.

Represented (sales) by NBC Spot Sales.

Personnel:

THOMAS M. STRASZEWSKI, vice president & general manager.  
CHARLES GERBER, station manager.  
BUD CAREY, director, sales.  
GARY L. ASH, director, business affairs.  
ROBERT KENNEDY, manager, advertising & promotion.  
WARREN BAKER, director, programming.  
STUART B. ROSENBERG, sales manager.  
DICK ASKIN, sales manager.  
IRWIN SAFCHIK, director of news.  
PETAR SARDELICH, manager, production & operations.  
HOWARD D. STURM, manager, public affairs.  
JAMES BROOKS, chief engineer.

### DIGEST OF RATE CARD NO. 40

(Jan. 16, 1978)

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

Class A—5-7:30 p.m. & 11 p.m.-1 a.m., daily.

\$9000 \$6000 \$4500 \$3000 Call station for rates

NETWORK BASE HOURLY RATE: \$5000.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CALIFORNIA</b>				
		Imperial	28,200	25,800	91
		Inyo	7,400	6,400	87
		Kern East	19,500	18,600	96
		Los Angeles	2,730,000	2,636,500	97
		Orange North	421,200	411,800	98
		Orange South	211,200	206,500	98
		Riverside West	156,100	148,700	95
		Riverside Central	44,700	42,600	95
		San Bernardino West	242,700	233,000	96
		Santa Barbara North	43,600	41,500	95
	Santa Barbara South	57,600	54,700	95	
	Ventura	149,100	144,500	97	
Between 25-49%	<b>CALIFORNIA</b>				
		San Diego	615,900	594,200	96
Between 5-24%	<b>CALIFORNIA</b>				
		Kern West	106,000	101,400	96
		Mono	2,800	2,300	83
		Riverside East	6,000	5,700	95
	San Luis Obispo	51,300	48,500	94	
Station Totals		4,893,300	4,722,700	96	
Net Weekly Circulation (1976-77)			3,775,300		
Average Daily Circulation (1976-77)			2,180,700		

# 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.

News Wire Service: AP, UPI, City News.

Facsimile Service: AP.

News Film Service: CBS.

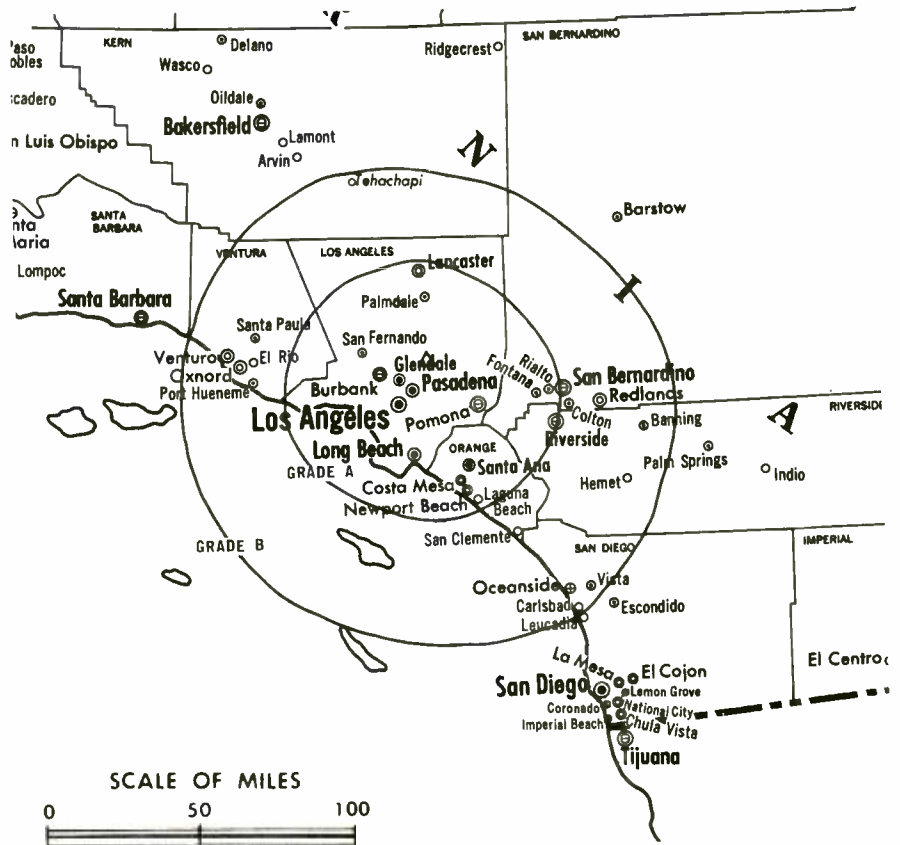
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KNXT Ref: FCC File No. BPCT-2535 Granted 9/12/58

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

## KNXT

Network Service: CBS.

Licensee: CBS Inc., 6121 W. Sunset Blvd., Los Angeles (90028).

Studio: 6121 W. Sunset Blvd. Telephone: 213-469-1212.

AM Affiliate: KNX, 50-kw, 1070 kHz (CBS).

FM Affiliate: KNX-FM, 54-kw, 93.1 MHz (No. 226), 3036-ft.

Ownership: See WCBS-TV, New York.

Began Operation: May 6, 1948 as KTSL. Sold to present owner December 1950 (Television Digest, Vol. 6:46, 52).

Represented (sales) by CBS Television Stations National Sales.

Personnel:

VAN GORDON SAUTER, vice president & general manager.

ROBERT SHAY, station manager.

MELINDA DOUGLAS, assistant to the general manager.

MARVIN SHAPIRO, director of sales.

JAY FELDMAN, director of news.

LARRY FORDSICK, director of programming.

JAMES F. COLLIER, director, communications.

NORMAN BACON, director, planning & administration.

JAMES W. McCALLUM, general sales manager.

CHUCK CHESTER, director of technical operations.

ANN L. MORFOGEN, director of special projects.

Rates: On request.

NETWORK BASE HOURLY RATE: \$5200.

For CBS Network Listing,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Inyo	7,400	6,400	87
	Kern East	19,500	18,600	96
	Los Angeles	2,730,000	2,636,500	97
	Orange North	421,200	411,800	98
	Orange South	211,200	206,500	98
	Riverside West	156,100	148,700	95
	Riverside Central	44,700	42,600	95
	San Bernardino West	242,700	233,000	96
	Santa Barbara South	57,600	54,700	95
Ventura	149,100	144,500	97	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Imperial	28,200	25,800	91
	San Luis Obispo	51,300	48,500	94
Santa Barbara North	43,600	41,500	95	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Kern West	106,000	101,400	96
	Mono	2,800	2,300	83
	Riverside East	6,000	5,700	95
San Diego	615,900	594,200	96	
<b>Station Totals</b>		<b>4,893,300</b>	<b>4,722,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>3,700,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>2,068,500</b>

# California—Los Angeles

**KTLA**

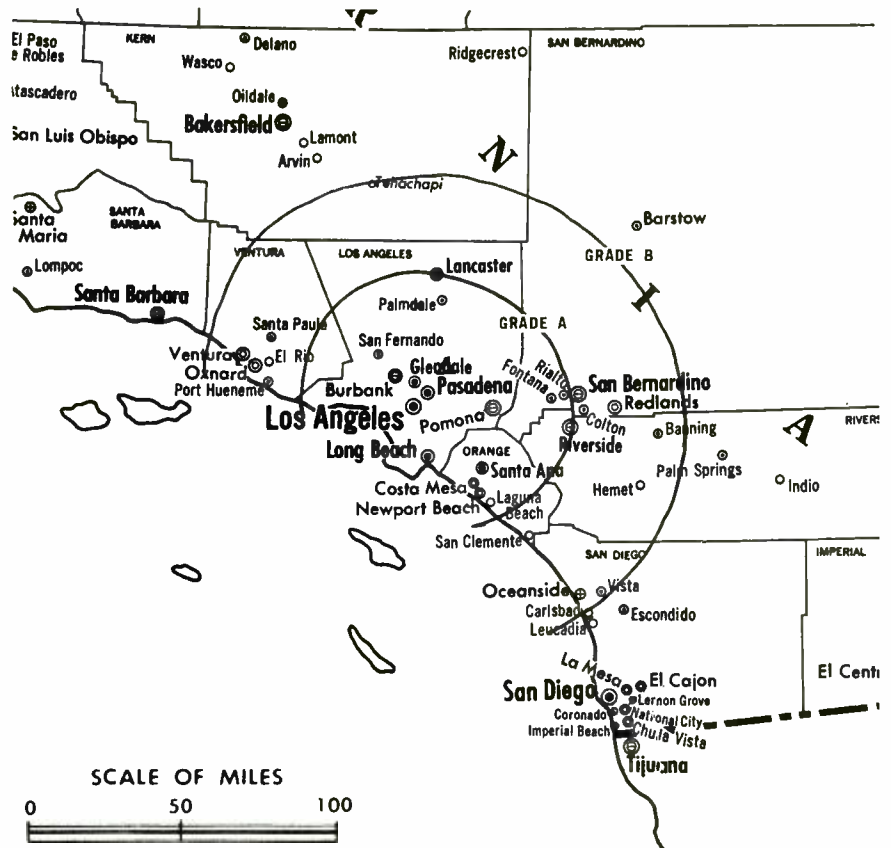
Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 50-kw visual, 5-kw aural. Antenna: 2990-ft. above av. terrain, 240-ft. above ground, 5967-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: UPI.  
News Film Service: ITNA.  
Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTLA Ref: FCC File No. BPCT-1698 Granted 7/15/53

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

## KTLA

Network Service: None, independent.  
Licensee: Golden West Broadcasters, 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); The Signal Companies Inc., 49.9%. Officers: Gene Autry, chmn. of the board & chief exec. officer; John T. Reynolds, exec. v.p. & chief operating officer, Broadcast Div.; Clair L. Stout, v.p. & secy. Golden West is licensee of radios KMPC, Los Angeles; KSFO, San Francisco; KEX & KQFM, Portland, Ore.; KVI-AM-FM, Seattle; owns WCAR-AM-FM, Detroit, Mich. 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 Petry Television Inc.  
Represented (legal) by Dow, Lohnes & Albertson.  
Personnel:  
ANTHONY B. CASSARA, vice president & general manager.  
MICHAEL EIGNER, general sales manager.  
JOHN R. JONES, local sales manager.  
STEVE GALLEN, national sales manager.  
J. W. BIRDWELL, director, advertising & promotion.  
ARNOLD SHAPIRO, director, program development.  
BILL SCHICKLER, director of planning.  
CATHY MENDELSON, dir. of business & legal affairs.  
BLAINE DECKER, director of research.  
GREG NATHANSON, director of programming.  
LOU WOLF, director of engineering.  
HEC HIGHTON, production manager.  
LEW ROTHBART, news director.  
DON PATTON, v.p. & mgr., Golden West Videotape Division.

Highest 30 Sec. Rate (March 1, 1978): \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Kern East	19,500	18,600	96
	Los Angeles	2,730,000	2,636,500	97
	Orange North	421,200	411,800	98
	Orange South	211,200	206,500	98
	Riverside West	156,100	148,700	95
	Riverside			
	Central	44,700	42,600	95
	San Bernardino			
	West	242,700	233,000	96
	Santa Barbara			
	North	43,600	41,500	95
	Santa Barbara			
	South	57,600	54,700	95
	Ventura	149,100	144,500	97
<b>NEW MEXICO</b>	Luna	5,600	5,300	95
	<b>ARIZONA</b>			
Cochise	25,100	24,000	95	
Yuma	24,300	22,700	93	
<b>BETWEEN 25-49%</b>	<b>CALIFORNIA</b>			
	Imperial	28,200	25,800	91
	Inyo	7,400	6,400	87
	Kern West	106,000	101,400	96
	San Diego	615,900	594,200	96
	San Luis Obispo	51,300	48,500	94
<b>NEW MEXICO</b>				
Chaves	17,400	17,000	98	
(Continued on page 74-b)				
<b>Station Totals</b>		<b>5,373,000</b>	<b>5,182,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>2,928,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>1,086,500</b>	



# California—Los Angeles

**KTTV**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 166-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: AP, UPI.

Facsimile Service: UPI.

News Film Service: ITNA.

AM Affiliate: KLAC, 5-kw, 570 kHz.

FM Affiliate: KMET, 58-kw, 94.7 MHz (No. 234), 2835-ft.

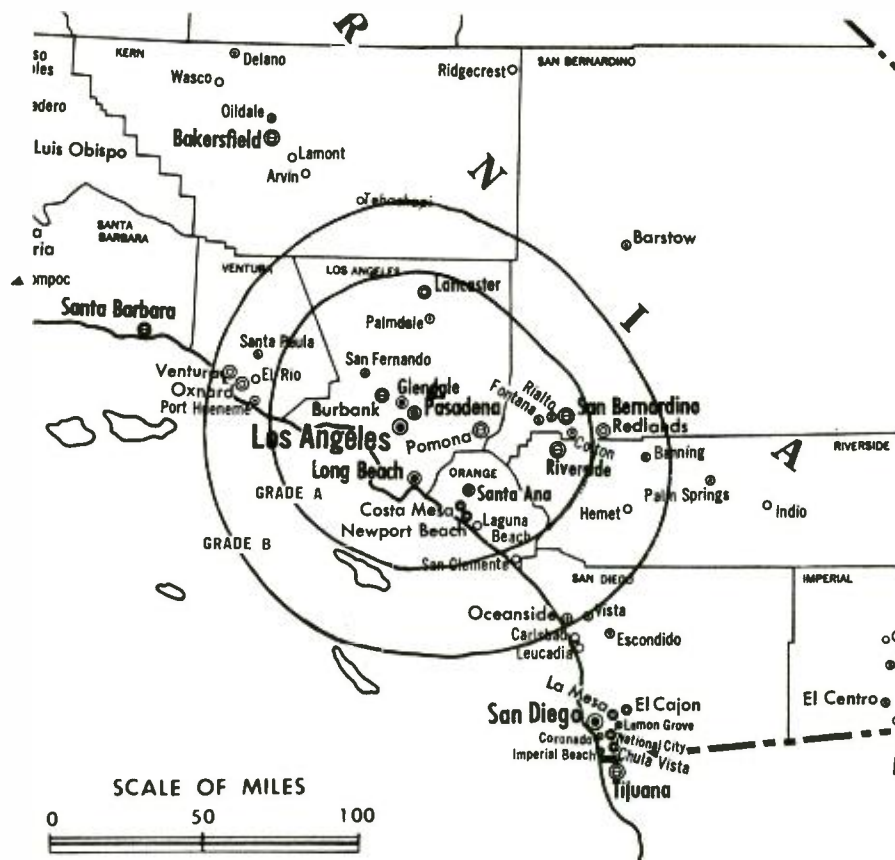
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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. TWX No.: 910-321-4222.

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 BERGMAN, v.p. & general sales manager.  
ROBERT O'CONNOR, v.p. & program director.  
HUGH DEL REGNO, v.p. & business affairs director.  
LEW SCHATZER, director of promotion & creative services.  
RICHARD ANDERSON, v.p. & director of engineering.  
LEN TRONICK, v.p. & local sales manager.  
ROBERT QUDEEN, national sales manager.  
CHARLES M. RILEY, v.p. & news director.  
RAYMOND GREEN, executive producer.  
LEE PARDEE, vice president, engineering.  
PAUL SIMON, v.p. & research director.  
MICHAEL GOELZ, commercial operations director.  
KAREN MERRELL, operations manager.

Highest 30 Sec. Rate: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Inyo	7,400	6,400	87
	Kern East	19,500	18,600	96
	Los Angeles	2,730,000	2,636,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA—(Continued)</b>			
	Orange North	421,200	411,800	98
	Orange South	211,200	206,500	98
	Riverside West	156,100	148,700	95
	Riverside Central	44,700	42,600	95
	San Bernardino West	242,700	233,000	96
	Santa Barbara North	43,600	41,500	95
	Santa Barbara South	57,600	54,700	95
	Ventura	149,100	144,500	97
		<b>NEW MEXICO</b>		
	Luna	5,600	5,300	95
Between 25-49%	<b>ARIZONA</b>			
	Coconino	19,900	18,100	91
	Gila	11,200	10,600	95
	Mohave	14,900	14,000	94
	Yavapai	19,800	18,600	94
	<b>CALIFORNIA</b>			
	Mono	2,800	2,300	83
	Riverside East	6,000	5,700	95
	Tulare	74,100	70,200	95
	<b>NEW MEXICO</b>			
	Grant	8,600	8,000	93
	San Miguel	6,800	6,200	91
	Santa Fe	21,500	20,700	96
	Valencia	14,400	14,100	98
	<b>TEXAS</b>			
	El Paso	129,100	126,600	98

(Continued on page 74-b)

Station Totals	5,390,700	5,198,300	96
Net Weekly Circulation (1976-77)		3,265,800	
Average Daily Circulation (1976-77)		1,522,600	

# California—Los Angeles

## KWHY-TV

Ch. 22

NOW.. with 2.57 million watts!

**kwhy-tv-22**  
Los Angeles

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2570-kw max. & 1726-kw horizontal visual, 257-kw aural. Antenna: 2917-ft. above av. terrain, 212-ft. above ground, 5903-ft. above sea level.

Latitude 34° 13' 36"  
Longitude 118° 03' 59"

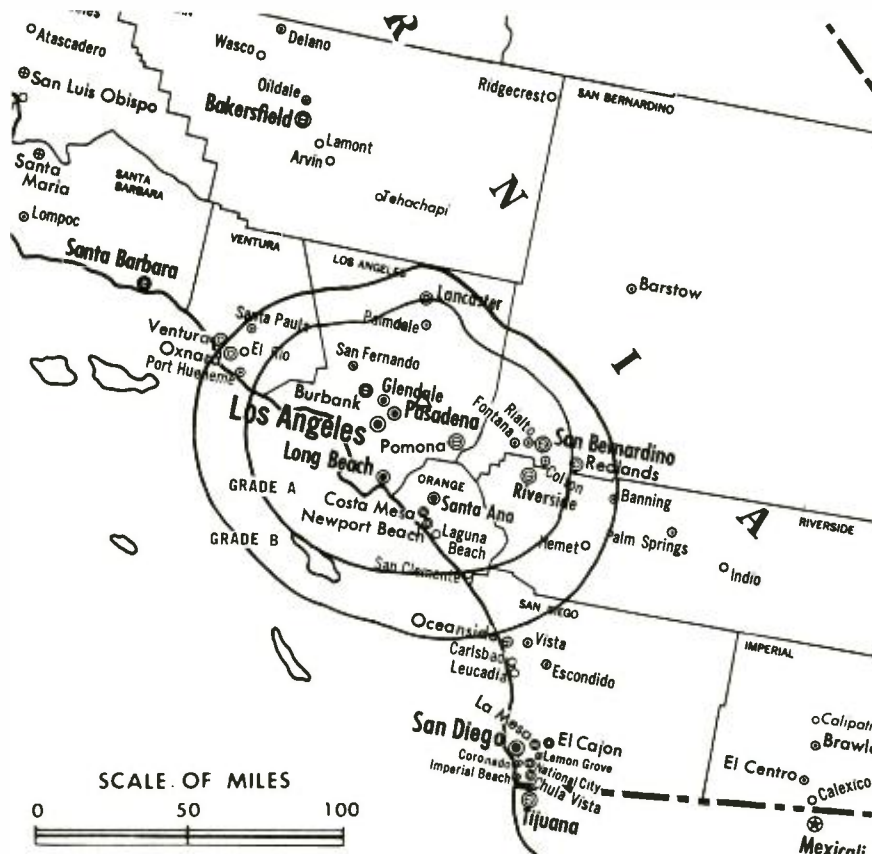
Subscription TV authorization granted 12/5/74. BSTV-10.

Transmitter: Mt. Wilson.

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

News Wire Service: AP, UPI, City News Service, Quotron, Dow Jones.

Arbitron Data: Not available.



KWHY-TV Ref: FCC File No. BMPCT-7735 Granted 6/13/78

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

## KWHY-TV

Network Service: None, independent.

Licensee: Coast TV Broadcasting Corp., 5545 Sunset Blvd., Los Angeles, Cal. (90028).

Studio: 5545 Sunset Blvd., Los Angeles, Cal. (90028).

Telephone: 213-466-5441.

Ownership: Thomas S. Bunn Family, 55%; Harry Straub Family, 15%; Frederick D. Custer, 16%; Hugh R. Murchison, 5%; Edna M. Jones, 5%; Robertson C. Scott, 3%.

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). Subscription TV began July 23, 1978.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

WILEY D. BUNN, president.

ROBERT W. BUNN, general manager.

MIKE WAGNER, account executive.

JOHN H. NELSON, account executive.

EUGENE A. HARRIS, chief engineer, transmitter.

DAVID J. ZULLI, chief engineer, studio.

ROD BUCHSER, operations manager.

### DIGEST OF RATE CARD NO. 8

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
\$640	\$330	\$200	\$135	\$100	\$66

# The Malarkey Taylor Team

CALL TOLL FREE 800-424-8036

## MALARKEY TAYLOR

AND ASSOCIATES

Cable Television Consultants

1225 Connecticut Avenue, NW • Washington, D.C. • (202) 223-2345

# California—Corona-Los Angeles

## KBSC-TV

Ch. 52

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 2630-kw max. & 1320-kw horizontal visual, 261-kw max. & 132-kw horizontal aural. Antenna: 2890-ft. above av. terrain, 199-ft. above ground, 5856-ft. above sea level.

Latitude 34° 13' 27"  
Longitude 118° 03' 45"

Subscription TV authorization granted 8/24/76.

Transmitter: Mt. Wilson.

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



KBSC-TV Ref: FCC File No. BPCT-4960 Granted 11/19/76

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KBSC-TV

Network Service: None, independent.

Licensee: Oak Broadcasting Systems Inc., 1901 Ave. of the Stars, Los Angeles, Cal. (90067).

Studio: 1139 Grand Central Ave., Glendale, Cal. (91202).

Telephone: 213-240-6820.

Ownership: Oak Industries, 50%; Andrew Jerrold Perenchio, pres., 50%; Carl J. Bradshaw, v.p.; Robert L. Gerber, secy.-treas. Oak Industries owns WY00(AM), Richfield, Minn.; KLIF(AM), Dallas, Tex.

Began Operation: June 29, 1966. Sale to present owner by Kaiser Bcstg. Corp. approved by FCC Aug. 24, 1976 (Television Digest, Vol. 16:35). Began subscription television April 1, 1977 (Vol. 17:15).

Represented (legal) by Glaser, Fletcher & Johnson.

Represented (engineering) by Cohen & Dippell P.C.

Personnel:

ANDREW JERROLD PERENCHIO, president & general manager.  
JOHN MOHR, station manager.  
BILL MORRISON, sales manager.

JOE HANNIGAN, chief engineer.

GREG GORDON, traffic manager.

JONI PENNOCK, public affairs director.

### DIGEST OF RATE CARD NO. 6—(March 6, 1977)

Hour 30 Min. 15 Min. 5 Min. Min.

Class A—7:30-11 p.m., daily.

\$2000 \$1000 On request

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CALIFORNIA</b>			
	Los Angeles	2,730,000	2,636,500	97
	Orange North	421,200	411,800	98
	Orange South	211,200	206,500	98
	Ventura	149,100	144,500	97
<b>Station Totals</b>		<b>3,511,500</b>	<b>3,399,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>277,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>81,000</b>

# California—Fontana (Los Angeles)

## KTBN-TV

(formerly 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' 27"

Longitude 118° 03' 44"

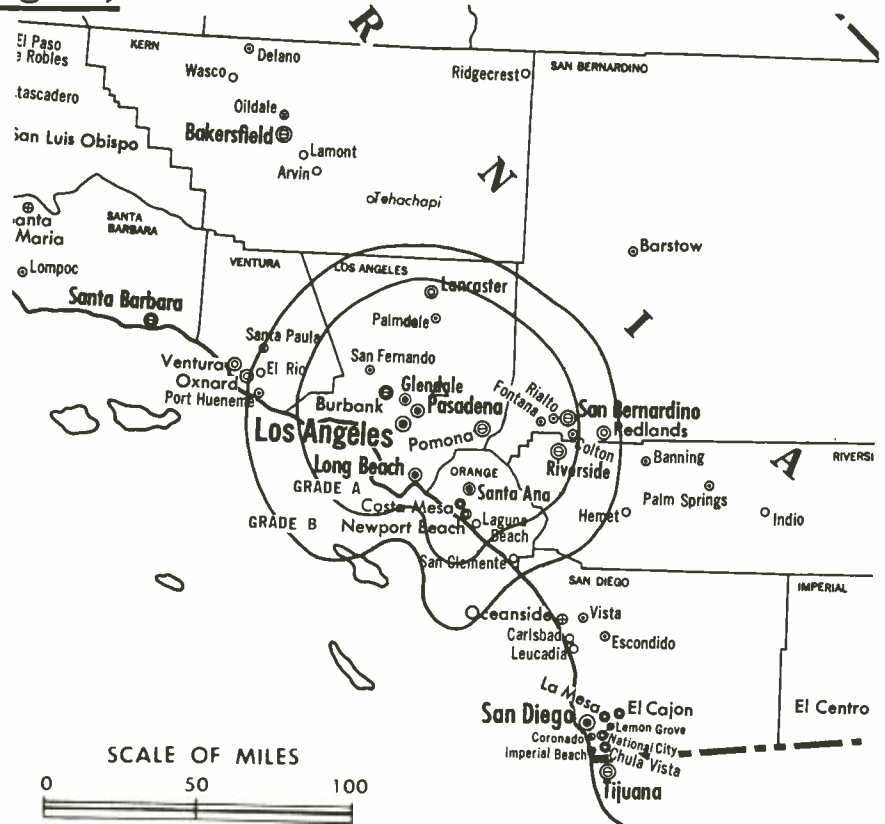
Transmitter: Mt. Wilson.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Arbitron Data: Not available.



KTBN-TV Ref: FCC File No. BMPCT-6303 Granted 8/1/66

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

## KTBN-TV

Network Service: None, independent.

Licensee: International Panorama TV Inc., P. O. Box A, Santa Ana, Cal. (92711).

Studio: 2442 Michelle Rd., Tustin, Cal. (92680).

Telephone: 714-832-2950.

Ownership: Trinity Broadcasting Network Inc., a non-profit corp. Paul F. Crouch, pres.; Demos Shakarian, v.p.; Norman G. Juggert, secy.-treas. Trinity also owns KPAZ-TV, Phoenix, Ariz.

Began Operation: Jan. 5, 1967. Sale to present owner by Angel Lerma approved by FCC Aug. 2, 1974.

### Personnel:

PAUL F. CROUCH, president/founder.

TERRENCE HICKEY, assistant to the president.

CARL McMILLAN, director of engineering.

TIM FLYNN, director of programming.

SAM STARR, director of sales.

### DIGEST OF RATE CARD NO. 6 (1977)

Hour	30 Min.	15 Min.	Min.
\$500	\$325	\$200	\$115

The Next Time You Have a Programming, Sales or Promotion Problem, Think of Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
Information  
On Demand



**AID**

## ARBITRON TELEVISION

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# 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, 112-kw max. & 26.9-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.

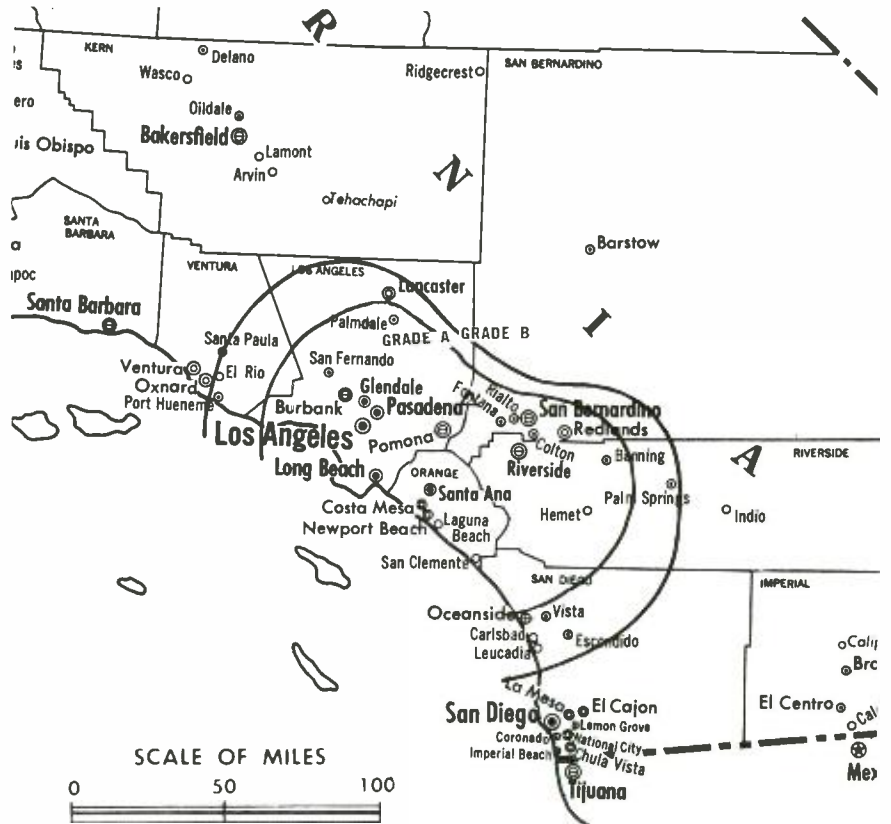
Color: Live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: KHOF, 100-kw, 99.5 MHz (No. 258), 240-ft.

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



KHOF-TV Ref: FCC File No. BMPCT—6656 Granted 5/10/65

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

## KHOF-TV

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal. (91205).

Studio: 1615 S. Glendale Ave. Telephone: 213-245-7575.

Ownership: A church corporation, Dr. W. Eugene Scott, pres.; W. T. Scott, secy.-treas. Faith Center also owns KHOF (FM), Los Angeles; WHCT-TV, Hartford, Conn. & KVOF-TV, San Francisco.

Began Operation: Oct. 12, 1969.

Represented (legal) by Cohen & Berfield.

Personnel:

DR. W. EUGENE SCOTT, president & general manager.

W. BERNARD MARSTON, director of engineering.

JIM ELLIOTT, sales manager.

SUZANNE DECIN, program manager.

Highest Hourly Rate: \$150.

# THE

# TED HEPBURN COMPANY

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242

Telephone (513) 791-8730

# California—San Bernardino (Los Angeles)

**KSCI**

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 3334.264-kw visual, 666.80-kw aural. Antenna: 2393-ft. above av. terrain, 144-ft. above ground, 5573-ft. above sea level.

Latitude 34° 11' 15.0"  
Longitude 117° 41' 53.5"

Transmitter: Sunset Ridge, 5-mi. NE of Claremont.

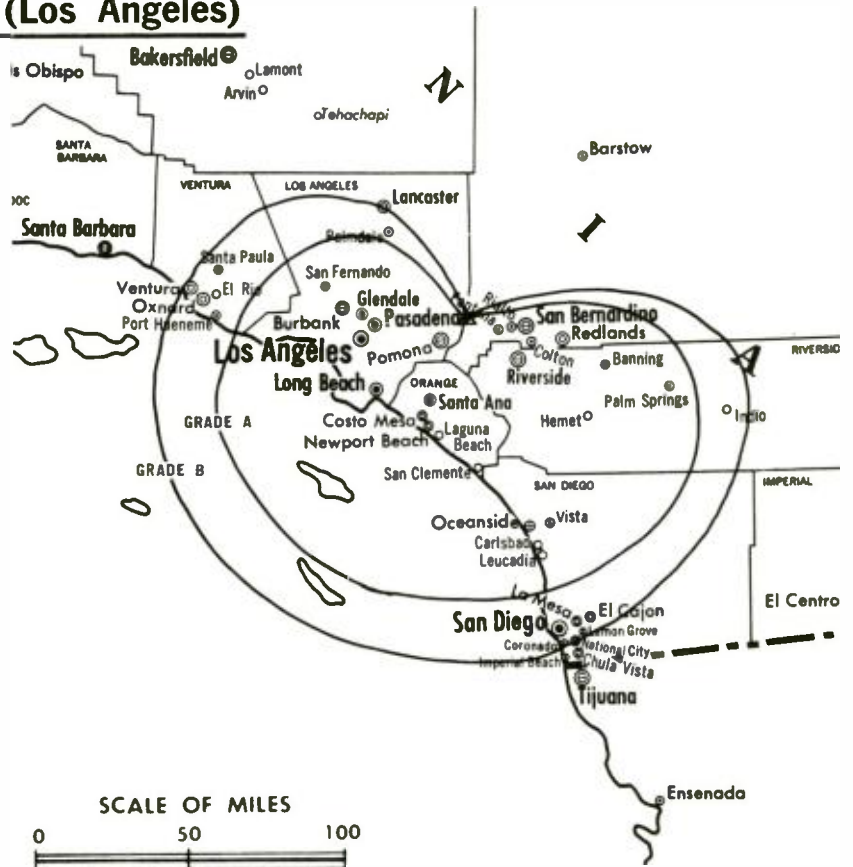
Color: Live & tape.

News Wire Service: UPI.

News Film Service: UPI.

Represented (engineering) by Robert E. Bullock.

Arbitron Data: Not available.



KSCI Ref: FCC File No. BMPCT—7646 Granted 7/9/76

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

## KSCI

Network Service: None, independent.

Licensee: Global Television Inc., 1950 Cotner Ave., Los Angeles, Cal. (90025).

Studios: 1950 Cotner Ave., Los Angeles (90025); 280 South "I" St., San Bernardino (92410).

Telephones: 213-479-8081; 714-884-6801.

Ownership: Non-profit, non-stock corp. Walter L. Koch, pres.; Tom Factor, v.p.; Robert Doane, v.p.; Dr. Barry Charles, secy.; Howard Lewinson, treas.

Began Operation: June 30, 1977.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Art Doty & Associates (Los Angeles).

Personnel:

WALTER L. KOCH, president & general manager.  
TOM FACTOR, vice president.  
DOUGLAS LUNG, chief engineer.

Highest 30 Sec. Rate (April 20, 1978): \$130.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# California—Modesto

**KLOC-TV**

Ch. 19



Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 3520-kw max. & 417-kw horizontal visual, 356-kw max. & 41.7-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 160-ft. above ground, 2840-ft. above sea level.

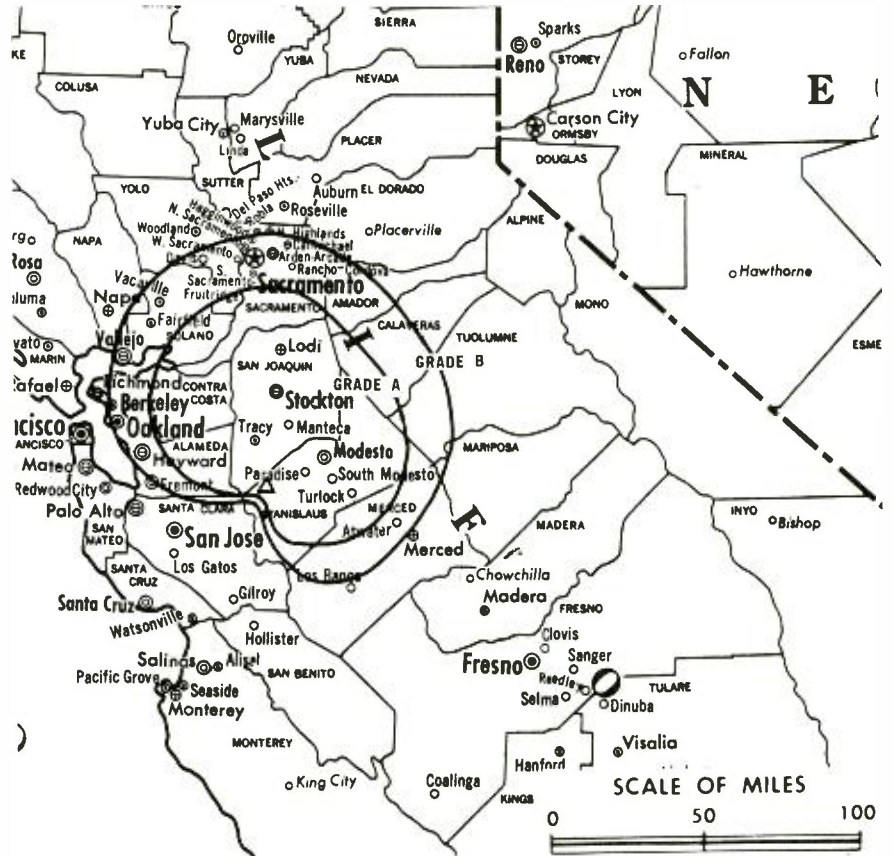
Latitude 37° 28' 48"  
Longitude 121° 21' 02"

Holds CP for change to 5000-kw max. & 794-kw horizontal visual, 89.1-kw aural, 1877-ft. above av. terrain, 346-ft. above ground, 3086-ft. above sea level, lat. 38° 07' 08", long. 120° 43' 21", transmitter to Bear Mtn., approx. 5.8-mi. SW of San Andreas. BMPCT-7686.

Transmitter: Mt. Oso, Patterson, Cal.  
TV tape: Recording facilities.

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

Arbitron Data: Not available.



KLOC-TV Ref: FCC File No. BPCT-4773 Granted 1/24/75  
CP: BMPCT-7686 Granted 6/27/78

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

## KLOC-TV

Network Service: Spanish International Network.

Licensee: KLOC Broadcasting Co., Box 3689, Modesto (95352).

Studio: 2842 Iowa Ave., Modesto. Telephone: 209-529-2024.

AM Affiliate: KLOC, Ceres & Modesto, .5-kw, 920 kHz.

Ownership: Chester Smith, pres., 51%; Melvin Querio, 12%; Enoch Christoffersen, 12%; Pauline Davis, 6%; several others with 5% or less.

Began Operation: Aug. 26, 1966.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (sales) by Spanish International Network.

Personnel:

CHESTER SMITH, president & general manager.  
NAOMI SMITH, co-manager.

DAVID GARCIA, national/local sales manager.

LOREN FOSTER, chief engineer.

PAUL O'BRIEN, operations director.

Highest 30 Sec. Rate (Dec. 1977): \$100.

## Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219

Encino, California 91436

(213) 986-3201

# 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.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KMIR-TV Ref: FCC File No. BMPCT—6880 Granted 8/30/68

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

## KMIR-TV

Network Service: NBC.

Licensee: Desert Empire TV Corp., P. O. Box 1506, Palm Springs, Cal. (92263).

Studio: 72920 Park View Dr., Palm Desert, Cal. (92260).

Telephone: 714-568-3636. TWX No.: 910-332-1292.

Ownership: John Conte, pres.; Sirpuhe Philibosian Conte, secy.-treas. Mr. & Mrs. Conte hold 100% jointly.

Began Operation: Oct. 26, 1968.

Represented (sales) by Katz Television.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOHN CONTE, president & general manager.  
DURRY JONES, program director.  
MAX KIRKLAND, chief engineer.

### DIGEST OF RATE CARD NO. 7—(Sept. 1, 1974)

Hour	30 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
	\$600	\$500	\$225	\$170	\$85
				\$85	\$51

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	Riverside	44,700	42,600	95
	Central			
<b>CALIFORNIA</b>				
Between 5-24%	Imperial	28,200	25,800	91
Station Totals		72,900	68,400	93
Net Weekly Circulation (1976-77)				38,600
Average Daily Circulation (1976-77)				21,700



# California—Palm Springs-Indio

## KESQ-TV

(formerly KPLM-TV)

Ch. 42

(Also serves Hemet, Yucca Valley & 29 Palms Area)

**Technical Facilities:** Channel No. 42 (638-644 MHz). Authorized power: 316-kw max. & 154-kw horizontal visual, 45.8-kw 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.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KESQ-TV Ref: FCC File No. BMPCT-6668 Granted 5/1/68

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

## KESQ-TV

**Network Service:** ABC.

**Licensee:** Esquire Inc., 488 Madison Ave., New York, N.Y. (10022).

**Studio:** 36-270 Plaza Dr., Cathedral City, Cal. (92234).

**Telephone:** 714-328-8881.

**Mailing Address:** Drawer 4200, Palm Springs, Cal. (92262).

**Ownership:** Esquire Inc. Esquire publishes Gentlemen's Quarterly magazine. Gulf & Western Industries owns 25.5% of Esquire.

**Began Operation:** Oct. 5, 1968. Transfer of control to Esquire from receivers in bankruptcy approved by FCC June 30, 1978.

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

**Personnel:**

JACK LATHAM, president & general manager.

JACK BREMBECK, general sales manager.

BOB MARTINS, chief engineer & operations manager.

### DIGEST OF RATE CARD

Hour	30 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., daily.					
\$800	\$500	\$300	\$370	\$135	\$80

**NETWORK BASE HOURLY RATE:** \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	Riverside	44,700	42,600	95
	Central			
<b>CALIFORNIA</b>				
Between 5-24%	Imperial	28,200	25,800	91
<b>Station Totals</b>		<b>72,900</b>	<b>68,400</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>38,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>19,400</b>	

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

**Arbitron  
Information  
On Demand**



# California—Redding

## KRCR-TV

Ch. 7

(Also serves Chico, Cal.)

**PETERS, GRIFFIN, WOODWARD INC.**

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.

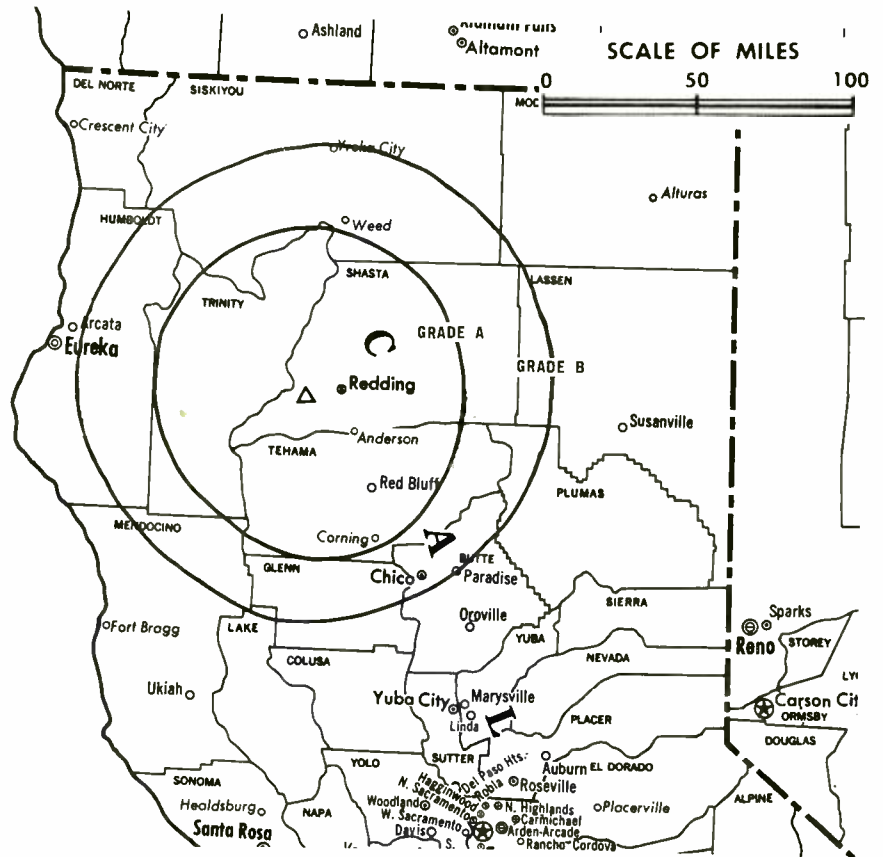
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KRCR-TV Ref: FCC File No. BMPCT-4100 Granted 8/22/56

©American M&D Co., Inc., N.Y., No. 14244

## KRCR-TV

Network Service: 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: California-Oregon Broadcasting Inc. See KOB(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) Peters, Griffin, Woodward Inc.; Art Moore & Assoc. (regional).

Personnel:

RICHARD GREEN, president & general manager.  
WILLIAM B. SMULLIN, vice president & director of operations.  
KENNETH W. KING, national sales manager.  
NORM HOATSON, chief engineer.  
DOREETA DOMKE, program/operations director.

### DIGEST OF RATE CARD

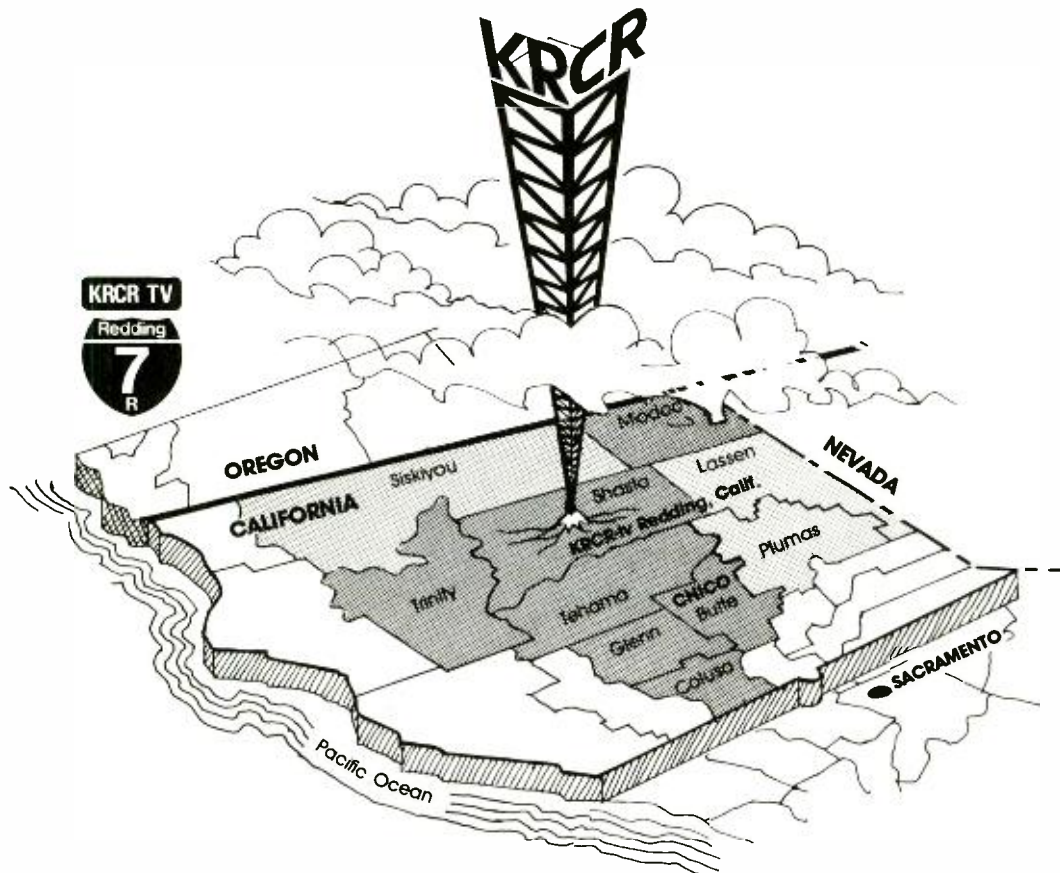
Hour	30 Min.	15 Min.	Min.	30 Sec.	20 Sec.
Class AA—7-10 p.m., daily.					
\$600	\$365	\$250	\$500	\$250	\$250

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Butte	48,600	45,800	94
	Colusa	5,200	4,900	94
	Glenn	7,100	6,800	95
	Modoc	3,200	2,900	91
	Shasta	34,000	32,700	96
	Siskiyou	13,500	12,400	92
	Tehama	12,400	11,900	96
Trinity	4,200	3,800	91	
Between 25-49%	<b>CALIFORNIA</b>	7,200	6,600	92
	<b>OREGON</b>			
	Klamath	19,800	18,900	96
Lake	2,500	2,300	91	
Between 5-24%	<b>CALIFORNIA</b>			
	Humboldt	37,800	35,800	95
	Mendocino	21,700	19,700	91
	Placer East	2,700	2,600	95
	Plumas	5,700	5,200	92
	Sutter	17,200	16,600	96
Yuba	15,300	14,700	96	
<b>Station Totals</b>		<b>258,100</b>	<b>243,600</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>112,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>73,100</b>	

# This mountain-top tower is surrounded by a billion-dollar-plus market.

The booming Northern California Market above Sacramento and virtually walled off from Sacramento TV coverage. That's KRCR-TV's market!



Only KRCR-TV (Ch. 7 Redding), from its powerful tower 3,620 feet above average terrain, delivers total coverage on a virtually non-duplicated basis.

**KRCR 7 TV**  
Redding, Calif.



National Sales Office: 2770 Pioneer Drive, Redding, Calif. 96001

Phone (916) 243-7777

National Sales Representative: Peters, Griffin, Woodward

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: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

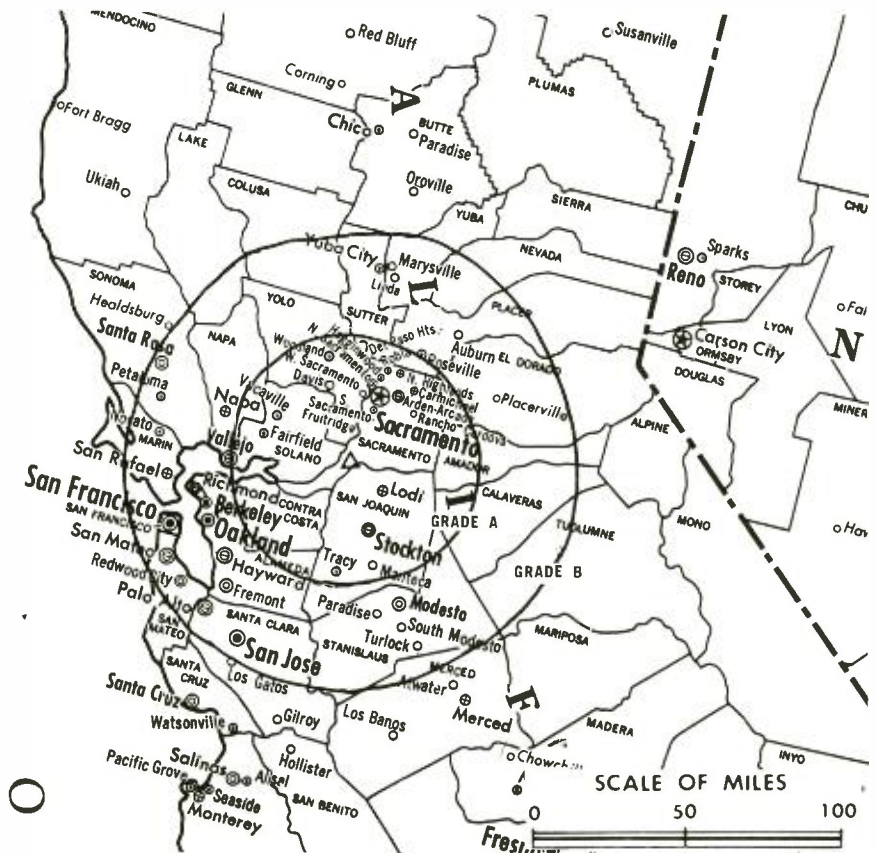
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Studio: 310 10th St.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KCRA-TV Ref: FCC File No. BPCT-2600 Granted 7/27/60

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

## KCRA-TV

Network Service: NBC.

Licensee: Kelly Broadcasting Co., 310 10th St., Sacramento, Cal. (95814).

Telephone: 916-444-7300. TWX No.: 910-367-3557.

Ownership: Nina N. Kelly, Robert E. Kelly & Jon S. Kelly, 1/3 each.

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 Blair Television.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Jansky & Bailey.

Personnel:

ROBERT E. KELLY, partner.  
JON S. KELLY, partner.  
DON SARACENO, general manager.  
PATRICK J. KENNEY, general sales manager.  
BOB GRANT, local sales manager.  
ROGER OTTENBACH, program director.  
JIM BARBER, production manager.  
BILL KARPISSEK, chief engineer.  
MARGARET JOHNSTONE, business manager.

DIGEST OF RATE CARD NO. 9—(March 27, 1978)

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

Class AAA—8-11 p.m., daily.

\$5000 \$3000 \$2000 Graded rates apply\*

\*Highest rate: \$1600.

NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Amador	6,500	6,100	94
50% & Over	Butte	48,600	45,800	94
	Calaveras	6,400	6,000	94
	Colusa	5,200	4,900	94

106-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA—(Continued)</b>			
	Contra Costa			
	East	30,800	29,900	97
	El Dorado East	8,600	8,200	95
	El Dorado West	16,700	16,000	95
	Lake	12,100	11,000	91
	Mariposa	3,600	3,300	91
	Mono	2,800	2,300	83
	Napa North	6,200	5,900	96
	Nevada East	1,400	1,300	92
	Nevada West	13,500	12,600	93
50% & Over	Placer East	2,700	2,600	95
	Placer West	30,700	29,200	95
	Plumas	5,700	5,200	92
	Sacramento	253,800	245,200	97
	San Joaquin	108,600	102,900	95
	Sierra	1,000	900	91
	Solano East	34,800	33,800	97
	Stanislaus	83,200	78,300	94
	Sutter	17,200	16,600	96
	Tuolumne	10,400	9,700	93
	Yolo	35,800	34,100	95
	Yuba	15,300	14,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Contra Costa			
	West	179,900	174,900	97
Between 25-49%	Glenn	7,100	6,800	95
	Lassen	7,200	6,600	92
	Marin	79,600	76,500	96
	Solano West	33,700	32,700	97
	Sonoma South	31,900	30,100	95

(Continued on page 111-b)

Station Totals	2,424,200	2,330,300	96
Net Weekly Circulation (1976-77)			914,500
Average Daily Circulation (1976-77)			492,300

TV Factbook No. 48

# California—Sacramento

## KMUV-TV

Ch. 31

(Spanish Language)

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 537-kw max. & 279.3-kw horizontal visual, 107-kw max. & 55.85-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1057-ft. above ground, 1057-ft. above sea level.

Latitude 38° 14' 20"

Longitude 121° 28' 52"

Transmitter: 1.7-mi. E of Walnut Grove, Cal.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b)



KMUV-TV Ref: FCC File No. BMPCT—7489 Granted 8/28/73 ©American Map Co., Inc., N.Y., No. 14244

## KMUV-TV

Network Service: None, independent.

Licensee: Channel 31 Inc., Debtor in Possession, Box B, 500 Media Pl., Sacramento, Cal. (95813).

Studio: 500 Media Pl. (95813).

Telephone: 916-929-0300.

Ownership: Andrew C. Bartalini, pres., 14.4%; William Crabtree, 14.4%; Dr. Samuel Klor, 13.5%; Della G. Grayson, 14.4%; George Artz, secy., 10.8%; Dain Domich, 19%; Cecile Finegold, 6.3%; Horace Towne, 4.5%; Hugh Evans, 1.8%; Cecil Vesy, .9%. Note: Sale pends.

Began Operation: Oct. 5, 1974.

Represented (legal) by Jorgensen, Johnson & Northrop.

Represented (engineering) by Cecil Lynch.

Personnel:

MIKE PAPPAS, general manager.  
STEVE COULAM, chief engineer.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class AA—5-8 p.m., daily.				
\$1000	\$600	\$400	\$80	\$40

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>Between 5-24%</b>	Sacramento	253,800	245,200	97
	San Joaquin	108,600	102,900	95
	Yolo	35,800	34,100	95
	Yuba	15,300	14,700	96
<b>Station Totals</b>		<b>413,500</b>	<b>396,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>30,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>8,000</b>	

# California—Stockton-Sacramento

**KOVR**

Ch. 13

Technical Facilities: Channel No. 13  
(210-216 MHz). Authorized power:  
281-kw visual, 42.7-kw aural. An-  
tenna: 1490-ft. above av. terrain,  
1548-ft. above ground, 1549-ft.  
above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut  
Grove, Cal.

TV tape: Recording facilities.

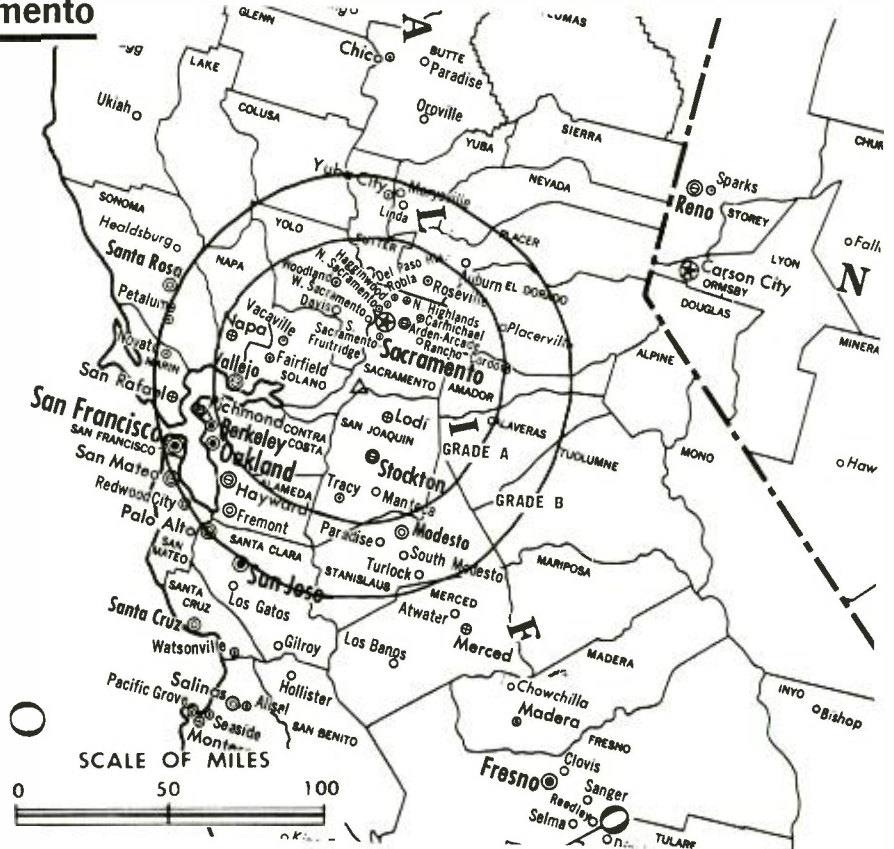
Color: Network, live, film, slide &  
tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see  
page 4-b).



KOVR Ref: FCC File No. BPCT-2654 Granted 7/27/80

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

## KOVR

Network Service: ABC.

Licensee: McClatchy Newspapers, 225 East Miner Ave., Stockton,  
Cal. (95202).

Studios: 225 E. Miner Ave., Stockton (95202); 1216 Arden Way,  
Sacramento (95815).

Telephones: 209-466-6981, Stockton; 916-927-1313, Sacramento.

TWX No.: 209-397-5047, Stockton; 916-367-2396, Sacramento.

Ownership: McClatchy Newspapers, 100%. For other interests see  
KMJ-TV, Fresno, Cal.

Began Operation: Sept. 5, 1954. Sale to present owner by Metro-  
politan Bcstg. Corp. was approved July 29, 1964 by FCC (Televi-  
sion 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, ap-  
proved Jan. 8, 1958 by FCC (Vol. 13:47, 14:2).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- RAMSEY ELLIOTT, vice president & general manager.
- BEL LANGE, assistant manager.
- WILSON LEFLER, sales manager.
- DICK HARDIE, production manager.
- PHIL LINN, chief engineer.

### DIGEST OF RATE CARD NO. P25 (Jan. 1, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$3000	\$1800	\$1200	\$750	Graded rates apply*	

\*Highest rate: \$2500.

NETWORK BASE HOURLY RATE: \$1350.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>				
		Amador	6,500	6,100	94
		Calaveras	6,400	6,000	94
		Colusa	5,200	4,900	94
		Contra Costa			
		East	30,800	29,900	97
		El Dorado West	16,700	16,000	95
		Lake	12,100	11,000	91
		Mono	2,800	2,300	83
		Nevada East	1,400	1,300	92
		Nevada West	13,500	12,600	93
		Placer West	30,700	29,200	95
		Plumas	5,700	5,200	92
		Sacramento	253,800	245,200	97
		San Joaquin	108,600	102,900	95
		Solano East	34,800	33,800	97
		Stanislaus	83,200	78,300	94
		Sutter	17,200	16,600	96
		Tuolumne	10,400	9,700	93
	Yolo	35,800	34,100	95	
	Yuba	15,300	14,700	96	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>				
		Alpine	500	400	84
		Butte	48,600	45,800	94
		Glenn	7,100	6,800	95
	Sierra	1,000	900	91	
<b>Between 5-24%</b>	<b>CALIFORNIA</b>				
		Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96	
(Continued on page 111-b)					
Station Totals			1,721,900	1,649,900	95
Net Weekly Circulation (1976-77)					746,600
Average Daily Circulation (1976-77)					429,600

# 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"

Requests CP for change to 1765-kw visual, 350-kw aural. BPCT-4663.

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: AP. News Film Service: ITNA.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTXL Ref: FCC File No. BMPCT—6804 Granted 5/20/68

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

## KTXL

Network Service: None, independent.

Licensee: Camellia City Telecasters Inc., P.O. Box 40, Sacramento, Cal. (95801).

Studio: 4655 Fruitridge Rd., Sacramento (95820).

Telephone: 916-452-8221. TWX No.: 910-367-3522.

Ownership: BMA Properties Inc. (William D. Grant, pres. & chmn. of the board), 80.1%; Jack F. Matranga, 19.9%.

Began Operation: Oct. 26, 1968. Transfer of control to BMA from Colony Corp. approved by FCC Dec. 1, 1971.

Represented (sales) by MMT Sales.

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

Represented (engineering) by A. E. Towne.

Personnel:

JACK F. MATRANGA, president, general manager & film buyer.  
WILLIAM A. MORRISON, director, sales development.  
ROBERT PARENTE, national sales manager.  
EDD C. BRANCA, local sales manager.  
MELVIN J. QUERIO, operations manager.  
LARRY CAMP, news director.

Highest 30 Sec. Rate (April 1, 1978): \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Contra Costa			
	East	30,800	29,900	97
	Sacramento	253,800	245,200	97
	San Joaquin	108,600	102,900	95
	Solano East	34,800	33,800	97
	Sutter	17,200	16,600	96
Yolo	35,800	34,100	95	

<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Butte	48,600	45,800	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Calaveras	6,400	6,000	94
	Colusa	5,200	4,900	94
	Contra Costa			
	West	179,900	174,900	97
	El Dorado West	16,700	16,000	95
	Glenn	7,100	6,800	95
	Mono	2,800	2,300	83
<b>Between 25-49%</b>	Nevada East	1,400	1,300	92
	Placer West	30,700	29,200	95
	Plumas	5,700	5,200	92
	Shasta	34,000	32,700	96
	Solano West	33,700	32,700	97
	Stanislaus	83,200	78,300	94
	Yuba	15,300	14,700	96
<b>NEVADA</b>				
	Washoe	60,600	58,700	97

<b>CALIFORNIA</b>				
	Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96
	Amador	6,500	6,100	94
	El Dorado East	8,600	8,200	95
	Humboldt	37,800	35,800	95
	Marin	79,600	76,500	96
<b>Between 5-24%</b>	Mendocino	21,700	19,700	91
	Merced	41,500	39,500	95
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	Nevada West	13,500	12,600	93
	San Francisco	299,900	276,700	92

(Continued on page 111-b)

<b>Station Totals</b>	<b>2,648,800</b>	<b>2,530,000</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>631,400</b>
<b>Average Daily Circulation (1976-77)</b>			<b>288,900</b>

# California—Sacramento-Stockton

**KXTV**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 61.7-kw aural. Antenna: 1490-ft. above av. terrain, 1549-ft. above ground, 1548-ft. above sea level.

Latitude 38° 14' 48"  
Longitude 121° 29' 59"

Transmitter: .7-mi. NE of Walnut Grove.

TV tape: Recording facilities.

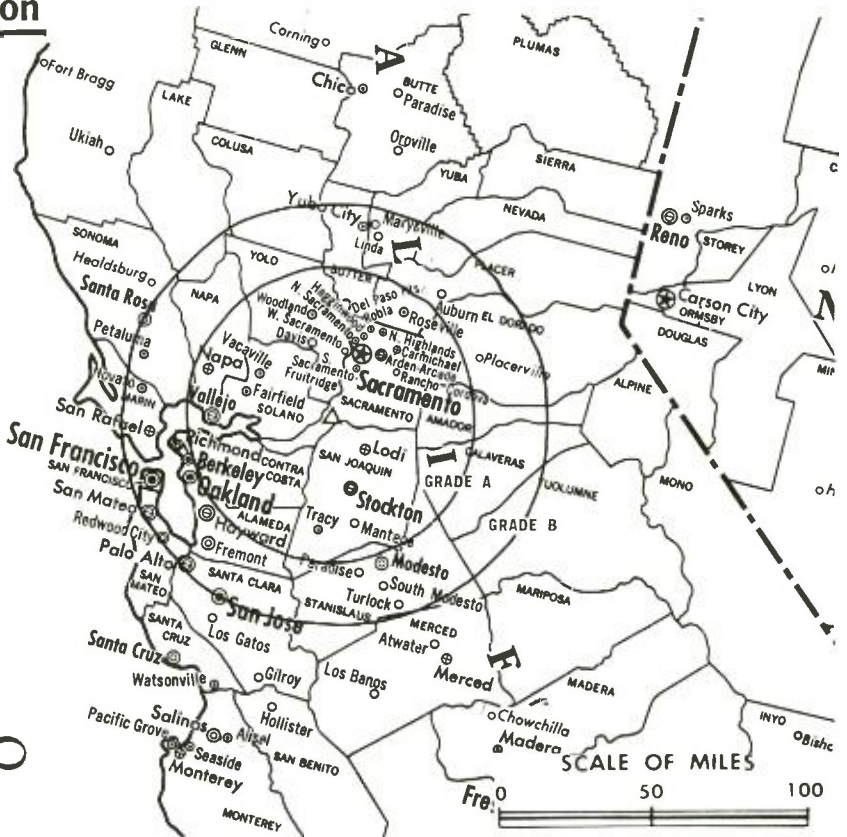
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KXTV Ref: FCC File No. BPCT—2706 Granted 7/27/60

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

## KXTV

Network Service: CBS.

Licensee: Great Western Broadcasting Corp., 400 Broadway, Sacramento, Cal. (95818).

Studio: 400 Broadway. Telephone: 916-441-2345.

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 TeleRep Inc.

Represented (legal) by Covington & Burling.

Personnel:

PHILIP J. LOMBARDO, pres., Corinthian Broadcasting Corp.  
JOSEPH E. LAKE, v.p. & general manager.  
BILL BRADLEY, general sales manager.  
JOHN VERA, national sales manager.  
JUDY LAW, promotion manager.  
CAL A. BOLLWINKEL, program manager.  
DONALD FERGUSON, chief engineer.

Highest One Hour Rate: \$1700.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Amador	6,500	6,100	94
	Calaveras	6,400	6,000	94
	Colusa	5,200	4,900	94
<b>50% &amp; Over</b>	Contra Costa			
	East	30,800	29,900	97
	El Dorado West	16,700	16,000	95
	Nevada East	1,400	1,300	92

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA—(Continued)</b>			
	Nevada West	13,500	12,600	93
	Placer West	30,700	29,200	95
	Plumas	5,700	5,200	92
	Sacramento	253,800	245,200	97
	San Joaquin	108,600	102,900	95
<b>50% &amp; Over</b>	Solano East	34,800	33,800	97
	Stanislaus	83,200	78,300	94
	Sutter	17,200	16,600	96
	Tuolumne	10,400	9,700	93
	Yolo	35,800	34,100	95
	Yuba	15,300	14,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Butte	48,600	45,800	94
	Contra Costa			
	West	179,900	174,900	97
<b>Between 25-49%</b>	Lake	12,100	11,000	91
	Mono	2,800	2,300	83
	Napa North	6,200	5,900	96
	Sierra	1,000	900	91
	Solano West	33,700	32,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Alameda West	390,900	375,700	96
	Alpine	500	400	84
<b>Between 5-24%</b>	El Dorado East	8,600	8,200	95
	Glenn	7,100	6,800	95
	Marin	79,600	76,500	96
	Mariposa	3,600	3,300	91
	Merced	41,500	39,500	95

(Continued on page 111-b)

Station Totals	2,069,100	1,985,800	95
Net Weekly Circulation (1976-77)			799,200
Average Daily Circulation (1976-77)			430,000



**KTXL, Sacramento**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>CALIFORNIA—(Continued)</b>				
	Santa Clara			
	West	403,000	389,600	97
	Sierra	1,000	900	91
	Siskiyou	13,500	12,400	92
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
	Tehama	12,400	11,900	96
Between 5-24%	Tuolumne	10,400	9,700	93
<b>NEVADA</b>				
	Douglas	4,900	4,700	95
<b>OREGON</b>				
	Coos	21,100	19,100	91
	Jackson	45,000	43,100	96
	Klamath	19,800	18,900	96
<b>UTAH</b>				
	Weber	44,800	44,100	98

**KOVR, Stockton-Sacramento**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>CALIFORNIA—(Continued)</b>				
	Contra Costa			
	West	179,900	174,900	97
	El Dorado East	8,600	8,200	95
	Lassen	7,200	6,600	92
	Marin	79,600	76,500	96
	Mariposa	3,600	3,300	91
	Merced	41,500	39,500	95
Between 5-24%	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	Placer East	2,700	2,600	95
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
<b>NEVADA</b>				
	Douglas	4,900	4,700	95
	Washoe	60,600	58,700	97

**KCRA-TV, Sacramento**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>NEVADA</b>				
Between 25-49%	Douglas	4,900	4,700	95
	Carson City	10,500	10,200	97
<b>CALIFORNIA</b>				
	Alameda West	390,900	375,700	96
	Alpine	500	400	84
	Madera	16,600	15,700	94
	Merced	41,500	39,500	95
	Napa South	29,000	27,700	96
	San Mateo	216,600	211,500	98
	Santa Clara			
	West	403,000	389,600	97
Between 5-24%	Shasta	34,000	32,700	96
	Sonoma North	63,200	59,900	95
	Tehama	12,400	11,900	96
<b>NEVADA</b>				
	Churchill	4,400	4,300	98
	Lyon	3,600	3,400	95
	Pershing	1,200	1,100	96
	Washoe	60,600	58,700	97

**KXTV, Sacramento**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>CALIFORNIA—(Continued)</b>				
	Napa South	29,000	27,700	96
	Placer East	2,700	2,600	95
	Santa Clara			
	East	12,000	11,600	97
Between 5-24%	Santa Clara			
	West	403,000	389,600	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
<b>NEVADA</b>				
	Douglas	4,900	4,700	95

**MALARKEY TAYLOR**  
AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

**Cable Television Management and Engineering Consultants**

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# 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"

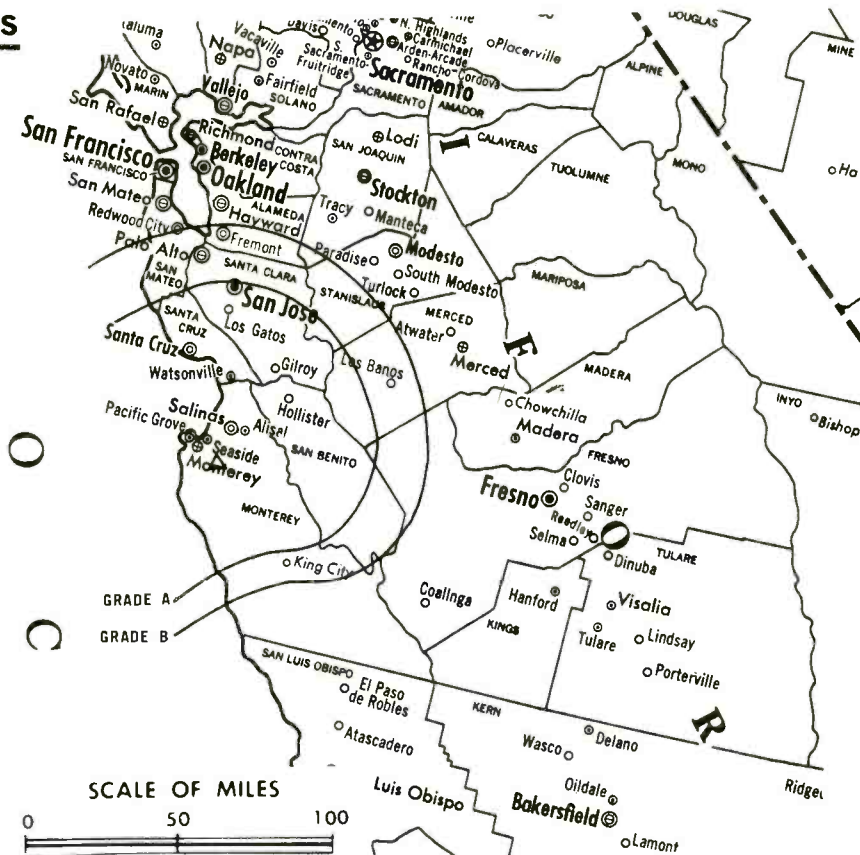
Transmitter: Mt. Toro (Baldy Peak), 700 San Benancio Rd., Salinas.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: CBS.



KMST Ref: FCC File No. BMPCT-6926 Granted 10/17/68

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KMST

Network Service: CBS.

Licensee: Monterey-Salinas Television Inc., Box 1938, Monterey, Cal. (93940).

Studio: 46 Garden Court, Monterey.

Telephone: 408-649-0460. TWX No.: 910-360-7106.

Ownership: Monterey-Salinas Television Inc. Stoddard P. Johnston, chmn., 20%; Lynn Brinker, pres., 25%; Dr. James Morris, v.p., 20%; William S. Bertram, secy., 20%; William H. Schuyler, 10%; Chuck Muntean, exec. v.p., 5%.

Began Operation: Feb. 2, 1969.

Represented (sales) by Adam Young Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

STODDARD P. JOHNSTON, chairman.  
CHUCK MUNTEAN, exec. vice president & general manager.  
JUSTIN CASSIDY, sales manager.  
BARBARA WAECHTER, public affairs director.  
BILL FANTA, production manager.  
ROBERT HEMSKY, chief engineer.  
CYNTHIA FABIAN, promotion director.  
ABBEY HAWKINS, traffic manager.  
WENDY GRISSIM, news director.

DIGEST OF RATE CARD NO. 12A—(May 15, 1978)

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

Class AA—6-11 p.m., daily.

\$1200 \$600 \$400 \$300 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Monterey	90,900	86,600	95
	Santa Cruz	64,700	61,300	95
Between 25-49%	<b>CALIFORNIA</b>			
	Mono	2,800	2,300	83
	Santa Clara East	12,000	11,600	97
Between 5-24%	<b>CALIFORNIA</b>			
	San Benito	7,200	6,800	94
	Santa Clara West	403,000	389,600	97
<b>Station Totals</b>		<b>580,600</b>	<b>558,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>158,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>87,000</b>	

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO 333 N. Michigan Ave. (312) 346-6460  
WASHINGTON, D.C. 1725 K. Street, N.W. (202) 331-9270  
ATLANTA 400 Colony Sq., #1004 (404) 892-4655  
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

# 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, 46.8-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, live, film, slide &  
tape.

News Wire Service: UPI.

Represented (legal) by Shack &  
Mendenhall.

Represented (engineering) by Ham-  
mett & Edison.

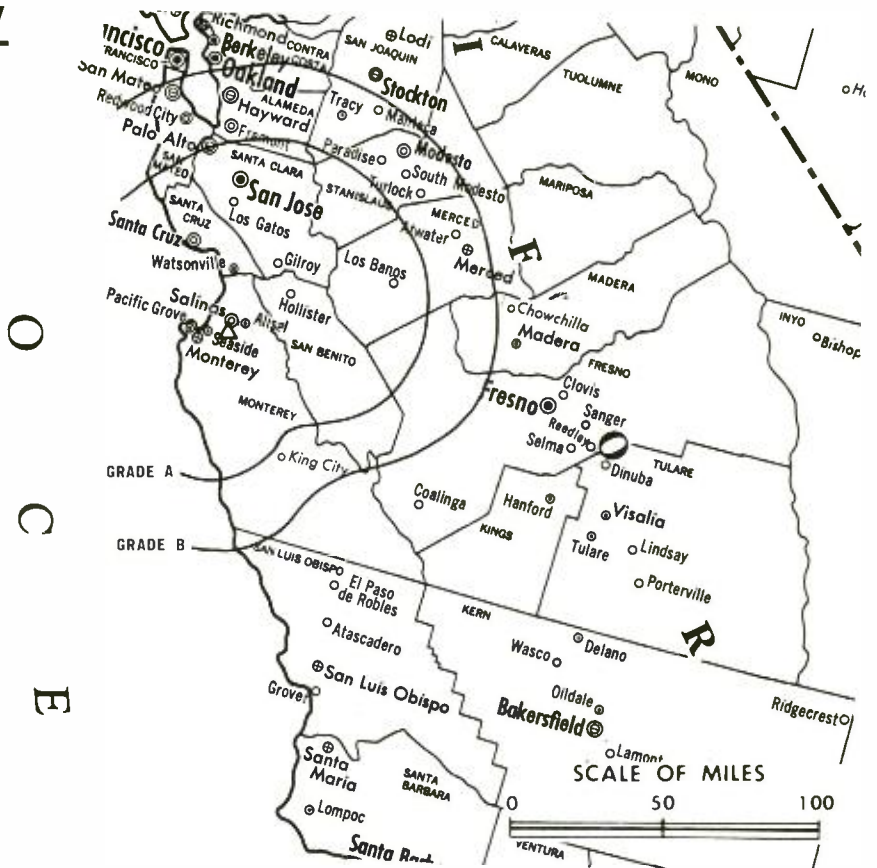
Total Households: Ⓜ MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KSBW-TV Ref: FCC File No. BMPCT-3913 Granted 6/13/56

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

## KSBW-TV

Network Service: NBC.

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: Elizabeth A. Cohan, 56.22%; Eleanor J. Shattuck,  
Georgia Mauch & Elizabeth Kaak, Trustees, 29.49%; others,  
none with as much as 5%. Also owns semi-satellite KSBY-TV,  
San Luis Obispo, Cal. For CATV interests, see CATV Group  
Ownership. Note: Sale of KSBW-TV & KSBY-TV to John Blair &  
Co. pends (Television Digest, Vol. 18:3).

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 Blair Television.

Personnel:

WILL SPRAGGINS, president.

JOHN H. WHITE, general manager, television division.

KEITH H. MOON, station & general sales manager.

LLOYD CHAPPEL, director of personnel.

WES CHANEY, director of technical operations.

DAVID COX, operations manager.

JAMES BASSETT, chief engineer.

DIGEST OF RATE CARD NO. W-178—(Jan. 16, 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AAA—6-11 p.m., daily.						
\$1385	\$700	\$360	\$270			Graded rates apply*

\*Highest rate: \$525.

Note: This is combined rate for KSBW-TV and KSBY-TV, San  
Luis Obispo. Stations may also be purchased individually.

NETWORK BASE HOURLY RATE: \$960.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>				
		Monterey	90,900	86,600	95
		San Benito	7,200	6,800	94
		San Luis Obispo	51,300	48,500	94
		Santa Barbara			
		North	43,600	41,500	95
		Santa Clara			
	East	12,000	11,600	97	
	Santa Cruz	64,700	61,300	95	
Between 25-49%	<b>CALIFORNIA</b>				
		Mariposa	3,600	3,300	91
		Merced	41,500	39,500	95
	Tuolumne	10,400	9,700	93	
Between 5-24%	<b>CALIFORNIA</b>				
		Alameda West	390,900	375,700	96
		Calaveras	6,400	6,000	94
		Mono	2,800	2,300	83
		Santa Clara			
	West	403,000	389,600	97	
	Stanislaus	83,200	78,300	94	
	<b>NEVADA</b>				
	Nye	1,800	1,600	90	
Station Totals			1,213,300	1,162,300	95
Net Weekly Circulation (1976-77)				329,900	
Average Daily Circulation (1976-77)				175,100	

Arbitron Data: Figures include  
KSBY-TV, San Luis Obispo

# California—San Diego

## KCST-TV

Ch. 39



Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 813-kw horizontal visual, 853-kw max. & 447-kw horizontal aural. Antenna: 1894-ft. above av. terrain, 180-ft. above ground, 2703-ft. above sea level.

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

Transmitter: San Miguel Mt., 13-mi. E of San Diego center.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KCST-TV Ref: FCC File No. BMPCT-7581 Granted 6/9/75

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

## KCST-TV

Network Service: NBC.

Licensee: KCST-TV Inc., 1177 Kane Concourse, Miami Beach, Fla. (33154).

Studio: 8330 Engineer Rd., San Diego (92111).

Telephone: 714-279-3939.

Ownership: KCST-TV Inc., wholly-owned subsidiary of Storer Broadcasting Co. For other interests, see Group Ownership of TV Stations.

Began Operation: Nov. 14, 1965. Sale to present owners by Bass Brothers Enterprises approved by FCC Sept. 30, 1974 (Television Digest, Vol. 13:12, 13; 14:39). Previous sale to Bass Bros. 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 Storer TV Sales.

Personnel:

BILL L. FOX, general manager.  
ROBERT MAHLMAN, general sales manager.  
LOU FERNANDEZ, local sales manager.

DOUG KNIGHT, program director.  
THOMAS WIMBERLY, chief engineer.  
BILL FOUCH, operations manager.  
RICHARD SCHREIER, production manager.  
TOM MITCHELL, news director.  
DAVE WALKER, promotion director.

### DIGEST OF RATE CARD (Fall 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$2200	\$1600	\$1400	\$700	\$1600	\$800 \$400

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	San Diego	615,900	594,200	96
<b>Station Totals</b>		<b>615,900</b>	<b>594,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>460,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>262,700</b>

# California—San Diego

## KFMB-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 740-ft. above av. terrain, 280-ft. above ground, 1050-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 (ABC).

FM Affiliate: KFMB-FM, 30-kw, 100.7 MHz (No. 264), 630-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbltron study (see page 4-b).



KFMB-TV Ref: FCC File No. BPCT-4509 Granted 5/16/72

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

## KFMB-TV

Network Service: CBS.

Licensee: Midwest Television Inc., 7677 Engineer Rd., San Diego, Cal. (92111).

Studio: 7677 Engineer Rd., San Diego, Cal. (92111).

Telephone: 714-292-5362. 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, chairman, Midwest Television Inc.  
AUGUST C. MEYER JR., president, Midwest Television Inc.  
ROBERT L. MYERS, pres., Western Div. & general manager, KFMB stations.  
WILLIAM R. MOYLAN, v.p., sales/programming.  
J. M. BRADLEY, asst. gen. manager & business manager.  
WELDON DONALDSON, general sales manager.  
JULES MORELAND, program director.  
CHARLES ABEL, manager of engineering.  
JOLEN SCHMAUSS, promotion director.

Highest 30 Sec. Rate (May 26, 1978): \$1900.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	San Diego	615,900	594,200	96
Between 5-24%	<b>CALIFORNIA</b>			
	Orange South	211,200	206,500	98
<b>Station Totals</b>		<b>827,100</b>	<b>800,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>568,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>361,200</b>	

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# California—San Diego

## KGTV

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.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes, TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

KGTV Ref. FCC File No. BNPCT-3170 Granted 7/1/55

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

## KGTV

Network Service: ABC.

Licensee: McGraw-Hill Broadcasting Co., P.O. Box 81047, San Diego (92138).

Studio: 47th St. & Freeway 94.

Telephone: 714-237-1010. TWX No.: 910-335-1247.

Ownership: McGraw-Hill Inc., 100%. For other interests, see 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). Sale to present owners approved March 8, 1972 (Vol. 12:10, 11).

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

Represented (legal) by Koteen & Burt.

Personnel:

NORM WALT, president.  
 CLAYTON H. BRACE, v.p. & general manager.  
 JAY GRILL, general sales manager.  
 LEROY BELLWOOD, director of engineering.  
 HOWARD OLEFF, national sales manager.

JOAN CARSON, local sales manager.  
 HELEN HUTCHINGS, controller.  
 A. PHILIP CORVO, program director.  
 WILLIAM STRUBBE, director of advertising & promotion.  
 BILL PIPER, manager, production.  
 INES JOHNSTON, traffic manager.  
 RON MIRES, news director.  
 ERNESTINE COWAN, sales service.  
 ELYSE RUDIN, sales service.  
 FRED NORFLEET, public affairs director.

Highest 30 Sec. Rate (Sept. 12, 1978): \$2500.

NETWORK BASE HOURLY RATE: \$1350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	San Diego	615,900	594,200	96
Between 5-24%	<b>CALIFORNIA</b>			
	Orange South	211,200	206,500	98
<b>Station Totals</b>		<b>827,100</b>	<b>800,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>556,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>357,600</b>	

# 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"

CP Antenna Two Bay, five-layer system TFV-5A6(s).

Transmitter: Mount San Antonio, Tijuana, B.C., Mexico.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



Predicted contours supplied by station.

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

## XETV

Network Service: None, independent.

Licensee: Radio-Television, S.A.

Studio: Mount San Antonio, Tijuana, B.C., Mexico.

Business Address: 8253 Ronson Rd., San Diego, Cal. (92111).

Telephone: 714-279-6666. TWX No.: 910-335-2017.

Ownership: Emilio Azcarraga Milmo, 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.  
MARTIN COLBY, general sales & station manager.  
LOUIS MEIERS, business manager.  
FELIPE FERNANDEZ, exec. dir., operations & engineering.  
ANTONIO FRIAS, chief engineer.  
CAROL HEALEY, creative director.  
JOAN O'LAUGHLIN, operations manager.

## DIGEST OF RATE CARD NO. 1-75

(Dec. 29, 1975)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID	
Class AA—7:30-11 p.m., daily.	\$2500	\$1300	\$750	\$500	\$450*	\$450*	\$225**

\*Prime Time—6:30-10 p.m., daily.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b> San Diego	615,900	594,200	96
<b>Station Totals</b>		<b>615,900</b>	<b>594,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>377,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>171,900</b>

# California—Tijuana-San Diego

## XEWT-TV

Ch. 12

(Spanish Language)



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.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Arbitron Data: Not available.



Predicted contours supplied by station.

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

## XEWT-TV

Network Service: None, independent.

Licensee: Televisora de Calimex, S.A., P.O. Box 44-K, San Ysidro, Cal. (92073)

Studio: Monte San Antonio, P.O. Box 12, Tijuana, Baja California, Mexico.

Telephones: 903-385-9201/2, Tijuana. Telex: 0566833.

Ownership: Televisora de Calimex S.A.

Began Operation: July 12, 1960.

Represented (sales) by Spanish International Network.

### Personnel:

JOSE MARQUEZ, general manager.  
CARLOS H. LUNA, program promotion manager.  
ROBERTO ESPINOZA, business manager.  
MARIO ACOSTA, traffic manager.  
MAX DUENAS, chief engineer.

### DIGEST OF RATE CARD

(June 1, 1978)

Hour	30 Min.	Min.	30 Sec.
Class A—5-11 p.m., daily.			
\$600	\$360	\$280	\$140



# California—San Francisco

## KBHK-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 2200-kw max. & 1800-kw horizontal visual, 871-kw max. & 180-kw horizontal aural. Antenna: 1610-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"

Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

TV tape: Recording facilities.

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

News Wire Service: AP.

Represented (engineering) by John F. X. Browne & Associates Inc.

Represented (sales) by Field Spot Sales.

Represented (legal) by Sidley & Austin.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KBHK-TV Ref: FCC File No. BPCT-4398 Granted 4/29/71

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

## KBHK-TV

Network Service: None, independent.

Licensee: Field Communications Corp., 18th Floor, 3 Embarcadero Center, San Francisco, Cal. (94111).

Studio: 420 Taylor St., San Francisco, Cal. (94102).

Telephone: 415-885-3750. TWX No.: 910-372-6006.

Ownership: Field Enterprises Holdings Ltd. For other interests, see WFLD-TV, Chicago, Ill.

Began Operation: Jan. 2, 1968.

Personnel:

BILL WHITE, vice president & general manager.  
 MARTIN D. EDELMAN, general sales manager.  
 FRANCINE A. LINK, sales manager.  
 THOMAS SPITZ, program manager.  
 FRANK ALLEN PHILPOT, news & public affairs manager.  
 JOHN NIELSEN, engineering manager.  
 JO RUSSELL, production manager.  
 FRANK D. ANGELO, business manager.  
 SUZANNE TONER, promotion manager.

Highest 30 Sec. Rate: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda West	390,900	375,700	96
	Contra Costa			
	West	179,900	174,900	97
	Marin	79,600	76,500	96
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Butte	48,600	45,800	94
	Calaveras	6,400	6,000	94
	Contra Costa			
	East	30,800	29,900	97
	Mendocino	21,700	19,700	91
Napa North	6,200	5,900	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Napa South	29,000	27,700	96
	San Francisco	299,900	276,700	92
	San Mateo	216,600	211,500	98
	Santa Clara			
	East	12,000	11,600	97
	Santa Clara			
	West	403,000	389,600	97
<b>Between 25-49%</b>	Santa Cruz	64,700	61,300	95
	Shasta	34,000	32,700	96
	Solano East	34,800	33,800	97
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
	Sutter	17,200	16,600	96
	Yuba	15,300	14,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>CALIFORNIA</b>			
	Amador	6,500	6,100	94
	Colusa	5,200	4,900	94
	El Dorado West	16,700	16,000	95
	Humboldt	37,800	35,800	95
	Kern East	19,500	18,600	96
	Lake	12,100	11,000	91
	Merced	41,500	39,500	95
	Mono	2,800	2,300	83
	Nevada West	13,500	12,600	93
	Placer West	30,700	29,200	95
	San Benito	7,200	6,800	94
	San Joaquin	108,600	102,900	95
Siskiyou	13,500	12,400	92	
Stanislaus	83,200	78,300	94	
Tehama	12,400	11,900	96	

(Continued on page 127-b)

Station Totals	2,593,000	2,475,700	95
Net Weekly Circulation (1976-77)			1,004,300
Average Daily Circulation (1976-77)			469,100

# California—San Francisco

## KDTV

Ch. 60  
(Spanish Language)



Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 1550-kw max. & 701-kw horizontal visual, 229-kw max. & 105-kw horizontal aural. Antenna: 1240-ft. above av. terrain, 215-ft. above ground, 1466-ft. above sea level.

Latitude 37° 41' 07"  
Longitude 122° 26' 01"  
Holds authorization to change to Ch. 14.

Transmitter: San Bruno Mtn., 1.6-mi. S of San Francisco.

TV tape: Recording facilities.

News Wire Service: UPI.

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



KDTV Ref: FCC File No. BMPCT-7587 Granted 7/31/75  
CP: Doc. 21491 Granted 6/28/78

©American Map Co., Inc., N.Y., No. 14241

## KDTV

Network Service: Spanish International Network.

Licensee: Bahia de San Francisco Television Co., 2200 Palou Ave., San Francisco, Cal. (94124).

Studio: 2200 Palou Ave. Telephone: 415-826-6990.

Ownership: Reynold V. Anselmo, pres.-treas., 44.444%; William D. Stiles, 13.888%; Daniel Villanueva & Cynthia Blaya, 11.111% each; Emilio Nicolas & Malcolm C. Robbins, 5.556% each; Leo Oblath, Robert Porter & Clair M. Higgins, 2.778% each; Sally Segal, v.p.-secy.; Ronald S. Rosen, asst. secy. All of above except Robbins, Stiles & Higgins hold interest in Spanish International Communications Corp. For Spanish International holdings, see KMEX-TV, Los Angeles.

Began Operation: Aug. 13, 1975.

Represented (sales) by Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ROBERT MUNOZ, general manager.

FRANCISCO BENAVIDES, production manager.

GEORGE LEDOUX, chief engineer.

ROBERT PORTER, director of engineering.

Rates: Zone I—5:30-10:30 p.m., Mon.-Fri., 30 Sec., \$100.

Arbitron Data: Not available.

# Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

Suite 219

16255 Ventura Boulevard  
Encino, California 91436  
(213) 986-3201

# California—San Francisco

## KEMO-TV

Ch. 20

(Spanish Language)

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 2500-kw max. & 851-kw horizontal visual, 170-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"

Transmitter: San Bruno Mt.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KEMO-TV Ref: FCC File No. BPCT—4968 Granted 1/28/77

©American M&D Co., Inc., N.Y., No. 14244

## KEMO-TV

Network Service: None, independent.

Licensee: KEMO-TV Inc., 2500 Marin St., San Francisco, Cal. (94124).

Studio: 2500 Marin St., San Francisco, Cal. (94124).

Telephone: 415-285-6420.

Ownership: Leon A. Crosby, 100%.

Began Operation: April 1, 1968. Left air March 30, 1971. Sale to present owner approved by FCC Jan. 19, 1972. Resumed operation Feb. 4, 1972 (Television Digest, Vol. 12:6).

Represented (sales) by Caballero Spanish Media Inc.

Personnel:

LEON CROSBY, general manager.  
RENE DE LA ROSA, station manager.  
WALT CONWAY, sales manager.  
DAVID GRAHAM, chief engineer.

Highest 30 Sec. Rate (March 1, 1978): \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Napa South	29,000	27,700	96
<b>Between 5-24%</b>	San Francisco	299,900	276,700	92
	Santa Clara			
	East	12,000	11,600	97
<b>Station Totals</b>		<b>340,900</b>	<b>316,000</b>	<b>92</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>65,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>20,600</b>

For UHF Penetration by Market  
See Services Volume

# 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: 1670-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

TV tape: Recording facilities.

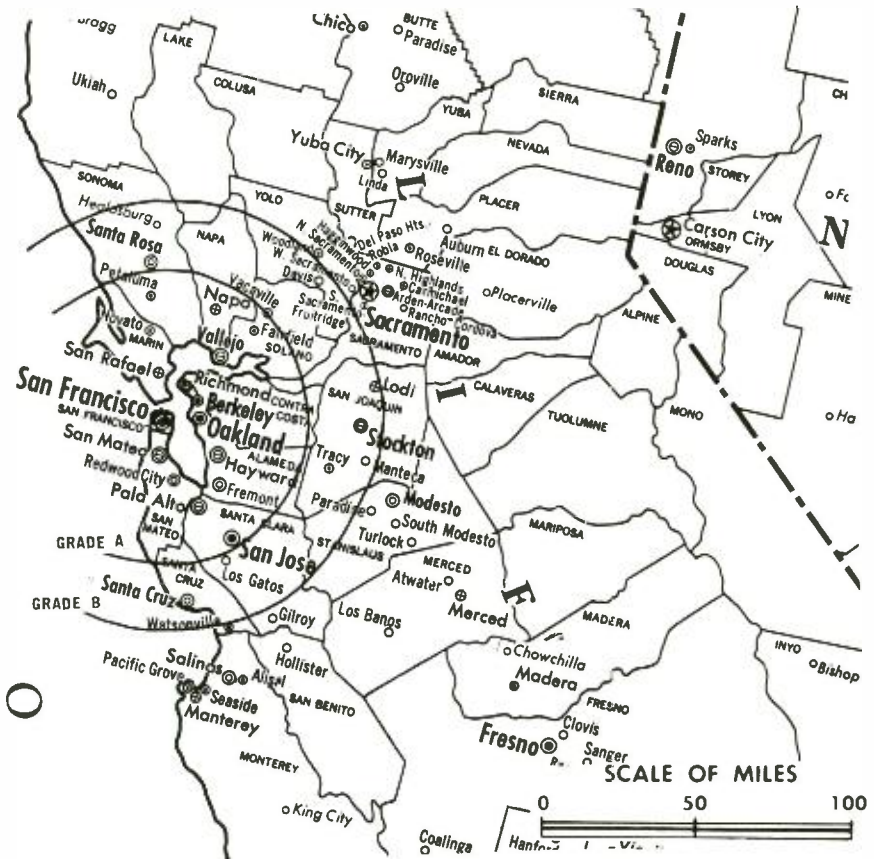
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KGO-TV Ref: FCC File No. BPCT-2401 Granted 2/10/65

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

## KGO-TV

Network Service: ABC.

Licensee: American Broadcasting Companies Inc., 277 Golden Gate Ave., San Francisco, Cal. (94102).

Studio: 277 Golden Gate Ave. Telephone: 415-863-0077.

TWX No.: 910-372-7321. Telex: 34-0250.

AM Affiliate: KGO, 50-kw, 810 kHz (ABC).

FM Affiliate: KSF, 23.6-kw, 103.7 MHz (No. 279), 1180-ft.

Ownership: American Bcstg. Cos. Inc. For other interests, see WABC-TV, New York.

Began Operation: May 5, 1949.

Represented (sales) by ABC Television Spot Sales, Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

RUSS COUGHLAN, vice president & general manager.  
MARK MANDALA, general sales manager.  
LEN SPAGNOLETTI, national sales manager.  
BOB YOUNG, local sales manager.  
JIM MAJOR, program director.  
BOB MITCHELL, assistant program director.  
JIM KLECKNER, film director.  
JIM VON STRIVER, chief engineer.  
CALVIN THOMAS, production manager.  
PETER JACOBUS, news director.  
KEN KLEIN, research director.  
JIM SCHWAB, controller.  
STAN BURFORD, executive producer.

Rates: Available on request.

NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96
	Contra Costa East	30,800	29,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA—(Continued)</b>			
	Contra Costa West	179,900	174,900	97
	El Dorado East	8,600	8,200	95
	Marin	79,600	76,500	96
	Mendocino	21,700	19,700	91
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	San Francisco	299,900	276,700	92
	San Mateo	216,600	211,500	98
	Santa Clara East	12,000	11,600	97
	Santa Clara West	403,000	389,600	97
	Solano East	34,800	33,800	97
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
Sonoma South	31,900	30,100	95	
<b>Between 25-49%</b>	<b>CALIFORNIA</b>			
	El Dorado West	16,700	16,000	95
	Lake	12,100	11,000	91
	Monterey	90,900	86,600	95
	Nevada East	1,400	1,300	92
	Placer East	2,700	2,600	95
	Santa Cruz	64,700	61,300	95
Shasta	34,000	32,700	96	
Sutter	17,200	16,600	96	
Tuolumne	10,400	9,700	93	
Yuba	15,300	14,700	96	
<b>NEVADA</b>				
Carson City	10,500	10,200	97	

(Continued on page 127-b)

Station Totals	2,565,800	2,451,100	95
Net Weekly Circulation (1976-77)		1,724,700	
Average Daily Circulation (1976-77)		1,028,800	

# Add zip to your news!



Now AID (Arbitron Information on Demand) can zip you a whole new way to look at your news.

You can find out how popular your news program is in upper, middle or lower income Zips. Zips that have the greatest number of managerial or professional people. Zips that have highly-educated people. Or 18 more

characteristics for each and every Zip Code in your market.

What a way to really pinpoint your news audience!

Zip Codes, another AID exclusive. Add zip to your news by contacting your Arbitron Television representative today.

AID Zip Codes...

## THE ARBITRON ADVANTAGE

# California—San Francisco

## KPIX

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1660-ft. above av. terrain, 980-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

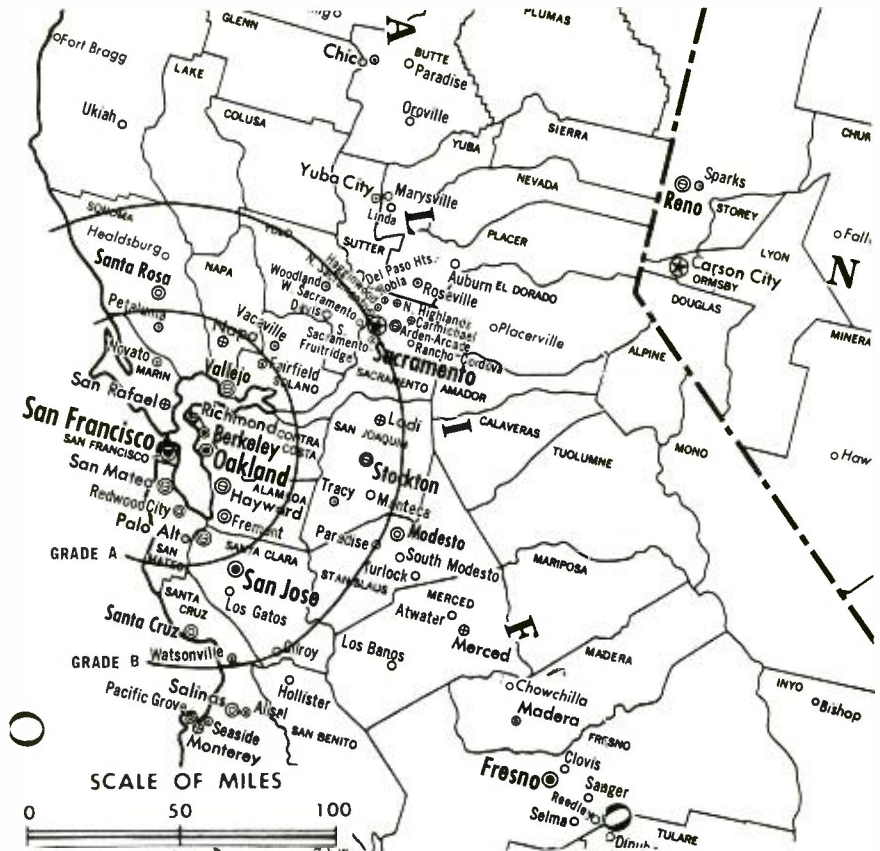
Transmitter: Mt. Sutro Television Center.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.



Total Households: © MISA  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KPIX Ref: FCC File No. BPCT-4230 Granted 6/24/69

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

## KPIX

Network Service: CBS.

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. Also operates TV stations WBZ-TV, Boston; KYW-TV, Philadelphia; KDKA-TV, Pittsburgh; WJZ-TV, Baltimore. For other interests, see Group W under Group TV Station 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:

GEORGE RESING, vice president & general manager.  
VICTOR LAI, business manager.  
HERBERT FARBER, general sales manager.  
DANIEL ROMANELLI, sales manager.  
FREDERICK EPPINGER, local sales manager.  
BOB GEORGE, program manager & film buyer.  
GARY COOPER, production manager.  
FLORENCE WEISS, operations manager.  
DICK NEWTON, promotion manager.  
LEN SCHLOSSER, public affairs director.  
GARY ELION, news director.  
WALTER C. NICHOL, chief engineer.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$2500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Contra Costa			
	East	30,800	29,900	97
	Contra Costa			
	West	179,900	174,900	97
	El Dorado East	8,600	8,200	95
	Lake	12,100	11,000	91
	Marin	79,600	76,500	96
	Mendocino	21,700	19,700	91
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
<b>50% &amp; Over</b>	San Benito	7,200	6,800	94
	San Francisco	299,900	276,700	92
	San Mateo	216,600	211,500	98
	Santa Clara			
	East	12,000	11,600	97
	Santa Clara			
	West	403,000	389,600	97
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
	Tuolumne	10,400	9,700	93
<b>CALIFORNIA</b>				
	Mariposa	3,600	3,300	91
	Nevada West	13,500	12,600	93
	Placer East	2,700	2,600	95
	Santa Cruz	64,700	61,300	95
<b>Between 25-49%</b>	Shasta	34,000	32,700	96
	Solano East	34,800	33,800	97
<b>NEVADA</b>				
	Carson City	10,500	10,200	97

(Continued on page 127-b)

Station Totals	2,582,200	2,465,300	95
Net Weekly Circulation (1976-77)		1,764,600	
Average Daily Circulation (1976-77)		1,012,200	

# California—San Francisco

## KRON-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1680-ft. above av. terrain, 977-ft. above ground, 1811-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Clarendon Hts. between Mt. Sutro & Twin Peaks.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KRON-TV Ref: FCC File No. BMPCT—7420 Granted 12/12/72 © American Map Co., Inc., N.Y., No. 14244

## KRON-TV

Network Service: NBC.  
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%. Chronicle also owns WOWT, Omaha, Neb.  
Began Operation: Nov. 15, 1949.  
Represented (sales) by Peters, Griffin, Woodward Inc.  
Represented (legal) by Fletcher, Heald & Hildreth.  
Represented (engineering) by Hammett & Edison.  
Personnel:  
PAUL A. WISCHMEYER, president & general manager.  
F. A. MARTIN, vice president & station manager.  
JAMES MYERS, assistant to the general manager.  
GEORGE E. DAVIDSON, general sales manager.  
JAMES J. SMITH, national sales manager.  
CHUCK SNYDER, program manager.  
RICK HOFFMAN, production manager.  
J. LAWRENCE POZZI, chief engineer.  
DENNIS FITCH, creative services director.  
JIM COLTON, advertising manager.  
HERB LEVY, public affairs director.  
MITCH FARRIS, news director.

Highest 30 Sec. Rate (May 3, 1978): \$3000.

NETWORK BASE HOURLY RATE: \$2750.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
<b>50% &amp; Over</b>	Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96
	Contra Costa East	30,800	29,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
<b>50% &amp; Over</b>	Contra Costa West	179,900	174,900	97
	Marin	79,600	76,500	96
	Mendocino	21,700	19,700	91
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	San Francisco	299,900	276,700	92
	San Mateo	216,600	211,500	98
	Santa Clara East	12,000	11,600	97
	Santa Clara West	403,000	389,600	97
	Solano East	34,800	33,800	97
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
	Tuolumne	10,400	9,700	93
<b>Between 25-49%</b>	Amador	6,500	6,100	94
	Butte	48,600	45,800	94
	Humboldt	37,800	35,800	95
	Lake	12,100	11,000	91
	Mariposa	3,600	3,300	91
	Monterey	90,900	86,600	95
	San Benito	7,200	6,800	94
<b>Between 5-24%</b>	Santa Cruz	64,700	61,300	95
	Shasta	34,000	32,700	96
	El Dorado East	8,600	8,200	95
El Dorado West	16,700	16,000	95	

(Continued on page 127-b)

Station Totals	2,472,500	2,361,900	95
Net Weekly Circulation (1976-77)	1,732,900		
Average Daily Circulation (1976-77)	958,800		

# 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: 1571-ft. above av. terrain, 977-ft. above ground, 1808-ft. above sea level.

Latitude 37° 45' 20"  
Longitude 122° 27' 05"

Transmitter: Mt. Sutro.

TV tape: Recording facilities.

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

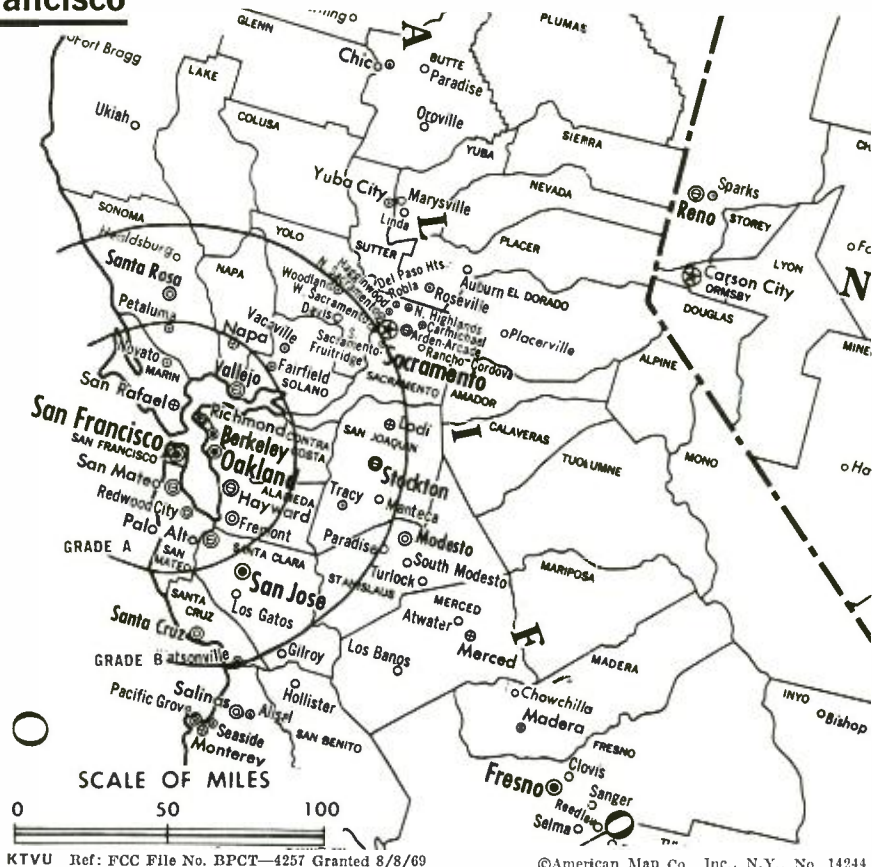
News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ITNA.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVU Ref: FCC File No. BPCT-4257 Granted 8/8/69

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

## KTVU

Network Service: None, Independent.

Licensee: Miami Valley Broadcasting Corp., One Jack London Square, Oakland, Cal. (94607).

Studio: Jack London Square, Oakland.

Telephone: 415-834-2000. TWX No.: 910-366-7269.

Ownership: San Francisco-Oakland Television, wholly owned by Cox Broadcasting Corp., J. Leonard Reinsch, chmn; Clifford M. Kirtland Jr., pres. For other Cox radio-TV interests, see WSB-TV, Atlanta, Ga.

Began Operation: March 3, 1958. Sale to present owner approved Oct. 16, 1963 by FCC (Television Digest, Vol. 3:32, 42).

Represented (sales) by TeleRep.

Personnel:

WILLIAM SCHWARTZ, vice president & general manager.  
ROBERT I. MART, station manager.  
RICHARD GOLDMAN, general sales manager.  
MICHAEL A. LIFF, national sales manager.  
JAY SONDHEIM, local sales manager.  
THOMAS A. BREEN, program director.  
GENE WINDHAM, controller.  
IVAN LADIZINSKY, promotion manager.  
IAN ZELICK, director of public affairs.  
BROOKE SPECTORSKY, asst. program dir./special projects coordinator.  
RAY JACOBS, director of operations.  
RAY SWENSON, chief engineer.  
FRED ZEHNDER, news director.

Highest 30 Sec. Rate (March 1978): \$3500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
	Alameda East	30,300	29,200	96
<b>50% &amp; Over</b>	Alameda West	390,900	375,700	96
	Contra Costa East	30,800	29,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Contra Costa West	179,900	174,900	97
	El Dorado East	8,600	8,200	95
	Lake	12,100	11,000	91
	Marin	79,600	76,500	96
	Mendocino	21,700	19,700	91
	Mono	2,800	2,300	83
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	Nevada West	13,500	12,600	93
	Placer East	2,700	2,600	95
<b>50% &amp; Over</b>	San Benito	7,200	6,800	94
	San Francisco	299,900	276,700	92
	San Mateo	216,600	211,500	98
	Santa Clara East	12,000	11,600	97
	Santa Clara West	403,000	389,600	97
	Santa Cruz	64,700	61,300	95
	Solano East	34,800	33,800	97
	Solano West	33,700	32,700	97
	Sonoma North	63,200	59,900	95
	Sonoma South	31,900	30,100	95
<b>CALIFORNIA</b>				
	Amador	6,500	6,100	94
	Butte	48,600	45,800	94
	Calaveras	6,400	6,000	94
	Colusa	5,200	4,900	94
<b>Between 25-49%</b>	El Dorado West	16,700	16,000	95
	Glenn	7,100	6,800	95
	Humboldt	37,800	35,800	95
	Mariposa	3,600	3,300	91
	Monterey	90,900	86,600	95

(Continued on next page)

Station Totals	3,046,200	2,908,100	95
Net Weekly Circulation (1976-77)	1,687,300		
Average Daily Circulation (1976-77)	764,500		



# KTVU, Oakland-San Francisco

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Nevada East	1,400	1,300	92
	Plumas	5,700	5,200	92
	San Joaquin	108,600	102,900	95
	Shasta	34,000	32,700	96
	Stanislaus	83,200	78,300	94
	Sutter	17,200	16,600	96
Between 25-49%	Tehama	12,400	11,900	96
	Tuolumne	10,400	9,700	93
	Yuba	15,300	14,700	96
<b>NEVADA</b>				
	Carson City	10,500	10,200	97
	Washoe	60,600	58,700	97
<b>OREGON</b>				
	Klamath	19,800	18,900	96
<b>CALIFORNIA</b>				
	Del Norte	5,900	5,400	92
	Madera	16,600	15,700	94
	Merced	41,500	39,500	95
	Placer West	30,700	29,200	95
	San Luis Obispo	51,300	48,500	94
	Sierra	1,000	900	91
	Siskiyou	13,500	12,400	92
	Yolo	35,800	34,100	95
<b>NEVADA</b>				
	Churchill	4,400	4,300	98
Between 5-24%	Douglas	4,900	4,700	95
	Lyon	3,600	3,400	95
<b>OREGON</b>				
	Coos	21,100	19,100	91
	Douglas	29,200	27,500	94
	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Lane	89,800	85,600	95
<b>UTAH</b>				
	Uintah	5,600	5,300	95
	Utah	49,700	48,600	98

# KGO-TV, San Francisco

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
	Amador	6,500	6,100	94
	Butte	48,600	45,800	94
	Calaveras	6,400	6,000	94
	Humboldt	37,800	35,800	95
	Merced	41,500	39,500	95
	Mono	2,800	2,300	83
	Nevada West	13,500	12,600	93
Between 5-24%	Placer West	30,700	29,200	95
	Plumas	5,700	5,200	92
	San Benito	7,200	6,800	94
	San Joaquin	108,600	102,900	95
	Stanislaus	83,200	78,300	94
	Tehama	12,400	11,900	96
<b>NEVADA</b>				
	Churchill	4,400	4,300	98
	Douglas	4,900	4,700	95
	Lyon	3,600	3,400	95

# California

## KPIX, San Francisco

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
	Amador	6,500	6,100	94
	Butte	48,600	45,800	94
	El Dorado West	16,700	16,000	95
	Glenn	7,100	6,800	95
	Humboldt	37,800	35,800	95
	Merced	41,500	39,500	95
	Mono	2,800	2,300	83
	Monterey	90,900	86,600	95
	Nevada East	1,400	1,300	92
Between 5-24%	Placer West	30,700	29,200	95
	San Joaquin	108,600	102,900	95
	Stanislaus	83,200	78,300	94
	Tehama	12,400	11,900	96
<b>NEVADA</b>				
	Churchill	4,400	4,300	98
	Douglas	4,900	4,700	95
	Lyon	3,600	3,400	95
<b>OREGON</b>				
	Coos	21,100	19,100	91
	Douglas	29,200	27,500	94

## KBHK-TV, San Francisco

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Tuolumne	10,400	9,700	93
	Yolo	35,800	34,100	95
Between 5-24%	<b>OREGON</b>			
	Coos	21,100	19,100	91
	Jackson	45,000	43,100	96
	Klamath	19,800	18,900	96

## KRON-TV, San Francisco

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA—(Continued)</b>				
	Mono	2,800	2,300	83
	Nevada East	1,400	1,300	92
	Nevada West	13,500	12,600	93
Between 5-24%	Placer West	30,700	29,200	95
	San Joaquin	108,600	102,900	95
	Stanislaus	83,200	78,300	94
	Tehama	12,400	11,900	96
	Yuba	15,300	14,700	96

# California—San Francisco

## KTSF-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2510-kw max. visual, 500-kw max. aural. Antenna: 1378-ft. above av. terrain, 259-ft. above ground, 1539-ft. above sea level.

Latitude 37° 41' 12"  
Longitude 122° 26' 03"

Granted subscription television authorization 4/12/77.

Transmitter: Mt. San Bruno Antenna Farm.

Color: Live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP.

Arbitron Data: Not available.



KTSF-TV Ref: FCC File No. BMPCT-7538 Granted 9/8/75

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

## KTSF-TV

Network Service: None, independent.

Licensee: Lincoln Television Inc., 185 Berry St., San Francisco, Cal. (94107).

Telephone: 415-495-4995.

Ownership: Lillian L. Howell, 100%.

Began Operation: Sept. 4, 1976.

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by R. A. Isberg.

Personnel:

RICHARD O'HEARN, general manager.  
DREW PFIEFFER, program manager.

Highest 30 Sec. Rate (June 30, 1978): \$71.

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# California—San Francisco

## KVOF-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2584-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 Peak.

TV tape: Recording facilities.

Color: Film, slide & tape.

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



KVOF-TV Ref: FCC File No. BMPCT-6961 Granted 1/16/69 © American Map Co., Inc., N.Y. No. 14214

## KVOF-TV

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal. (91205).

Mailing Address: 601 Taraval St., San Francisco, Cal. (94116).

Studio: Radio Rd., San Bruno Mtn. Telephone: 213-245-7575.

Ownership: See KHOF-TV, San Bernardino.

Began Operation: Dec. 28, 1968 as KUDO, left air April 15, 1971.  
 Sale to present owner approved by FCC May 29, 1973. Resumed operation Aug. 4, 1974.

Represented (legal) by Cohen & Berfield.

Personnel:

- DR. EUGENE SCOTT, president & general manager.
- DAVID FOOTITT, program & sales manager.
- W. BERNARD MARSTON, director of engineering.
- STAN LEHMAN, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., Mon.-Sat.; 8 a.m.-11 p.m., Sun.	\$287.50	\$172.50	\$115.00	\$50.00	\$30.00
				\$30.00	\$18.00

The Next Time You Have a Programming,  
 Sales or Promotion Problem, Think of  
 Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
 Information  
 On Demand



## ARBITRON TELEVISION

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# 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: Live, film, slide & tape.



KGSC-TV Ref: FCC File No. BPCT—4080 Granted 4/17/68

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

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

## KGSC-TV

Network Service: None, independent.

Licensee: Continental Urban TV Corp., c/o Vincent B. Welch, 85 Exchange St., Portland, Me. (04104).

Studio: 1536 Kerley Dr., San Jose (95112).

Telephone: 408-298-6676.

Ownership: Vincent B. Welch, chmn., 30.96%; Edward P. Morgan, 13.82%; Richard E. Curtis, 19.61%; H. Leslie Atlass Jr., 14.92%; Frank G. MacMurray, 4.90%; Edwin D. Jones Jr., 2.86%; George R. Langlois, secy.-treas., 3.21%; Sid Connolly, 9.6%.

Began Operation: Oct. 1, 1967.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Steel, Andrus & Associates.

### Personnel:

VINCENT B. WELCH, chairman of the board.  
 SID CONNOLLY, president & general manager.  
 LARRY COSDEN, general sales manager.  
 SHARON DEAN, national sales manager, San Francisco.  
 FRANK FOGG, chief engineer.  
 ANGELA HERMAN, business manager.  
 TOM MAGUIRE, program director.  
 ADEL HALL, community affairs director.  
 RON MITS, operations manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6-11 p.m., daily.						
\$3000	\$1500	\$800	\$750	\$125	\$90	\$90

For CPs & Applications,  
 see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CALIFORNIA</b>			
	Monterey	90,900	86,600	95
	Yuba	15,300	14,700	96
Between 5-24%	<b>CALIFORNIA</b>			
	Alameda East	30,300	29,200	96
	Alameda West	390,900	375,700	96
	Calaveras	6,400	6,000	94
	Contra Costa East	30,800	29,900	97
	Contra Costa West	179,900	174,900	97
	Marin	79,600	76,500	96
	Mendocino	21,700	19,700	91
	Napa North	6,200	5,900	96
	Napa South	29,000	27,700	96
	Nevada West	13,500	12,600	93
	Placer West	30,700	29,200	95
	Plumas	5,700	5,200	92
	San Benito	7,200	6,800	94
	San Francisco	299,900	276,700	92
	San Joaquin	108,600	102,900	95
	San Mateo	216,600	211,500	98
	Santa Clara East	12,000	11,600	97
	Santa Clara West	403,000	389,600	97
Santa Cruz	64,700	61,300	95	
Solano East	34,800	33,800	97	
Solano West	33,700	32,700	97	
Sonoma North	63,200	59,900	95	
Sonoma South	31,900	30,100	95	
Sutter	17,200	16,600	96	
<b>Station Totals</b>		<b>2,223,700</b>	<b>2,127,300</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>326,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>79,500</b>

# California—San Jose

## KNTV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 80.65-kw visual, 9.48-kw aural. Antenna: 2769-ft. above av. terrain, 291-ft. above ground, 4079-ft. above sea level.

Latitude 37° 06' 40"  
Longitude 121° 50' 34"

Transmitter: 4.6-mi. SSW of New Almaden, Peak Loma Prieta.

TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.



Total Households: © MST  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KNTV Ref: FCC File No. BPCT-4265 Granted 8/13/69

©American Map Co., Inc., N.Y., No. 14214

## KNTV

Network Service: ABC.

Licensee: KNTV Inc., 645 Park Ave., San Jose, Cal. (95110).

Studio: 645 Park Ave.

Telephone: 408-286-1111.

Ownership: Landmark Communications Inc. For officers & other interests, see WTAR-TV, Norfolk, Va.

Began Operation: Sept. 12, 1955. Sales to present owner by Gill Industries approved by FCC July 28, 1978 (Television Digest, Vol. 18:3).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN O. WYNNE, vice president & general manager.  
JOHN YEARWOOD, general sales manager.  
DON McFARLANE, national sales manager.  
LEE SCHELL, news director.  
STEWART PARK, program director.  
LOUIS R. BELL, chief engineer.  
BARBARA M. SMITH, controller.

### DIGEST OF RATE CARD

(Sept. 11, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.
Class AA—7-11 p.m., daily.				
\$2100	\$1300	\$750	\$900*	\$900*

\*Class AA—8-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$625.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>				
		Monterey	90,900	86,600	95
		San Benito	7,200	6,800	94
		Santa Clara			
		East Santa Cruz	12,000	11,600	97
Between 25-49%	<b>CALIFORNIA</b>				
		Mariposa	3,600	3,300	91
		Santa Clara West	403,000	389,600	97
Between 5-24%	<b>CALIFORNIA</b>				
		Alameda West	390,900	375,700	96
		Contra Costa West	179,900	174,900	97
		Marin	79,600	76,500	96
		Mendocino	21,700	19,700	91
		Merced	41,500	39,500	95
		Napa North	6,200	5,900	96
		Napa South	29,000	27,700	96
		San Francisco	299,900	276,700	92
		San Mateo	216,600	211,500	98
	Solano East	34,800	33,800	97	
	Sonoma South	31,900	30,100	95	
	Tuolumne	10,400	9,700	93	
<b>Station Totals</b>			<b>1,923,800</b>	<b>1,840,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>524,600</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>236,800</b>	

# California—San Luis Obispo

## KSBY-TV

Ch. 6

[Satellite of KSBW-TV,  
Salinas-Monterey]

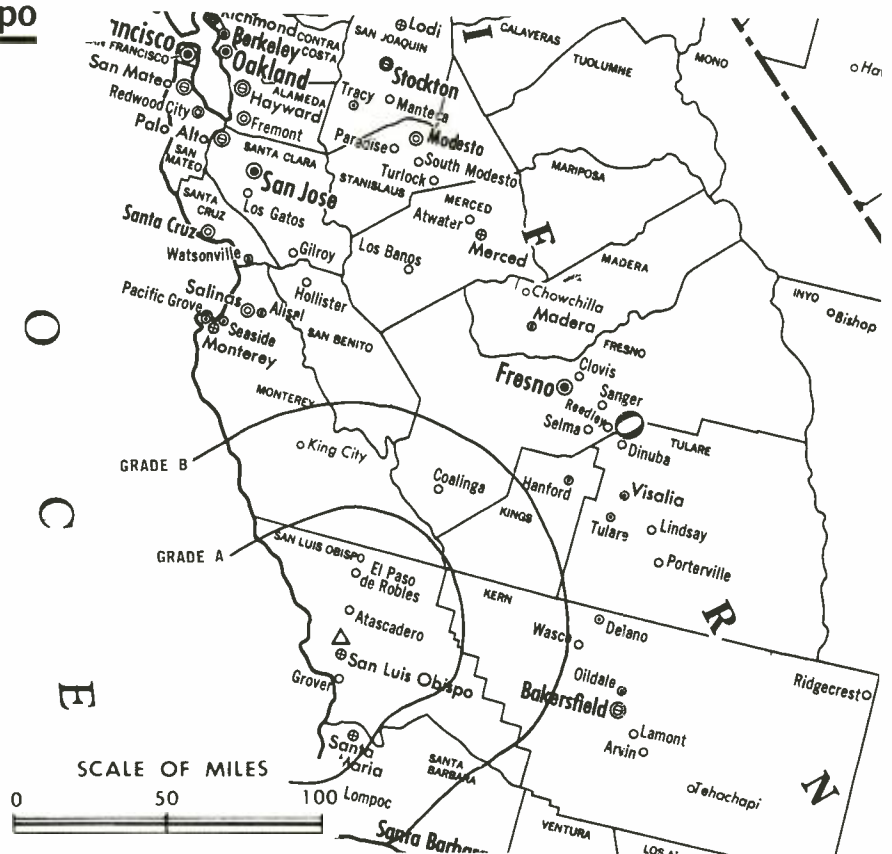
Technical Facilities: Channel No. 6  
(82-88 MHz). Authorized power:  
100-kw visual, 12-kw aural. An-  
tenna: 1780-ft. above av. terrain,  
459-ft. above ground, 2904-ft.  
above sea level.

Latitude 35° 21' 37.0''  
Longitude 120° 39' 17.5''

Transmitter: Los Padres Forest, 5.5-  
mi. N of town.

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

News Wire Service: UPI.



County coverage based on Arbitron 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.

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 Blair Television.

Represented (legal) by Shack & Mendenhall.

Represented (engineering) by Hammett & Edison.

Personnel:

WILL SPRAGGINS, president.  
JOHN H. WHITE, general manager, television division.  
ART HAPGOOD, station manager.  
KEITH H. MOON, general sales manager.  
WES CHANEY, director of technical operations.  
KENNETH REID, chief engineer.

Rates: KSBY-TV is sold in combination with KSBW-TV, Salinas,  
Cal. & may also be purchased individually.

Arbitron Data for this Station Included With  
Report for Parent KSBW-TV, Salinas, Cal.

# 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: AP.

News Film Service: ABC.

Studio: 730 Miramonte Dr. (93109).

Represented (engineering) by Silliman, Moffet & Kowalski.

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

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KEYT Ref: FCC File No. B1PCT-1122 Granted 11/12/52

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

## KEYT

Network Service: ABC.

Licensee: Key Television Inc., P.O. Drawer "X", Santa Barbara, Cal. (93102).

Telephone: 805-965-8533. TWX No.: 910-334-1183.

Ownership: Key Television Inc. William F. Luton, pres., 41.40%; Nancy D. Luton, v.p., 45.54%; remainder held by trustees for Luton children.

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 H-R Television.

Personnel:

WILLIAM F. LUTON, president & treasurer.  
HAROLD C. O'DONNELL, general manager.  
LARRY FISCHER, general sales manager.  
GENE FORSELL, promotion manager.  
RICHARD ALVARI, production manager.  
SUE MCHUGH, director of news.  
JOHN WILSON, chief engineer.  
RENEE CRAIG, operations director.

### DIGEST OF RATE CARD NO. 26—(Feb. 1, 1978)

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

Class AA—7-11 p.m., daily.

\$600 ..... Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$440.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	San Luis Obispo	51,300	48,500	94
	Santa Barbara			
	North	43,600	41,500	95
	Santa Barbara South	57,600	54,700	95
Between 25-49%	<b>CALIFORNIA</b>			
	Ventura	149,100	144,500	97
<b>Station Totals</b>		<b>301,600</b>	<b>289,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>171,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>87,600</b>	

# California—Santa Maria

## KCOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 22.9-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: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KCOY-TV Ref: FCC File No. BPCT-4701 Granted 3/14/74

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

## KCOY-TV

Network Service: CBS.

Licensee: Central Coast Broadcasters Inc., Box 1217 (93456).

Studio: 1503 N. McClelland, Santa Maria, Cal. (93454).

Telephone: 805-922-0505. TWX No.: 910-351-5875.

Ownership: Helen Pedotti, pres., 68.28%; Mili Acquistapace, v.p., 21.08%; Stanley C. Hatch, secy.; Burns Rick, treas., 7.825%.

Began Operation: March 16, 1964. Transfer of negative control from Dale G. Moore approved by FCC June 30, 1971.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

ROBERT C. BURRIS, vice president & general manager.  
JIM CAREY, station manager.  
IRENE WILLIAMS, program director.  
BOB VERSACE, operations manager.  
MISSIE PIRES, news director.

### DIGEST OF RATE CARD

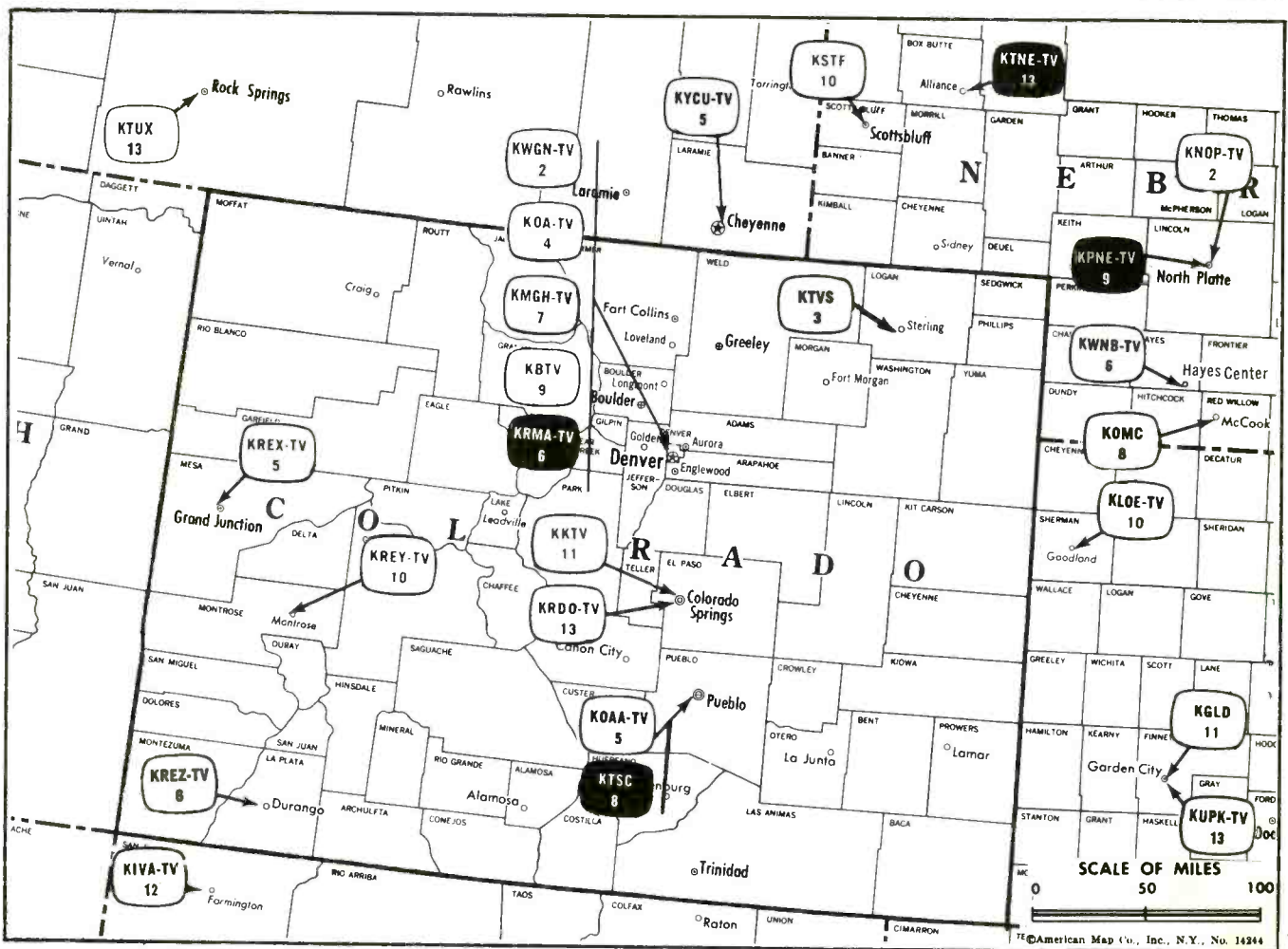
Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	ID
Class AA—8-11 p.m., daily.						
\$500	\$300	\$200	\$170	Graded rates apply*		

\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>CALIFORNIA</b>				
50% & Over	San Luis Obispo	51,300	48,500	94
	Santa Barbara	43,600	41,500	95
	North			
	Santa Barbara	57,600	54,700	95
<b>Station Totals</b>		<b>152,500</b>	<b>144,700</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>119,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>61,300</b>	





Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Denver	397,000	26	666,000	21
Colorado Springs-Pueblo	114,000	101	179,900	100
Grand Junction	14,000	191	38,800	192

**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, 900 Grant St. (80203).  
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"

**KTSC**  
**Pueblo-Colorado Springs**  
Ch. 8

Non-Commercial Educational Station  
Licensee: Southern Colorado State College (81004).  
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1224-ft. above av. terrain, 977-ft. above ground, 6195-ft. above sea level.  
Latitude 38° 22' 24"  
Longitude 104° 33' 27"

**Colorado Station Status as of September 1, 1978**

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	2	0	2
			13

# Colorado

**State Cross Reference List**  
 Communities That Receive Programs of  
 Stations That Are Located Elsewhere

**KOAA-TV**  
**Pueblo-Colorado Springs**  
 (See Colorado Springs, Colo.)  
 •  
**KKTU & KRDO-TV, Pueblo**  
 (See Colorado Springs, Colo.)

## KBTU, Denver

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>SOUTH DAKOTA</b>				
		Hughes	4,800	4,700	98
		Stanley	800	800	95
	<b>WYOMING</b>				
		Albany	10,200	9,600	94
		Carbon	6,600	6,200	94
		Laramie	24,200	23,700	98
		Natrona	20,700	20,100	97
	<b>Between 25-49%</b>	<b>COLORADO</b>			
			Alamosa	3,900	3,700
		Huerfano	2,400	2,200	93
		Lincoln	2,000	1,900	96
		Prowers	5,200	4,800	92
		Yuma	3,500	3,300	95
<b>NEBRASKA</b>					
		Keith	3,500	3,400	98
		Scotts Bluff	13,000	12,600	97
		Sheridan	2,600	2,500	97
<b>SOUTH DAKOTA</b>					
		Beadle	7,100	6,900	97
		Pennington	23,900	23,400	98
		Tripp	2,800	2,700	97
<b>WYOMING</b>					
	Goshen	4,900	4,700	97	
	Platte	3,200	3,000	94	
<b>Between 5-24%</b>	<b>COLORADO</b>				
		Custer	300	300	93
		El Paso	96,700	94,900	98
		Pueblo	45,500	44,600	98
		Rio Grande	3,400	3,200	93
		Saguache	1,300	1,200	92
		Sedgwick	1,300	1,300	96
	<b>NEBRASKA</b>				
		Cherry	2,600	2,500	96
		Morrill	2,200	2,100	96
	<b>SOUTH DAKOTA</b>				
		Brule	1,900	1,800	97
		Butte	3,200	3,100	97
		Fall River	3,200	3,100	96
		Lawrence	6,300	6,100	97
		Meade	5,200	5,000	97
	<b>WYOMING</b>				
		Converse	2,700	2,600	95

# KWGN, Denver

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>Between 25-49%</b>	<b>IDAHO</b>				
		Bannock	19,800	19,200	97
	<b>MONTANA</b>				
		Beaverhead	3,200	3,000	92
		Cascade	29,900	29,200	98
		Deer Lodge	5,200	5,100	98
		Missoula	23,400	22,400	96
		Silver Bow	16,100	15,600	97
	<b>NEBRASKA</b>				
		Box Butte	3,800	3,700	97
		Cheyenne	3,900	3,800	97
	Dawes	3,200	3,000	95	
	Keith	3,500	3,400	98	
	Kimball	2,200	2,200	99	
	Scotts Bluff	13,000	12,600	97	
<b>SOUTH DAKOTA</b>					
	Fall River	3,200	3,100	96	
	Hughes	4,800	4,700	98	
	Lawrence	6,300	6,100	97	
	Pennington	23,900	23,400	98	
<b>WYOMING</b>					
	Albany	10,200	9,600	94	
	Carbon	6,600	6,200	94	
	Natrona	20,700	20,100	97	
	Platte	3,200	3,000	94	
	Sheridan	8,900	8,300	94	
<b>Between 5-24%</b>	<b>COLORADO</b>				
		Delta	7,300	6,900	95
		Eagle	3,300	3,100	93
		El Paso	96,700	94,900	98
		Huerfano	2,400	2,200	93
		La Plata	8,400	7,900	94
		Montrose	7,200	6,900	95
		Pueblo	45,500	44,600	98
		Rio Grande	3,400	3,200	93
		Routt	4,100	3,700	91
		Sedgwick	1,300	1,300	96
	<b>IDAHO</b>				
		Bingham	9,700	9,500	98
		Bonneville	20,000	19,700	98
		Madison	4,000	3,900	98
	<b>KANSAS</b>				
		Finney	7,600	7,400	98
		Ford	8,700	8,500	98
	<b>MONTANA</b>				
		Gallatin	14,200	13,600	95
	Park	4,800	4,600	95	
	Powell	2,500	2,400	95	
	Yellowstone	36,600	35,800	98	
<b>NEBRASKA</b>					
	Cherry	2,600	2,500	96	
	Lincoln	12,800	12,500	98	
	Morrill	2,200	2,100	96	
	Red Willow	5,000	4,900	98	
	Sheridan	2,600	2,500	97	
<b>SOUTH DAKOTA</b>					
	Beadle	7,100	6,900	97	
	Brown	13,100	12,900	99	
	Butte	3,200	3,100	97	
	Davison	6,400	6,200	96	
	Meade	5,200	5,000	97	
	Minnehaha	34,200	33,800	99	
	Spink	3,400	3,300	98	
	Tripp	2,800	2,700	97	
<b>WYOMING</b>					
	Converse	2,700	2,600	95	
	Goshen	4,900	4,700	97	
	Park	7,200	6,800	95	

# 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"

Transmitter: Cheyenne Mt.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Edward F. Lorentz & Associates.

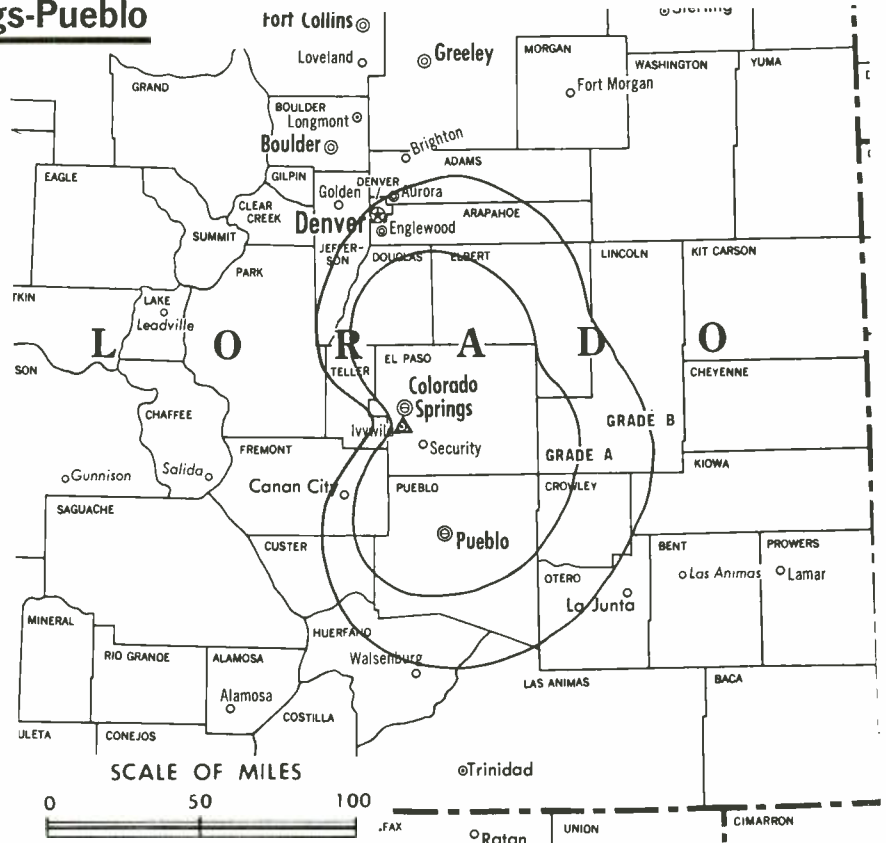
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KKTV Ifc: FCC File No. BFPCT-2759 Granted 4/27/60

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

## 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).

Personnel:

GEORGE W. JEFFREY, vice president & general manager.  
DON PURNELL, sales manager.  
CHARLES JOHNSON, production manager.  
RICK CRADDOCK, chief engineer.  
HAL KENNEDY, news director.

DIGEST OF RATE CARD NO. P20—(June 3, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$550 \$385 \$275 \$200 Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$445.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO			
	Baca	2,100	1,800	88
	Bent	2,200	2,100	96
	Cheyenne	700	700	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO—(Continued)			
	Crowley	1,300	1,300	97
	Custer	300	300	93
	El Paso	96,700	94,900	98
	Fremont	10,000	9,500	95
	Huerfano	2,400	2,200	93
	Kiowa	1,000	900	93
	Las Animas	6,100	5,600	92
	Lincoln	2,000	1,900	96
	Otero	9,500	9,100	96
	Prowers	5,200	4,800	92
Pueblo	45,500	44,600	98	
Between 25-49%	COLORADO			
	Elbert	2,000	1,900	95
	Kit Carson	2,700	2,500	93
	Teller	2,900	2,800	97
	NEW MEXICO			
	Colfax	4,700	4,400	93
Between 5-24%	COLORADO			
	Douglas	5,300	5,300	99
	Gunnison	3,100	2,900	92
	Mineral	200	200	89
	Park	1,700	1,600	95
	Rio Grande	3,400	3,200	93
	Summit	2,100	2,000	95
		KANSAS		
	Cheyenne	1,800	1,700	97
	Hamilton	1,300	1,200	95
	NEW MEXICO			
	Union	1,900	1,700	92
	WYOMING			
	Albany	10,200	9,600	94
Station Totals		228,300	220,700	96
Net Weekly Circulation (1976-77)			176,800	
Average Daily Circulation (1976-77)			120,600	

# 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° 44' 47"  
Longitude 104° 51' 37"

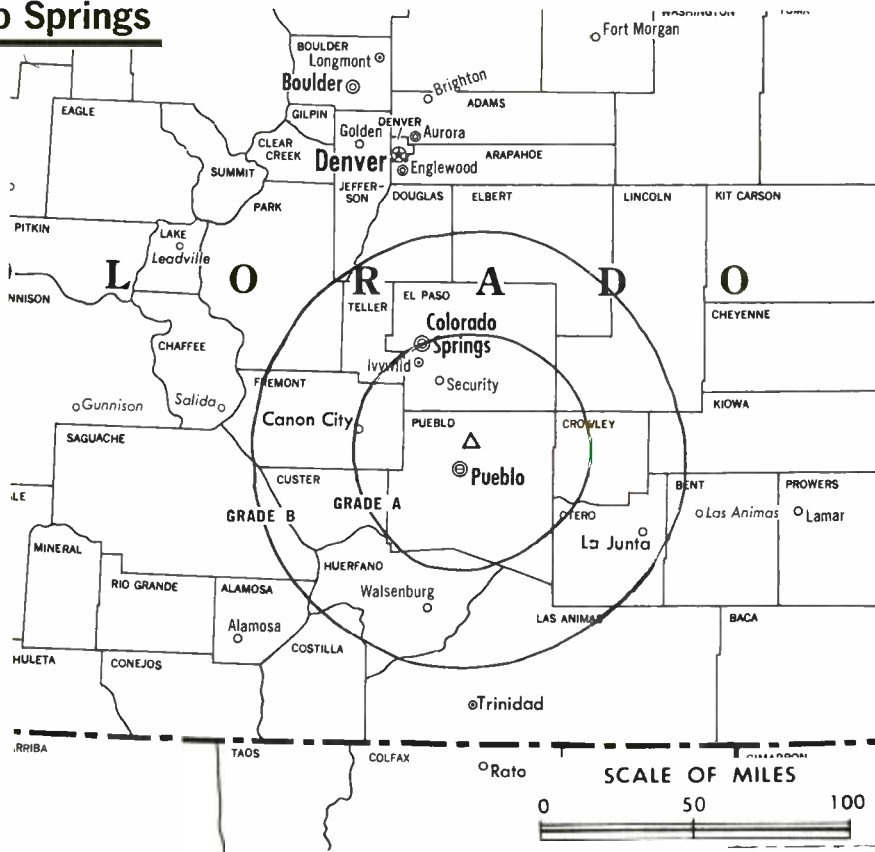
Transmitter: Baculite Mesa, approx. 7.9-mi. NNE of Pueblo.

TV tape: Recording facilities.

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

News Wire Service: AP

Represented (legal) by Dow, Lohnes & Albertson.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KOAA-TV Ref: FCC File No. BMPCT-5334 Granted 7/8/59 ©American Map Co., Inc. N.Y. No. 14244

## KOAA-TV

Network Service: NBC.

Licensee: Sangre de Cristo Communications Inc., P.O. Box 876, Pueblo, Colo. (81002).

Studio: Television Center, 2200 7th Ave., Pueblo (81003).

Telephone: 303-544-5782.

Ownership: Wholly-owned subsidiary of Evening Post Publishing Co. For other interests, see KDBC-TV, El Paso, Tex.

Began Operation: June 29, 1953. Sale to present owner by Mahlon T. White, William Grant, et al., approved by FCC Aug. 6, 1976. Previous sale by Metropolitan TV Co. approved June 6, 1968 (Television Digest, Vol. 8:24). 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 H-R Television; Pete Rimmert (Denver).

Personnel:

JOHN O. GILBERT, president & general manager.  
JACK SINCLAIR, assistant general manager.  
LARRY KEENAN, general sales manager.  
HELEN SOLORZANO, national sales manager.  
JAMES SCHAEFFER, local sales manager.  
RANDALL CARLISLE, news director.  
KEN RENFROW, chief engineer.  
LES PATTERSON, assistant operations manager.

Highest 30 Sec. Rate (April 25, 1978): \$300.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
	Baca	2,100	1,800	88
	Bent	2,200	2,100	96
<b>50% &amp; Over</b>	Cheyenne	700	700	93
	Crowley	1,300	1,300	97
	Custer	300	300	93
	Delta	7,300	6,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	El Paso	96,700	94,900	98
	Fremont	10,000	9,500	95
	Gunnison	3,100	2,900	92
	Hinsdale	500	500	99
	Huerfano	2,400	2,200	93
<b>50% &amp; Over</b>	Kiowa	1,000	900	93
	Las Animas	6,100	5,600	92
	Mineral	200	200	89
	Montrose	7,200	6,900	95
	Otero	9,500	9,100	96
	Prowers	5,200	4,800	92
	Pueblo	45,500	44,600	98
<b>COLORADO</b>				
	Kit Carson	2,700	2,500	93
	Lincoln	2,000	1,900	96
<b>Between 25-49%</b>	Teller	2,900	2,800	97
<b>NEW MEXICO</b>				
	Colfax	4,700	4,400	93
<b>COLORADO</b>				
	Alamosa	3,900	3,700	94
	Chaffee	4,800	4,500	95
	Costilla	1,000	900	87
	Park	1,700	1,600	95
	Rio Grande	3,400	3,200	93
<b>Between 5-24%</b>	Saguache	1,300	1,200	92
<b>KANSAS</b>				
	Cheyenne	1,800	1,700	97
	Greeley	600	600	97
	Hamilton	1,300	1,200	95
	Stanton	700	700	95
	Wallace	700	700	96
<b>Station Totals</b>		<b>234,800</b>	<b>226,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>172,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>114,400</b>	

# Colorado—Colorado Springs-Pueblo

## KRDO-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 225-kw visual, 33.7-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.

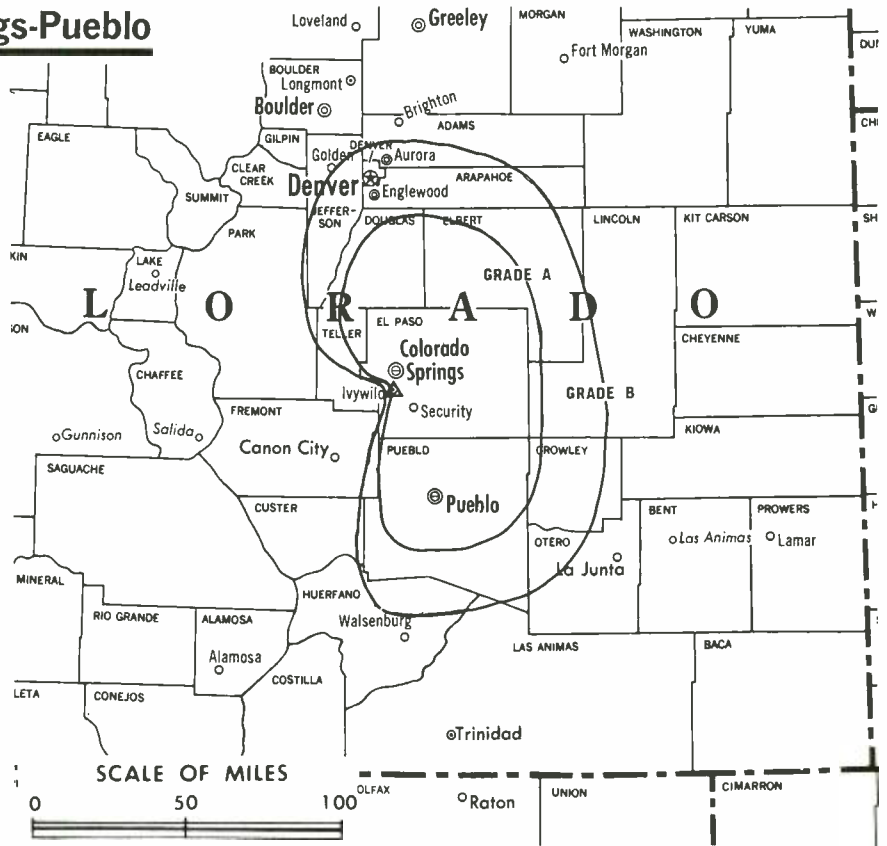
AM Affiliate: KRDO, 1-kw (.25-kw night), 1240 kHz (NIS).

FM Affiliate: KRDO-FM, 96-kw, 95.1 MHz (No. 236), 2010-ft.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

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., 100%.

Began Operation: Sept. 21, 1953. Sale to present owner 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 & Hildreth.

Personnel:

HARRY W. HOTH JR., president.  
JAY GARDNER, general manager.  
NEIL KLOCKSIEM, sales manager.  
DON LONG, television manager.  
CHARLES UPTON, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10 p.m., daily.	\$825	\$495	\$350	\$300	\$335*	\$168*

\*Class A—6:30-9:59 p.m.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>COLORADO</b>			
	Baca	2,100	1,800	88
	Bent	2,200	2,100	96
	Cheyenne	700	700	93
	Crowley	1,300	1,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
50% & Over	Custer	300	300	93
	El Paso	96,700	94,900	98
	Fremont	10,000	9,500	95
	Huerfano	2,400	2,200	93
	Kiowa	1,000	900	93
	Las Animas	6,100	5,600	92
	Lincoln	2,000	1,900	96
	Otero	9,500	9,100	96
	Prowers	5,200	4,800	92
	Pueblo	45,500	44,600	98
<b>COLORADO</b>				
Between 25-49%	Alamosa	3,900	3,700	94
	Chaffee	4,800	4,500	95
	Elbert	2,000	1,900	95
	Kit Carson	2,700	2,500	93
	Teller	2,900	2,800	97
<b>NEW MEXICO</b>				
	Colfax	4,700	4,400	93
<b>COLORADO</b>				
Between 5-24%	Douglas	5,300	5,300	99
	Park	1,700	1,600	95
	Saguache	1,300	1,200	92
	Summit	2,100	2,000	95
	<b>KANSAS</b>			
	Greeley	600	600	97
	Hamilton	1,300	1,200	95
	Stanton	700	700	95
	Wallace	700	700	96
<b>NEW MEXICO</b>				
	Union	1,900	1,700	92
<b>Station Totals</b>		<b>221,600</b>	<b>214,500</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>174,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>127,400</b>	

# 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: Newsweek.

Facsimile Service: AP.

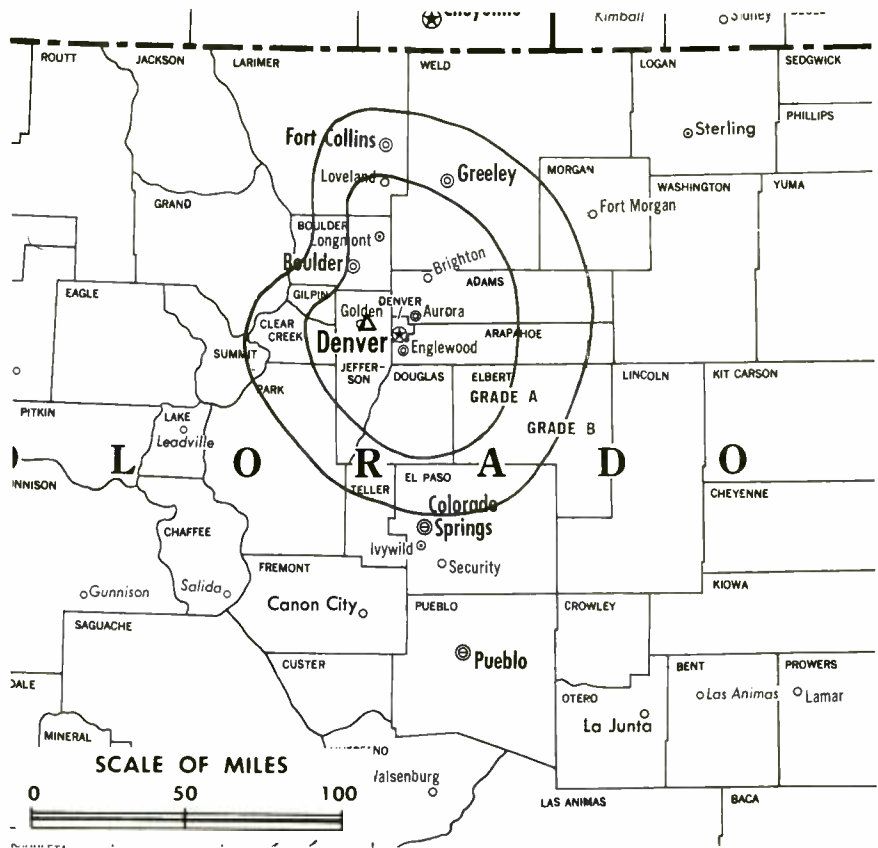
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KBTV Ref: FCC File No. BMPCT-1265 Granted 8/14/53

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

## KBTV

Network Service: ABC.

Licensee: Combined Communications Corp., 1089 Bannock St., Denver (80217).

Studio: 1089 Bannock St.

Telephone: 303-825-5288. TWX No.: 910-931-2648.

Ownership: See KTAR-TV, Phoenix-Mesa, Ariz.

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). Sale by Mullins Bcstg. to present owner approved by FCC Jan. 26, 1972 (Vol. 11:15, 22:12:5).

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ALVIN G. FLANAGAN, president, CCC broadcast division.  
CHARLES T. LEASURE, president & general manager.  
CARL AKERS, vice president, news.  
JOE FRANZGRÖTE, vice president & general sales manager.  
LAWRENCE DEUTSCH, vice president & local sales manager.  
HERB SCHUBARTH, vice president & chief engineer.  
CECIL WALKER, vice president & controller.  
MARDEE McKINLAY, public affairs director.  
ROGER OGDEN, news director.  
HARVEY MARS, creative services manager.  
DON FRANZEN, production manager.

### DIGEST OF RATE CARD NO. 8

(May 27, 1974)

30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.

Class A—7-10 p.m., daily.

\$2500 . . . . . \$750 . . . . . \$375

NETWORK BASE HOURLY RATE: \$1200.

140-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
	Adams	68,600	68,000	99
	Arapahoe	76,200	75,200	99
	Boulder	63,000	61,000	97
	Chaffee	4,800	4,500	95
	Clear Creek	1,900	1,800	96
	Delta	7,300	6,900	95
	Denver	196,100	191,100	97
	Douglas	5,300	5,300	99
	Eagle	3,300	3,100	93
	Elbert	2,000	1,900	95
	Garfield	7,100	6,700	94
	Gilpin	900	900	96
	Grand	2,700	2,500	92
	Gunnison	3,100	2,900	92
	Jefferson	110,500	109,300	99
	Lake	3,100	2,900	94
	Larimer	45,700	44,500	97
	Logan	6,700	6,400	96
<b>50% &amp; Over</b>	Mesa	23,900	23,100	97
	Moffat	3,100	2,900	92
	Montrose	7,200	6,900	95
	Morgan	7,800	7,600	98
	Park	1,700	1,600	95
	Pitkin	3,700	3,300	89
	Rio Blanco	2,100	2,000	95
	Routt	4,100	3,700	91
	Summit	2,100	2,000	95
	Teller	2,900	2,800	97
	Washington	2,000	1,900	94
	Weld	37,200	36,400	98
<b>NEBRASKA</b>				
	Box Butte	3,800	3,700	97
	Cheyenne	3,900	3,800	97
	Dawes	3,200	3,000	95
	Kimball	2,200	2,200	99

(Continued on page 136-b)

Station Totals	1,040,300	1,013,800	97
Net Weekly Circulation (1976-77)			704,000
Average Daily Circulation (1976-77)			456,000

TV Factbook No. 48

# Colorado—Denver

## KMGH-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., Look-out Mt.

TV tape: Recording facilities.

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

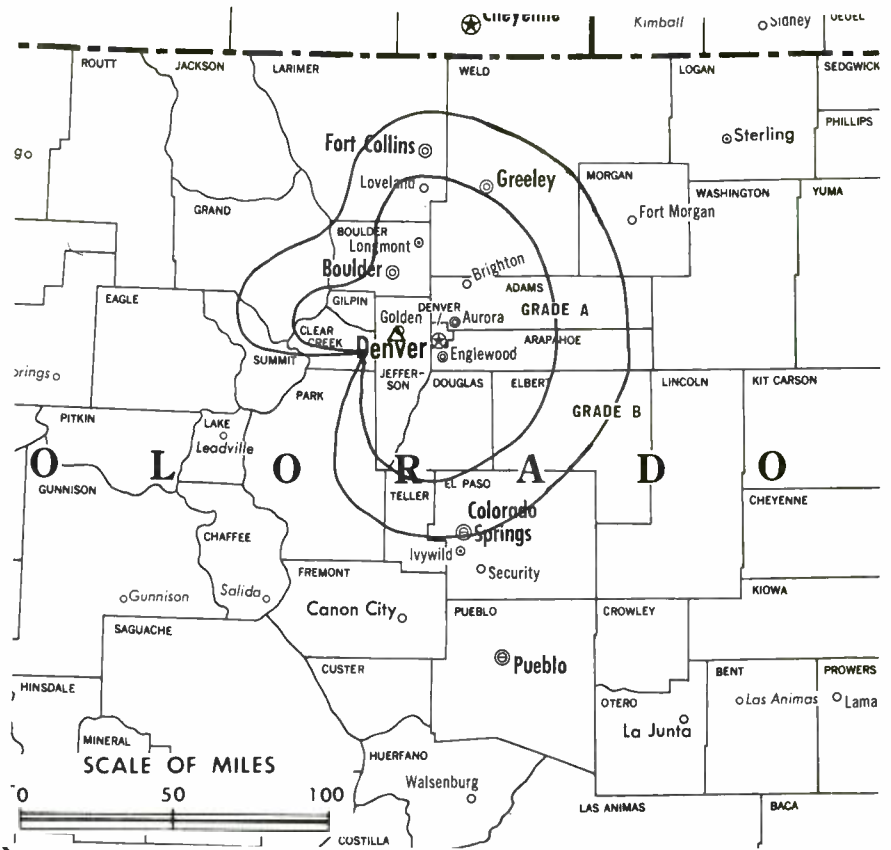
News Wire Service: AP, UPI.

Facsimile Service: AP.

Studio: 123 Speer Blvd.

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KMGH-TV Ref: FCC-File No. BMPCT-1362 Granted 9/15/53

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

## KMGH-TV

Network Service: CBS.

Licensee: McGraw-Hill Broadcasting Co. Inc., 123 Speer Blvd., Denver, Colo. (80203).

Telephone: 303-832-7777. TWX No.: 910-931-2615.

Ownership: McGraw-Hill Inc. See 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). Sale to present owner by Time-Life Bcst. Inc. approved March 8, 1972 (Vol. 12:10, 11).

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

Personnel:

NORMAN E. WALT, president.  
BOB HART, vice president & general manager.  
JIM KEELEY, general sales manager.  
FRED DRAVLAND, local sales manager.  
LEONARD J. MARSH, national sales manager.  
GORDON ACKER, director of program operations.  
BARRY SMITH, director of advertising & sales promotion.  
ELVA GILMER, traffic director.  
PAUL THOMPSON, director of news.  
TED EVERETT, director of engineering.

Highest 30 Sec. Rate (Sept. 1, 1978): \$2500.

NETWORK BASE HOURLY RATE: \$1169.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
	Adams	68,600	68,000	99
	Arapahoe	76,200	75,200	99
<b>50% &amp; Over</b>	Boulder	63,000	61,000	97
	Chaffee	4,800	4,500	95
	Clear Creek	1,900	1,800	96
	Denver	196,100	191,100	97
	Douglas	5,300	5,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	Eagle	3,300	3,100	93
	Elbert	2,000	1,900	95
	Gilpin	900	900	96
	Grand	2,700	2,500	92
	Jefferson	110,500	109,300	99
	Lake	3,100	2,900	94
	Larimer	45,700	44,500	97
	Moffat	3,100	2,900	92
	Morgan	7,800	7,600	98
	Park	1,700	1,600	95
	Pitkin	3,700	3,300	89
<b>50% &amp; Over</b>	Rio Blanco	2,100	2,000	95
	Routt	4,100	3,700	91
	Summit	2,100	2,000	95
	Washington	2,000	1,900	94
	Weld	37,200	36,400	98
<b>NEBRASKA</b>				
	Dawes	3,200	3,000	95
	Kimball	2,200	2,200	99
<b>WYOMING</b>				
	Albany	10,200	9,600	94
	Carbon	6,600	6,200	94
	Laramie	24,200	23,700	98
	Natrona	20,700	20,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
	Alamosa	3,900	3,700	94
	Garfield	7,100	6,700	94
<b>Between 25-49%</b>	Huerfano	2,400	2,200	93
	Logan	6,700	6,400	96
	Mesa	23,900	23,100	97

(Continued on page 145-b)

<b>Station Totals</b>	<b>970,900</b>	<b>946,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>669,800</b>
<b>Average Daily Circulation (1976-77)</b>			<b>432,200</b>

# Colorado—Denver

**KOA-TV**

Ch. 4



**A GENERAL ELECTRIC BROADCASTING STATION**

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"

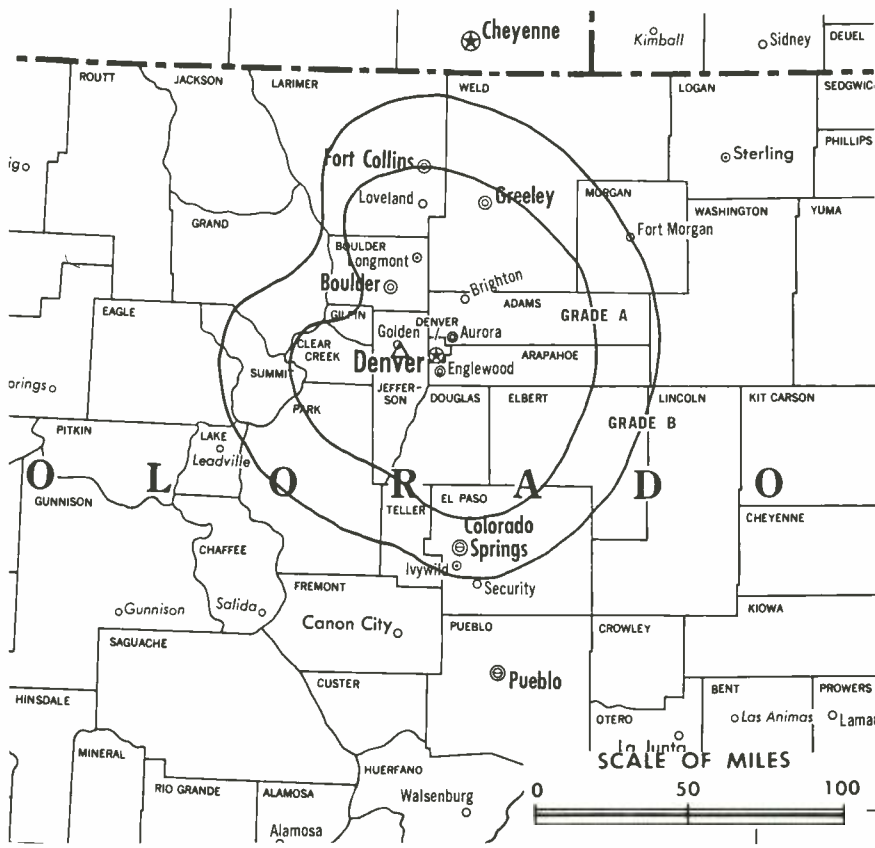
Transmitter: Lookout Mt.

TV tape: Recording facilities.

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

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
Consumer Market Data as of 1/1/78.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: General Electric Bcstg. Co. of Colorado Inc., Box 5012 T.A., Denver, Colo. (80217).

Studio: 1044 Lincoln St., Denver, Colo. (80203).

Telephone: 303-861-4444. TWX No.: 910-931-0439.

AM Affiliate: KOA, 50-kw, 850 kHz (CBS).

FM Affiliate: KOAQ, 100-kw, 103.5 MHz (No. 278), 1060-ft.

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 Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- BRIAN E. COBB, vice president & general manager.
- LON C. LEE, station manager.
- KENT LILLIE, general sales manager.
- GENE V. GRUBB, sales manager.
- BOB RUBIN, manager, operations.
- R. M. CHAMBERLAIN, production manager & senior director.
- L. D. EDELMAIER, manager, engineering.
- DON AKENS, news director.

Highest 30 Sec. Rate (June 26, 1978): \$2500.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
50% & Over	Adams	68,600	68,000	99
	Arapahoe	76,200	75,200	99
	Boulder	63,000	61,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	Chaffee	4,800	4,500	95
	Clear Creek	1,900	1,800	96
	Denver	196,100	191,100	97
	Douglas	5,300	5,300	99
	Eagle	3,300	3,100	93
	Elbert	2,000	1,900	95
	Garfield	7,100	6,700	94
	Gilpin	900	900	96
	Grand	2,700	2,500	92
	Jackson	600	600	96
	Jefferson	110,500	109,300	99
	Lake	3,100	2,900	94
	Larimer	45,700	44,500	97
	Logan	6,700	6,400	96
	Mesa	23,900	23,100	97
50% & Over	Moffat	3,100	2,900	92
	Morgan	7,800	7,600	98
	Park	1,700	1,600	95
	Pitkin	3,700	3,300	89
	Rio Blanco	2,100	2,000	95
	Routt	4,100	3,700	91
	Summit	2,100	2,000	95
	Teller	2,900	2,800	97
	Washington	2,000	1,900	94
	Weld	37,200	36,400	98
<b>SOUTH DAKOTA</b>				
	Hughes	4,800	4,700	98
	Stanley	800	800	95
<b>WYOMING</b>				
	Albany	10,200	9,600	94
	Carbon	6,600	6,200	94
	Laramie	24,200	23,700	98
	Natrona	20,700	20,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
Between 25-49%	Alamosa	3,900	3,700	94
(Continued on page 145-b)				
<b>Station Totals</b>		<b>1,026,200</b>	<b>999,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>689,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>430,400</b>	



# 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: 1050-ft. above av. terrain, 440-ft. above ground, 7720-ft. above sea level.

Latitude 39° 43' 59"  
Longitude 105° 14' 12"

Transmitter: Buffalo Bill Hwy., Look-out Mt.

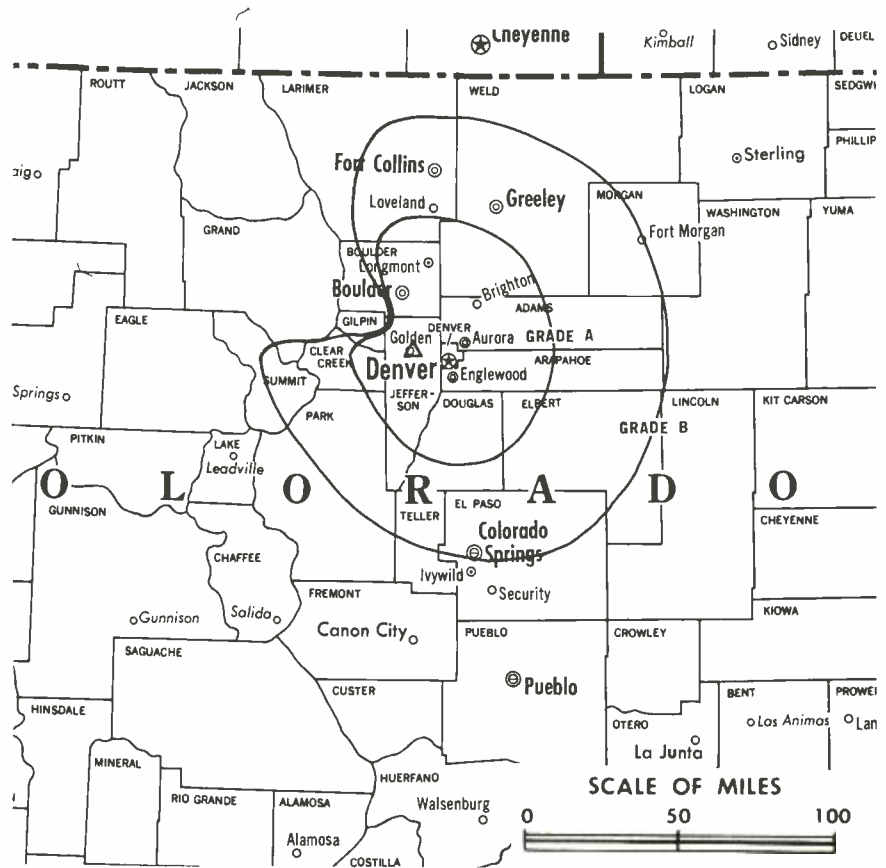
Studio: 550 Lincoln St. (80203).

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households:  $\odot$  MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KWGN-TV Ref: FCC No. BPCT-4417 Granted 5/12/71

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

## KWGN-TV

Network Service: None, independent.

Licensee: WGN of Colorado Inc., 550 Lincoln St., Denver, Colo.

Ownership: See WGN-TV, Chicago, Ill.

Telephone: 303-832-2222. TWX No.: 910-931-2544.

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.; Hyett/Ramsland Inc. (Minneapolis); Creed Assoc. Inc. (Boston & New England); Milam & Cowart (Dallas); Glen-Warren Broadcast Sales Div. (Canada).

Represented (legal) by Kirkland & Ellis.

Personnel:

ROBERT A. INNES, v.p. & general manager.  
JOHN B. PROFFITT, programming manager.  
JOHN J. BRENNAN, v.p., director of marketing.  
DON RAYDON, v.p. & chief engineer.  
J. GREG GUINAN, v.p. for public affairs.  
PETER ROSELLA, v.p. & general sales manager.  
LARRY G. GRALL, local sales manager.  
SHERRY SWEDENBORG, operations manager.  
FRED HOBBS, news director.  
MOLLY S. BURKE, promotion manager.  
LEONDELE LAMIAUX, production manager.  
ROYCE W. NATION, treasurer/business manager.

### DIGEST OF RATE CARD NO. 17—(Sept. 1, 1977)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.					
\$1200	\$720	\$430	\$650*	\$325*	\$160*

\*Section I, AAA.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
	Adams	68,600	68,000	99
	Arapahoe	76,200	75,200	99
	Boulder	63,000	61,000	97
	Chaffee	4,800	4,500	95
	Clear Creek	1,900	1,800	96
	Denver	196,100	191,100	97
	Douglas	5,300	5,300	99
	Elbert	2,000	1,900	95
	Grand	2,700	2,500	92
	Jefferson	110,500	109,300	99
<b>50% &amp; Over</b>	Lake	3,100	2,900	94
	Larimer	45,700	44,500	97
	Morgan	7,800	7,600	98
	Park	1,700	1,600	95
	Pitkin	3,700	3,300	89
	Summit	2,100	2,000	95
	Washington	2,000	1,900	94
	Weld	37,200	36,400	98
<b>SOUTH DAKOTA</b>				
	Stanley	800	800	95
<b>WYOMING</b>				
	Laramie	24,200	23,700	98
<b>COLORADO</b>				
	Alamosa	3,900	3,700	94
	Garfield	7,100	6,700	94
	Gilpin	900	900	96
	Las Animas	6,100	5,600	92
	Lincoln	2,000	1,900	96
	Logan	6,700	6,400	96
	Mesa	23,900	23,100	97
	Moffat	3,100	2,900	92
	Prowers	5,200	4,800	92
	Teller	2,900	2,800	97
	Yuma	3,500	3,300	95

(Continued on page 136-b)

Station Totals	1,342,800	1,307,700	97
Net Weekly Circulation (1976-77)			612,100
Average Daily Circulation (1976-77)			285,400

# Colorado—Durango

## KREZ-TV

Ch. 6

[Satellite of KREX-TV, Grand Junction, Colo.]

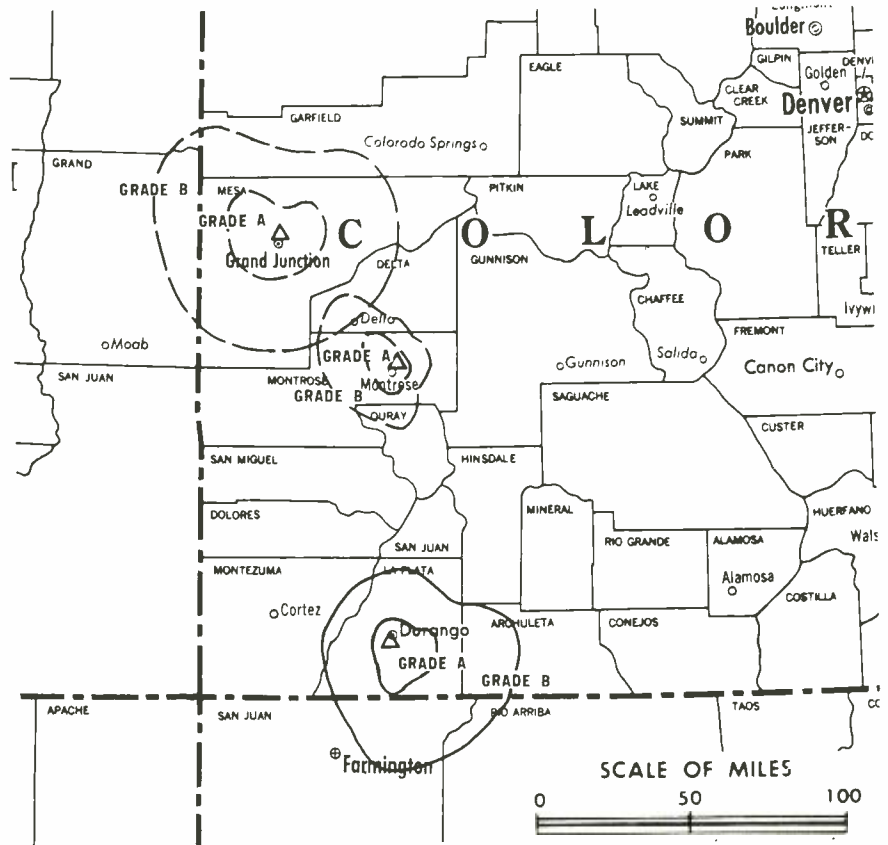
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3.1-kw visual, .5-kw aural. Antenna: plus 460-ft. above av. terrain, 186-ft. above ground, 7888-ft. above sea level.

Latitude 37° 15' 44"  
Longitude 107° 53' 58"

Transmitter: Smelter Mountain.

Color: Network, film & slide.

News Wire Service: UPI.



County coverage based on Arbitron 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: ABC, CBS, NBC.

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, president & general manager.  
WILLIAM WALTERS, 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, Colo.

Arbitron data for this station included with parent KREX-TV, Grand Junction

**KOA-TV, Denver**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	Lincoln	2,000	1,900	96
	Prowers	5,200	4,800	92
	Yuma	3,500	3,300	95
<b>NEBRASKA</b>				
	Box Butte	3,800	3,700	97
	Cheyenne	3,900	3,800	97
	Dawes	3,200	3,000	95
Between 25-49%	Keith	3,500	3,400	98
	Kimball	2,200	2,200	99
	Scotts Bluff	13,000	12,600	97
	Sheridan	2,600	2,500	97
<b>SOUTH DAKOTA</b>				
	Brule	1,900	1,800	97
	Pennington	23,900	23,400	98
<b>WYOMING</b>				
	Goshen	4,900	4,700	97
	Platte	3,200	3,000	94
<b>COLORADO</b>				
	Delta	7,300	6,900	95
	El Paso	96,700	94,900	98
	Gunnison	3,100	2,900	92
	Huerfano	2,400	2,200	93
	Kit Carson	2,700	2,500	93
	Las Animas	6,100	5,600	92
	Montrose	7,200	6,900	95
	Pueblo	45,500	44,600	98
	Rio Grande	3,400	3,200	93
Between 5-24%	Saguache	1,300	1,200	92
	Sedgwick	1,300	1,300	96
<b>KANSAS</b>				
	Cheyenne	1,800	1,700	97
<b>NEBRASKA</b>				
	Cherry	2,600	2,500	96
	Morrill	2,200	2,100	96
<b>SOUTH DAKOTA</b>				
	Tripp	2,800	2,700	97
<b>WYOMING</b>				
	Converse	2,700	2,600	95

**Colorado**

**KMGH-TV, Denver**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	Prowers	5,200	4,800	92
	Teller	2,900	2,800	97
	Yuma	3,500	3,300	95
<b>NEBRASKA</b>				
	Box Butte	3,800	3,700	97
	Cheyenne	3,900	3,800	97
	Keith	3,500	3,400	98
Between 25-49%	Scotts Bluff	13,000	12,600	97
	Sheridan	2,600	2,500	97
<b>SOUTH DAKOTA</b>				
	Lawrence	6,300	6,100	97
	Pennington	23,900	23,400	98
<b>WYOMING</b>				
	Goshen	4,900	4,700	97
	Platte	3,200	3,000	94
<b>COLORADO</b>				
	Custer	300	300	93
	Delta	7,300	6,900	95
	El Paso	96,700	94,900	98
	Kit Carson	2,700	2,500	93
	Lincoln	2,000	1,900	96
	Montrose	7,200	6,900	95
	Rio Grande	3,400	3,200	93
Between 5-24%	Sedgwick	1,300	1,300	96
<b>SOUTH DAKOTA</b>				
	Butte	3,200	3,100	97
	Fall River	3,200	3,100	96
	Meade	5,200	5,000	97
<b>WYOMING</b>				
	Converse	2,700	2,600	95

The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
Information  
On Demand



**ARBITRON TELEVISION**

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# Colorado—Grand Junction

## KREX-TV

Ch. 5

[Also operates satellites KREY-TV, Montrose & 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, 30-kw, 92.3 MHz (No. 222), minus 42-ft.

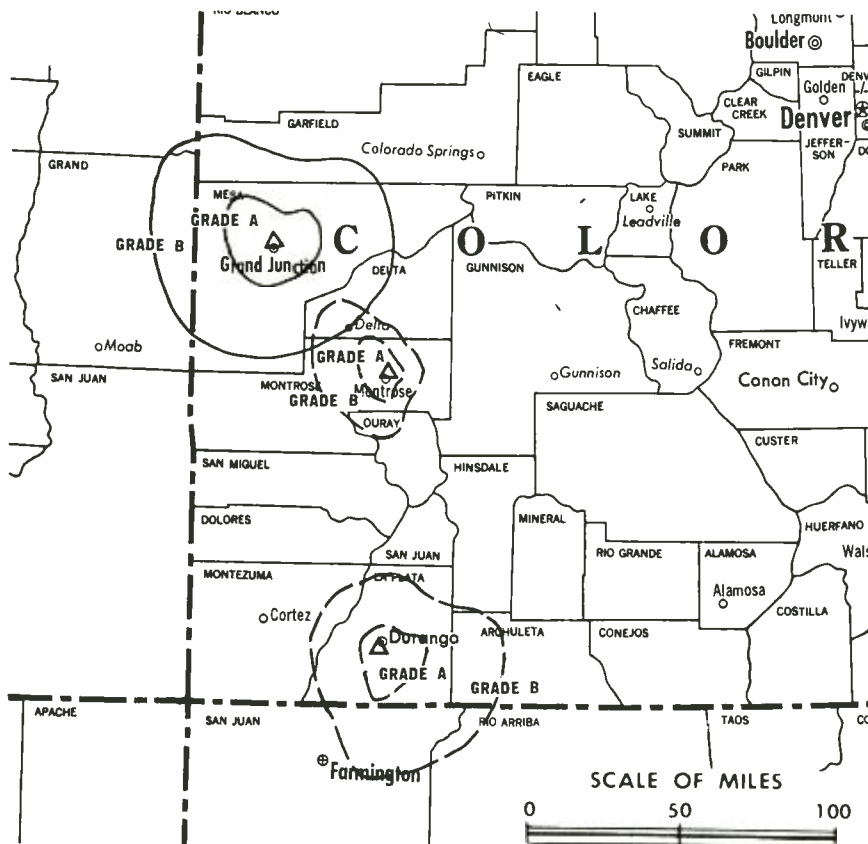
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KREX-TV Ref: FCC File No. BMPCT-3797 Granted 4/20/56

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

## KREX-TV

Network Service: ABC, CBS, NBC.

Licensee: XYZ TV Inc., Box 789, Grand Junction, Colo. (81501).

Studio: Hillcrest Manor.

Telephone: 303-242-5000. TWX No.: 910-929-6992.

Ownership: Estate of Rex G. Howell, 57%; Carl Q. Anderson, pres., 8%; Forestville Realty Co., 14%; John W. English, 6.3%; Otilie G. English, 2.8%; Dr. J. H. Dornheggen, 8%; 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.

Began Operation: May 22, 1954. Transfer of control from Forestville Realty to Rex. G. Howell approved by FCC Aug. 11, 1972. Previous transfer to Forestville, et al., from Howell (Western Slope Bcstg.) approved Sept. 21, 1966 (Television Digest, Vol. 6:19, 39).

Represented (sales) by H-R Television Inc.; John L. McGuire & Co.

Represented (legal) by Lois Siegel Schwartz.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

CARL Q. ANDERSON, president & general manager.

BILL SULLIVAN, station manager.

AL LADAGE, chief engineer.

TOM MCGILL, program & traffic director.

JULIAN LOPEZ, production director & film buyer.

### DIGEST OF RATE CARD NO. 15—(Sept. 1, 1977)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.
Class AA—6-10 p.m., daily.					
\$500	\$350	\$275	\$200	\$192	\$96

Note: This is combined rate for KREX-TV, KREY-TV, Montrose and KREZ-TV, Durango.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>COLORADO</b>			
	Delta	7,300	6,900	95
	Garfield	7,100	6,700	94
	Gunnison	3,100	2,900	92
	Hinsdale	500	500	99
	Mesa	23,900	23,100	97
	Montrose	7,200	6,900	95
	Ouray	700	600	91
	San Juan	200	200	96
	San Miguel	700	600	92
<b>Between 25-49%</b>	<b>COLORADO</b>			
	La Plata	8,400	7,900	94
	Pitkin	3,700	3,300	89
<b>Between 5-24%</b>	<b>ARIZONA</b>			
	Apache South	1,800	1,500	85
	<b>COLORADO</b>			
	Dolores	600	500	87
Eagle	3,300	3,100	93	
Rio Blanco	2,100	2,000	95	
<b>NEW MEXICO</b>				
Mora	1,700	1,400	85	
San Juan	20,800	19,300	93	
<b>Station Totals</b>		<b>93,100</b>	<b>87,400</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>50,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>36,600</b>

Arbitron Data: Figures include satellites KREY-TV, Montrose and KREZ-TV, Durango, Colo.

# Colorado—Montrose

## KREY-TV

Ch. 10

[Satellite of KREX-TV,  
Grand Junction]

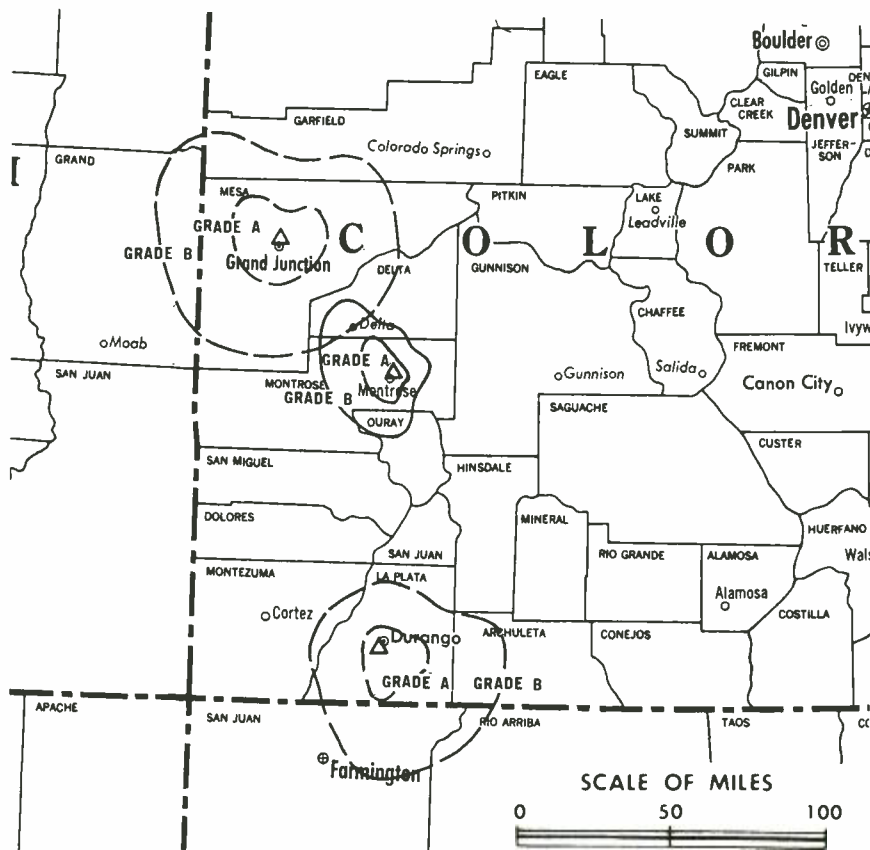
Technical Facilities: Channel No. 10  
(192-198 MHz). Authorized power:  
3.09-kw visual, 0.617-kw aural.  
Antenna: 80-ft. above av. terrain,  
112-ft. above ground, 6392-ft.  
above sea level.

Latitude 38° 31' 01.6"  
Longitude 107° 51' 11.8"

Transmitter: Flat Top Mesa.

Color: Network, live, film & slide.

News Wire Service: UPI.



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

KREY-TV Ref: FCC File No. BPCT-2768 Granted 6/6/60

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

## KREY-TV

Network Service: ABC, CBS, NBC.

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 Lois Siegel Schwartz.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

CARL Q. ANDERSON, president & general manager.

WILLIAM WALTERS, station manager.

Rates: Sold in combination with KREX-TV, Grand Junction.

NETWORK BASE HOURLY RATE: Bonus to KREX-TV, Grand  
Junction.

Arbitron Data for this station included with  
parent KREX-TV, Grand Junction

# Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard  
Encino, California 91436

(213) 986-3201

Suite 219

# Colorado—Sterling

## KTVS

Ch. 3

[Satellite of KYCU-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.

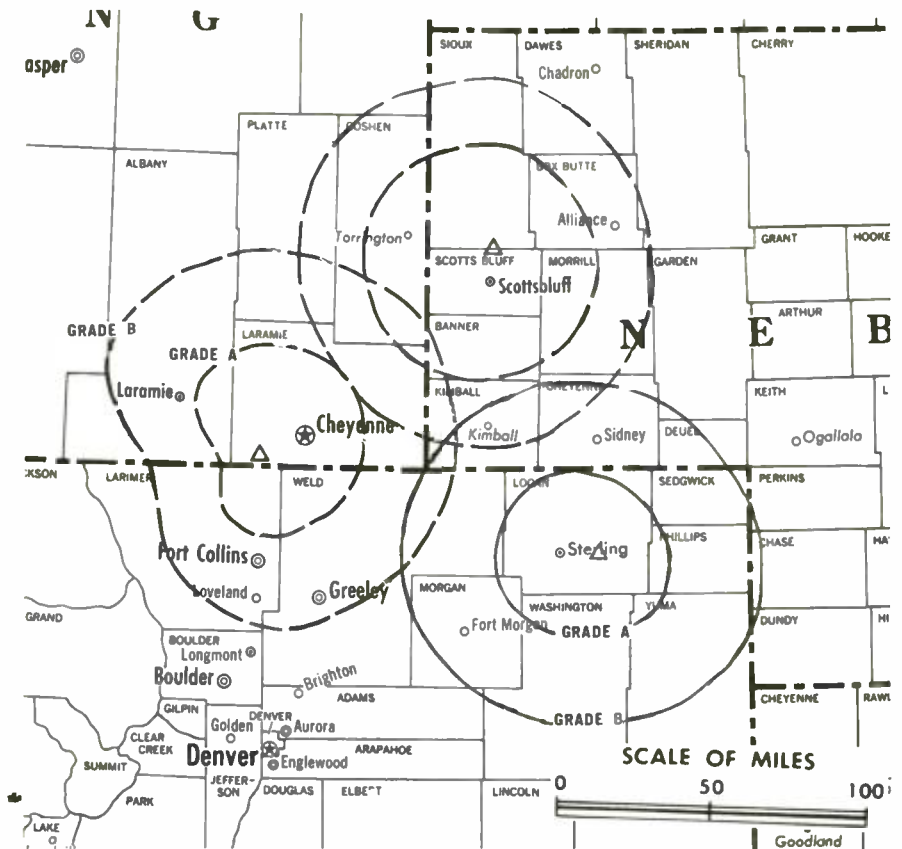
Latitude 40° 34' 58"  
Longitude 103° 01' 50.4"

Transmitter: State Hwy. 61, 9.6-mi. ESE of Sterling.

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

News Wire Service: AP.

News Film Service: CBS.



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

KTVS Ref: FCC File No. BPCT-3005 Granted 2/13/63

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

## KTVS

Network Service: CBS & ABC.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway, Cheyenne, Wyo. (82001).

Studio: 204-1/2 Main St., Sterling (80751).

Telephone: 307-634-7755 (Cheyenne).

Ownership: See KYCU-TV, Cheyenne, Wyo.

Began Operation: Dec. 28, 1963.

Represented (sales) by Avery-Knodel Inc.

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

### Personnel:

GENE HUSTON, resident manager.

CARL J. OCCHIPINTI, general manager.

Rates: Sold in combination with KYCU-TV, Cheyenne, with rates applying to simultaneous telecasts on KYCU-TV, KTVS and KYCU-TV's other satellite, KSTF, Scottsbluff, Neb. Separate rates also available.

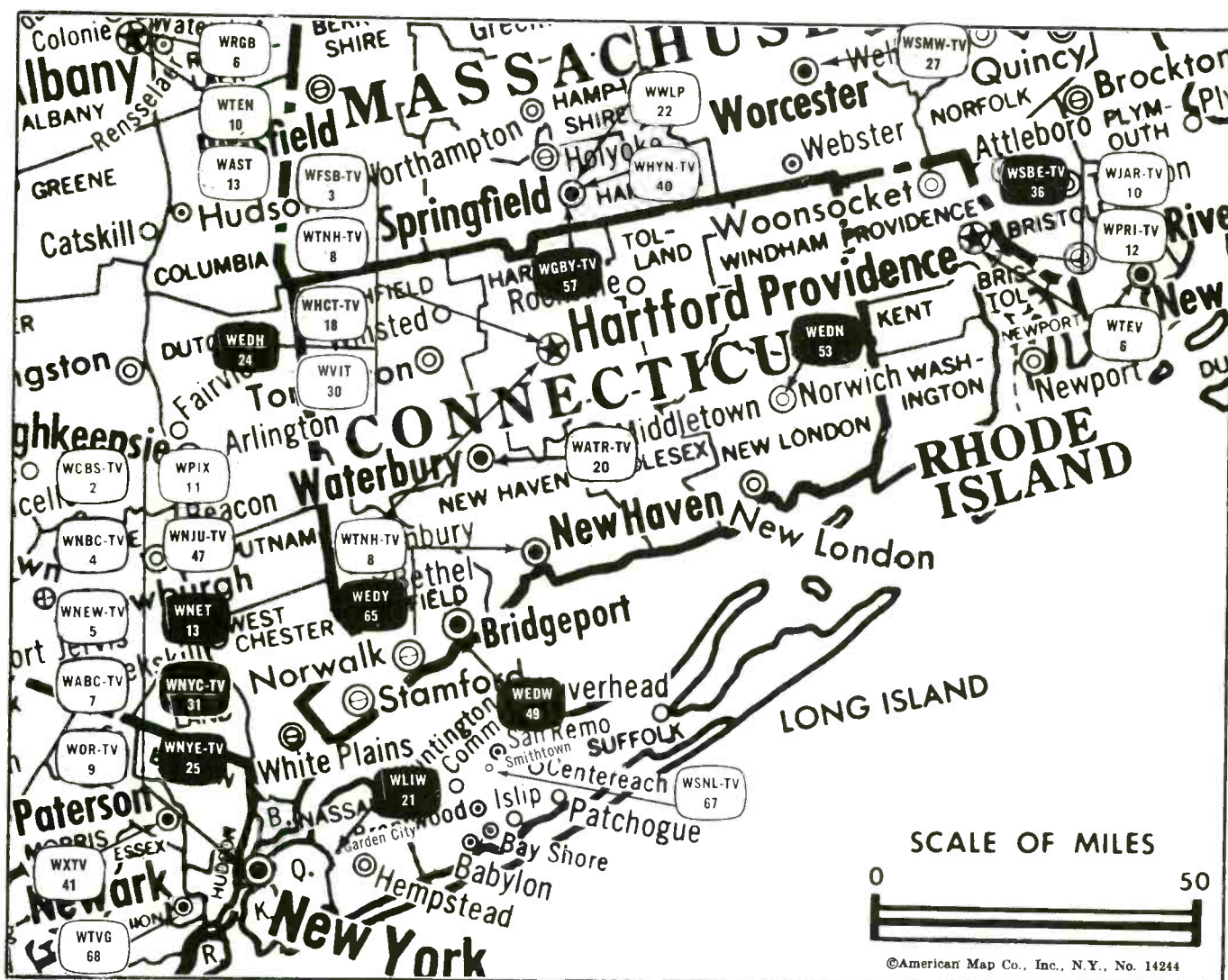
NETWORK BASE HOURLY RATE: Bonus to KYCU-TV, Cheyenne, Wyo.

Arbitron Data included with Parent  
KYCU-TV, Cheyenne, Wyo.

## Television Digest Addenda Services—Cable, TV, AM-FM—

# EXPOSURE PLUS FOR ADVERTISERS.

Your ad in the Addenda Services guarantees you repeated exposure at no extra cost, because industry leaders keep the weekly Addenda Services for reference throughout the year. For complete advertising information, call COLLECT-202/872-9200.



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Hartford-New Haven	422,000	23	664,200	22

Connecticut Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	2	3	5
Educational Television Stations	0	4	4
			9

## Connecticut

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

#### WEDW

##### Bridgeport

Ch. 49

Non-Commercial Educational Station

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 617-kw max. & 425-kw horizontal visual, 61.4-kw max. & 42.5-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	43"
Longitude	73°	11'	09"

#### WEDH

##### Hartford

Ch. 24

Non-Commercial Educational Station

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 817-kw max. & 685-kw horizontal visual, 83-kw max. & 69.2-kw horizontal aural. Antenna: 855-ft. above av. terrain, 455-ft. above ground, 1158-ft. above sea level.

Latitude	41°	46'	27"
Longitude	72°	48'	20"

#### WEDY

##### New Haven

Ch. 65

Non-Commercial Educational Station

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 7.87-kw max. & 4.47-kw horizontal visual, 0.89-kw max. & 0.50-kw horizontal aural. Antenna: 270-ft. above av. terrain, 106-ft. above ground, 446-ft. above sea level.

Latitude	41°	19'	42"
Longitude	72°	54'	25"

#### WEDN

##### Norwich

Ch. 53

Non-Commercial Educational Station

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. & 316-kw horizontal visual, 56.5-kw max. & 31.6-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"

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### WVIT & WTNH-TV

Hartford

(Also see New Britain & New Haven)

# THE

# TED HEPBURN COMPANY

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242

Telephone (513) 791-8730



# Connecticut—Hartford

**WFSB-TV**

Ch. 3

**WFSB-TV 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 Mtn., Avon.

TV tape: Recording facilities.

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

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

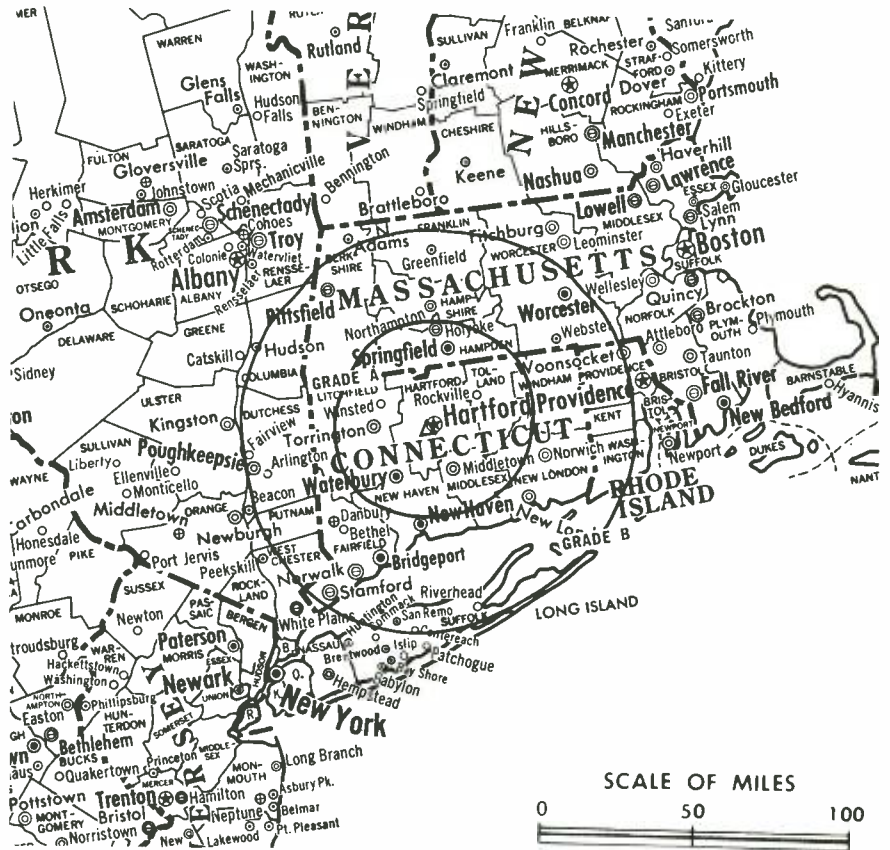
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

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



WFSB-TV Ref: FCC File No. B1CT-193 Granted 7/18/56

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

## WFSB-TV

Network Service: CBS.

Licensee: Post-Newsweek Stations Connecticut Inc., Hartford (06115).

Studio: Broadcast House, 3 Constitution Plaza, Hartford (06115).

Telephone: 203-525-0801. TWX No.: 710-425-1027.

Ownership: Post-Newsweek Stations. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 23, 1957. Sale to present owner by Travelers Corp. approved by FCC Jan. 30, 1974. (Television Digest, Vol. 13:5; 14:5).

Represented (sales) by Top Market Television.

Represented (legal) by Covington & Burling.

Personnel:

G. WILLIAM RYAN, vice president & general manager.  
NANCY BOYER, general sales manager.  
LLEWELLYN KRAUSE, local sales manager.  
PAUL ORIO, national sales manager.  
STEPHEN J. MYERS, chief engineer.  
EDWARD P. JONES, program manager.  
JIM TOPPING, news director.  
ROBERT RIOS, business affairs manager.

### DIGEST OF RATE CARD

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 \$1520 \$980 \$707 Graded rates apply\*

\*Highest rate: \$2300.

NETWORK BASE HOURLY RATE: \$2844.

For Newspaper Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	New Haven	265,600	259,700	98
	New London	79,600	76,900	97
50% & Over	Tolland	34,300	33,300	97
	Windham	33,100	32,100	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	Franklin	24,500	23,300	95
	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	<b>NEW YORK</b>			
Between 25-49%	Suffolk East	112,600	111,000	99
	<b>VERMONT</b>			
	Windham	12,500	11,600	93
	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	<b>MASSACHUSETTS</b>			
	Worcester	218,400	213,600	98
	<b>NEW YORK</b>			
Between 5-24%	Dutchess	76,100	74,000	97
	Greene	14,500	14,200	98
	Ulster	55,400	53,300	96
	<b>RHODE ISLAND</b>			
	Washington	24,400	23,800	97
<b>Station Totals</b>		<b>1,886,400</b>	<b>1,839,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>1,001,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>648,400</b>

# Connecticut—Hartford

## WHCT-TV

Ch. 18

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 186-kw max. & 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"

Holds CP for change to 708-kw max. & 617-kw horizontal visual, 61.7-kw horizontal aural, 958-ft. above av. terrain, 625-ft. above ground, 1284-ft. above sea level. BMPCT-7647.

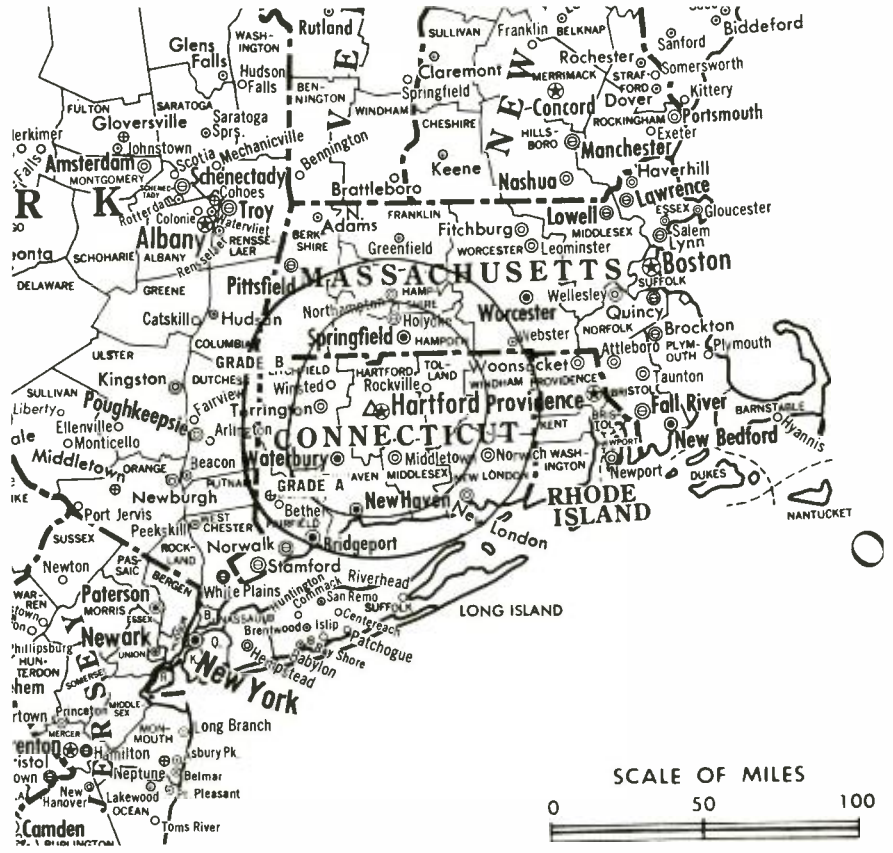
Transmitter: 3.85-mi. SE of Avon Village, Deercliff Rd.

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

News Wire Service: AP.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WHCT-TV Ref: FCC File No. BMPCT-1890 Granted 5/5/54  
CP: BMPCT-7647 Granted 8/5/76

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

## WHCT-TV

Network Service: None, independent.

Licensee: Faith Center, 1615 S. Glendale Ave., Glendale, Cal.

Studio: 555 Asylum St., Hartford (06105).

Telephone: 203-525-2611.

Ownership: Faith Center Inc. For officers and other interests, see KHOF-TV, San Bernardino (Los Angeles), Cal.

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. Taddei 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). Assignment of license to Faith Center approved Feb. 16, 1972.

Represented (sales) by Savalli/Gates Inc.; Eckels & Queen Inc.

Personnel:

DR. W. EUGENE SCOTT, president & general manager.  
KEN BOUDREAU, assistant manager.  
FRED TUCKER, chief engineer.

Rates: Not available.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
Between 5-24%	Hartford	285,400	278,200	97
	Middlesex	42,600	41,400	97
	<b>MASSACHUSETTS</b>			
	Hampden	163,100	159,200	98
<b>Station Totals</b>		<b>491,100</b>	<b>478,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>60,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>13,600</b>	

# Connecticut—New Britain-Hartford

## WVIT

(formerly WHNB-TV)

Ch. 30

**Technical Facilities:** Channel No. 30 (566-572 MHz). Authorized power: 3020-kw max. & 1350-kw horizontal visual, 302-kw max. & 135-kw horizontal aural. Antenna: 940-ft. above av. terrain, 578-ft. above ground, 1298-ft. above sea level.

Latitude 41° 42' 02"  
Longitude 72° 49' 57"

Requests CP for change to 3090-kw max. visual, 309-kw max. aural, 1485-ft. above av. terrain, 1129-ft. above ground, 1849-ft. above sea level. BPCT-5219.

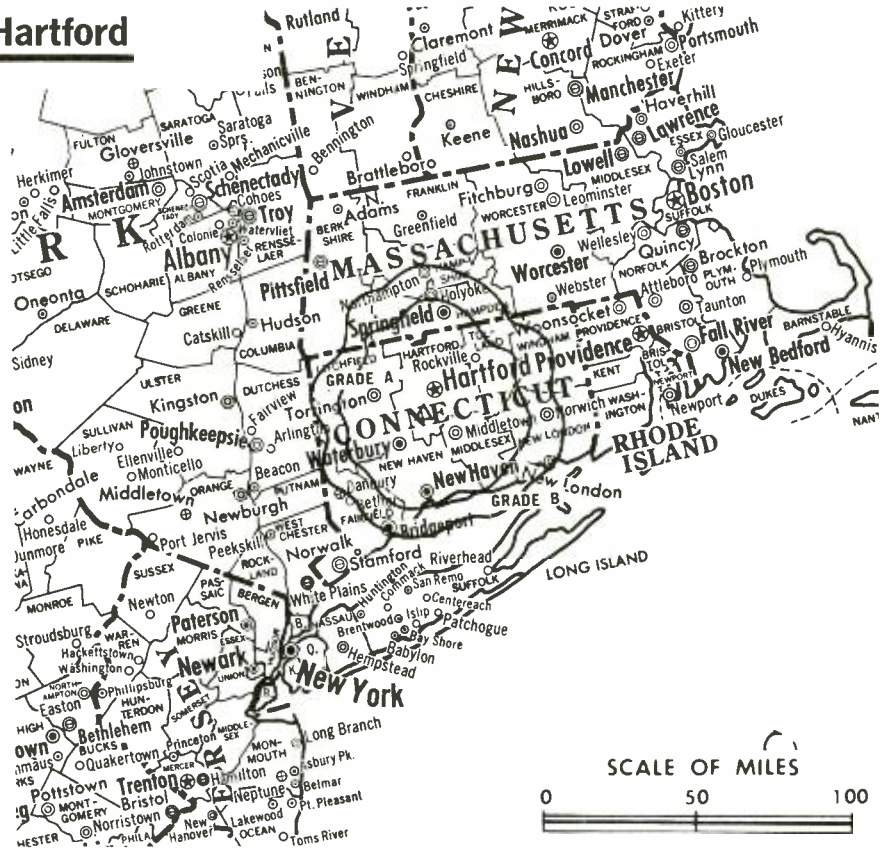
**Transmitter:** Rattlesnake Mt., U.S. Route 6, Farmington, Conn.

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

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

**News Film Service:** NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WVIT Ref: FCC File No. BPCT-5094 Granted 11/4/77

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

## WVIT

**Network Service:** NBC.

**Licensee:** Viacom Broadcasting Inc., 1211 Ave. of the Americas, New York, N.Y. (10036).

**Studio:** 1422 New Britain Ave., West Hartford (06110).

**Telephone:** 203-521-3030, Hartford; 203-223-3603, New Britain.

**Ownership:** Viacom Broadcasting Inc. Ralph M. Baruch, pres.; Terrence A. Elkes, v.p.; Paul M. Hughes, v.p.; Ronald Lightstone, secy.; Benjamin Pellegrino, controller; Arthur G. Cooper, asst. v.p. Viacom is a multiple cable system operator & program producer which is merging with Sonderling Bcstg. (Television Digest, Vol. 18:25, 41).

**Began Operation:** Feb. 13, 1953. Sale to present owner by Plains TV Corp. approved by FCC March 13, 1978 (Television Digest, Vol. 17:25). Sale to Plains by NBC approved Sept. 23, 1959 by FCC (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 Katz Television.

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

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

**Personnel:**

PAUL M. HUGHES, president & general manager.  
LEWIS FREIFELD, director of sales.  
JACK FOX, general sales manager.  
JOHN PALMER, program manager.  
PHILIP B. HALE, program operations.  
GAIL BLANCHARD, promotion director.  
ARNOLD KLINSKY, news director.  
WILLIAM CANORA, chief engineer.

## DIGEST OF RATE CARD NO. 23A—(Sept. 6, 1974)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AAA—7:30-10:59 p.m., daily.  
\$800.00 \$480.00 \$320.00 \$275.00 Graded rates apply\*

\*Highest rate: \$500.

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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Middlesex	42,600	41,400	97
	Tolland	34,300	33,300	97
Between 25-49%	<b>CONNECTICUT</b>			
	Litchfield	53,100	51,600	97
	New Haven	265,600	259,700	98
	<b>MASSACHUSETTS</b>			
	Hampden	163,100	159,200	98
Between 5-24%	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	Franklin	24,500	23,300	95
	Hampshire	39,900	38,500	96
<b>Station Totals</b>		<b>1,039,200</b>	<b>1,011,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>443,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>242,200</b>	

# Connecticut—New Haven-Hartford

## WTNH-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 32.8-kw visual, 7-kw aural. Antenna: 1210-ft. above av. terrain, 909-ft. above ground, 1549-ft. above sea level.

Latitude 41° 25' 23"  
Longitude 72° 57' 06"

Transmitter: Talmadge Rd., Mad Mare Mt., Hamden, Conn.

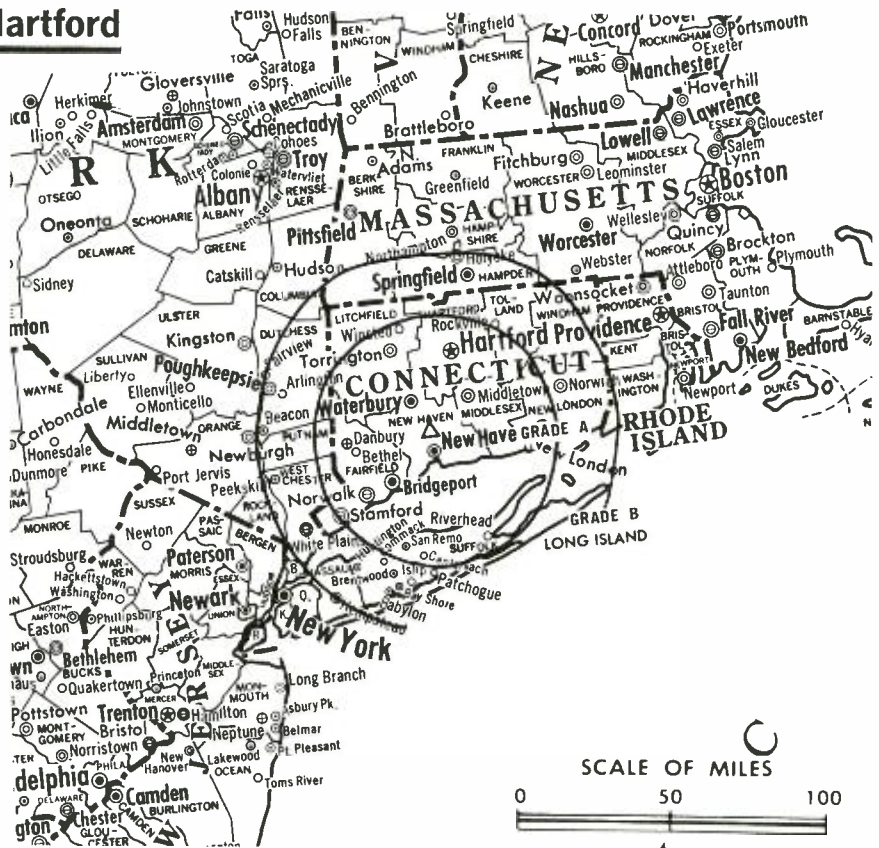
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTNH-TV Ref: FCC File No. BPCT-4582 Granted 5/17/76

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

## WTNH-TV

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 485 Madison Ave., New York, N.Y. (10022).

Studio & General Offices: 135 College St., New Haven, Conn. (06510).

Mailing Address: P.O. Box 1859, New Haven, Conn. (06508).

Telephone: 203-777-3611. TWX No.: 710-465-1193.

Ownership: Capital Cities Communications Inc. For other interests see Group Ownership of TV Stations.

Began Operation: June 15, 1948. Sale to present owners by Triangle Publications approved by FCC Feb. 24, 1971. Previous sale 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 Television; Opex Ltd. (Canada).

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

PETER K. ORNE, vice president & general manager.  
MARC EDWARDS, general sales manager.  
BRUCE LAWRENCE, sales manager.  
NAT TUCKER, director of broadcast operations.  
DAVID PERRIS, promotion manager.  
WILLIAM T. HARRIS, production manager.  
CARMINE IANNUCCI, engineering manager.  
WILLIAM ELLISON, public affairs manager.  
SAM P. MASTRO, business manager.  
BRIAN MacFARLANE, news director.

Highest 30 Sec. Rate: \$1750.

NETWORK BASE HOURLY RATE: \$2550.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	New Haven	265,600	259,700	98
	New London	79,600	76,900	97
	Tolland	34,300	33,300	97
	<b>NEW YORK</b>			
	Suffolk East	112,600	111,000	99
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	Hampden	163,100	159,200	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Dutchess	76,100	74,000	97
	Putnam	23,600	23,100	98
	<b>CONNECTICUT</b>			
Windham	33,100	32,100	97	
<b>MASSACHUSETTS</b>				
Hampshire	39,900	38,500	96	
<b>NEW YORK</b>				
Orange	83,700	81,600	97	
Suffolk West	272,900	269,200	99	
Ulster	55,400	53,300	96	
<b>RHODE ISLAND</b>				
Washington	24,400	23,800	97	
<b>Station Totals</b>		<b>1,977,200</b>	<b>1,931,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>963,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>554,300</b>	

# 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"

Holds CP for change to 300-kw max. & 151-kw horizontal visual, 30-kw max. & 16.7-kw horizontal aural. BPCT-4411.

Transmitter: Peach Orchard Rd., 0.2-mi. N of Clark Hill Rd., near Prospect, Conn.

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

News Wire Service: AP.

AM Affiliate: WATR, 5-kw (1-kw night), 1320 kHz (ABC).

FM Affiliate: WWYZ, 16-kw, 92.5 MHz (No. 223), 750-ft.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WATR-TV Ref: FCC File No. BPCT-3281 Granted 5/5/64  
CP: BPCT-4411 Granted 3/22/71



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

## WATR-TV

Network Service: NBC.

Licensee: Thomas Television Inc., 79 Baldwin Ave., Waterbury, Conn. (06706).

Studio: Peach Orchard Rd., Prospect, Conn.

Telephone: 203-755-1121.

Ownership: Thomas Television Inc. H. John Weisman, executor of the estate of Harold Thomas, 99%. Also owns WNAB(AM), Bridgeport; WATR(AM) & WWYZ(FM), Waterbury, Conn.

Began Operation: Sept. 4, 1953.

Represented (sales) by Savalli/Gates Inc.; The Queen Co. Inc. (New England).

Personnel:

B. PRESTON GILMORE, executive vice president.  
ROBERT HOLCZER, manager & program director.  
CHARLES ALLEN, chief engineer.

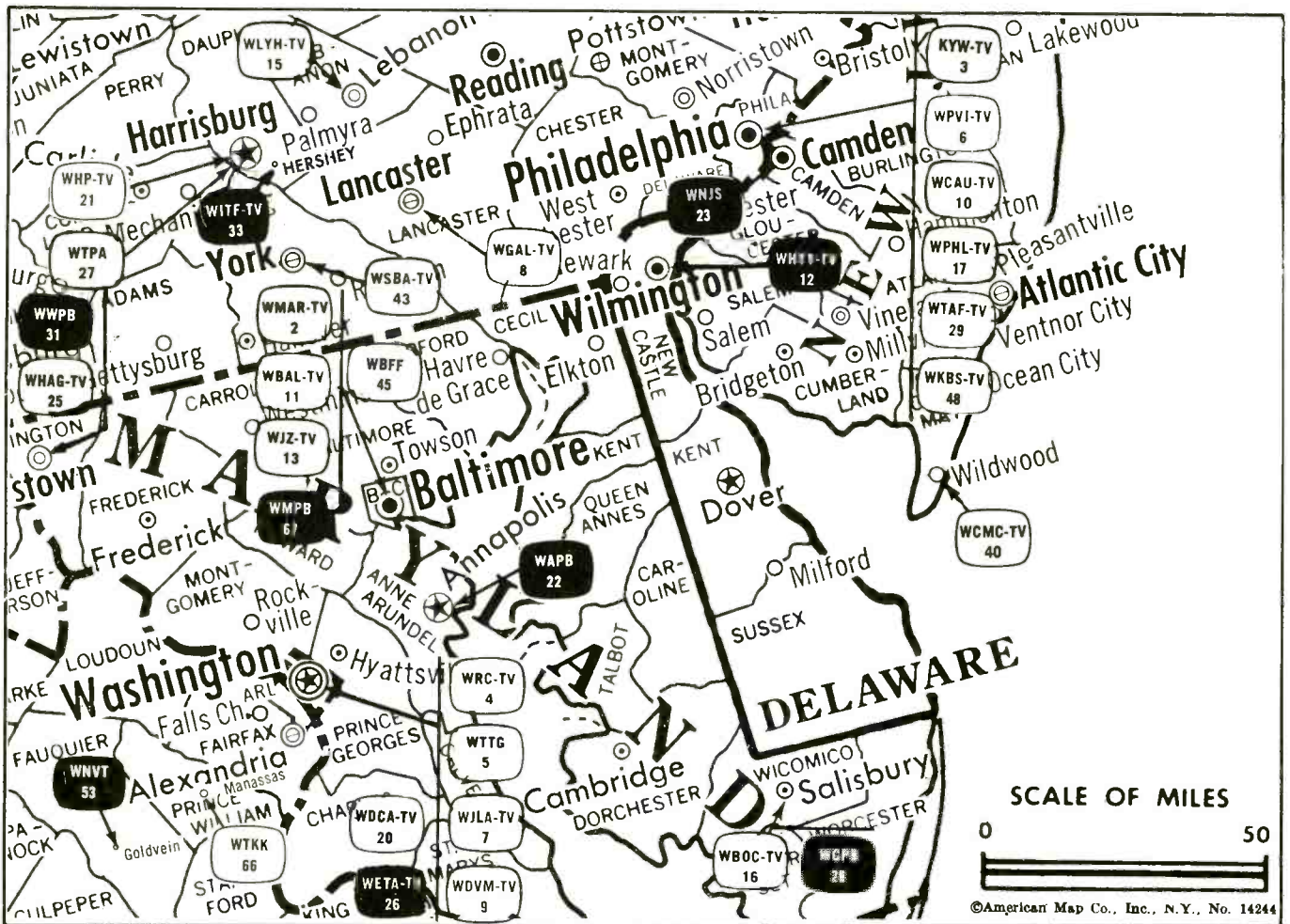
Highest One Hour Rate (Jan. 30, 1978): \$200.

Highest 30 Sec. Rate (Jan. 1, 1978): \$50.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	Hartford	285,400	278,200	97
	Litchfield	53,100	51,600	97
	New Haven	265,600	259,700	98
<b>Station Totals</b>		<b>884,800</b>	<b>864,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>102,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>41,900</b>	

# Delaware



Delaware Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	0	0
● Educational Television Stations	1	0	1
			1

Arbitron Does Not Have Net Weekly  
Circulation Data For Delaware

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

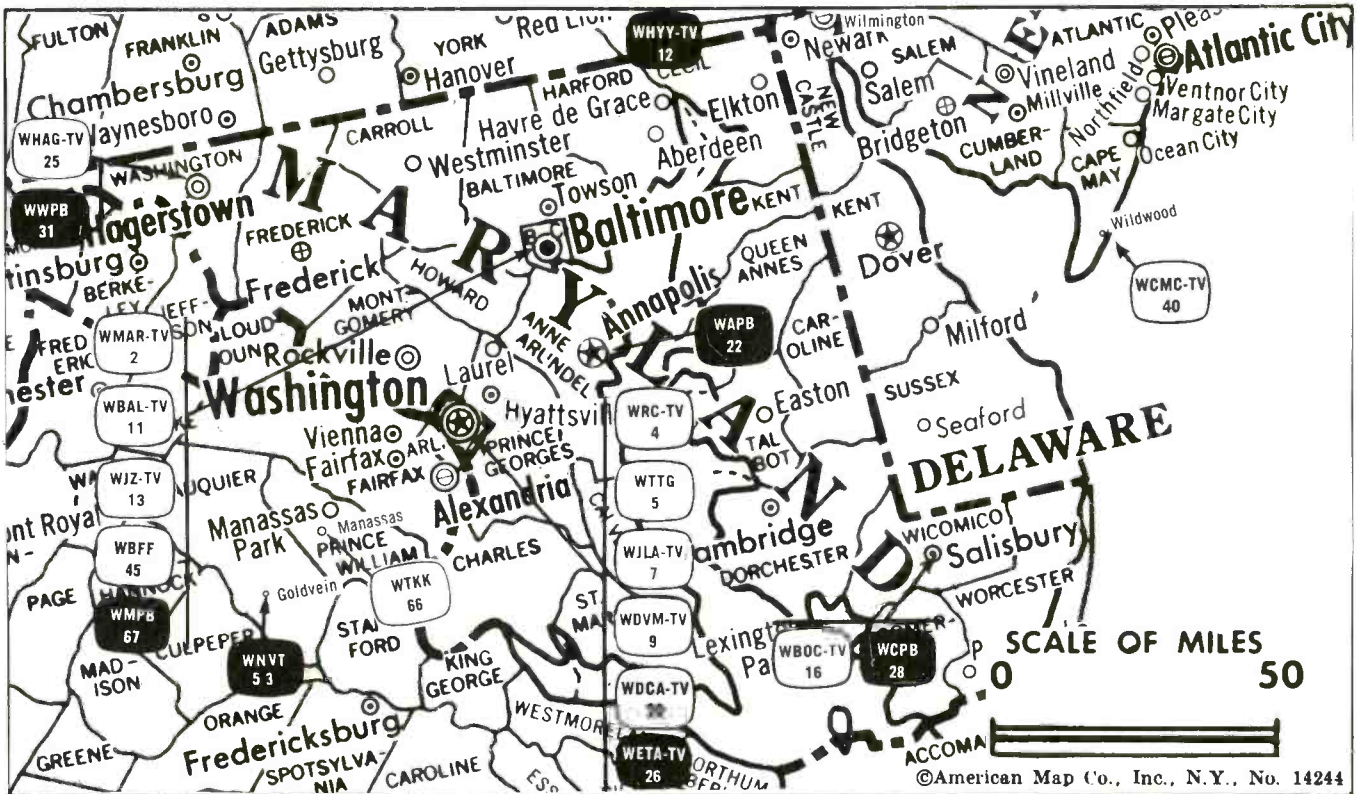
### WHYY-TV Wilmington Ch. 12

Non-Commercial Educational Station

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).  
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 309-kw visual, 30.9-kw aural. Antenna: 960-ft. above av. terrain, 1022-ft. above ground, 1369-ft. above sea level.

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

# District of Columbia



Market	Arbitron Prime Time TV Households	Rank	Arbitron AD1 TV Households	Rank
Washington, D.C.	849,000	9	1,344,000	8

## District of Columbia Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	4	1	5
Educational Television Stations	0	1	1
			<u>6</u>

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 Telecommunications Assn. Inc., Box 2626, Washington, D.C. (20013).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. and 1618-kw horizontal visual, 225-kw max. and 162-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"

# District of Columbia—Washington

## WDCA-TV

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 4000-kw max. & 3090-kw horizontal visual, 400-kw max. & 309-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"  
Requests subscription television authorization.

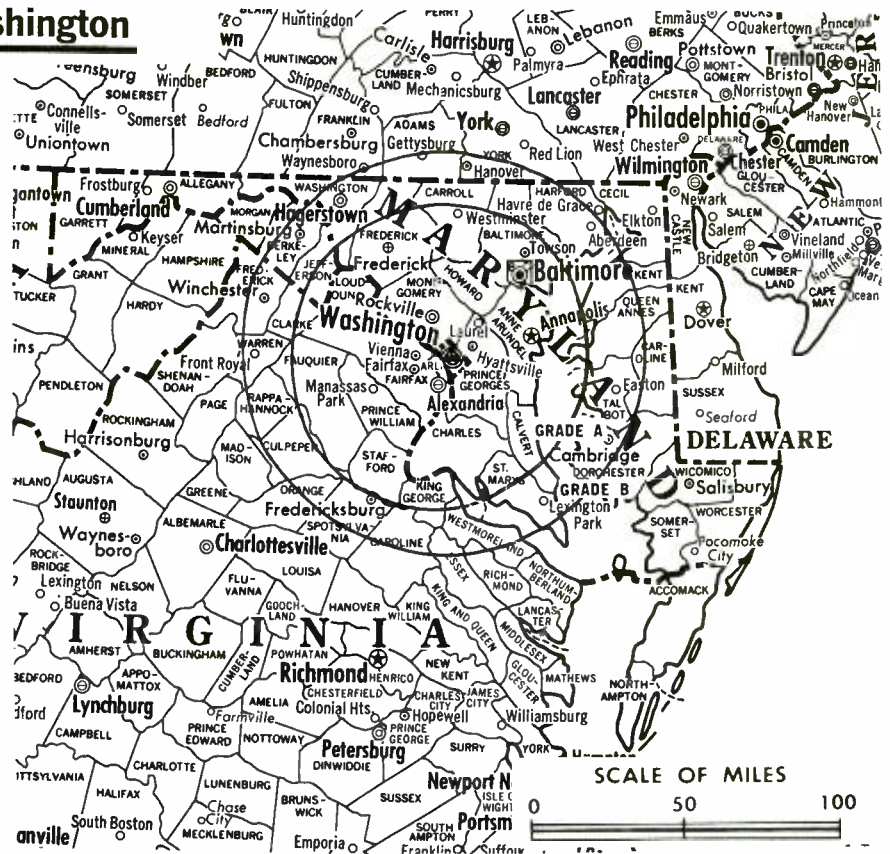
Transmitter: 5202 River Rd., Washington, D.C. (20016).

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDCA-TV Ref: FCC File No. BPC7-4374 Granted 10/5/70

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

## WDCA-TV

Network Service: None, independent.

Licensee: Channel 20 Inc., 5202 River Rd., Washington, D.C. (20016).

Studio: 5202 River Rd.

Telephone: 301-654-2600. TWX No.: 710-624-9608.

Ownership: Improvement Leasing Co., 100%. Note: Sale to Taft Bcstg. pends (Television Digest, Vol. 18:18).

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 RTVR.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

MILTON GRANT, vice president & general manager.

JIM REID, program director.

FREDERICK PETROSINO, director of sales.

Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MARYLAND</b>				
		Allegany	30,500	29,800	98
		Montgomery	198,500	196,600	99
		Prince Georges	223,700	221,800	99
	<b>VIRGINIA</b>				
		Fairfax	177,400	175,800	99
		Prince William	37,700	37,100	98
	<b>WEST VIRGINIA</b>				
		Mineral	8,600	8,300	97
		Morgan	3,300	3,200	97
Between 25-49%	<b>DISTRICT OF COLUMBIA</b>				
		District Of Columbia	287,100	279,800	97
	<b>MARYLAND</b>				
	Anne Arundel	105,100	103,900	99	
	Calvert	8,600	8,300	97	

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>MARYLAND—(Continued)</b>				
		Carroll	27,700	27,400	99
		Charles	17,900	17,400	97
		Dorchester	10,800	10,500	97
		Frederick	32,900	32,400	98
		Howard	35,300	34,900	99
		Kent	6,000	5,900	98
		Queen Annes	7,400	7,200	97
		St Marys	14,800	14,500	98
		Talbot	10,100	9,900	98
		Wicomico	21,600	21,100	98
		<b>PENNSYLVANIA</b>			
		Franklin	36,700	35,100	96
Between 5-24%	<b>VIRGINIA</b>				
		Albemarle	30,800	29,400	95
		Arlington	110,500	109,000	99
		Culpeper	7,100	6,900	97
		Fauquier	9,100	8,800	97
		King George	2,800	2,700	97
		Loudoun	16,600	16,100	97
		Spotsylvania	14,100	13,700	97
		Stafford	9,800	9,500	97
		Warren	7,100	6,800	96
		<b>WEST VIRGINIA</b>			
		Berkeley	14,000	13,700	98
	Between 5-24%	<b>DELAWARE</b>			
		Sussex	34,100	33,000	97
<b>MARYLAND</b>					
		Baltimore	510,500	504,600	99
	Caroline	8,300	8,000	97	
	Harford	43,100	42,500	99	
	Washington	38,500	37,700	98	
<b>NORTH CAROLINA</b>					
	Guilford	104,600	102,700	98	
	Wayne	28,500	27,600	97	
(Continued on page 161-b)					
Station Totals		2,753,700	2,703,600	98	
Net Weekly Circulation (1976-77)			828,800		
Average Daily Circulation (1976-77)			326,000		



# District of Columbia—Washington

## WDVM-TV

(formerly WTOP-TV)

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

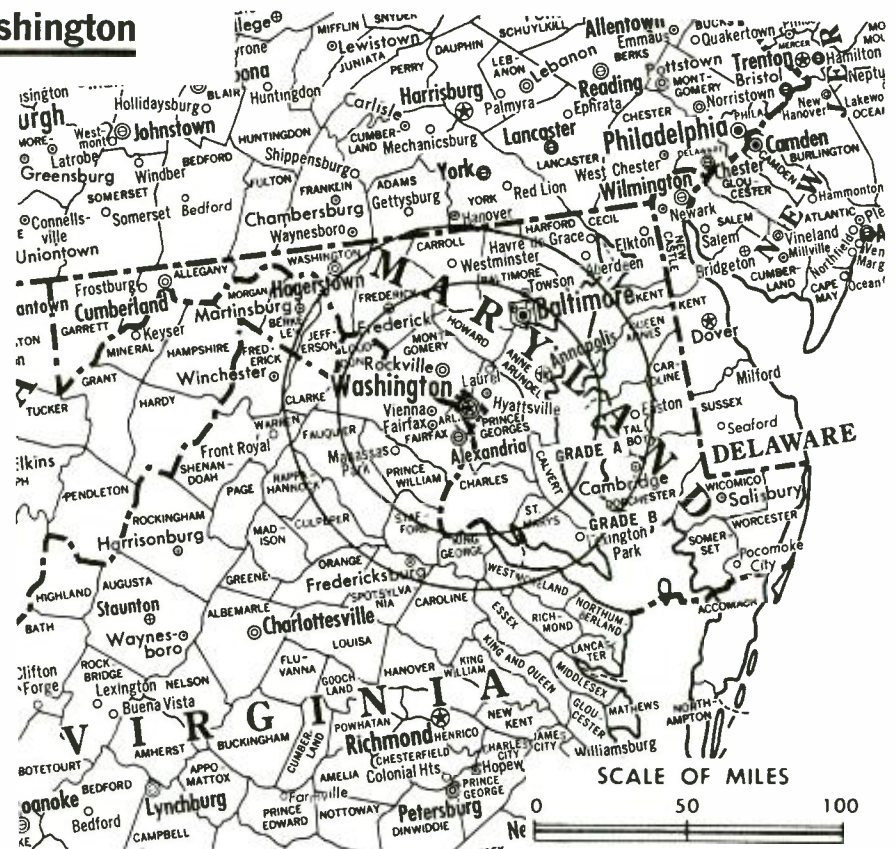
Transmitter: Broadcast House.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDVM-TV Ref: FCC File No. BMPT-7389 Granted 8/17/72

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

## WDVM-TV

Network Service: CBS.

Licensee: The Evening News Association, 615 Lafayette Blvd., Detroit, Mich. (48231).

Studio: Broadcast House, 4001 Brandywine St. N.W., Washington, D.C. (20016).

Telephone: 202-686-6000. TWX No.: 710-822-9776.

Ownership: Evening News Assn., publisher of The Detroit News, 100%. Peter B. Clark, pres.; Peter A. Kizer, v.p., broadcast div. The Evening News Assn. also owns KOLD-TV, Tucson, Ariz.; WALA-TV, Mobile, Ala.; KTVY, Oklahoma City, Okla.

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). Exchange for WWJ-TV (now WDIV), Detroit, Mich. approved by FCC May 18, 1978 (Vol. 17:58; 18:21).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

EDWIN W. PFEIFFER, vice president & general manager.  
RONALD TOWNSEND, station manager.  
BILL FAGAN, general sales manager.  
STEPHEN COOK, local sales manager.  
JUDY GREEN, national sales manager.  
TIM McDONALD, program director.  
MILT WEISS, news director.  
EDWARD F. RYAN, director of community affairs.  
HENRY R. OWEN, director of engineering.  
GAIL P. NEYLAN, director of marketing.  
DIANA RICHARDSON, creative services director.

Highest 30 Sec. Rate (May 1, 1977): \$8000.

NETWORK BASE HOURLY RATE: \$2350.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>DISTRICT OF COLUMBIA</b>				
	District Of Columbia	287,100	279,800	97
<b>MARYLAND</b>				
	Allegany	30,500	29,800	98
	Anne Arundel	105,100	103,900	99
	Calvert	8,600	8,300	97
	Charles	17,900	17,400	97
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Howard	35,300	34,900	99
	Montgomery	198,500	196,600	99
	Prince Georges	223,700	221,800	99
	St Marys	14,800	14,500	98
	Talbot	10,100	9,900	98
	Washington	38,500	37,700	98
<b>PENNSYLVANIA</b>				
	Franklin	36,700	35,100	96
	Fulton	3,800	3,600	94
<b>VIRGINIA</b>				
	Arlington	110,500	109,000	99
	Clarke	3,100	3,000	98
	Culpeper	7,100	6,900	97
	Fairfax	177,400	175,800	99
	Fauquier	9,100	8,800	97
	Frederick	18,200	17,700	97
	King George	2,800	2,700	97
	Loudoun	16,600	16,100	97
	Madison	3,400	3,200	94
	Page	6,800	6,700	99
	Prince William	37,700	37,100	98
	Rappahannock	1,800	1,700	96

(Continued on page 164-b)

Station Totals	2,321,500	2,281,200	98
Net Weekly Circulation (1976-77)			1,464,200
Average Daily Circulation (1976-77)			840,600

# District of Columbia—Washington

## WJLA-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 48-kw aural. Antenna: 770-ft. above av. terrain, 640-ft. above ground, 1049-ft. above sea level.

Latitude 38° 57' 01"  
Longitude 77° 04' 47"

Transmitter: 4010 Chesapeake St. N.W.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile: Service: UPI.

News Film Service: ABC.

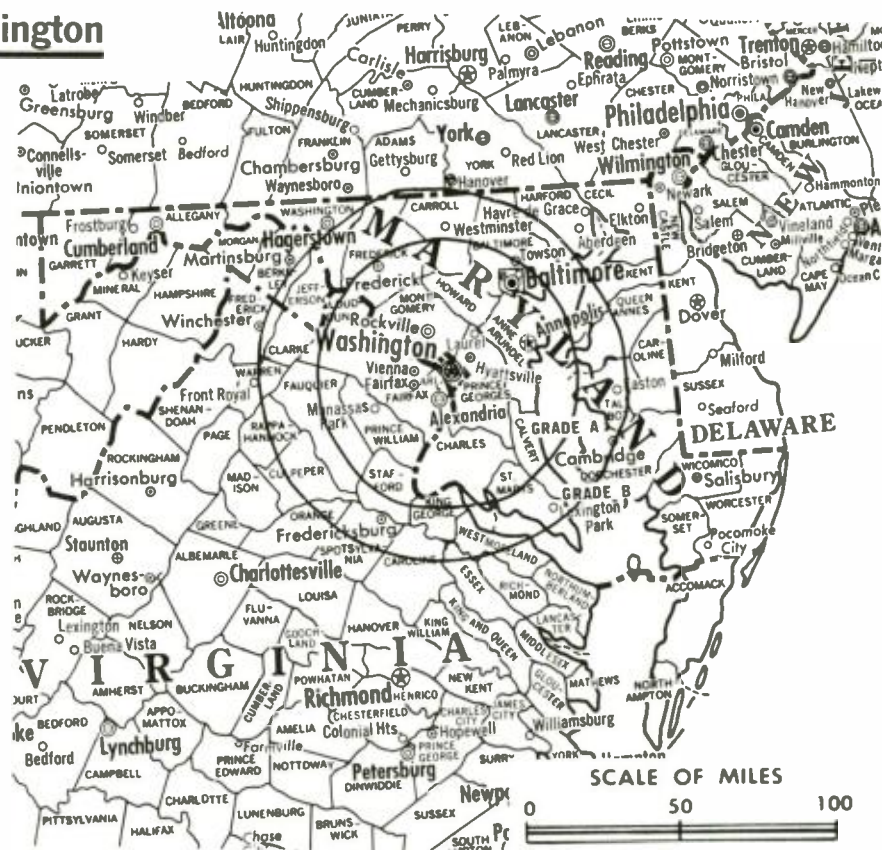
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WJLA-TV Ref: FCC File No. BMPCT-7405 Granted 7/25/72

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

## WJLA-TV

Network Service: ABC.

Licensee: Evening Star Broadcasting Co. Inc., 4461 Connecticut Ave. N.W., Washington, D.C. (20008).

Studio: 4461 Connecticut Ave. N.W. (20008).

Telephone: 202-686-3000. TWX No.: 710-822-9505.

Ownership: Perpetual Corp. of Delaware, Allbritton Communications, Joe L. Allbritton, chmn. Also owns WSET-TV, Lynchburg, Va. and WCIV (TV), Charleston, S.C.

Began Operation: Oct. 3, 1947.

Represented (sales) by Petry Television Inc.

Represented (legal) by Verner, Liipfert, Bernhard & McPherson.

Personnel:

THOMAS B. COOKERLY, president, Broadcast Division, Allbritton Communications & general manager, WJLA-TV.

STANLEY M. PEDERSON, director, station operations.

IRWIN STARR, director, broadcasting.

MEL KAMPMANN, director of news.

JIM BOAZ, director of marketing.

LEE HUNTER, director of engineering.

LINDA DESMARAIS, manager, programming.

JOSEPH G. ROSE, mgr., finance & administration.

THOMAS FURR, manager, advertising & promotion.

LEN DEIBERT, manager, public affairs & special projects.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>DISTRICT OF COLUMBIA</b>				
	District Of Columbia	287,100	279,800	97
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Allegany	30,500	29,800	98
	Anne Arundel	105,100	103,900	99
	Calvert	8,600	8,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MARYLAND—(Continued)</b>				
	Charles	17,900	17,400	97
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Howard	35,300	34,900	99
	Montgomery	198,500	196,600	99
	Prince Georges	223,700	221,800	99
	St Marys	14,800	14,500	98
	Washington	38,500	37,700	98
<b>PENNSYLVANIA</b>				
	Franklin	36,700	35,100	96
	Fulton	3,800	3,600	94
<b>VIRGINIA</b>				
	Arlington	110,500	109,000	99
	Clarke	3,100	3,000	98
	Culpeper	7,100	6,900	97
<b>50% &amp; Over</b>	Fairfax	177,400	175,800	99
	Fauquier	9,100	8,800	97
	Frederick	18,200	17,700	97
	King George	2,800	2,700	97
	Loudoun	16,600	16,100	97
	Madison	3,400	3,200	94
	Prince William	37,700	37,100	98
	Spotsylvania	14,100	13,700	97
	Stafford	9,800	9,500	97
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95
<b>WEST VIRGINIA</b>				
	Berkeley	14,000	13,700	98
	Hampshire	4,700	4,400	95
	Jefferson	8,600	8,400	98
	Mineral	8,600	8,300	97
	Morgan	3,300	3,200	97

(Continued on page 161-b)

Station Totals	2,323,500	2,283,700	98
Net Weekly Circulation (1976-77)		1,422,900	
Average Daily Circulation (1976-77)		797,000	

**WJLA-TV, Washington, D.C.**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
	Carroll	27,700	27,400	99
	Harford	43,100	42,500	99
	Kent	6,000	5,900	98
	Queen Annes	7,400	7,200	97
Between 25-49%	Talbot	10,100	9,900	98
	Wicomico	21,600	21,100	98
	<b>VIRGINIA</b>			
	Page	6,800	6,700	99
	Rappahannock	1,800	1,700	96
	Shenandoah	9,600	9,400	97
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Baltimore	510,500	504,600	99
	Cecil	17,000	16,800	99
	Somerset	6,900	6,600	96
	<b>PENNSYLVANIA</b>			
Between 5-24%	Adams	20,300	19,700	97
	Bedford	16,100	15,500	96
	<b>VIRGINIA</b>			
	Augusta	30,300	29,400	97
	Caroline	5,000	4,800	96
	Northumberland	3,600	3,500	96
	Orange	5,400	5,100	95
	Rockingham	23,400	22,700	97
	<b>WEST VIRGINIA</b>			
	Hardy	3,400	3,100	92

**WDCA-TV, Washington, D.C.**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	Bedford	16,100	15,500	96
	Fulton	3,800	3,600	94
	Huntingdon	13,600	13,100	96
	York	105,600	103,000	97
	<b>VIRGINIA</b>			
	Caroline	5,000	4,800	96
	Chesterfield	35,000	34,500	99
	Clarke	3,100	3,000	98
	Dinwiddie	27,400	26,400	96
	Frederick	18,200	17,700	97
	Henry	23,800	23,200	97
Between 5-24%	James City	8,800	8,500	97
	Orange	5,400	5,100	95
	Page	6,800	6,700	99
	Pittsylvania	36,800	35,600	97
	Prince George	12,800	12,500	98
	Shenandoah	9,600	9,400	97
	Westmoreland	4,800	4,500	95
	Hampton- Newport News	86,200	84,800	98
	<b>WEST VIRGINIA</b>			
	Grant	2,700	2,500	93
	Hampshire	4,700	4,400	95
	Hardy	3,400	3,100	92
	Jefferson	8,600	8,400	98

**District of Columbia—Washington**

**WRC-TV, Washington, D.C.**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
	Carroll	27,700	27,400	99
	Kent	6,000	5,900	98
	Queen Annes	7,400	7,200	97
Between 25-49%	<b>PENNSYLVANIA</b>			
	Franklin	36,700	35,100	96
	Fulton	3,800	3,600	94
	<b>VIRGINIA</b>			
	Orange	5,400	5,100	95
	Page	6,800	6,700	99
	<b>WEST VIRGINIA</b>			
	Hardy	3,400	3,100	92
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Allegany	30,500	29,800	98
	Baltimore	510,500	504,600	99
	Cecil	17,000	16,800	99
	Harford	43,100	42,500	99
	Wicomico	21,600	21,100	98
Between 5-24%	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	<b>VIRGINIA</b>			
	Augusta	30,300	29,400	97
	Caroline	5,000	4,800	96
	Richmond	2,200	2,100	96
	Rockingham	23,400	22,700	97
	<b>WEST VIRGINIA</b>			
	Grant	2,700	2,500	93
	Mineral	8,600	8,300	97

**BLACKBURN  
& COMPANY, INC.**



**RADIO · TV · CATV · NEWSPAPER BROKERS  
NEGOTIATIONS · FINANCING · APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# 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.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WRC-TV Ref: FCC File No. BPT-2103 Granted 4/17/57

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

## WRC-TV

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., 4001 Nebraska Ave. N.W., Washington, D.C. (20016).

Studio: 4001 Nebraska Ave. N.W.

Telephone: 202-686-4000. TWX No.: 202-965-0804.

AM Affiliate: WRC, 5-kw, 980 kHz (NBC).

FM Affiliate: WKYS, 20-kw, 93.9 MHz (No. 230), 480-ft.

Ownership: See WNBC-TV, New York.

Began Operation: June 27, 1947.

Represented (sales) by NBC Spot Sales.

Personnel:

JOHN ROHRBECK, vice president & general manager.  
MONTE G. NEWMAN, station manager.  
SHERMAN HILDRETH, dir., engineering & facilities.  
JAMES E. MARTZ, director, sales.  
NED PADDOCK, manager, national sales.  
RICHARD RAAB, manager, production.  
MICHAEL ARTIST, manager, advertising & promotion.  
MANNY STERNFELD, director, business affairs.  
JOHN L. PETRIE, director, programs.  
DAVID NUELLE, director, news.  
JACK VAN DERMARK, director, employee relations.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1950.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>DISTRICT OF COLUMBIA</b>				
	District Of Columbia	287,100	279,800	97
<b>50% &amp; Over</b>	<b>MARYLAND</b>			
	Anne Arundel	105,100	103,900	99
	Calvert	8,600	8,300	97
	Charles	17,900	17,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MARYLAND—(Continued)</b>				
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Howard	35,300	34,900	99
	Montgomery	198,500	196,600	99
	Prince Georges	223,700	221,800	99
	St Marys	14,800	14,500	98
	Talbot	10,100	9,900	98
	Washington	38,500	37,700	98
<b>VIRGINIA</b>				
	Arlington	110,500	109,000	99
	Clarke	3,100	3,000	98
	Culpeper	7,100	6,900	97
	Fairfax	177,400	175,800	99
	Fauquier	9,100	8,800	97
<b>50% &amp; Over</b>	Frederick	18,200	17,700	97
	King George	2,800	2,700	97
	Loudoun	16,600	16,100	97
	Madison	3,400	3,200	94
	Prince William	37,700	37,100	98
	Rappahannock	1,800	1,700	96
	Shenandoah	9,600	9,400	97
	Spotsylvania	14,100	13,700	97
	Stafford	9,800	9,500	97
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95
<b>WEST VIRGINIA</b>				
	Berkeley	14,000	13,700	98
	Hampshire	4,700	4,400	95
	Jefferson	8,600	8,400	98
	Morgan	3,300	3,200	97

(Continued on page 161-b)

<b>Station Totals</b>	<b>2,301,800</b>	<b>2,262,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,329,800</b>
<b>Average Daily Circulation (1976-77)</b>			<b>701,200</b>

# 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.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ITNA.

FM Affiliate: WASH, 22.5-kw, 97.1 MHz (No. 246), 690-ft.

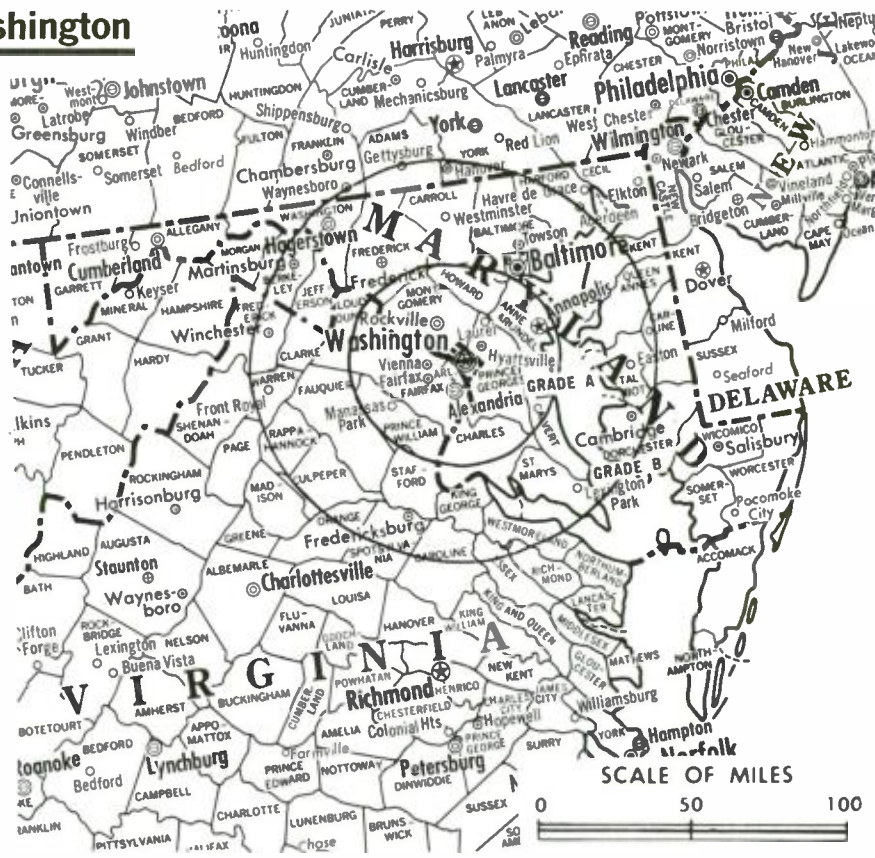
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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).

Studio: 5151 Wisconsin Ave. NW (20016).

Telephone: 202-244-5151. TWX No.: 910-881-5757.

Ownership: See WNEW-TV, New York.

Began Operation: January 1947.

Represented (sales) by Metro TV Sales.

Personnel:

- WILLIAM CARPENTER, vice president & general manager.
- DAN GREENBLATT, vice president & general sales manager.
- RICHARD PFISTER, chief engineer.
- ALBERT MAZZONI, v.p., local sales manager.
- STEVE PESKIN, national sales manager.
- JAMES GUSTAFSON, retail sales manager.
- PAT MYERS, operations manager.
- STANLEY RUDICK, vice president & program director.
- WILLIAM SPITZER, production manager.
- JIM SCHULTZ, news director.
- ANGELA MASON, director, community affairs.
- KENNETH BECKER, v.p. & business manager.
- JOE PERRY, director, research.

Rates: Available on request.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
50% & Over	<b>DISTRICT OF COLUMBIA</b>			
	District Of Columbia	287,100	279,800	97
50% & Over	<b>MARYLAND</b>			
	Allegany	30,500	29,800	98
	Anne Arundel	105,100	103,900	99
	Calvert	8,600	8,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%		
50% & Over	<b>MARYLAND—(Continued)</b>					
		Caroline	8,300	8,000	97	
		Carroll	27,700	27,400	99	
		Charles	17,900	17,400	97	
		Dorchester	10,800	10,500	97	
		Frederick	32,900	32,400	98	
		Harford	43,100	42,500	99	
		Howard	35,300	34,900	99	
		Montgomery	198,500	196,600	99	
		Prince Georges	223,700	221,800	99	
		Queen Annes	7,400	7,200	97	
		St Marys	14,800	14,500	98	
		Talbot	10,100	9,900	98	
		Washington	38,500	37,700	98	
		Wicomico	21,600	21,100	98	
		Worcester	9,800	9,400	96	
50% & Over	<b>PENNSYLVANIA</b>					
		Adams	20,300	19,700	97	
		Franklin	36,700	35,100	96	
		Fulton	3,800	3,600	94	
	50% & Over	<b>VIRGINIA</b>				
			Arlington	110,500	109,000	99
			Clarke	3,100	3,000	98
			Culpeper	7,100	6,900	97
			Fairfax	177,400	175,800	99
			Fauquier	9,100	8,800	97
			Frederick	18,200	17,700	97
			King George	2,800	2,700	97
			Loudoun	16,600	16,100	97
			Loudon	3,400	3,200	94
		Page	6,800	6,700	99	
		Prince William	37,700	37,100	98	
	Rappahannock	1,800	1,700	96		
	Rockingham	23,400	22,700	97		
	Shenandoah	9,600	9,400	97		
	Spotsylvania	14,100	13,700	97		
	Stafford	9,800	9,500	97		

(Continued on next page)

Station Totals	3,221,700	3,157,800	98
Net Weekly Circulation (1976-77)			1,679,200
Average Daily Circulation (1976-77)			843,800

# District of Columbia—Washington

## WDVM-TV, Washington, D.C.

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(Continued)</b>			
	Shenandoah	9,600	9,400	97
	Spotsylvania	14,100	13,700	97
	Stafford	9,800	9,500	97
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95
<b>50% &amp; Over</b>	<b>WEST VIRGINIA</b>			
	Berkeley	14,000	13,700	98
	Hampshire	4,700	4,400	95
	Jefferson	8,600	8,400	98
	Mineral	8,600	8,300	97
	Morgan	3,300	3,200	97
	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
	Carroll	27,700	27,400	99
	Harford	43,100	42,500	99
	Kent	6,000	5,900	98
	Queen Annes	7,400	7,200	97
	Wicomico	21,600	21,100	98
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Albemarle	30,800	29,400	95
	Augusta	30,300	29,400	97
	Orange	5,400	5,100	95
	Rockingham	23,400	22,700	97
	<b>WEST VIRGINIA</b>			
	Hardy	3,400	3,100	92
	<b>MARYLAND</b>			
	Baltimore	510,500	504,600	99
	Cecil	17,000	16,800	99
	Somerset	6,900	6,600	96
	<b>PENNSYLVANIA</b>			
<b>Between 5-24%</b>	Adams	20,300	19,700	97
	Bedford	16,100	15,500	96
	<b>VIRGINIA</b>			
	Caroline	5,000	4,800	96
	Richmond	2,200	2,100	96
	<b>WEST VIRGINIA</b>			
	Grant	2,700	2,500	93

## WTTG, Washington, D.C.

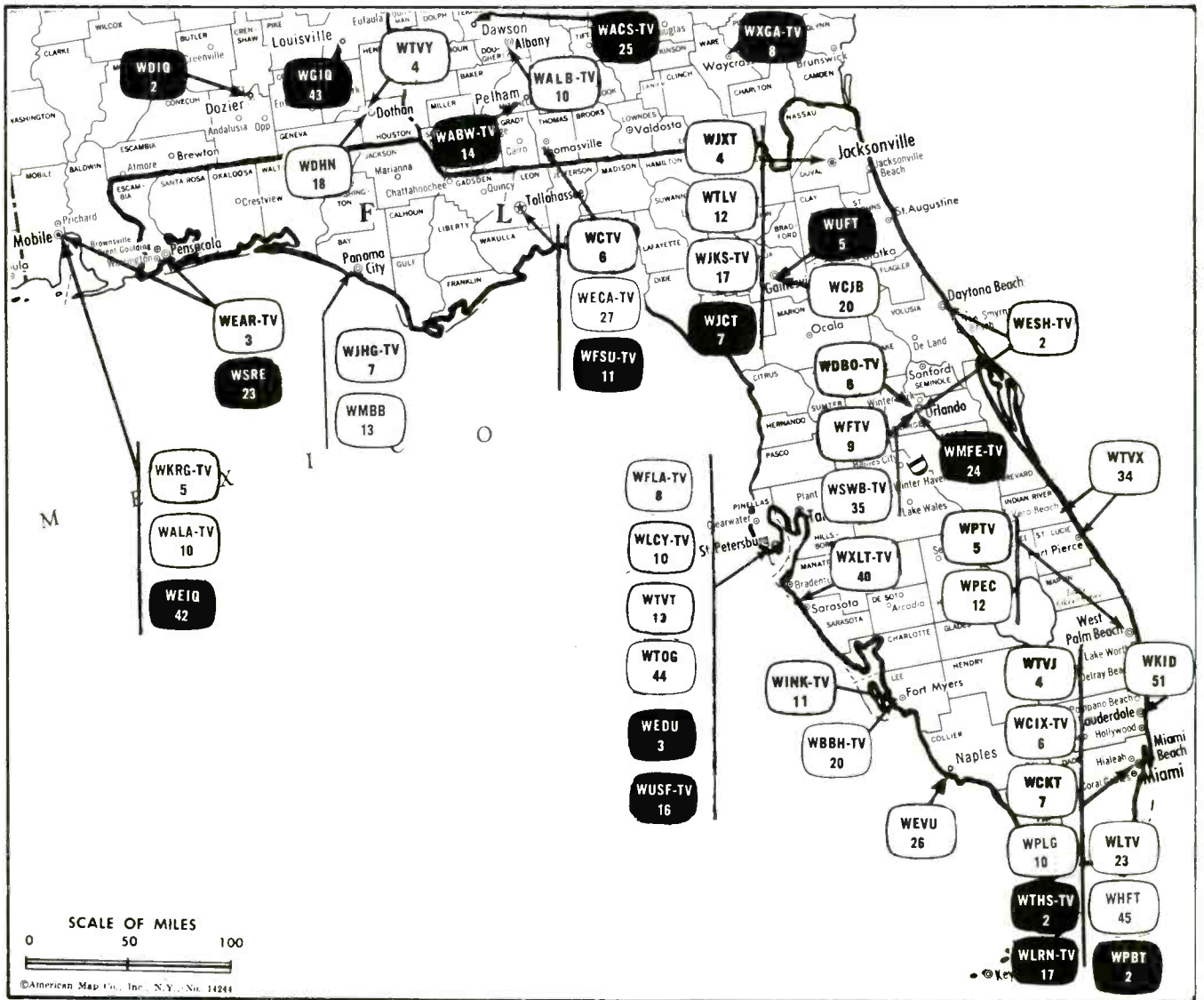
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(Continued)</b>			
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95
	<b>WEST VIRGINIA</b>			
<b>50% &amp; Over</b>	Berkeley	14,000	13,700	98
	Hampshire	4,700	4,400	95
	Hardy	3,400	3,100	92
	Jefferson	8,600	8,400	98
	Mineral	8,600	8,300	97
	Morgan	3,300	3,200	97
	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	<b>MARYLAND</b>			
	Baltimore	510,500	504,600	99
	Kent	6,000	5,900	98
	Somerset	6,900	6,600	96
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Albemarle	30,800	29,400	95
	Augusta	30,300	29,400	97
	Caroline	5,000	4,800	96
	Northumberland	3,600	3,500	96
	Orange	5,400	5,100	95
	<b>MARYLAND</b>			
	Cecil	17,000	16,800	99
	<b>NORTH CAROLINA</b>			
	Alamance	35,000	34,400	98
	Rowan	34,200	33,500	98
	Wake	91,400	89,200	98
	Wayne	28,500	27,600	97
	Wilson	20,000	19,300	97
	<b>PENNSYLVANIA</b>			
	Bedford	16,100	15,500	96
	Blair	47,700	46,600	98
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Huntingdon	13,600	13,100	96
	Lebanon	36,300	35,200	97
	Mifflin	16,800	16,000	95
<b>Between 5-24%</b>	Perry	11,500	11,100	97
	York	105,600	103,000	97
	<b>VIRGINIA</b>			
	Accomack	11,900	11,300	95
	Chesterfield	35,000	34,500	99
	Dinwiddie	27,400	26,400	96
	Greene	1,900	1,700	91
	Henry	23,800	23,200	97
	James City	8,800	8,500	97
	Middlesex	2,500	2,400	96
	Pittsylvania	36,800	35,600	97
	Richmond	2,200	2,100	96
	Hampton-			
	Newport News	86,200	84,800	98
	<b>WEST VIRGINIA</b>			
	Grant	2,700	2,500	93
	Pendleton	2,500	2,400	94

*Hogan-Feldmann, Inc.*

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Miami	619,000	14	929,500	15
Tampa-St. Petersburg	538,000	17	865,900	17
Orlando-Daytona Beach	300,000	39	459,600	40
Mobile-Pensacola	211,000	62	328,500	63
Jacksonville	190,000	66	325,400	64
West Palm Beach	94,000	114	256,900	80
Fort Myers	61,000	143	117,000	144
Tallahassee	58,000	146	100,200	153
Panama City	43,000	160	50,600	179
Gainesville	20,000	186	51,500	178
Fort Pierce-Vero Beach	**	*	**	**

Florida Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	19	11	30
Educational Television Stations	5	4	9
			39

**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 State University of Florida, 433 Stadium Bldg. 32611, U. of Florida (32601).

**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 860-ft. above av. terrain, 869-ft. above ground, 1049-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. (32206).

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 302-kw visual, 36.3-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	22"
Longitude	81°	38'	24"

**WLRN-TV**  
**Miami**  
Ch. 17

Non-Commercial Educational Station

**Licensee:** The School Board of Dade County, 1410 N.E. 2nd Ave., Miami (33132).

**Technical Facilities:** Channel No. 17 (488-494 MHz). Authorized power: 2767-kw visual, 575-kw aural. Antenna: Side-mounted on WTHS-TV tower, 1012-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

**WPBT**  
**Miami**  
Ch. 2

Non-Commercial Educational Station

**Licensee:** Community TV Foundation of South Fla. Inc., 14901 NE Sesame St., Miami (33161).

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Shares time with educational WTHS-TV Miami. Antenna: 925-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

**WTHS-TV**  
**Miami**  
Ch. 2

Non-Commercial Educational Station

**Licensee:** The School Board of Dade County, Fla.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 925-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level. Shares time with WPBT.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

**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: 1260-kw max. & 1000-kw horizontal visual, 200-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1893-ft. above ground, 2049-ft. above sea level.

Latitude	28°	36'	08"
Longitude	81°	05'	38"

**WSRE**  
**Pensacola**  
Ch. 23

Non-Commercial Educational Station

**Licensee:** District Board of Trustees of Pensacola Jr. College.

**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

**Licensee:** State Board of Regents of Florida, acting for & on behalf of Fla. State University.

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-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 Public Bcstg. 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' 48.0"

**WUSF-TV**

**Tampa-St. Petersburg**

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: 583-kw visual, 115-kw aural. Antenna: 1006-ft. above av. terrain, 1024-ft. above ground, 1099-ft. above sea level.

Latitude 27° 50' 52.5"  
Longitude 82° 15' 48.0"

**State Cross Reference List**

Communities That Receive Programs of Stations That Are Located Elsewhere

**WDBO-TV, WESH-TV, WFTV**

**Daytona Beach**

(See Orlando, Fla.)

**WEVU, Naples**

(See Fort Myers)

**WALA-TV & WKRQ-TV, Pensacola**

(See Mobile, Ala.)

**WFLA-TV, WTOG, WTSP-TV & WTVT**

**St. Petersburg**

(See Tampa, Fla.)

**WTVX, Vero Beach**

(See Fort Pierce)

**WPEC, West Palm Beach**

(See Palm Beach)

**WCTV, Tallahassee**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Coffee	7,700	7,300	95
	Irwin	2,800	2,700	95
	Lee	2,900	2,700	95
	<b>ALABAMA</b>			
	Houston	25,600	25,100	98
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Columbia	10,100	9,700	96
	Holmes	4,800	4,400	92
	Okaloosa	34,200	33,500	98
	Walton	7,000	6,600	95
	Washington	4,700	4,400	95
	<b>GEORGIA</b>			
	Bacon	3,000	2,800	95
	Ben Hill	5,000	4,700	94
	Clay	1,300	1,200	93
	Jeff Davis	3,600	3,400	95
	Randolph	3,000	2,800	94

**WTOG, St. Petersburg**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>Between 25-49%</b>	<b>FLORIDA—(Continued)</b>			
	Highlands	16,500	15,900	96
	Lee	67,800	65,900	97
	Marion	36,600	34,900	95
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Collier	26,200	24,900	95
	Indian River	18,900	18,200	96
	Lake	35,900	35,000	97
	Orange	150,600	147,400	98
	Osceola	16,300	15,800	97
	Putnam	16,000	15,500	97
Seminole	51,100	49,900	98	
	Sumter	7,100	6,800	96

**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# Florida—Fort Lauderdale

## WKID

Ch. 51

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 1167-kw max. & 355-kw horizontal visual, 233.4-kw max. & 70.8-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1034-ft. above ground, 1040-ft. above sea level.

Latitude 25° 59' 37"  
Longitude 80° 10' 29"

Transmitter: 3200 Pembroke Rd., Pembroke Park, Fla.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WKID Ref: FCC File No. BPCT-4459 Granted 1/12/72

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

## WKID

Network Service: None, independent.

Licensee: CBTV Corp., 2090 S.W. 30th Ave., Pembroke Park, Fla. (33009).

Studio: 2090 S.W. 30th Ave., Pembroke Park (33009).

Telephone: 305-454-5100.

Ownership: William F. Johns, pres., 38-2/3%; Abel Holtz, chmn., 19%; Alvin Koenig, vice chmn., 21-2/3%; Robert Frank, 11%; Silvio Smilovici, 7-2/3%; Paul Bronstein, 2%.

Began Operation: Dec. 6, 1968 as WSMS-TV; left air Aug. 10, 1970. Sale to present owner by Trustee in Bankruptcy approved by FCC July 14, 1976. Previous sale by Gold Coast Telecasting approved by FCC Jan. 12, 1972. Resumed operation Feb. 14, 1972.

Represented (sales) by The Devney Organization.

Represented (legal) by Everett Johnston.

Personnel:

BILL JOHNS, co-manager.  
ALVIN KOENIG, co-manager.  
JOEL EPSTEIN, operations manager.

Highest 30 Sec. Rate (April 24, 1978): \$60.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
<b>Between 5-24%</b>	Collier	26,200	24,900	95
	Dade	562,900	551,100	98
	Hendry	5,600	5,300	94
<b>Station Totals</b>		<b>961,900</b>	<b>943,100</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>70,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>23,900</b>	

## INSTANT FACTBOOK

Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# Florida—Fort Myers

**WBBH-TV**

Ch. 20

**20**  
WBBH-TV FORT MYERS



**KATZ TELEVISION**

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.

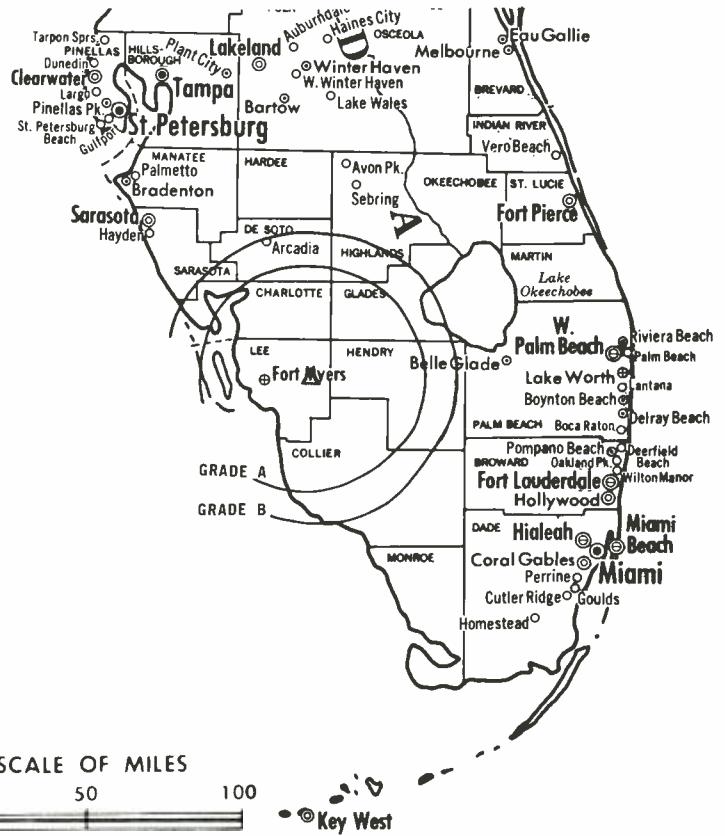
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-h).



WBBH-TV Ref: FCC File No. BPCT-4129 Granted 7/11/68

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

## WBBH-TV

Network Service: NBC.

Licensee: Broadcasting-Teletcasting Services Inc., 3719 Central Ave.

Studio: 3719 Central Ave., Fort Myers, Fla. (33901).

Telephone: 813-936-0195.

Ownership: William N. Dakos, chmn., 18.48%; Howard L. Hoffman, pres., 7.42%; Harris Quillian Jones Jr., v.p., 13.49%; David McKelvey, v.p., 0.13%; Patty Meskimen, secy., 2.36%; Rex E. Stubbs, 16.59%; Tom W. Gore, 13.57%; Earl R. & Ruth E. Plumb, 0.60%.

Began Operation: Dec. 18, 1968.

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

HOWARD L. HOFFMAN, president & general manager.  
DAVID McKELVEY, 2nd vice president & chief engineer.  
RUTH PLUMB, comptroller.  
BILL ROOF, local sales manager.  
PATTY MESKIMEN, national sales administrator.  
STEVE GRISSOM, news administrator.  
SALLY FITZ, public affairs administrator.  
JO COREY, program coordinator.  
JAN ICYDA, promotion manager.  
GEMMILL HOLTOM, creative services director.  
ARLENE MAY, computer traffic manager.

Highest 30 Sec. Rate (Oct. 2, 1978): \$400.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	21,700	20,900	97
	Collier	26,200	24,900	95
	Glades	1,700	1,600	93
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	De Soto	5,900	5,700	96
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Hardee	6,200	6,000	97
	Highlands	16,500	15,900	96
	Sarasota	77,200	75,400	98
<b>Station Totals</b>		<b>228,800</b>	<b>221,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>112,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>70,700</b>	

**CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS**

**MALARKEY TAYLOR AND ASSOCIATES**

CALL TOLL FREE 800-424-8036

# Florida—Naples-Fort Myers

## WEVU

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2770-kw max. & 982-kw horizontal visual, 277-kw max. & 98.2-kw horizontal aural. Antenna: 710-ft. above av. terrain, 734-ft. above ground, 749-ft. above sea level.

Latitude 26° 17' 34"  
Longitude 81° 44' 09"

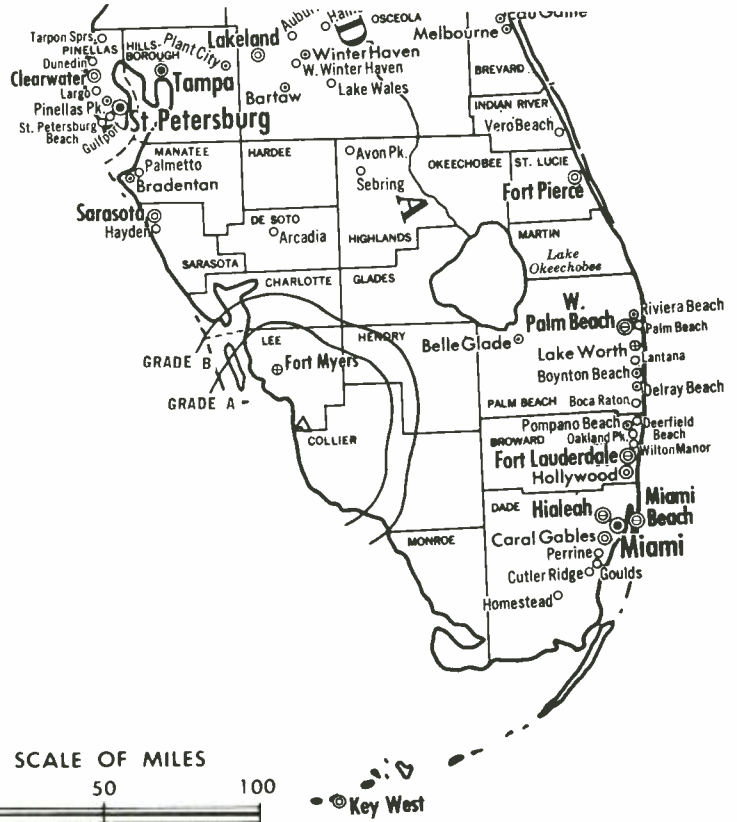
Transmitter: 4-mi. SE of Bonita Springs.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Represented (engineering) by Jules Cohen & Associates.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WEVU Ref: FCC File No. BMPCT—7520 Granted 3/12/74

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

## WEVU

Network Service: ABC.

Licensee: Caloosa Television Corp., c/o William L. Boyd, 123 How Lane, New Brunswick, N.J. (08903).

Studio: Hwy. 41, 1-mi. S of Bonita Springs.

Mailing Address: Box N, Bonita Springs, Fla. (33923).

Telephones: 813-597-6038 & 813-332-0076.

TWX No.: 510-951-7340.

Ownership: Home News Publishing Co., 100%. For officers & other interests, see WKPT-TV, Kingsport, Tenn.

Began Operation: Aug. 21, 1974. Sale to present owner approved by FCC Aug. 24, 1978.

Represented (legal) by Cordon & Jacob.

Represented (sales) by Avery-Knodel Inc.

Personnel:

JOSEPH BUERRY, general manager.  
E. F. SHADBURNE, sales manager.  
DONA FUSSELL, program director.

GARY FIRESTONE, operations manager.

LEE PHILLIPS, news director.

OTTO E. GOETZ, chief engineer.

Highest 30 Sec. Rate (March 1, 1978): \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Collier	26,200	24,900	95
	Hendry	5,600	5,300	94
	Lee	67,800	65,900	97
Between 5-24%	<b>FLORIDA</b>			
	Charlotte	21,700	20,900	97
	Highlands	16,500	15,900	96
<b>Station Totals</b>		<b>137,800</b>	<b>132,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>78,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>40,300</b>	

# Florida—Fort Myers

## WINK-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-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"

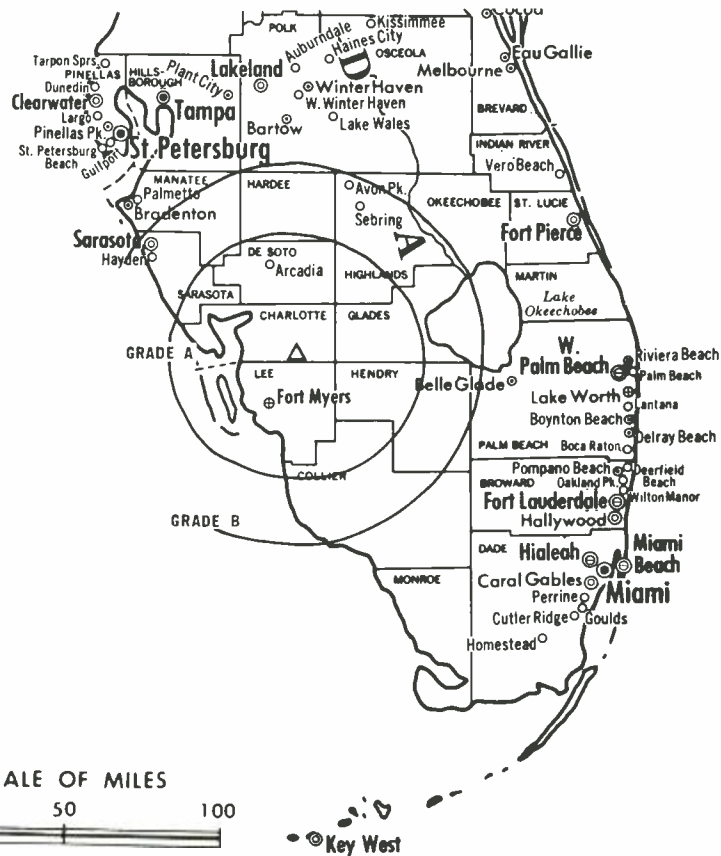
Transmitter: State Rt. 31, 3.8-mi. S of Tuckers Corner, Fla.

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, UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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., P.O. Box 1060, Fort Myers, Fla. (33902).

Studio: 2824 Palm Beach Blvd. (33901).

Telephone: 813-334-1131. TWX No.: 510-951-7371.

Ownership: Arthur B. McBride Jr., 48.8%; Edward J. McBride, 48.8%.

Began Operation: March 6, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Personnel:

ROBERT F. DOTY, general manager.  
FRANK WATSON, general sales manager.  
FRANK BROWNE, local sales manager.  
JOE LEWIS, regional sales manager.  
CLARENCE MOSLEY, chief engineer.  
THOMAS BENDER, promotion manager.  
FRED GREENE, director of public affairs.  
DWIGHT PENNEBAKER, production manager.  
DON SHRIVER, news director.

Highest 30 Sec. Rate (Dec. 1977): \$250.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Charlotte	21,700	20,900	97
	Collier	26,200	24,900	95
	De Soto	5,900	5,700	96
	Glades	1,700	1,600	93
	Hendry	5,600	5,300	94
	Lee	67,800	65,900	97
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hardee	6,200	6,000	97
	Highlands	16,500	15,900	96
	Okeechobee	5,900	5,700	97
	Sarasota	77,200	75,400	98
<b>Between 5-24%</b>	<b>FLORIDA</b>			
Manatee	56,500	55,200	98	
<b>Station Totals</b>		<b>291,200</b>	<b>282,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>161,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>101,900</b>

For Studio & Mobile Equipment  
See Services Volume

# Florida—Fort Pierce-Vero Beach

**WTVX**

Ch. 34

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 317-kw max. & 67.6-kw horizontal visual, 13.5-kw aural. Antenna: 487-ft. above av. terrain, 476-ft. above ground, 509-ft. above sea level.

Latitude 27° 32' 46"  
Longitude 80° 22' 08"

Requests CP for change to 3846-kw max. & 2427-kw horizontal visual, 603-kw max. & 380-kw horizontal aural, 1486-ft. above av. terrain, 1520-ft. above ground, 1549-ft. above sea level, lat. 27° 07' 23", long. 80° 23' 17.2"; transmitter to 7.3-mi. SW of Palm City.

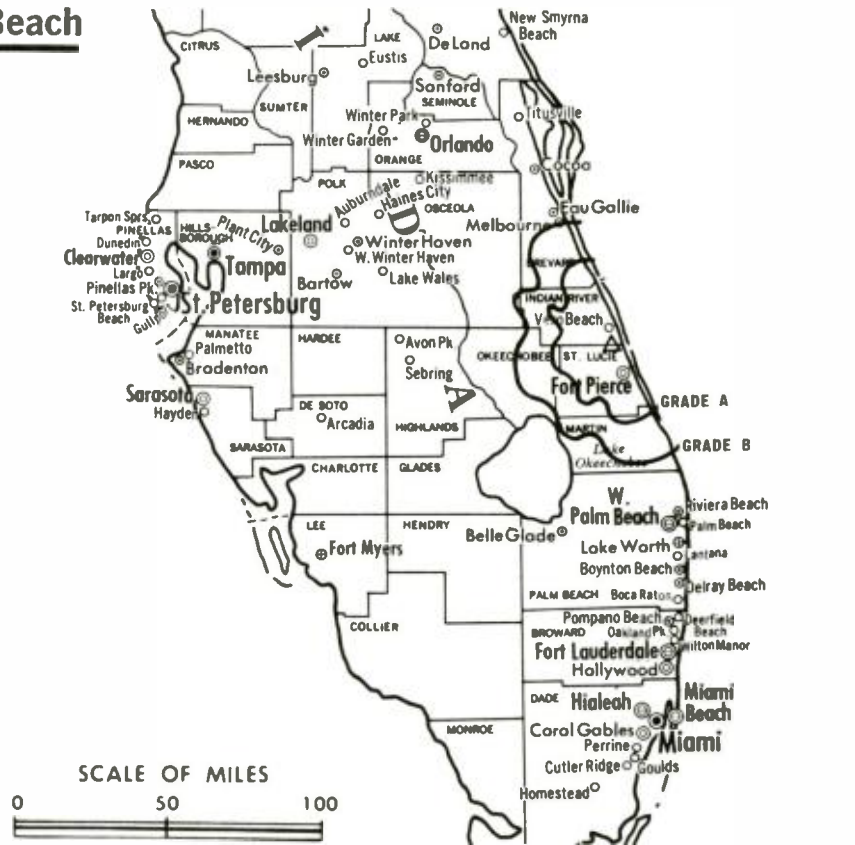
Transmitter: North U.S. 1.

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

News Wire Service: AP.

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTVX Ref: FCC File No. BPCT-4764 Granted 12/3/74 © American Map Co., Inc., N.Y., No. 14244

## WTVX

Network Service: CBS.

Licensee: Indian River Television Inc., Rt. 1, Box 313, Fort Pierce, Fla. (33450).

Studio: Signal Hill, U.S. Hwy. 1, between Fort Pierce & Vero Beach.  
Telephone: 305-464-5220.

Ownership: Ruhl W. Koblegard, pres., 9.76%; Alto Adams Jr., v.p., 23.4%; Ben R. Bryan, secy., 1.5%; Walter J. Warren, treas., 2.16%; Jim Holmes, less than 1%; Christine Haynes, 6.08%; others, none with more than 5%. Note: Sale to WTVV Inc. pending.

Began Operation: April 5, 1966.

Represented (sales) by The Meeker Co.

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

Personnel:

JIM HOLMES, general manager.  
JACK TALLCOTT, sales manager.

Highest 30 Sec. Rate (May 1, 1978): \$94.

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Indian River	18,900	18,200	96
	St Lucie	26,400	25,500	97
Between 25-49%	<b>FLORIDA</b>			
	Martin	19,300	18,700	97
<b>Station Totals</b>		<b>64,600</b>	<b>62,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>48,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>26,000</b>	

**Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.**

# Florida—Gainesville

## WCJB

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 500-kw max. & 427-kw horizontal visual, 100-kw max. & 87.1-kw horizontal aural. Antenna: 680-ft. above av. terrain, 665-ft. above ground, 845-ft. above sea level.

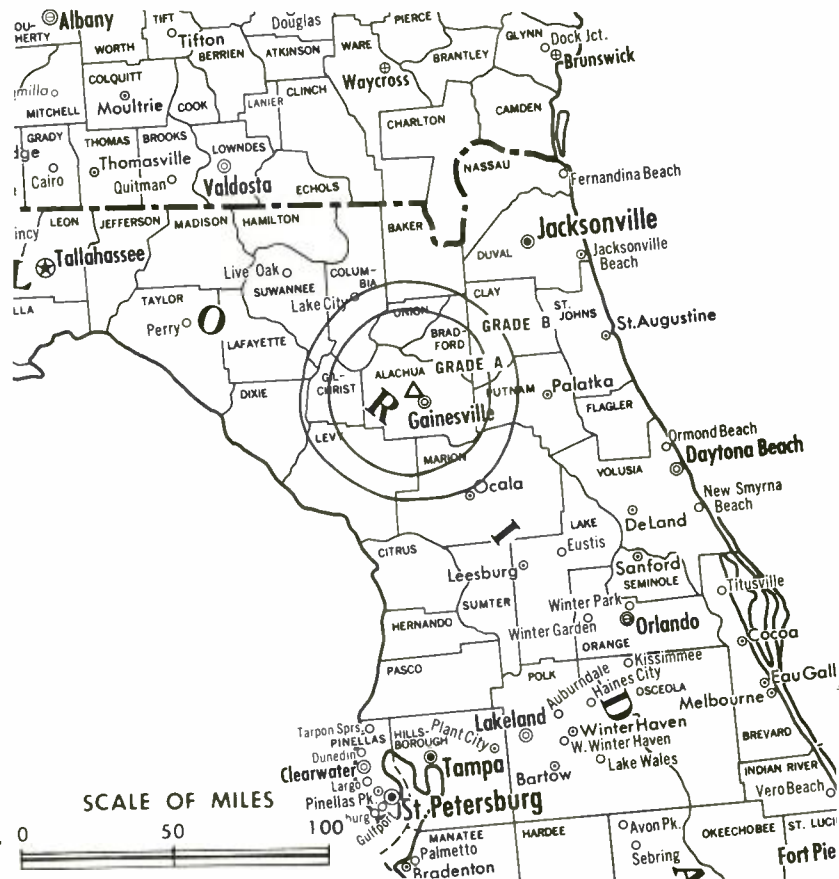
Latitude 29° 42' 45"  
Longitude 82° 23' 34"

Transmitter: Devil's Mill Hopper, near Gainesville.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbltron study (see page 4-b).

WCJB Ref: FCC File No. BMPCT-7243 Granted 11/4/70

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

## WCJB

Network Service: ABC.

Licensee: Gainesville Television, c/o Community Bcstg. Service, 35 Hildreth St., Bangor, Me. (04401).

Studio: Drawer 13414, Gainesville (32604).

Telephone: 904-372-3543.

Ownership: Community Bcstg. Service, 100%. For other interests, see WABI-TV, Bangor, Me.

Began Operation: April 7, 1971. Sale to present owner by William E. Minshall approved by FCC Oct. 12, 1976.

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

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by H-R Television.

### Personnel:

JOHN S. LOTZ, general manager.  
ALEC SKIFFINGTON, director of operations.  
DOYLE HADDEN, director of sales.  
CLYDE SMITH, director of engineering.

Highest 30 Sec. Rate (Jan. 1, 1978): \$170.

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Alachua	44,200	42,100	95
	Columbia	10,100	9,700	96
	Dixie	2,300	2,100	92
	Gilchrist	2,000	1,900	95
	Lafayette	1,100	1,000	92
	Levy	5,800	5,400	93
Union	2,400	2,300	95	
Between 25-49%	<b>FLORIDA</b>			
	Bradford	5,400	5,200	96
	Suwannee	6,700	6,300	93
	Taylor	4,700	4,400	94
Between 5-24%	<b>FLORIDA</b>			
	Clay	17,900	17,400	97
	Hamilton	3,200	3,000	93
	Madison	4,800	4,400	92
	Marion	36,600	34,900	95
	Putnam	16,000	15,500	97
	St Johns	15,200	14,700	97
<b>Station Totals</b>		<b>178,400</b>	<b>170,300</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>73,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>47,100</b>	

# Florida—Jacksonville

## WJKS-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2450-kw max. & 759-kw horizontal visual, 245-kw max. & 75.9-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"

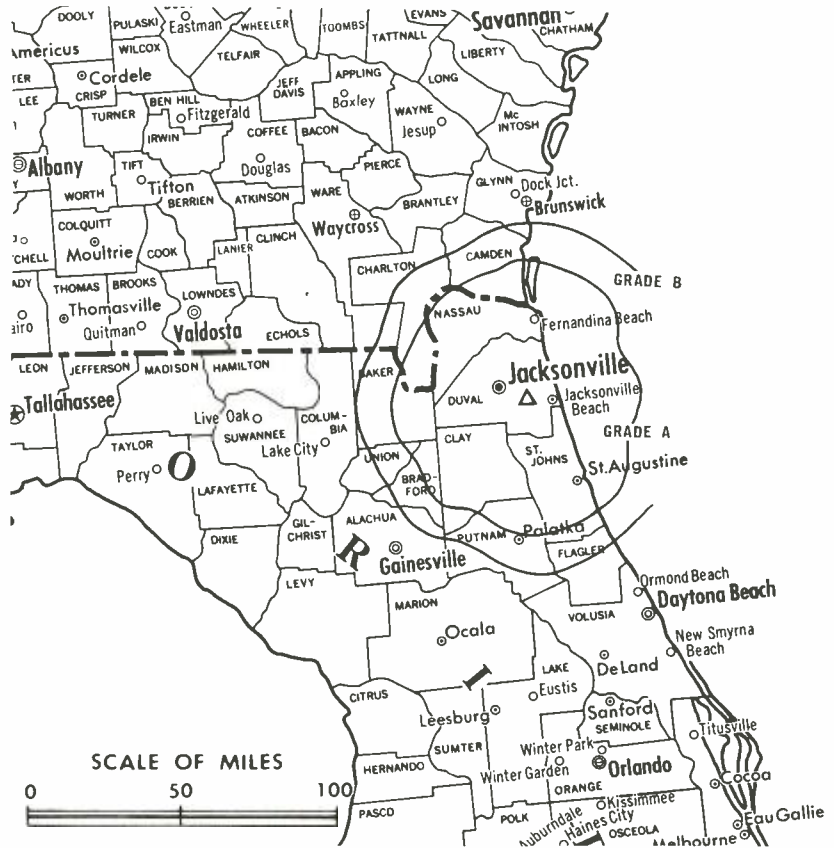
Transmitter: 9117 Hogan Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.

Represented (legal) by Kirkland & Ellis.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WJKS-TV Ref: FCC File No. BPCT-4088 Granted 4/24/68

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

## WJKS-TV

Network Service: ABC.

Licensee: Rust Craft Broadcasting Co., 700 Porter Bldg., Pittsburgh, Pa. (15219).

Studio: 9117 Hogan Rd., Box 17000, Jacksonville (32216).

Telephone: 904-641-1700.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: Feb. 19, 1966.

Represented (sales) by Petry Television Inc.

Personnel:

GARY ADLER, vice president & general manager.  
ROBERT CRAIG, general sales manager.  
HERB GOLD, assistant general manager.  
BERT ROSELLE, news director.  
SIM KOLLINER, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$466.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Baker	3,700	3,600	97
	Bradford	5,400	5,200	96
	Clay	17,900	17,400	97
	Duval	202,100	198,100	98
	Nassau	10,400	10,100	97
	Putnam	16,000	15,500	97
St Johns	15,200	14,700	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Camden	3,600	3,500	97
	Charlton	1,800	1,700	95
	Glynn	15,500	15,000	97
	Ware	12,600	12,100	96
Between 25-49%	<b>FLORIDA</b>			
	Alachua	44,200	42,100	95
	Columbia	10,100	9,700	96
	Suwannee	6,700	6,300	93
	Union	2,400	2,300	95
Between 5-24%	<b>GEORGIA</b>			
	Clinch	1,900	1,800	94
	Pierce	3,200	3,000	95
	Wayne	6,300	6,100	96
Between 5-24%	<b>FLORIDA</b>			
	Flagler	2,400	2,300	96
	Hamilton	3,200	3,000	93
	Madison	4,800	4,400	92
	Taylor	4,700	4,400	94
Between 5-24%	<b>GEORGIA</b>			
	Bacon	3,000	2,800	95
	Brantley	2,500	2,400	96
	Cook	4,000	3,800	95
	Irwin	2,800	2,700	95
	Liberty	5,300	5,100	96
<b>Station Totals</b>		<b>411,700</b>	<b>399,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>262,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>150,700</b>	



# Florida—Jacksonville

## WJXT

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 930-ft. above av. terrain, 996-ft. above ground, 997-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, UPI.

News Film Service: CBS.

Facsimile Service: UPI.

Telephone: 904-399-4000.

TWX No.: 810-827-1605.

Represented (legal) by Covington & Burling.

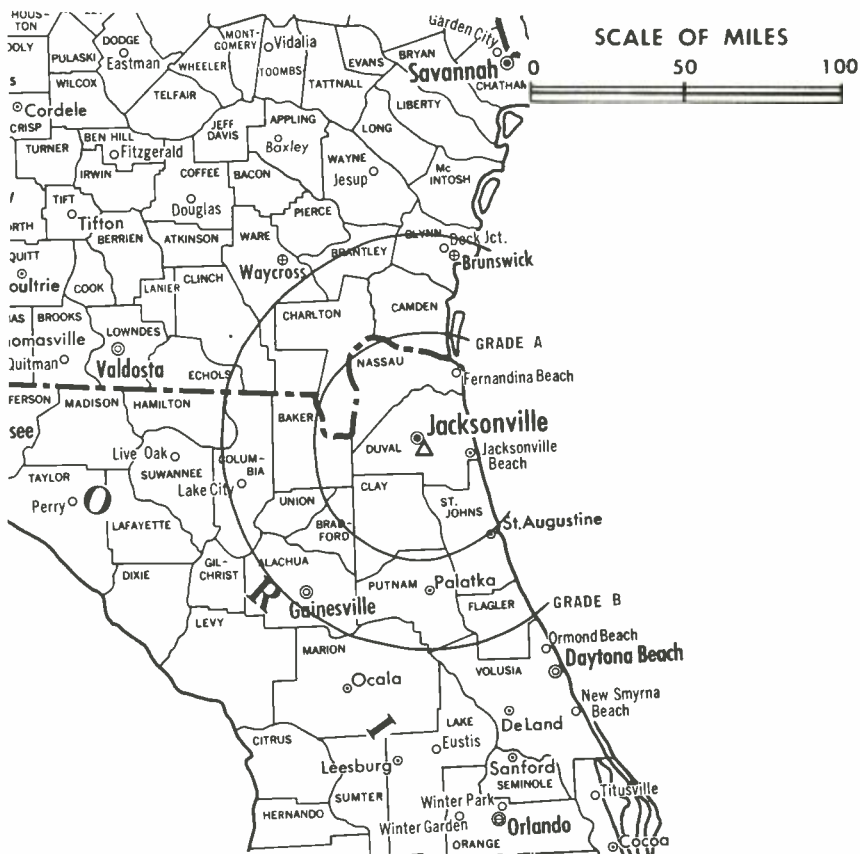
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WJXT Ref: FCC File No. BPCT-2050 Granted 10/27/55

©American Map Co., Inc., N.Y., No. 14214

## WJXT

Network Service: CBS.

Licensee: Post-Newsweek Stations Florida Inc., P.O. Box 5270, 1851 Southampton Rd., Jacksonville, Fla. (32207).

Ownership: Post-Newsweek Stations Inc., Joel Chaseman, pres. For other interests, see Group Ownership of Television Stations.

Began Operation: Sept. 15, 1949. Sold to present owner Jan., 1953 (Television Digest, Vol. 8:51 & 9:1,5).

Represented (Sales) by Top Market Television.

Personnel:

AMY McCOMBS, vice president & general manager.  
ROBERT W. SCHELLENBERG, senior vice president.  
LEONARD MOSBY, area vice president.  
JOE MORELAND, news director.  
HARRY KALKINES, general sales manager.  
LYNN FAIRBANKS, local sales manager.  
BERNARD C. BARTH, program/promotion director.  
ROGER LOWRY, business manager.  
KING HARRISON, engineering manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Alachua	44,200	42,100	95
	Baker	3,700	3,600	97
	Bradford	5,400	5,200	96
	Clay	17,900	17,400	97
	Columbia	10,100	9,700	96
	Dixie	2,300	2,100	92
	Duval	202,100	198,100	98
	Gilchrist	2,000	1,900	95
	Hamilton	3,200	3,000	93
	Nassau	10,400	10,100	97
	Putnam	16,000	15,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA—(Continued)</b>				
	St Johns	15,200	14,700	97
	Suwannee	6,700	6,300	93
	Union	2,400	2,300	95
<b>GEORGIA</b>				
	Brantley	2,500	2,400	96
	Camden	3,600	3,500	97
	Charlton	1,800	1,700	95
	Clinch	1,900	1,800	94
	Glynn	15,500	15,000	97
	Pierce	3,200	3,000	95
	Ware	12,600	12,100	96
<b>FLORIDA</b>				
	Flagler	2,400	2,300	96
	Levy	5,800	5,400	93
	Marion	36,600	34,900	95
<b>Between 25-49%</b>	<b>GEORGIA</b>			
	Bacon	3,000	2,800	95
	Coffee	7,700	7,300	95
	Wayne	6,300	6,100	96
<b>FLORIDA</b>				
	Citrus	15,900	15,200	95
	Lafayette	1,100	1,000	92
	Madison	4,800	4,400	92
	Volusia	89,300	87,100	98
<b>Between 5-24%</b>	<b>GEORGIA</b>			
	Appling	4,800	4,500	94
	Echols	500	500	92
	Jeff Davis	3,600	3,400	95
	Liberty	5,300	5,100	96
	Mc Intosh	2,700	2,600	94
<b>Station Totals</b>		<b>572,500</b>	<b>554,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>363,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>271,200</b>

# Florida—Jacksonville

**WTLV**

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: 1070 E. Adams St.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Represented (sales) by Blair TV.

Represented (legal) by Arnold & Porter.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTLV Ref: FCC File No. BPCT-1624 Granted 8/29/56

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

## WTLV

Network Service: NBC.

Licensee: TeLeVision 12 of Jacksonville Inc., Box TV-12, Jacksonville Inc., Box TV-12, Jacksonville, Fla. (32231).

Studio: 1070 E. Adams St. (32202).

Telephone: 904-354-1212. TWX No.: 810-827-1759.

Ownership: Harte-Hanks Communications Inc., for other interests see KENS-TV, San Antonio, Tex.

Begin Operation: Sept. 1, 1957. Interim operating authority for Ch. 12 was granted Jan. 9, 1969 by FCC; operation by Ch. 12 of Jacksonville began April 1, 1969. Operation by present licensee began July 23, 1971. Transfer of control of licensee to Harte-Hanks Newspapers approved by FCC March 27, 1975 (Television Digest, Vol. 14:34; 15:7).

### Personnel:

WAYNE KEARL, group president, Harte-Hanks TV stations.  
GERT H. W. SCHMIDT, president, WTLV.  
GEORGE H. ANDERSON, vice president & general manager.  
L. A. STURDIVANT, general sales manager.  
ROBERT M. REUSCHLE, local sales manager.  
HARRY W. McCLINTOCK, program manager.  
HARRY ALEXANDER, production director.  
HOWARD KELLEY, director of news & special events.  
ALAN BATTEN, promotion manager.  
EDWARD C. McCULLERS, public service director.  
GERALD A. NORDSIEK, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
	Alachua	44,200	42,100	95
	Baker	3,700	3,600	97
	Bradford	5,400	5,200	96

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Clay	17,900	17,400	97	
	Columbia	10,100	9,700	96	
	Duval	202,100	198,100	98	
	Nassau	10,400	10,100	97	
	Putnam	16,000	15,500	97	
	St Johns	15,200	14,700	97	
	Suwannee	6,700	6,300	93	
	Union	2,400	2,300	95	
	<b>GEORGIA</b>				
		Brantley	2,500	2,400	96
	Camden	3,600	3,500	97	
	Charlton	1,800	1,700	95	
	Clinch	1,900	1,800	94	
	Glynn	15,500	15,000	97	
	Pierce	3,200	3,000	95	
	Ware	12,600	12,100	96	
<b>Between 25-49%</b>	<b>FLORIDA</b>				
	Dixie	2,300	2,100	92	
	Hamilton	3,200	3,000	93	
<b>GEORGIA</b>					
	Wayne	6,300	6,100	96	
<b>Between 5-24%</b>	<b>FLORIDA</b>				
	Flagler	2,400	2,300	96	
	Gilchrist	2,000	1,900	95	
	Lafayette	1,100	1,000	92	
	Levy	5,800	5,400	93	
	Marion	36,600	34,900	95	
	Taylor	4,700	4,400	94	
	<b>GEORGIA</b>				
		Appling	4,800	4,500	94
		Bacon	3,000	2,800	95
	Mc Intosh	2,700	2,600	94	
<b>Station Totals</b>		<b>450,100</b>	<b>435,500</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>324,900</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>214,100</b>		

# 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.

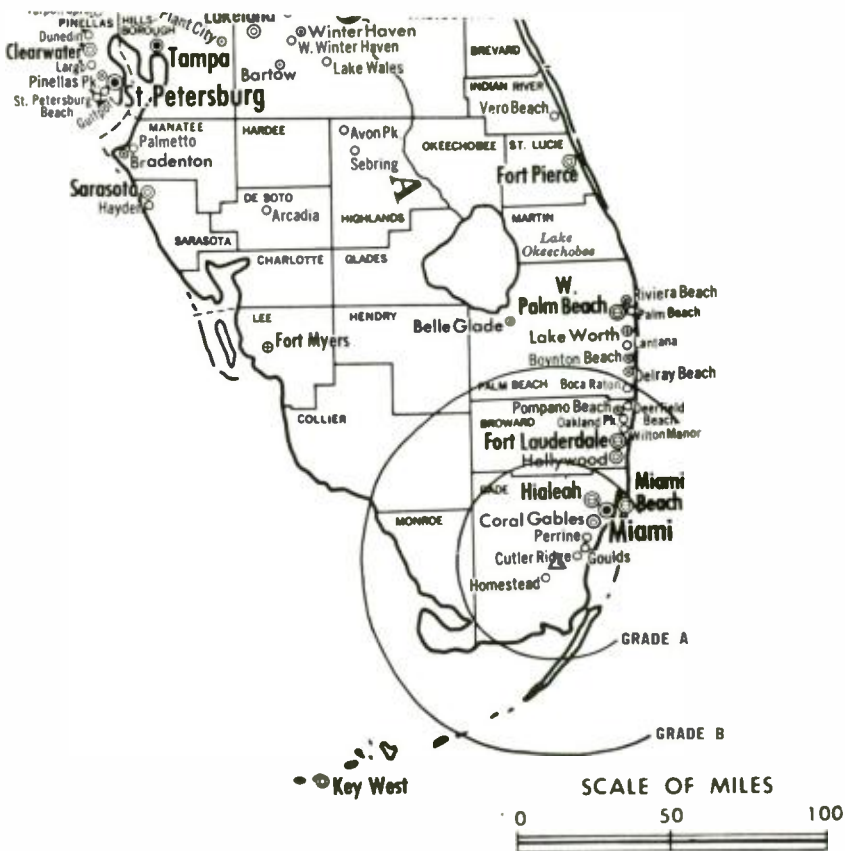
TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ITNA.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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.

Licensee: Coral Television Corp., 1111 Brickell Ave., Miami, Fla. (33131).

Studio: 1111 Brickell Ave.

Telephone: 305-377-0811.

Ownership: General Cinema Corp., over 90%; others. General Cinema principals: Richard A. Smith, pres.; Melvin R. Wintman, exec. v.p.; J. Atwood Ives, v.p. General Cinema is parent company of licensees of WIFI (FM), Philadelphia, Pa. & WEFM (FM), Chicago, Ill.

Began Operation: Sept. 20, 1967. Transfer of control to General Cinema Corp. approved by FCC Aug. 10, 1972 (Television Digest, Vol. 12:33).

Represented (sales) by Petry Television Inc.

Represented (legal) by Wilner & Scheiner.

### Personnel:

ALEXANDER M. TANGER, president.  
EDWARD Q. ADAMS, sr. vice president & general manager.  
HARVEY COHEN, v.p. & general sales manager.  
GERRY LISS, local sales manager.  
ANDREW FELDMAN, national sales manager.  
JACK H. COWART, director of engineering.  
JACK WILLARD, business manager.  
RICHARD DESCUTNER, station operations manager.  
JOSE PEREZ, director of community affairs.  
LINDA TUCKER, promotion manager.

Highest 30 Sec. Rate (May 1, 1978): \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Collier	26,200	24,900	95
	Dade	562,900	551,100	98
Between 25-49%	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
	Hendry	5,600	5,300	94
	Monroe	17,600	16,600	94
Between 5-24%	<b>FLORIDA</b>			
	Brevard	82,300	80,400	98
	Lee	67,800	65,900	97
	Okeechobee	5,900	5,700	97
	Orange	150,600	147,400	98
	Osceola	16,300	15,800	97
	Palm Beach	192,800	187,200	97
	Polk	101,800	99,200	97
St Lucie	26,400	25,500	97	
Volusia	89,300	87,100	98	
<b>Station Totals</b>		<b>1,712,700</b>	<b>1,673,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>632,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>300,200</b>

# Florida—Miami

## WCKT

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 960-ft. above av. terrain, 996-ft. above ground, 1002-ft. above sea level.

Latitude 25° 57' 49"  
Longitude 80° 12' 44"

Transmitter: Antenna farm, North Dade County, Fla.

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

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

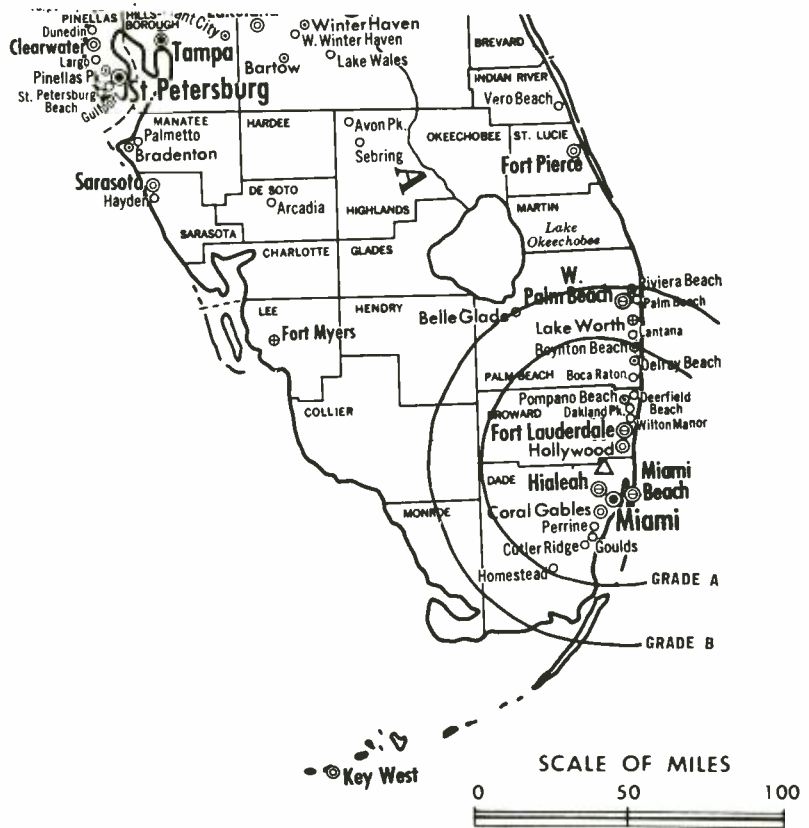
Represented (sales) by Harrington, Righter & Parsons; Bomar Lowrance & Assoc. (Southern).

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WCKT Ref: FCC File No. BPCT-4719 Granted 9/14/74

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



## WCKT

Network Service: NBC.

Licensee: Sunbeam Television Corp., Box 1118, Miami, Fla. (33138).

Studio & Business Office: 1401 79th St. Causeway.

Telephone: 305-751-6692. TWX No.: 810-848-6151.

Ownership: Sunbeam Television Corp., 100%. Sunbeam is controlled by Edmund Ansin.

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.

### Personnel:

EDMUND N. ANSIN, president & general manager.  
ROBERT LEIDER, station manager.  
JOHN FENWICK, general sales manager.  
ALLEN STERNBERG, operations manager.  
FRANK STRUZZIERI, film buyer & manager.  
GENE STRUL, director of news.  
ROBERT H. PAASCH, chief engineer.  
GEORGE WHITE, promotion manager.  
NEIL MURPHY, controller.

Highest 30 Sec. Rate (Nov. 7, 1976): \$4000.

NETWORK BASE HOURLY RATE: \$1750.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>					
		Broward	367,200	361,800	99
		Dade	562,900	551,100	98
<b>50% &amp; Over</b>		Indian River	18,900	18,200	96
		Martin	19,300	18,700	97
		Monroe	17,600	16,600	94
		Palm Beach	192,800	187,200	97
<b>FLORIDA</b>					
<b>Between 25-49%</b>		Collier	26,200	24,900	95
		Hendry	5,600	5,300	94
		St Lucie	26,400	25,500	97
<b>FLORIDA</b>					
<b>Between 5-24%</b>		Glades	1,700	1,600	93
		Okeechobee	5,900	5,700	97
<b>Station Totals</b>			<b>1,244,500</b>	<b>1,216,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>993,800</b>
<b>Average Daily Circulation (1976-77)</b>					<b>621,200</b>

# Florida—Miami

## WHFT

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 2400-kw max. & 447-kw horizontal visual, 475-kw max. & 89.1-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1040-ft. above ground, 1049-ft. above sea level.

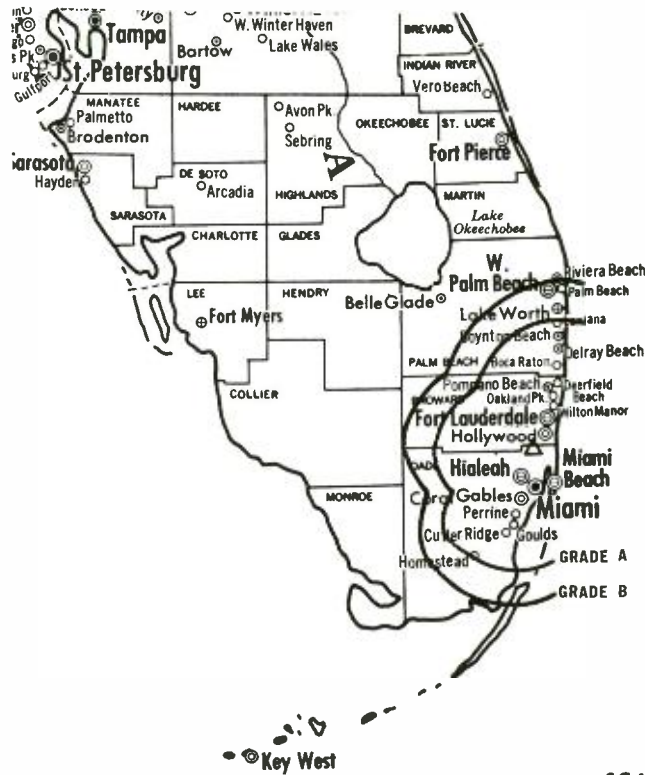
Latitude 25° 59' 37"

Longitude 80° 10' 29"

Holds CP for change to 4470-kw max. & 851-kw horizontal visual, 447-kw max. & 85.1-kw horizontal aural. BPCT-5027.

Transmitter: SE corner of S. 33rd Ave. & Pembroke Rd., Pembroke Park.

News Wire Service: UPI.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

WHFT Ref: FCC File No. BPCT-4239 Granted 8/29/69  
 CP: BPCT-5027 Granted 8/29/77

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

## WHFT

Network Service: None, independent.

Licensee: Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, Ind. (46624).

Studio: 3324 Pembroke Rd., Hollywood, Fla. (33021).

Mailing Address: Box TV-45, Miami, Fla. (33169).

Telephone: 305-624-1700.

Ownership: Non-profit corp. Officers: Lester Sumrall, pres.; Louise M. Sumrall, secy.; Leona Sumrall Murphy, treas.; Robert Postma, dir. Lester Sumrall Evangelistic Assn. is the licensee of WHME-TV-FM, South Bend, Ind. and owns LeSea Bcstg., licensee of WHMB-TV, Indianapolis.

Began Operation: Feb. 1975. Sale to present owner by Florida Christian Bcstg. Inc. approved by FCC June 22, 1976. (Television Digest, Vol. 16:26).

Personnel:

G. KENT SMITH, vice president & general manager.

LARRY D. SCOTT, sales manager.

JOHN W. POTTS III, production manager.

Highest 30 Sec. Rate: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Broward	367,200	361,800	99
<b>Station Totals</b>		<b>367,200</b>	<b>361,800</b>	<b>98</b>
Net Weekly Circulation (1976-77)				<b>39,700</b>
Average Daily Circulation (1976-77)				<b>14,200</b>

*Hogan-Feldmann, Inc.*

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Florida—Miami

**WLTV**  
Ch. 23



Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1995-kw max. & 661-kw horizontal visual, 200-kw max. & 66.1-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 1034-ft. above ground, 1044-ft. above sea level.

Latitude 25° 57' 29.5"  
Longitude 80° 12' 44.1"

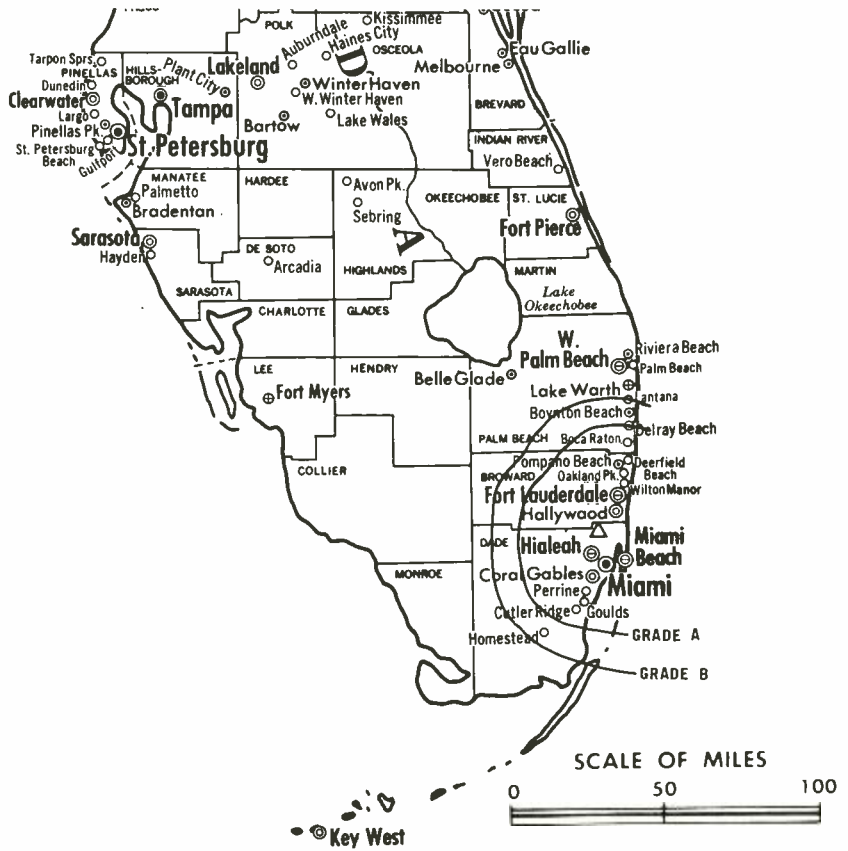
Transmitter: Antenna farm, N. Dade County.

TV tape: Recording facilities.

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

News Wire Service: UPI. Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLTV Ref: FCC File No. BPCT-5076 Granted 8/15/77

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

## WLTV

Network Service: Spanish International Network.

Licensee: Spanish International Communications Corp., 695 N.W. 199th St., Miami, Fla. (33169).

Studio: 695 N.W. 199th St. (33169). Telephone: 305-652-4000.

Sales Office: 2525 S.W. 3rd Ave., #412, Miami, Fla. (33129). Telephone: 305-856-2323.

Ownership: For ownership & other interests, see KMEX-TV, Los Angeles, Cal.

Began Operation: Dec. 24, 1954, left air April 13, 1957. Sale to present owner by Al Lapin Jr., et al., approved by FCC Jan. 6, 1971. Previously sold by Storer Bcstg. Co. Oct. 25, 1967. Resumed operation Nov. 14, 1967.

Represented (sales) by Spanish International Network.

Represented (legal) by McKenna, Wilkinson & Kittner.

### Personnel:

REYNOLD V. ANSELMO, president.  
JOAQUIN BLAYA, vice president & general manager.  
HERB ESPINO, sales manager.  
VIVIAN QUEVEDO, station manager.  
EFRAIN RIVERA, chief engineer.

Highest 30 Sec. Rate (April 30, 1978): \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
Between 5-24%	Dade	562,900	551,100	98
	Henry	5,600	5,300	94
<b>Station Totals</b>		<b>568,500</b>	<b>556,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>102,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>72,400</b>	

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

**Arbitron  
Information  
On Demand**



# Florida—Miami

**WPLG**

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"

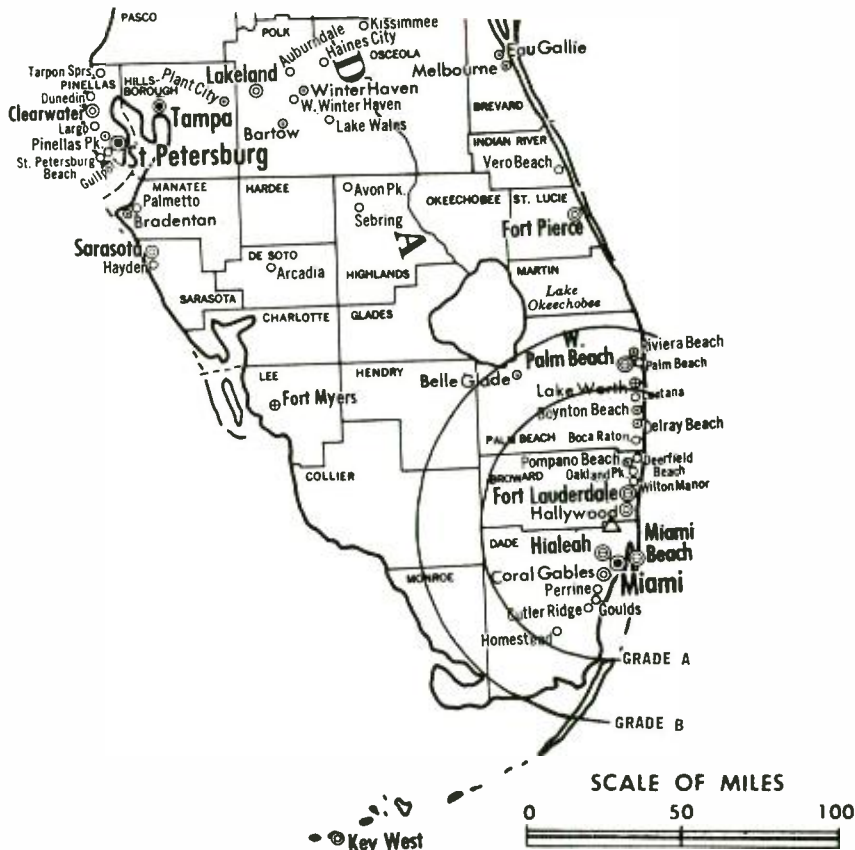
Transmitter: 3/8 mi. W of State Rt. 7, Miami antenna farm, near Hallandale, Fla.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPLG Ref: FCC File No. BMPCT-5781 Granted 9/14/62

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

## WPLG

Network Service: ABC.

Licensee: Post-Newsweek Stations of Florida Inc., Broadcast House, 3900 Biscayne Blvd., Miami, Fla. (33137).

Studio: 3900 Biscayne Blvd.

Telephone: 305-573-7111. TWX No.: 810-848-6032.

Ownership: Post-Newsweek Stations. For other interests, see WTOP-TV, Washington, D.C.

Began Operation: Nov. 20, 1961. Sale to present owner by C. H. Topmiller, Thomas A. Welstead, et al. approved by FCC Sept. 24, 1969 (Television Digest, Vol. 9:39).

Represented (sales) by Top Market Television.

Represented (legal) by Covington & Burling.

Represented (engineering) by Cohen & Dippell.

### Personnel:

ALAN E. PERRIS, vice president & general manager.  
NORM DAVIS, area vice president.  
RICHARD A'HEARN, program director.  
DICK WEXO, general sales manager.  
RUFUS DEVAN, national sales manager.  
PAUL NUGENT, local sales manager.  
DOW SMITH, news director.  
CATHY NIERLE, business manager.  
JACK LEVERENZ, facilities manager.  
JAY MATHIS, chief engineer.

Highest 30 Sec. Rate (Jan. 1978): \$3500.

NETWORK BASE HOURLY RATE: \$1425.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
	Collier	26,200	24,900	95
	Dade	562,900	551,100	98
	Martin	19,300	18,700	97
	Monroe	17,600	16,600	94
	Palm Beach	192,800	187,200	97
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Hendry	5,600	5,300	94
	Indian River	18,900	18,200	96
	St Lucie	26,400	25,500	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	1,700	1,600	93
	Lee	67,800	65,900	97
	Okeechobee	5,900	5,700	97
<b>Station Totals</b>		<b>1,312,300</b>	<b>1,282,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>992,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>600,800</b>	

# Florida—Miami

## WTVJ

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 995-ft. above ground, 1005-ft. above sea level.

Latitude 25° 59' 08.5"  
Longitude 80° 11' 34.5"

Transmitter: 4991 S.W. 28th St., West Hollywood, Fla. (33023).

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (legal) by Cohn & Marks.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WTVJ Ref: FCC File No. BMPCT-1083 Granted 5/14/53

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

## WTVJ

Network Service: CBS.

Licensee: Wometco Enterprises Inc., 316 N. Miami Ave., Miami, Fla. (33128).

Studio: 316 N. Miami Ave. (33128).

Telephone: 305-374-6261. TWX No.: 810-848-5932.

Ownership: Wometco Enterprises Inc., Mitchell Wolfson, pres. Also owns 99.7% of WLOS-TV, Asheville, N.C.; 100% of KVOS-TV, Bellingham, Wash.; WZZM-TV, Grand Rapids, Mich.; 80% of WTVG(TV), Newark, N.J.-New York, N.Y.

Began Operation: March 21, 1949.

Represented (sales) by MMT Sales Inc.

Personnel:

MITCHELL WOLFSON, president.  
LOUIS WOLFSON II, v.p., broadcast division.  
WILLIAM R. BRAZZIL, v.p. & general manager, WTVJ.  
RALPH RENICK, v.p. for WTVJ news.  
THOMAS E. FRAIOLI, general sales manager.  
DOUGLAS C. BARKER, station manager.  
THELMA ROLLINS, program manager.  
BOB BLACHER, local sales manager.  
BERND ZIEGLER, sales research & development manager.  
JOE KLINE, director of technical operations.  
JEAN WALDSTEIN, traffic operations manager.  
JOE ABRELL, public affairs director.  
BOB STONE, production manager.  
ROBERT S. BOWER, chief transmitter engineer.

Highest 30 Sec. Rate (April 25, 1978): \$3000.

NETWORK BASE HOURLY RATE: \$2027.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
	Dade	562,900	551,100	98
	Hendry	5,600	5,300	94
	Martin	19,300	18,700	97
	Monroe	17,600	16,600	94
	Palm Beach	192,800	187,200	97
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Collier	26,200	24,900	95
	Okeechobee	5,900	5,700	97
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Glades	1,700	1,600	93
	Indian River	18,900	18,200	96
	Lee	67,800	65,900	97
	St Lucie	26,400	25,500	97
<b>Station Totals</b>		<b>1,312,300</b>	<b>1,282,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,065,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>755,500</b>	



# 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' 37"

Holds CP for change to 100-kw visual, 20-kw aural, 1835-ft. above av. terrain, 1983-ft. above ground, 2049-ft. above sea level. BPCT-4827.

Transmitter: 3.5-mi. N. of Bithlo.

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

News Wire Service: AP, UPI.

News Film Service: CBS, Newsweek.

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

FM Affiliate: WD30-FM, 100-kw, 92.3 MHz (No. 222), 1316-ft.

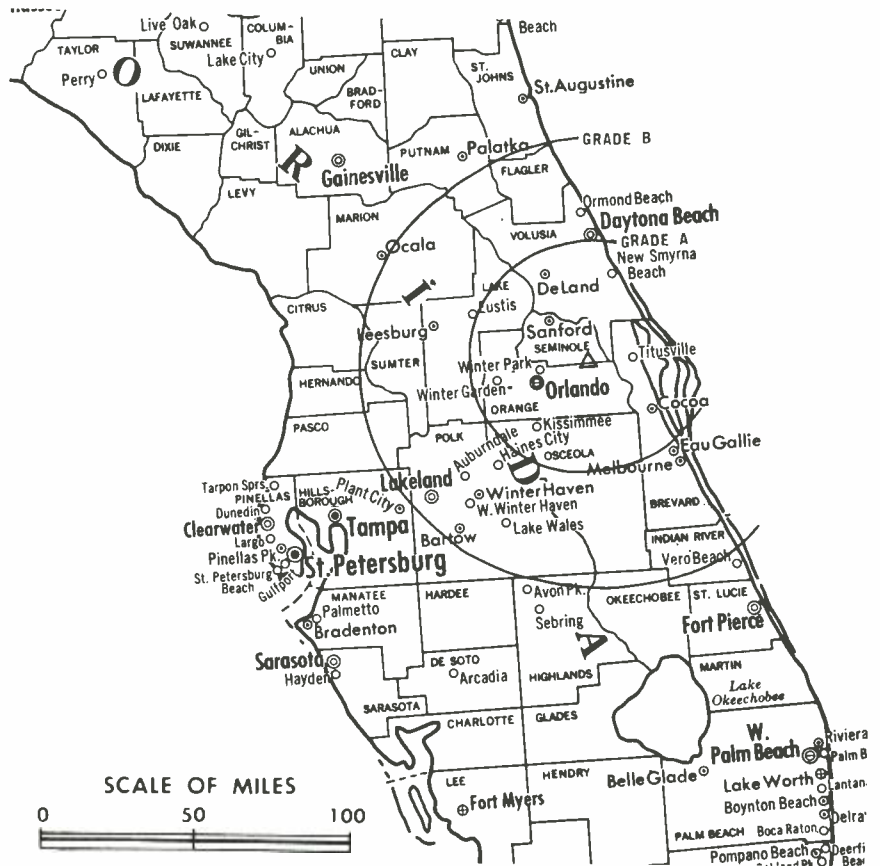
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WDBO-TV Ref: FCC File No. BPCT-4386 Granted 11/3/70  
CP: BPCT-4827 Granted 6/9/75

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

## WDBO-TV

Network Service: CBS.

Licensee: The Outlet Company, Box 1833, Orlando, Fla. (32802).

Studio: 750 N. Texas Ave. (32804).

Telephone: 305-843-0006. TWX No.: 810-850-0141.

Ownership: See WJAR-TV, Providence, R.I.

Began 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 Petry Television Inc.

Represented (legal) by Sundlun, Scher & Singer.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. SINCLAIR, chairman.  
BRUCE G. SUNDLUN, president & chief executive officer.  
DAVID E. HENDERSON, president, broadcast division.  
ARNOLD F. SCHOEN JR., vice president & general manager.  
JOSEPH S. HALLER, general sales manager.  
EVERETT H. HUGHES, program manager & film buyer.  
STEVEN R. KARTHOLL, production manager.  
MICHAEL P. CREW, news director.  
CAROL COOK, promotion manager.  
CHALMERS S. STROMBERG, chief engineer.

Highest 30 Sec. Rate: \$900.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
<b>50% &amp; Over</b>	Brevard	82,300	80,400	98
	Flagler	2,400	2,300	96
	Lake	35,900	35,000	97
	Marion	36,600	34,900	95
	Orange	150,600	147,400	98
	Osceola	16,300	15,800	97
	Seminole	51,100	49,900	98
	Sumter	7,100	6,800	96
	Volusia	89,300	87,100	98
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Citrus	15,900	15,200	95
	Indian River	18,900	18,200	96
	Polk	101,800	99,200	97
	Putnam	16,000	15,500	97
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Hernando	11,500	11,100	96
	Highlands	16,500	15,900	96
	Levy	5,800	5,400	93
	St Johns	15,200	14,700	97
<b>Station Totals</b>		<b>673,200</b>	<b>654,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>485,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>338,400</b>

# Florida—Orlando

**WFTV**

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. & 191-kw horizontal visual, 31.6-kw max. & 19.1-kw horizontal aural. Antenna: 1570-ft. above av. terrain, 1608-ft. above ground, 1674-ft. above sea level.

Latitude 28° 36' 08"  
Longitude 81° 05' 37"

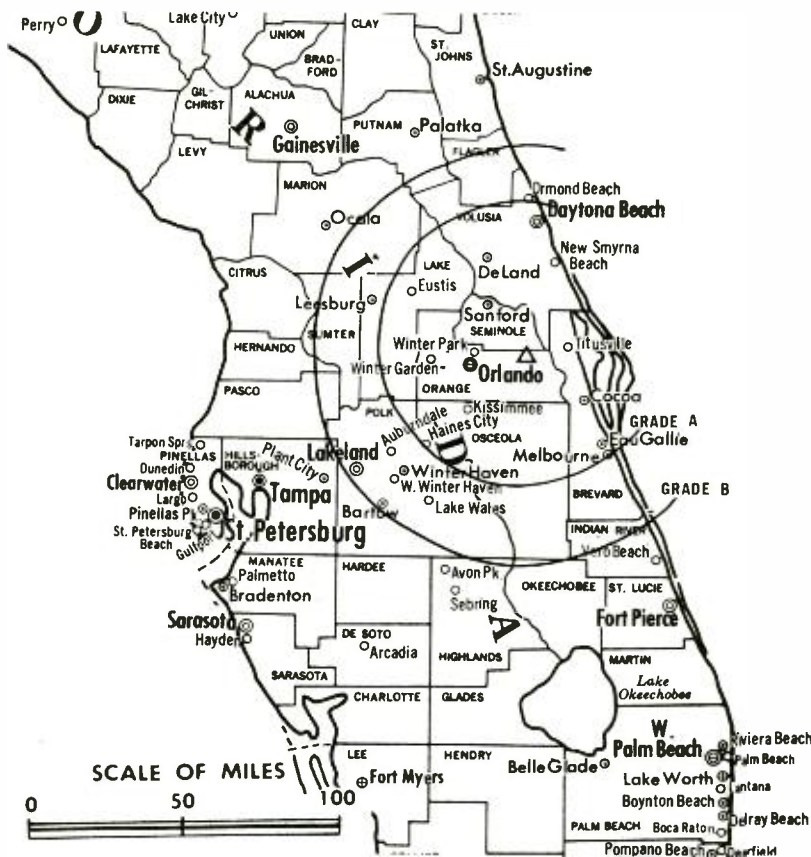
Transmitter: 3.5-mi. N of Bithlo, near Orlando.

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

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WFTV Ref: FCC File No. BMPCTI-8 Granted 8/8/75

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

## WFTV

Network Service: ABC.

Licensee: Channel Nine of Orlando, Box 999, Orlando, Fla. (32802).

Studio: 639 West Central (32805).

Telephone: 305-841-9000. TWX No.: 810-850-0179.

Ownership: Interim operation as a joint venture of Mid-Fla. TV Corp., Central 9 Corp., Comint Corp., Fla. Heartland TV Inc. & TV Nine Inc., all applicants for regular operating authority.

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 & Rhyne.

Personnel:

WALTER M. WINDSOR, general manager.  
CLIFTON L. CONLEY, general sales manager.  
CLIFFORD S. PINE, operations manager.  
ROBERT M. JORDAN, news director.  
MIKE JAMES, sports director.  
RICHARD FLYNN, business manager.  
HARRY N. HANDLEY, director of special projects.  
WILLIAM D. JONES, national sales manager.  
JAMES HAMMOND, chief engineer.  
CHARLES ROBBINS, local sales director.  
WALTER S. McDOWELL, promotion director.

DIGEST OF RATE CARD NO. 78-2—(March 27, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1400	\$840	\$560	\$335	\$850*	\$425*

\*8-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>FLORIDA</b>				
		Brevard	82,300	80,400	98
		Flagler	2,400	2,300	96
		Highlands	16,500	15,900	96
		Lake	35,900	35,000	97
		Marion	36,600	34,900	95
		Orange	150,600	147,400	98
		Osceola	16,300	15,800	97
		Polk	101,800	99,200	97
		Seminole	51,100	49,900	98
		Sumter	7,100	6,800	96
	Volusia	89,300	87,100	98	
Between 25-49%	<b>FLORIDA</b>				
		Alachua	44,200	42,100	95
		Citrus	15,900	15,200	95
		Indian River	18,900	18,200	96
Between 5-24%	<b>FLORIDA</b>				
		Hardee	6,200	6,000	97
		Hernando	11,500	11,100	96
		Levy	5,800	5,400	93
		Okeechobee	5,900	5,700	97
	St Johns	15,200	14,700	97	
<b>Station Totals</b>		<b>729,500</b>	<b>708,600</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>541,300</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>348,900</b>	

Holds CP for change to 1943-ft above av. terrain, 1983-ft. above ground, 2049-ft. above sea level. BMPCTI-8.

# What's the ranking of Florida markets for ABC?

## SURPRISE!

1. MIAMI (CH. 10)
- 2. ORLANDO (CH. 9)**
3. TAMPA (CH. 10)

According to the Nielsen County/Coverage Study, 1978, WFTV-Orlando delivers a larger audience per average ¼-hour, for the entire week, than any ABC affiliate in Florida with the exception of Miami. If your buying plans include the top two ABC outlets in the Sunshine State, your list must include WFTV, ABC for Orlando-Daytona Beach and all of booming Central Florida.



REPRESENTED BY  
BLAIR TELEVISION

**WFTV 9**  
ORLANDO

DATA HEREIN ARE BASED ON THE DOCUMENT REFERENCED FOR FLORIDA, SUNDAY-SATURDAY,  
7:00AM-1:00AM. AND ARE SUBJECT TO QUALIFICATIONS WITHIN THE STUDY.

# Florida—Daytona Beach-Orlando

**WESH-TV**

Ch. 2



**KATZ TELEVISION**

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.

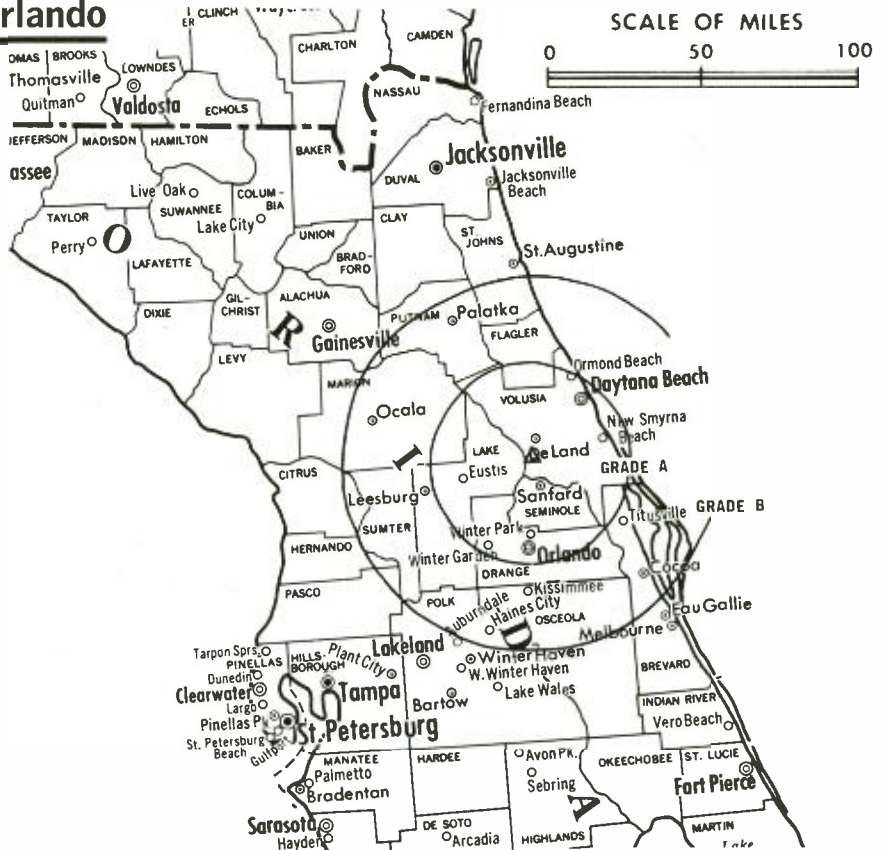
Latitude 28° 56' 25"  
Longitude 81° 18' 33"

Transmitter: Orange City, Fla., between Daytona Beach & Orlando.

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

News Wire Service: AP, UPI. News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WESH-TV Ref: FCC File No. BMPCT-4150 Granted 2/6/57

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

## WESH-TV

Network Service: NBC.

Licensee: Cowles Broadcasting Inc., Box 1551, Daytona Beach.

Studios: 540 Corporation Ave., Holly Hill (32015); 1501 Minnesota Ave., Winter Park (32789).

Telephones: 904-252-2222, Daytona Beach; 305-645-2222, Orlando.

TWX No.: 810-832-6222, Daytona Beach; 810-853-0255, Winter Park.

Ownership: See KCCI-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 Television.

Represented (legal) by Marmet Professional Corp.

Personnel:

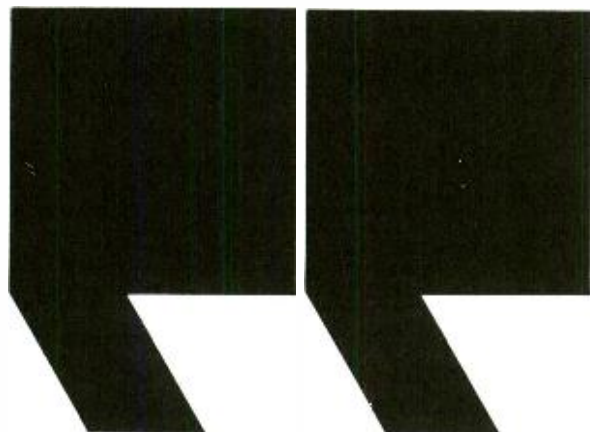
JOHN M. HABERLAN, president & general manager.  
WALTER STROUSE, exec. vice president & station manager.  
JACK L. HITCHCOCK, senior vice president & sales manager.  
KENNETH W. SMITH, sr. vice president & operations manager.  
NICHOLAS W. PFEIFAU, v.p. & mgr., research & development.  
ROBERT FOWLER, vice president & sales director.  
JOHN EVANS, vice president & public affairs director.  
L. W. SCOTT, vice president & creative director.  
NILE M. HUNT, vice president & engineering director.  
BEV BARTON, director, audience development.

Highest 30 Sec. Rate (Sept. 4, 1978): \$950.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
	Alachua	44,200	42,100	95
	Brevard	82,300	80,400	98
	Citrus	15,900	15,200	95
	Flagler	2,400	2,300	96
	Lake	35,900	35,000	97
	Levy	5,800	5,400	93
<b>50% &amp; Over</b>	Marion	36,600	34,900	95
	Orange	150,600	147,400	98
	Osceola	16,300	15,800	97
	Putnam	16,000	15,500	97
	Seminole	51,100	49,900	98
	Sumter	7,100	6,800	96
	Volusia	89,300	87,100	98
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Dixie	2,300	2,100	92
	Gilchrist	2,000	1,900	95
	St Johns	15,200	14,700	97
<b>FLORIDA</b>				
<b>Between 5-24%</b>	Columbia	10,100	9,700	96
	Hernando	11,500	11,100	96
	Indian River	18,900	18,200	96
	Lafayette	1,100	1,000	92
	Polk	101,800	99,200	97
	Suwannee	6,700	6,300	93
<b>Station Totals</b>		<b>723,100</b>	<b>702,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>496,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>336,900</b>

# What are all these people talking about?



"Anybody who's not reading (it) today doesn't belong in this industry."

President, TV Receiver Manufacturer

"Superb. Always concise yet informative."

Vice President, Major CATV System

"If I can find time for only one publication, this is it."

President, Broadcasting Company

"Peerless."

Senior Vice President, Industry Trade Assn.

"Good format for those in a hurry, allowing them to focus quickly on items of interest."

Bureau Chief, FCC

"I rely on your coverage over that of other trade papers."

Vice President, Broadcast Equipment Manufacturer

"Great. Authoritative. Timely. Easy to read."

President, Broadcasting Company

"I still like it after 29 years."

Partner, Law Firm (Communications Attorneys)

"Excellent - our best source of industry news."

Telecommunications Center Director, Major University

"Your annual cumulative index, coupled with your wide, all-inclusive coverage of news in the field, make this a unique and valuable long-term reference tool."

President, TV Film Production Company

"Excellent publication with sound inside information and knowledge of what's going on in broadcast industry and government."

General Attorney, TV Network

"Positively the most accurate source for the latest on our industry."

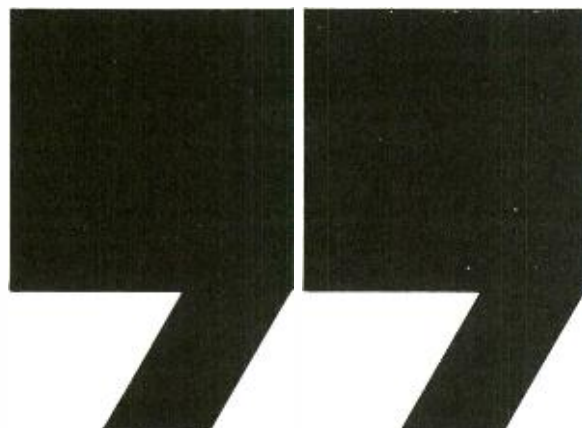
President, Electronics Retailer

"Good, quick way of acquainting oneself with issues."

Senate Commerce Committee Staff Member

"Excellent."

Vice President, TV Network



They're all talking about **Television Digest with Consumer Electronics**. Shouldn't **you** add this unique industry news service to your weekly "must read" list? Call or write:

**Television Digest, Inc.** 1836 Jefferson Place, N.W. Washington, D. C. 20036

Phone: 202/872/9200

# Florida—West Palm Beach

**WPEC**

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, 1027-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.

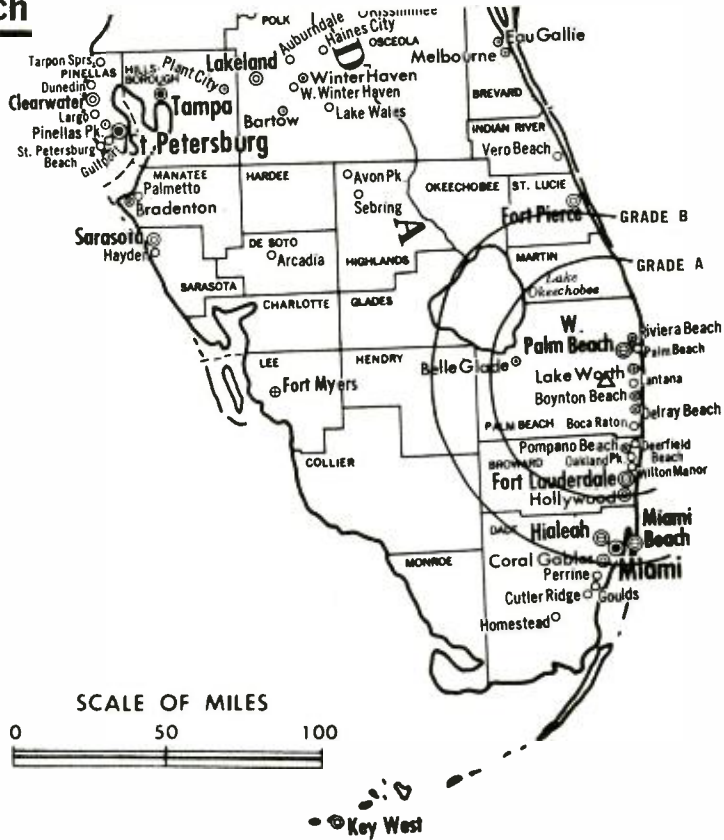
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Represented (sales) by Katz Television.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WPEC Ref: FCC File No. BPCT-2916 Granted 2/21/62

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

## WPEC

Network Service: ABC.

Licensee: PEC Communications Inc., Fairfield Dr., West Palm Beach, Fla. (33407).

Studio: Fairfield Dr., West Palm Beach, Fla. (33407).

Telephone: 305-848-7211. TWX No.: 510-952-7656.

Ownership: Photo Electronics Corp., 80%; Alex W. Dreyfoos Jr., pres., 12.4%; George W. Mergens, exec. v.p., 7.6%.

Began Operation: Jan. 1, 1955. Sale to present owners by Royal American Industries Inc. approved by FCC Oct. 26, 1973. Sale to Royal American (2/3 owned by Bankers Life & Casualty Co.) by Rand Bcstg. & Bertram Lebharr approved in 1964 (Television Digest, Vol. 4:9). Previous sale to Rand Broadcasting & Lebharr 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 (legal) by Cohn & Marks.

Personnel:

ALEX W. DREYFOOS JR., president.  
GEORGE W. MERGENS, executive vice president.  
GARY DEAN, general sales manager.  
NORMA AMICK, program director.  
HANK PRICE, production manager.  
GEORGE DANNER, chief engineer.

Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Glades	1,700	1,600	93
	Indian River	18,900	18,200	96
	Martin	19,300	18,700	97
	Okeechobee	5,900	5,700	97
Between 25-49%	<b>FLORIDA</b>			
	Palm Beach	192,800	187,200	97
	St. Lucie	26,400	25,500	97
Between 5-24%	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
	Hendry	5,600	5,300	94
<b>Station Totals</b>		<b>1,217,200</b>	<b>1,191,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>365,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>184,200</b>

# Florida—Palm Beach

## WPTV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 990-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.

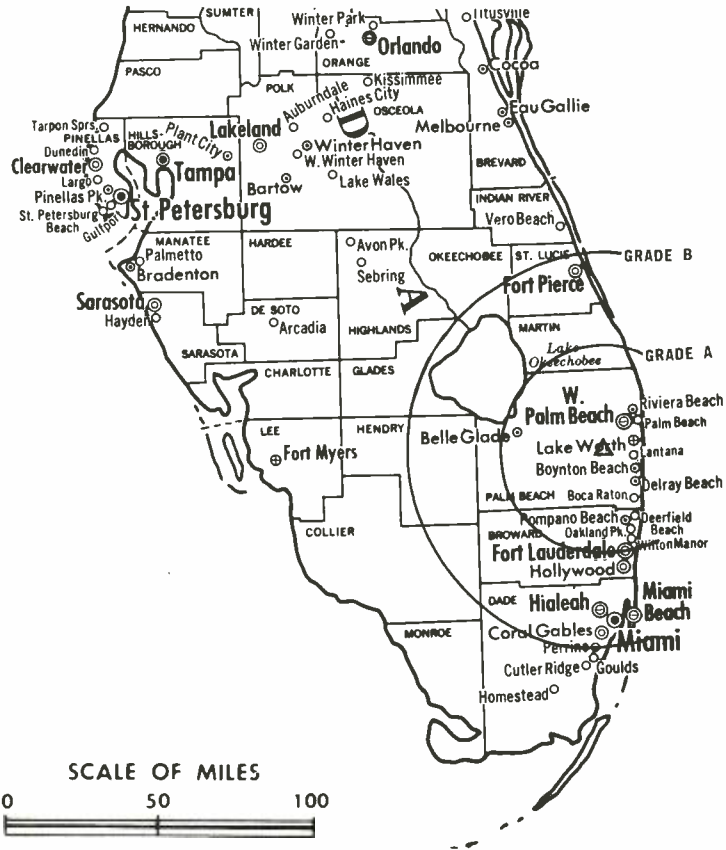
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: NBC.

Facsimile Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WPTV Ref: FCC File No. BMPCT-1862 Granted 3/15/54

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

## WPTV

Network Service: NBC.

Licensee: Scripps-Howard Bcstg. Co., P.O. Box 510, Palm Beach, Fla. (33480).

Studio: 622 N. Flagler Dr., West Palm Beach, Fla. (33401).

Telephone: 305-655-5455. TWX No.: 510-952-7606.

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.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

ROBERT R. REGALBUTO, general manager.  
WILLIAM J. BROOKS, station manager.  
ARVO KATAJISTO, director of operations.  
E. BRACKEEN, national sales manager.  
EDWARD J. ROOS, chief engineer.  
ROBERT HOWICK, news director.

Highest 30 Sec. Rate (April 1, 1978): \$1000.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>FLORIDA</b>			
	Glades	1,700	1,600	93
	Hendry	5,600	5,300	94
	Indian River	18,900	18,200	96
	Martin	19,300	18,700	97
	Okeechobee	5,900	5,700	97
	Palm Beach	192,800	187,200	97
St Lucie	26,400	25,500	97	
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Broward	367,200	361,800	99
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Brevard	82,300	80,400	98
	Dade	562,900	551,100	98
	Highlands	16,500	15,900	96
<b>Station Totals</b>		<b>1,299,500</b>	<b>1,271,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>398,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>221,600</b>

For Index to Contents,  
see Services Volume

# 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.

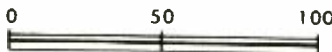
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.



SCALE OF MILES



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbltron 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: ABC.

Licensee: WJHG-TV Inc., Panama City, Fla.

Studio: 8195 W. Highway 98 (32401).

Telephone: 904-234-2125. TWX No.: 510-730-7341.

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 The Meeker Co.

Represented (legal) by Kirkland & Ellis.

Personnel:

RAY HOLLOWAY, vice president & general manager.  
HUGH ROCHE, sales manager.  
RON JONES, production manager.  
JAMES BATES, chief engineer.

DIGEST OF RATE CARD NO. 8—(July 26, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-10 p.m., daily.  
\$400 \$250 \$160 \$120 \$100\* \$100\* \$50\*

\*Section I—7-9:59 p.m., daily.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Covington	13,100	12,700	97
	Geneva	8,800	8,500	97
	Houston	25,600	25,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	FLORIDA				
	Bay	32,600	31,800	98	
	Calhoun	2,100	2,000	93	
	Franklin	2,900	2,700	94	
	Gadsden	9,900	9,300	94	
	Gulf	3,300	3,100	95	
	Holmes	4,800	4,400	92	
	Jackson	14,400	13,500	94	
	Liberty	1,400	1,300	94	
	Okaloosa	34,200	33,500	98	
	Walton	7,000	6,600	95	
	Washington	4,700	4,400	95	
	GEORGIA	Seminole	2,700	2,600	95
	Between 25-49%	ALABAMA			
Coffee		12,500	12,100	97	
Dale		14,000	13,700	98	
FLORIDA					
Leon	45,700	44,100	97		
Wakulla	3,100	3,000	96		
Between 5-24%	GEORGIA				
	Decatur	7,400	7,100	96	
	Miller	1,800	1,700	94	
Between 5-24%	ALABAMA				
	Henry	4,900	4,700	96	
	FLORIDA				
Taylor	4,700	4,400	94		
GEORGIA					
Early	4,100	3,900	94		
Station Totals		265,700	256,200	96	
Net Weekly Circulation (1976-77)			153,000		
Average Daily Circulation (1976-77)			83,100		



We're the

**one...**



**Northwest FLORIDA ... Southeast ALABAMA  
and Southwest GEORGIA  
Have Turned To For 25 Years**



**WJHG<sup>TV</sup>**  
**PANAMA CITY**



REPRESENTED BY THE MEEKER COMPANY

A DIVISION OF GRAY COMMUNICATIONS SYSTEMS, INC.

# Florida—Panama City

**WMBB**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 1403-ft. above av. terrain, 1464-ft. above ground, 1549-ft. above sea level.

Latitude 30° 22' 05"  
Longitude 85° 12' 24"

Transmitter: 0.5-mi. E of Frink, E side of State Hwy. 73.

TV tape: Recording facilities.

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

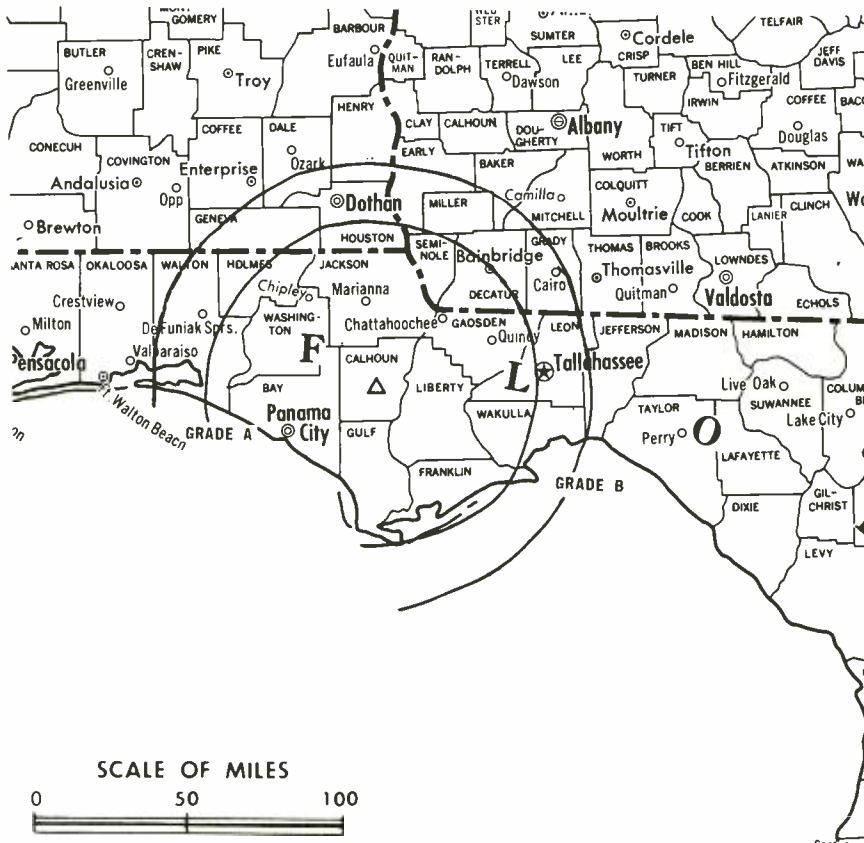
News Wire Service: UPI.

News Film Service: NBC.

Represented (sales) by Avery-Knodel Inc.; Busby, Finch, Lathom & Widman (Atlanta & Dallas).

Represented (legal) by Smith & Pepper.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WMBB Ref: FCC File No. BPCT-4865 Granted 7/29/75

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

## WMBB

Network Service: NBC.

Licensee: Octagon Broadcasting Co., Box 1340, Panama City, Fla. (32401).

Studio: 232 Harrison Ave.

Telephone: 904-769-2313. TWX No.: 510-738-7536.

Ownership: Agronomics Inc., 100%. Anthony C. Kupris, pres., 100%; John A. Kupris, v.p.; Mary R. Kupris, sec.-treas.

Began Operation: Oct. 4, 1973. Sale to present owner by Denver Brannen estate, Luther Edwin Thomas, et al., approved by FCC Feb. 28, 1977 (Television Digest, Vol. 16:52).

Personnel:

A. C. KUPRIS, president.  
DOUGLAS M. GRIMM, general manager.  
JAN MOSES, program director.  
STEVE COOK, production manager.  
LARRY YOUNG, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
6:30-10 p.m., daily.					
\$450	.....	.....			

Graded rates apply\*

\*Highest rate: \$100.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Geneva	8,800	8,500	97
	Houston	25,600	25,100	98
	<b>FLORIDA</b>			
	Bay	32,600	31,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA—(Continued)</b>				
50% & Over	Calhoun	2,100	2,000	93
	Franklin	2,900	2,700	94
	Gadsden	9,900	9,300	94
	Gulf	3,300	3,100	95
	Holmes	4,800	4,400	92
	Jackson	14,400	13,500	94
	Liberty	1,400	1,300	94
	Wakulla	3,100	3,000	96
	Walton	7,000	6,600	95
	Washington	4,700	4,400	95
	<b>GEORGIA</b>			
	Seminole	2,700	2,600	95
Between 25-49%	<b>ALABAMA</b>			
	Henry	4,900	4,700	96
	<b>FLORIDA</b>			
	Leon	45,700	44,100	97
	Okaloosa	34,200	33,500	98
	<b>GEORGIA</b>			
	Decatur	7,400	7,100	96
	Early	4,100	3,900	94
	Miller	1,800	1,700	94
	Between 5-24%	<b>ALABAMA</b>		
Coffee		12,500	12,100	97
Covington		13,100	12,700	97
Dale		14,000	13,700	98
<b>FLORIDA</b>				
Jefferson		2,900	2,700	93
Taylor		4,700	4,400	94
<b>GEORGIA</b>				
Grady		6,400	6,200	96
<b>Station Totals</b>			<b>275,000</b>	<b>265,100</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>134,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>70,200</b>	

# Talk About COVERAGE!

HOW ABOUT

★ Dothan

Tallahassee ★

★ Panama City

You're Talking

 **13**   
**WMBB-TV**

*World's Most Beautiful Beaches*

**PANAMA CITY**

Douglas M. Grimm—General Mgr.

Reps. Nationally: Avery Knodel

South: Busby, Finch, Lathom & Widman

# 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"

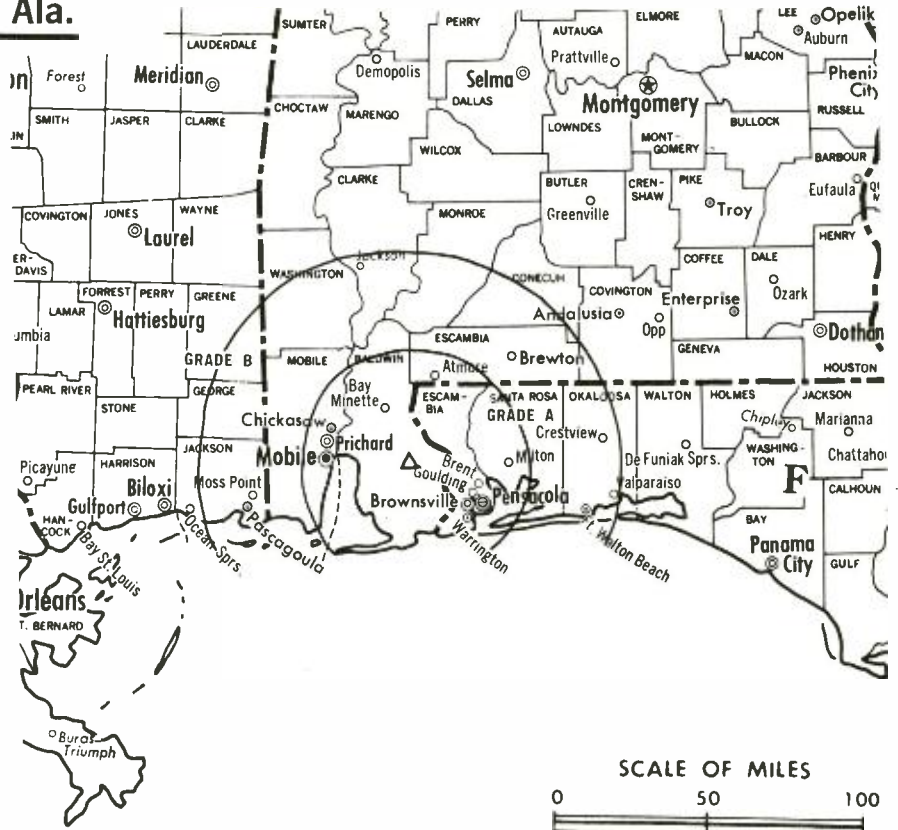
Transmitter: Loxley, Ala.

Studio: U.S. Hwy. 90, W of Pensacola.

TV tape: Recording facilities.

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

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Rollins Telecasting Inc., Box 12278, Pensacola, Fla. (32591).

Telephone: 904-455-7311. 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 H-R Television.

Represented (legal) by Smith & Pepper.

Personnel:

JAMES C. RODDEY, group vice president, media.  
WILLIAM P. EATON JR., director television.  
MILT de REYNA, general manager & film buyer.  
JAMES GRIMES, general sales manager.  
WILLIAM BRENNAN, operations manager.  
HARRY BABB, chief engineer.

DIGEST OF RATE CARD NO. 4—(Aug. 15, 1970)

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: \$400.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Baldwin	23,700	23,200	98
	Clarke	9,000	8,500	95
	Conecuh	5,300	5,000	95
	Escambia	12,100	11,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA—(Continued)</b>			
	Mobile	108,300	106,500	98
	Monroe	6,500	6,100	94
	Washington	5,300	5,100	96
	<b>FLORIDA</b>			
	Escambia	75,400	73,900	98
	Okaloosa	34,200	33,500	98
	Santa Rosa	15,300	15,000	98
	<b>MISSISSIPPI</b>			
	George	4,400	4,300	98
Greene	3,200	3,000	95	
Jackson	33,400	32,700	98	
Between 25-49%	<b>ALABAMA</b>			
	Choctaw	5,500	5,200	94
	Covington	13,100	12,700	97
	Wilcox	4,200	3,900	93
	<b>FLORIDA</b>			
Walton	7,000	6,600	95	
<b>MISSISSIPPI</b>				
Harrison	46,400	45,500	98	
Between 5-24%	<b>ALABAMA</b>			
	Butler	6,900	6,600	96
	Crenshaw	5,100	4,900	96
	Marengo	7,600	7,200	94
	Pike	9,400	9,000	96
	<b>FLORIDA</b>			
	Bay	32,600	31,800	98
	Washington	4,700	4,400	95
	<b>MISSISSIPPI</b>			
	Stone	2,600	2,500	97
Wayne	5,600	5,300	95	
<b>Station Totals</b>		<b>486,800</b>	<b>474,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>332,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>228,000</b>	

# Florida—Sarasota

## WXLT-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1405-kw max. & 589-kw horizontal visual, 281-kw max. & 120-kw horizontal aural. Antenna: 720-ft. above av. terrain, 747-ft. above ground, 762-ft. above sea level.

Latitude 27° 05' 36"  
Longitude 82° 20' 16"

Requests CP for change to 2871-kw max. visual, 431-kw max. aural, 771-ft. above av. terrain, 814-ft. above ground, 849-ft. above sea level, lat. 27° 33' 21", long. 82° 21' 49", transmitter to approx. 0.3-mi. SE of intersection of Rt. 675 & Rye Rd., 4.2-mi. ESE of Parrish, Fla. BPCT-4878.

Transmitter: 6.5-mi. E of Venice.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: ABC.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

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



WXLT-TV Ref: FCC File No. BMPCT-7255 Granted 4/14/71

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

## WXLT-TV

Network Service: ABC.

Licensee: Sarasota-Bradenton Florida Television Co. Inc., P.O. Box 940, Sarasota, Fla. (33578).

Studio: 5727 Lawton Dr.

Telephone: 813-922-0777.

Ownership: Robert R. Nelson, pres., 51%; W. E. Schonek, v.p., 9.8%; Robert W. Nelson, secy., Clifford E. Beal, treas., 9.8%; Rudolph C. Schonek, John F. Waltz & R. C. Clipp, 9.8% each. Nelson controls WBRD & WDUV-FM, Bradenton, Fla. Robert R. Nelson, R. C. & W. E. Schonek have interest in South Jersey Bcstg. Corp. which is buying WCMC-TV, Wildwood, N.J.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Daly, Joyce & Borsari.

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

Began Operation: Oct. 23, 1971.

Personnel:

ROBERT R. NELSON, president & general manager.

LIN RICKARD, production manager.

MIKE BURNHAM, chief engineer.

TOM JOHNSON, sales manager.

### DIGEST OF RATE CARD NO. 11—(Oct. 1, 1978)

Hour	30 Min.	5 Min.	Min.	30 Sec.	10 Sec.	
Class AAA—8-11 p.m., daily.	\$850	\$750	\$525	\$320	\$160	\$96

NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	FLORIDA			
	Charlotte	21,700	20,900	97
	De Soto	5,900	5,700	96
	Sarasota	77,200	75,400	98
Between 25-49%	FLORIDA			
	Hardee	6,200	6,000	97
	Manatee	56,500	55,200	98
Between 5-24%	FLORIDA			
	Lee	67,800	65,900	97
Station Totals		235,300	229,100	97
Net Weekly Circulation (1976-77)				137,600
Average Daily Circulation (1976-77)				64,000

# 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, UPI.

News Film Service: CBS.

Telephone: 904-893-6666.

TWX No.: 810-931-3773.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WCTV Ref: FCC File No. BPC-2591 Granted 6/8/59

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

## WCTV

Network Service: CBS.

Licensee: John H. Phipps Bcstg. Stations Inc., Box 3048, Tallahassee, Fla. (32303).

Studio: Lake Iamonia, Fla.

Ownership: John H. Phipps, 100%.

Began Operation: Sept. 15, 1955.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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.  
BOB MORGAN, chief engineer.  
FRANK FLYNN, national sales manager.  
DAN KING, news director.

### DIGEST OF RATE CARD—(Sept. 1, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.			
\$1000	\$600	\$500	\$300

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
	Calhoun	2,100	2,000	93
	Franklin	2,900	2,700	94
	Gadsden	9,900	9,300	94
<b>50% &amp; Over</b>	Gulf	3,300	3,100	95
	Hamilton	3,200	3,000	93
	Jefferson	2,900	2,700	93
	Lafayette	1,100	1,000	92
	Leon	45,700	44,100	97
	Liberty	1,400	1,300	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA—(Continued)</b>				
	Madison	4,800	4,400	92
	Suwannee	6,700	6,300	93
	Taylor	4,700	4,400	94
	Wakulla	3,100	3,000	96
<b>GEORGIA</b>				
	Atkinson	1,700	1,500	90
	Baker	1,000	900	93
	Berrien	4,200	3,900	94
	Brooks	4,500	4,300	95
	Calhoun	1,900	1,700	91
	Clinch	1,900	1,800	94
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Decatur	7,400	7,100	96
	Dougherty	28,700	27,800	97
	Early	4,100	3,900	94
	Echols	500	500	92
	Grady	6,400	6,200	96
	Lanier	1,800	1,700	94
	Lowndes	20,200	19,300	96
	Miller	1,800	1,700	94
	Mitchell	5,900	5,600	95
	Seminole	2,700	2,600	95
	Thomas	12,400	11,900	96
	Tift	9,800	9,300	95
	Turner	2,800	2,700	95
	Worth	5,400	5,200	96

50% & Over

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
	Bay	32,600	31,800	98
	Dixie	2,300	2,100	92
<b>Between 25-49%</b>	Jackson	14,400	13,500	94

(Continued on page 167-b)

<b>Station Totals</b>	<b>397,100</b>	<b>380,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>222,900</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>152,700</b>	

# Florida—Tallahassee

## WECA-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1416-kw max. & 566.2-kw horizontal visual, 283-kw max. & 113.2-kw horizontal aural. Antenna: 867-ft. above av. terrain, 900-ft. above ground, 1045-ft. above sea level.

Latitude 30° 34' 29"  
Longitude 84° 12' 05"

Transmitter: E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

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

TV tape: Recording facilities.

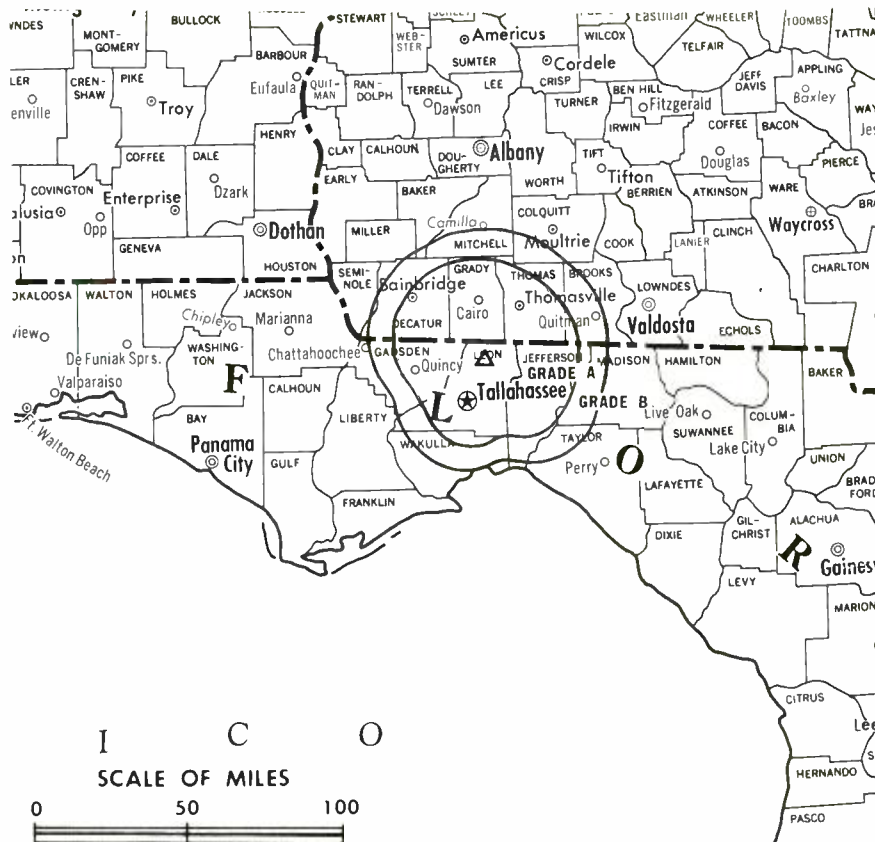
News Wire Service: UPI.

News Film Service: ABC.

Represented (sales) by H-R Television Inc.

Represented (engineering) by Edward F. Lorentz & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WECA-TV Ref: FCC File No. BPCT-4562 Granted 1/30/74 © American Map Co., Inc., N.Y., No. 14244

## WECA-TV

Network Service: ABC.

Licensee: Allen Communications Inc., P.O. Box 10027, Tallahassee, Fla. (32302).

Studio: E side of U.S. 319, 6.6-mi. NNE of Tallahassee city limits.

Mailing Address: Box 10027, Tallahassee (32302).

Telephone: 904-893-3127. TWX No.: 810-931-3715.

Ownership: E. C. Allen, pres., 100%.

Began Operation: Sept. 16, 1976.

Represented (legal) by Boasberg, Hewes, Finkelstein & Klores.

Personnel:

- E. C. ALLEN, president.
- THOMAS SCANLAN, v.p., general manager & program manager.
- JOHN SIMMONS, chief engineer.
- JACK SINKS, news director.
- BILL BLACK, sales manager.
- KATHY WATKINS, business manager.
- LYNNE STEPHENSON, sales service manager.
- MARGARET YANCEY, traffic manager.
- MIKE STAHR, production manager.
- DAVID STAMM, art director.
- BOB EDWARDS, film director.

Highest 30 Sec. Rate (Sept. 1, 1978): \$170.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>FLORIDA</b>			
	Jefferson	2,900	2,700	93
	Leon	45,700	44,100	97
	Madison	4,800	4,400	92
	<b>GEORGIA</b>			
	Grady	6,400	6,200	96
	Thomas	12,400	11,900	96
<b>Between 5-24%</b>	<b>FLORIDA</b>			
	Gadsden	9,900	9,300	94
	Taylor	4,700	4,400	94
	Wakulla	3,100	3,000	96
	<b>GEORGIA</b>			
	Brooks	4,500	4,300	95
	Colquitt	11,200	10,800	96
	Decatur	7,400	7,100	96
	Lanier	1,800	1,700	94
	Lowndes	20,200	19,300	96
Mitchell	5,900	5,600	95	
<b>Station Totals</b>		<b>140,900</b>	<b>134,800</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>39,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>18,900</b>	

# Florida—Tampa-St. Petersburg

## WFLA-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual, 30.2-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.

News Film Service: NBC.

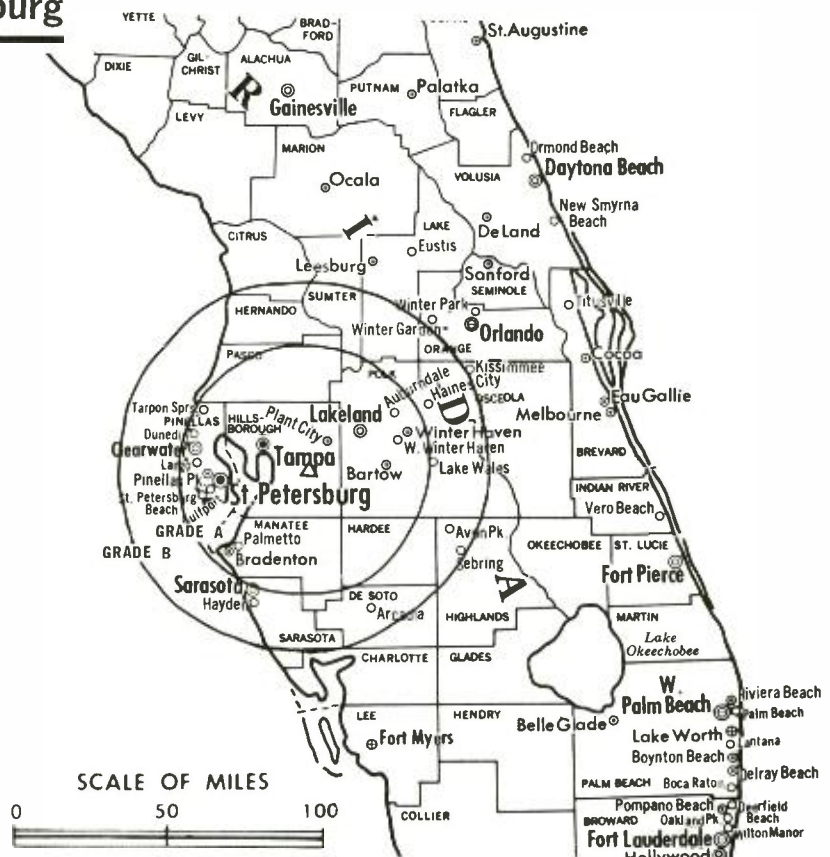
AM Affiliate: WFLA, 5-kw, 970 kHz (NBC).

FM Affiliate: WFLA-FM, 100-kw, 93.3 MHz (No. 227), 930-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WFLA-TV Ref: FCC File No. BPCT-4532 Granted 9/18/72

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



## WFLA-TV

Network Service: NBC.

Licensee: WFLA Inc., 905 Jackson St., Tampa, Fla. (33602).

Studio: 905 Jackson St., P.O. Box 1410 (33601).

Telephone: 813-229-7781. TWX No.: 810-876-0602.

Ownership: Media General Inc., 100%. Media General also owns Tampa Tribune and Times, Richmond Times-Dispatch and News-Leader, Winston-Salem Sentinel and Journal.

Began Operation: Feb. 14, 1955.

Represented (sales) by Blair Television.

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by Cohn & Marks.

Personnel:

WILLIAM B. FABER, president.  
C. WESLEY QUINN, station manager.  
HARRY SMITH, general sales manager.  
DOUG DUPERRAULT, program director & film buyer.  
JACK JARVIS, production manager.  
JOE MANNION, news director.  
ETHEL SLOSHOWER, promotion manager.  
PETER HOLST, film editor.  
PATRICK McLAUGHLIN, chief engineer.

Highest 30 Sec. Rate (April 1978): \$2000.

NETWORK BASE HOURLY RATE: \$1650.

For Newspaper Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>FLORIDA</b>				
	Charlotte	21,700	20,900	97
	Citrus	15,900	15,200	95
	De Soto	5,900	5,700	96
	Hardee	6,200	6,000	97
	Hernando	11,500	11,100	96
<b>50% &amp; Over</b>	Highlands	16,500	15,900	96
	Hillsborough	218,800	213,700	98
	Manatee	56,500	55,200	98
	Pasco	62,300	60,600	97
	Pinellas	314,300	307,900	98
	Polk	101,800	99,200	97
	Sarasota	77,200	75,400	98
<b>FLORIDA</b>				
<b>Between 25-49%</b>	Sumter	7,100	6,800	96
<b>FLORIDA</b>				
	Brevard	82,300	80,400	98
	Dixie	2,300	2,100	92
	Glades	1,700	1,600	93
	Lake	35,900	35,000	97
<b>Between 5-24%</b>	Lee	67,800	65,900	97
	Levy	5,800	5,400	93
	Marion	36,600	34,900	95
	Okeechobee	5,900	5,700	97
	Osceola	16,300	15,800	97
<b>Station Totals</b>		<b>1,170,300</b>	<b>1,140,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>859,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>588,800</b>



# Florida—Tampa-St. Petersburg

## WTSP-TV

(formerly 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"

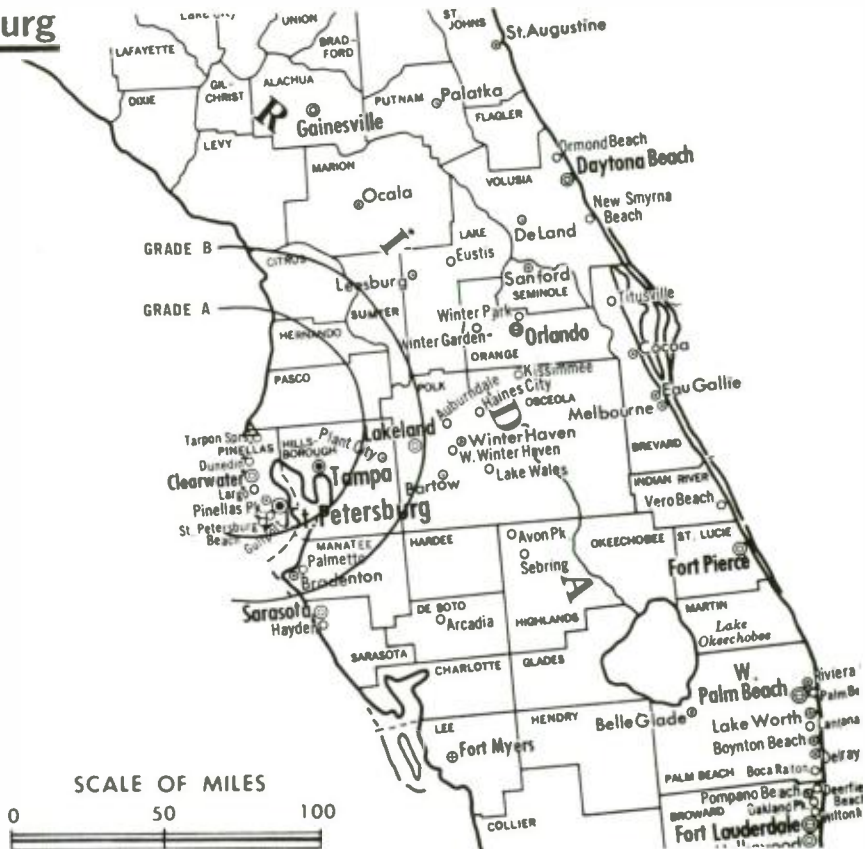
Transmitter: 2.6-mi. N of Tarpon Springs.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTSP-TV Ref: FCC File No. BMPCT-6094 Granted 5/11/65  
CP: BPCT-4484; Doc. 19627 Granted 12/8/77

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

## WTSP-TV

Network Service: ABC.

Licensee: WLCY-TV Inc., Largo, Fla., Box 10,000, St. Petersburg, Fla. (33733).

Studio: 11450 Gandy Blvd., St. Petersburg (33702).

Telephones: 813-577-1010, St. Petersburg; 813-224-9877, Tampa.

Ownership: Gulf United Corp., 100%. Executives: E. Grant Fitts, pres. & chmn. of board; B. Bowlus West, sr. v.p. & secy.-treas.; John H. Massey, v.p. of finance. Rahall Communications Div., Alan Henry, pres., operates WTSP-TV, St. Petersburg, Fla.; WNDE & WFBQ(FM), Indianapolis, Ind.; WWNR(AM), Beckley, W.Va.; WKAP(AM), Allentown, Pa.; WVOJ(AM), Jacksonville, Fla. For other interests, see Group Ownership of TV Stations.

Began Operation: July 18, 1965 on interim basis; full time ABC, Sept. 1, 1965. Merger of Rahall Communications with Gulf United approved by FCC July 27, 1978 (Television Digest, Vol. 17:35).

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

Represented (legal) by Arnold & Porter.

Represented (engineering) by Smith & Powstenko.

Personnel:

ALAN HENRY, president.  
LARRY CLAMAGE, vice president & general manager.  
JOHN M. PURCELL, general sales manager.  
MICHAEL KERRIGAN, regional sales manager.  
WILLIAM N. RISMILLER, local sales manager.  
JOHN PIGG, production manager.  
ROD CHALLENGER, news director.  
P. J. FORD, director of engineering.  
THOMAS SPAULDING, promotion manager.

Highest 30 Sec. Rate (May 1, 1978): \$900.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>FLORIDA</b>			
	Citrus	15,900	15,200	95
	Hernando	11,500	11,100	96
	Hillsborough	218,800	213,700	98
	Manatee	56,500	55,200	98
	Pasco	62,300	60,600	97
	Pinellas	314,300	307,900	98
Between 25-49%	<b>FLORIDA</b>			
	Dixie	2,300	2,100	92
	Polk	101,800	99,200	97
	Sarasota	77,200	75,400	98
Between 5-24%	<b>FLORIDA</b>			
	De Soto	5,900	5,700	96
	Glades	1,700	1,600	93
	Hardee	6,200	6,000	97
	Highlands	16,500	15,900	96
	Levy	5,800	5,400	93
	Marion	36,600	34,900	95
	Sumter	7,100	6,800	96
<b>Station Totals</b>		<b>940,400</b>	<b>916,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>662,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>392,500</b>	

Holds CP for change to 289-kw visual, 57.7-kw aural, 1495-ft. above av. terrain, 1534-ft. above ground, 1545-ft. above sea level, lat. 28° 11' 04", long. 82° 45' 39", transmitter to 50-ft. NE of present site. BPCT-4484.

# Florida—Tampa-St. Petersburg

## WTVT

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.5-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.

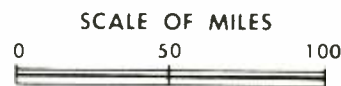
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



WTVT Ref: FCC File No. BMPCT-6216 Granted 5/9/66

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

## WTVT

Network Service: CBS.

Licensee: Gaylord Broadcasting Co., Box 22013, Tampa (33622).

Studio: 3213 John F. Kennedy Blvd. (33609).

Telephone: 813-876-1313. TWX No.: 810-876-0618.

Ownership: Gaylord Broadcasting Co. For officers & other interests, see Group Ownership of TV Stations.

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 Katz Television.

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- CRAWFORD P. RICE, exec. vice president & general manager.
- HARRY APEL, assistant manager.
- LARRY WHITNEY, general sales manager.
- SID BEIGHLEY, national sales manager.
- DOUG JONES, regional sales manager.
- WILLIAM DIAZ, local sales manager.
- RAY DANTZLER, director of programs, news & public affairs.
- HUGH SMITH, news director.
- GEORGE WICHTERMAN, business manager.
- WALTER RHOADS, promotion manager.
- CHARLES HAMPTON, public service director.
- FRANK RANKEL, chief engineer.
- DAN BOGER, production manager.

Highest 30 Sec. Rate (April 1, 1978): \$2100.

NETWORK BASE HOURLY RATE: \$2175.

For List of NAB TV Code Subscribers,  
 see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
	Charlotte	21,700	20,900	97
	Citrus	15,900	15,200	95
	De Soto	5,900	5,700	96
	Hardee	6,200	6,000	97
	Hernando	11,500	11,100	96
<b>50% &amp; Over</b>	Highlands	16,500	15,900	96
	Hillsborough	218,800	213,700	98
	Manatee	56,500	55,200	98
	Pasco	62,300	60,600	97
	Pinellas	314,300	307,900	98
	Polk	101,800	99,200	97
	Sarasota	77,200	75,400	98
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Brevard	82,300	80,400	98
	Levy	5,800	5,400	93
	Marion	36,600	34,900	95
	Sumter	7,100	6,800	96
	<b>FLORIDA</b>			
<b>Between 5-24%</b>	Dixie	2,300	2,100	92
	Flagler	2,400	2,300	96
	Glades	1,700	1,600	93
	Hendry	5,600	5,300	94
	Indian River	18,900	18,200	96
	Lake	35,900	35,000	97
	Lee	67,800	65,900	97
	Okeechobee	5,900	5,700	97
	Orange	150,600	147,400	98
	Osceola	16,300	15,800	97
<b>Station Totals</b>		<b>1,347,800</b>	<b>1,313,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>897,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>675,800</b>

# 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.

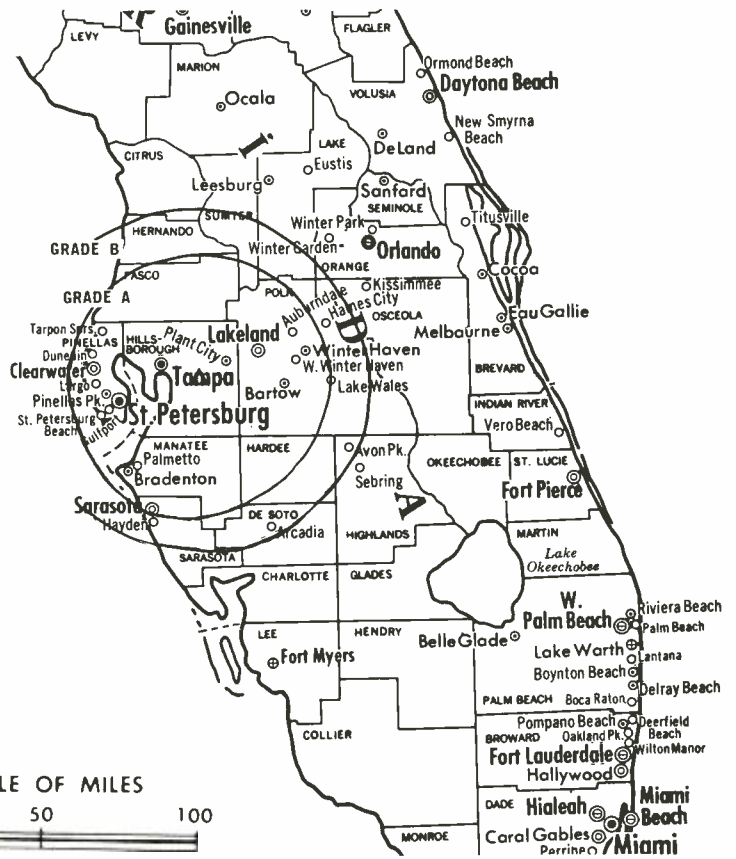
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: None, independent.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, Minn.

Studio: 365 105th Terrace N.E., St. Petersburg, Fla. (33702).

Telephone: 813-576-4444.

Ownership: See KSTP-TV, St. Paul, Minn.

Began Operation: Nov. 4, 1968.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Lohnes & Culver.

Personnel:

JAMES C. DOWDLE, general manager.  
JOHN SUDER, general sales manager.  
CEDAR HAMES, local & regional sales manager.  
GARY L. SIMCOX, operations manager.  
GEORGE ORGERA JR., chief engineer.  
TOM KEENE, news director.

Highest 30 Sec. Rate: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
	De Soto	5,900	5,700	96
	Hardee	6,200	6,000	97
	Hernando	11,500	11,100	96
	Hillsborough	218,800	213,700	98
<b>50% &amp; Over</b>	Manatee	56,500	55,200	98
	Pasco	62,300	60,600	97
	Pinellas	314,300	307,900	98
	Polk	101,800	99,200	97
	Sarasota	77,200	75,400	98
	<b>FLORIDA</b>			
<b>Between 25-49%</b>	Brevard	82,300	80,400	98
	Charlotte	21,700	20,900	97
	Citrus	15,900	15,200	95
	Hendry	5,600	5,300	94
	(Continued on page 167-b)			
<b>Station Totals</b>		<b>1,423,000</b>	<b>1,386,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>639,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>327,600</b>

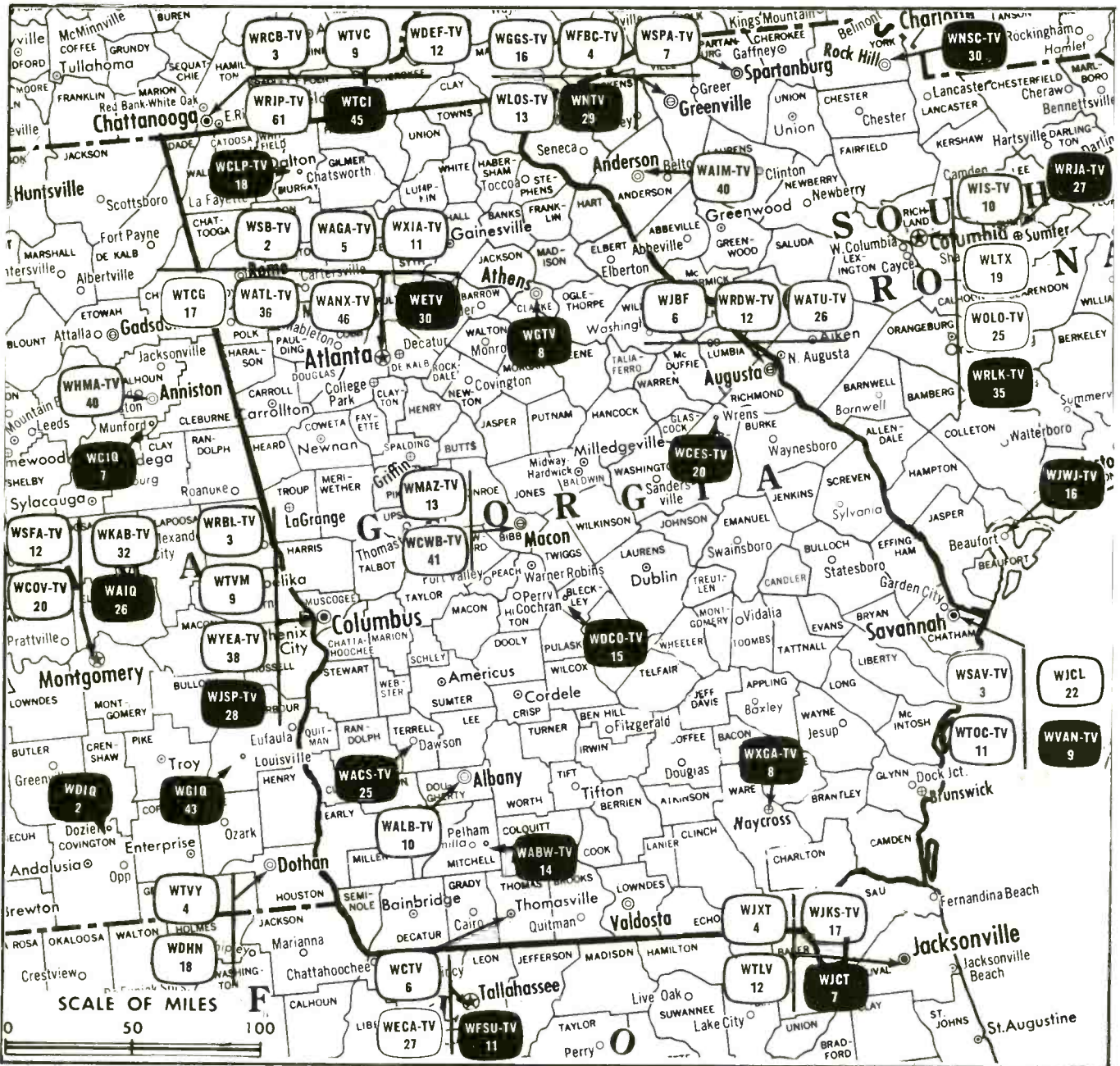


# WTOG

Delivers more 18-49 Adult viewers 6-8 PM Monday through Friday than any other station in the Tampa/St. Petersburg Market.\* Concentrate your advertising dollars where the buying power is... Adults 18-49.

\*Source: May, 1978 NSI estimates.

# Georgia



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Atlanta	579,000	15	893,500	16
Columbus	117,000	97	148,400	117
Augusta	102,000	109	163,000	107
Savannah	89,000	121	124,700	137
Tallahassee (Thomasville)	58,000	146	100,200	153
Albany	54,000	150	121,100	139
Macon	54,000	150	119,300	141

Georgia Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	11	7	18
Educational Television Stations	3	7	10
			28

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

**WCTV, Thomasville**  
(See Tallahassee, Fla.)

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

**WGTV**

**Athens**

Ch. 8

Non-Commercial Educational Station

Licenses: 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 84° 08' 39.70"

**WETV**

**Atlanta**

Ch. 30

Non-Commercial Educational Station

Licenses: 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

Licenses: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 631-kw max. & 447-kw horizontal visual, 63.1-kw max. & 44.7-kw horizontal 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

Licenses: Georgia State Board of Education.

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

Licenses: Georgia State Board of Education.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 921-kw visual, 92.1-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

Licenses: 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

Licenses: Georgia State Board of Education.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-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

Licenses: 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

Licenses: 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

Licenses: Georgia State Board of Education.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 457-kw max. & 331-kw horizontal visual, 45.7-kw max. & 33.1-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

Latitude 33° 15' 33"  
Longitude 82° 17' 09"

**For U.S. TV Station Call Letters,**  
**see page 8-b**

# 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' 52.00"  
Longitude 83° 51' 43.59"

Transmitter: 2.5-mi. E. of Doerun.

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

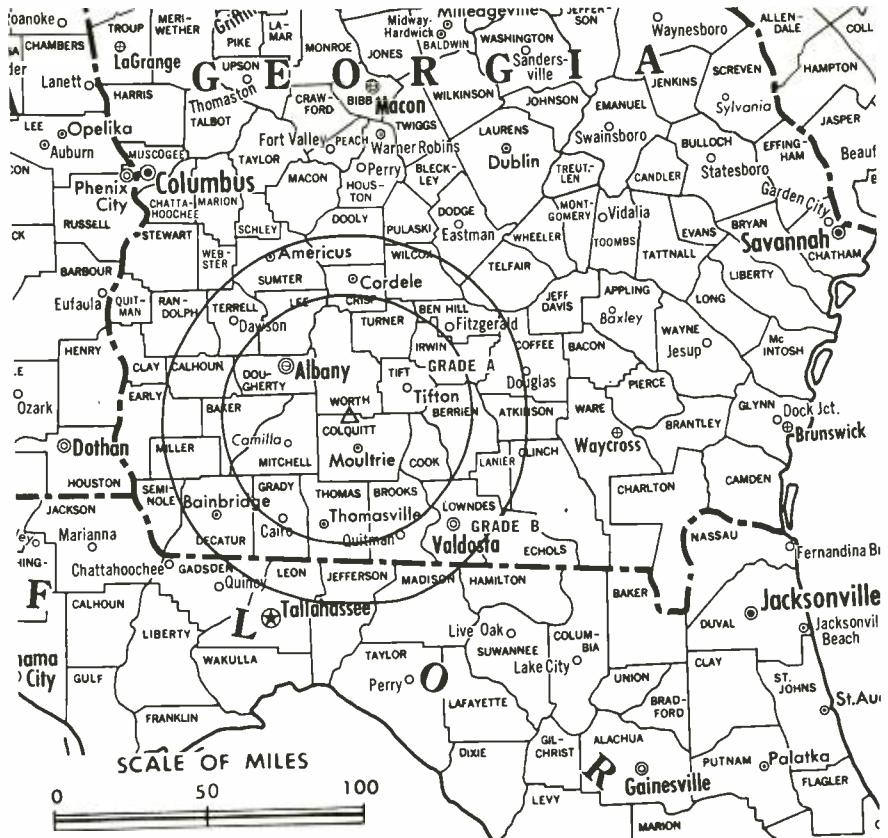
News Wire Service: AP, UPI.

Studio: 1709 Stuart Ave. (31707).

Telephone: 912-435-8386.

TWX No.: 810-781-5104.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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.

Licensee: WALB-TV Inc., P. O. Box 3130, Albany, Ga. (31706).

Ownership: Gray Communications Systems Inc. James H. Gray, pres., 53.4%; George H. Nader, 3.28%; others, none with 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 Transportation Co. Inc., Gray Communications Consultants Inc., all Albany, Ga.

Began Operation: April 7, 1954.

Represented (sales) by The Meeker Co.

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

Represented (legal) by Kirkland & Ellis.

Personnel:

- RAYMOND E. CAROW, vice president & general manager.
- LUCILLE RUSSELL, traffic manager.
- R. DOUGLAS OLIVER, general sales manager.
- PERLEY E. EPPLEY, director of engineering.
- GEORGE HORNE, production director.
- JERRY CANNADY, director of news & public affairs.

### DIGEST OF RATE CARD NO. 19—(Sept. 4, 1978)

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

Prime Time—8-11 p.m., daily.

\$1000 \$700 \$500 \$350 Graded rates apply\*

\*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>FLORIDA</b>			
	Jefferson	2,900	2,700	93
50% & Over	Leon	45,700	44,100	97
	Madison	4,800	4,400	92
	Taylor	4,700	4,400	94

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Atkinson	1,700	1,500	90
	Baker	1,000	900	93
	Ben Hill	5,000	4,700	94
	Berrien	4,200	3,900	94
	Brooks	4,500	4,300	95
	Calhoun	1,900	1,700	91
	Clinch	1,900	1,800	94
	Coffee	7,700	7,300	95
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Crisp	6,400	6,100	95
	Decatur	7,400	7,100	96
	Dooly	3,500	3,300	95
	Dougherty	28,700	27,800	97
	Early	4,100	3,900	94
50% & Over	Echols	500	500	92
	Grady	6,400	6,200	96
	Irwin	2,800	2,700	95
	Jeff Davis	3,600	3,400	95
	Lanier	1,800	1,700	94
	Lee	2,900	2,700	95
	Lowndes	20,200	19,300	96
	Miller	1,800	1,700	94
	Mitchell	5,900	5,600	95
	Pulaski	2,800	2,600	94
	Randolph	3,000	2,800	94
	Seminole	2,700	2,600	95
	Sumter	8,700	8,200	94
	Telfair	3,700	3,400	92
	Terrell	3,600	3,400	94
	Thomas	12,400	11,900	96
	Tift	9,800	9,300	95

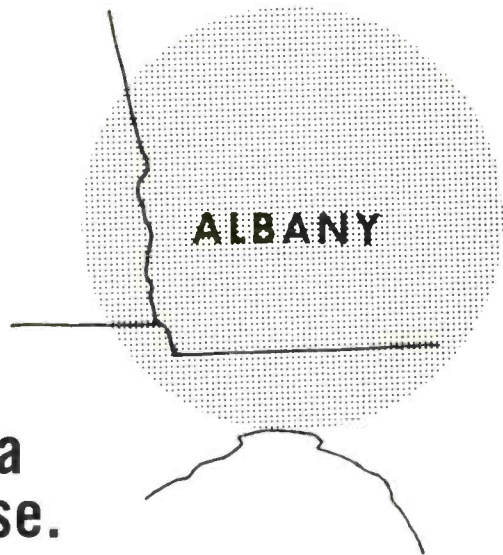
(Continued on page 213-b)

Station Totals	412,900	394,600	95
Net Weekly Circulation (1976-77)			237,400
Average Daily Circulation (1976-77)			160,900

# RESULTS

## WALB-TV ALBANY, GEORGIA

To reach the more than \*408,000 TV homes in Southwest Georgia, North Florida and Southeast Alabama we're the one to choose.



Let a man from Meeker Co. tell you more.

\*Source:  
Arbitron May 78



A DIVISION OF GRAY COMMUNICATIONS SYSTEMS, INC.



# walb-tv

# 10

# ALBANY, GA.

# 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"

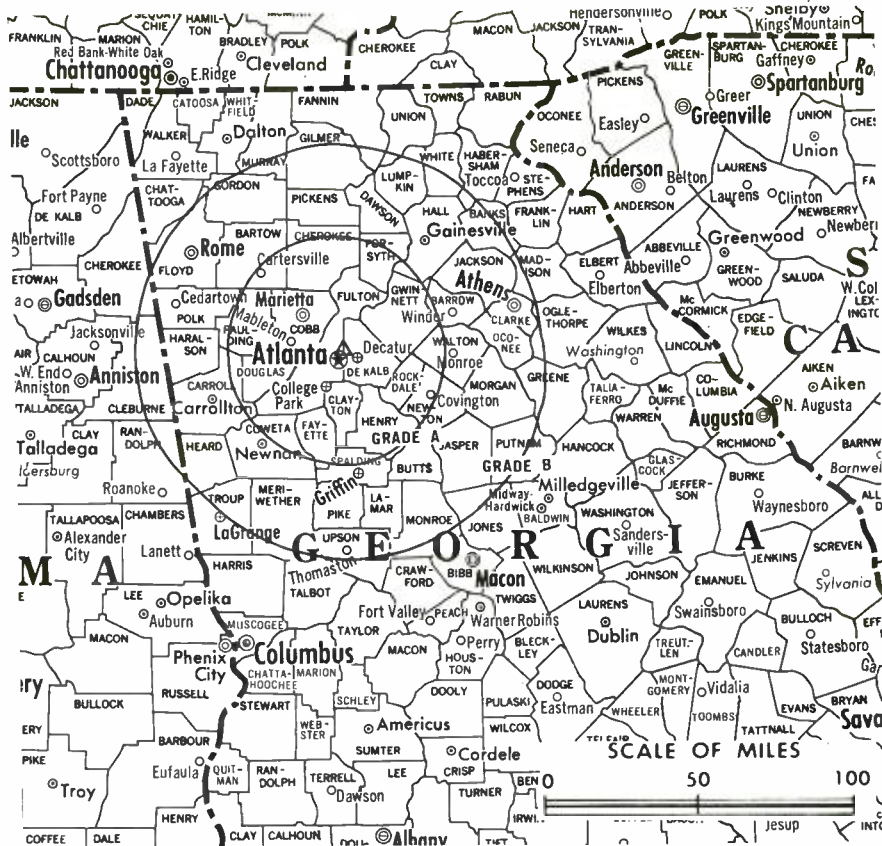
Transmitter: 1551 Briarcliff Rd.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI. News Film Service: CBS. Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WAGA-TV Ifet: FCC File No. BPCT-1879 Granted 8/10/54

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

## WAGA-TV

Network Service: CBS.

Licensee: Storer Broadcasting Co., Box 4207, Atlanta, Ga. (30302).

Studio: Box 4207, 1551 Briarcliff Rd. N.E. (30302).

Telephone: 404-875-5551. TWX No.: 810-751-8265.

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.

Represented (legal) by Warren C. Zwicky.

Personnel:

- PAUL RAYMON, vice president & general manager.
- JACK O'HERN, national sales manager.
- DIANNE HARNELL, local sales manager.
- CHUCK LIPTON, director of marketing.
- KINDY JONES, commercial operations manager.
- JAMES FERGUSON, program director.
- LANCE RUSSELL, production manager.
- RICHARD GOSS, promotion manager.
- DALE CLARK, director, public affairs.
- EMMANUEL HALL, director, community affairs.
- MARC DOYLE, news director.
- TED LESTER, chief engineer.

Highest 30 Sec. Rate (May 1, 1978): \$6000.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Cherokee	6,700	6,500	97
	Cleburne	4,100	4,000	96
	<b>GEORGIA</b>			
50% & Over	Baldwin	8,000	7,600	95
	Banks	2,300	2,200	95
	Barrow	6,600	6,400	97
	Bartow	11,800	11,500	98
	Butts	3,600	3,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### GEORGIA—(Continued)

Carroll	18,000	17,600	98
Chattooga	7,700	7,500	97
Cherokee	13,600	13,300	98
Clarke	25,100	24,300	97
Clayton	43,700	43,200	99
Cobb	83,900	83,000	99
Coweta	12,200	11,700	96
Dawson	1,500	1,400	95
De Kalb	152,700	151,200	99
Douglas	15,800	15,500	98
Fayette	5,900	5,700	97
Floyd	26,700	26,000	97
Forsyth	7,100	7,000	98
Fulton	212,300	208,400	98
Gilmer	3,500	3,300	95
Gordon	9,600	9,300	97
Greene	3,300	3,100	95
Gwinnett	42,200	41,400	98
Habersham	7,900	7,600	96
Hall	22,700	22,100	97
Haralson	6,300	6,100	97
Heard	2,100	2,000	96
Henry	9,200	8,900	96
Jackson	8,100	7,800	97
Jasper	2,200	2,100	94
Jones	4,800	4,600	96
Lamar	3,500	3,400	96
Lumpkin	2,700	2,600	97
Madison	5,200	5,000	96
Meriwether	5,900	5,600	95
Monroe	3,500	3,400	96
Morgan	3,000	2,800	95
Newton	10,100	9,800	97
Oconee	3,100	3,000	98
Oglethorpe	2,400	2,300	95

(Continued on page 213-b)

Station Totals	1,381,800	1,345,200	97
Net Weekly Circulation (1976-77)			929,000
Average Daily Circulation (1976-77)			584,700



# Georgia—Atlanta

## WANX-TV

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1865-kw max. & 1290-kw horizontal visual, 368.8-kw max. & 251-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1170-ft. above ground, 2045-ft. above sea level.

Latitude 33° 48' 27"  
Longitude 84° 20' 26"

Holds CP for change to 2333-kw max. & 1762-kw horizontal visual, 233-kw max. & 176-kw horizontal aural, 1088-ft. above av. terrain, 1174-ft. above ground, 2049-ft. above sea level. BPCT-4857.

Transmitter: Briarcliff Rd. & Shepherd Lane.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

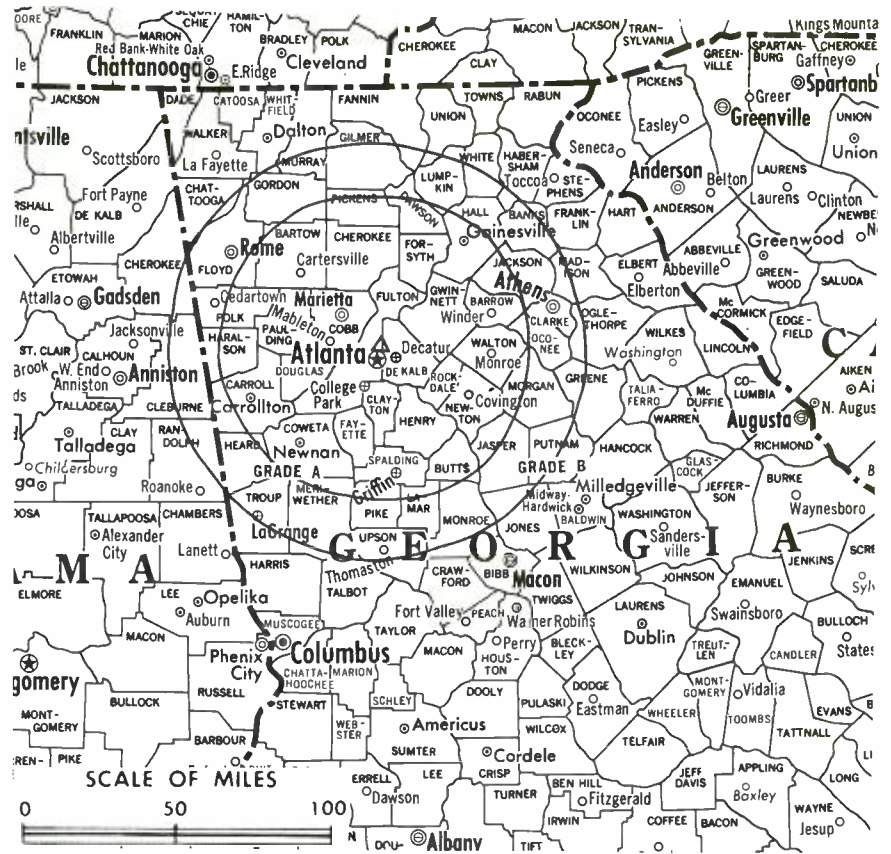
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WANX-TV Ref: FCC File No. BPCT-4082 Granted 5/15/68  
CP: BPCT-4857 Granted 7/29/75

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

## WANX-TV

Network Service: None, independent.

Grantee: Christian Broadcasting Network Inc., 1318 Spratley St., Portsmouth, Va. (23704).

Studio: 1810 Briarcliff Rd. N.E., Atlanta, Ga. (30329).

Mailing Address: P.O. Box 98097, Atlanta, Ga. (30359).

Telephone: 404-325-3103.

Ownership: See WYAH-TV, Portsmouth, Va.

Began Operation: June 6, 1971.

Represented (sales) by CBN Spot Sales.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

M. G. ROBERTSON, president.  
ROBERT E. JOHNSON, vice president, TV group.  
EVERETT MARTIN, general manager.  
DOUG GREENLAW, general sales manager.  
HERMAN RAMSEY, local/regional sales manager.  
TIM HARRIS, operations manager.  
VINCENT ZIEGENBEIN, chief engineer.  
ADA FULLER, film director.  
RICH HAJDU, production manager.  
SUSAN MILLER, traffic manager.

Highest 30 Sec. Rate (May 16, 1978): \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Cherokee	13,600	13,300	98
	Clayton	43,700	43,200	99
<b>Between 25-49%</b>	Cobb	83,900	83,000	99
	Douglas	15,800	15,500	98
	Floyd	26,700	26,000	97
	Gwinnett	42,200	41,400	98
	Haralson	6,300	6,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Henry	9,200	8,900	96
	Muscogee	56,200	55,000	98
<b>Between 25-49%</b>	Newton	10,100	9,800	97
	Paulding	7,900	7,700	98
	Troup	15,200	14,600	96
	Walton	9,600	9,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Calhoun	35,800	35,100	98
	Chambers	12,500	12,100	97
	Cherokee	6,700	6,500	97
	Randolph	6,300	6,100	96
	Russell N	14,800	14,300	97
	Talladega	21,700	21,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Banks	2,300	2,200	95
	Barrow	6,600	6,400	97
	Bartow	11,800	11,500	98
<b>Between 5-24%</b>	Butts	3,600	3,500	97
	Carroll	18,000	17,600	98
	Chattahoochee	1,800	1,800	98
	Chattooga	7,700	7,500	97
	Clarke	25,100	24,300	97
	Coweta	12,200	11,700	96
	Dawson	1,500	1,400	95
	De Kalb	152,700	151,200	99
	Fayette	5,900	5,700	97
	Forsyth	7,100	7,000	98
	Fulton	212,300	208,400	98
	Gordon	9,600	9,300	97
	Greene	3,300	3,100	95

(Continued on page 213-b)

<b>Station Totals</b>	<b>1,029,900</b>	<b>1,008,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>238,200</b>
<b>Average Daily Circulation (1976-77)</b>			<b>90,300</b>

# 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"

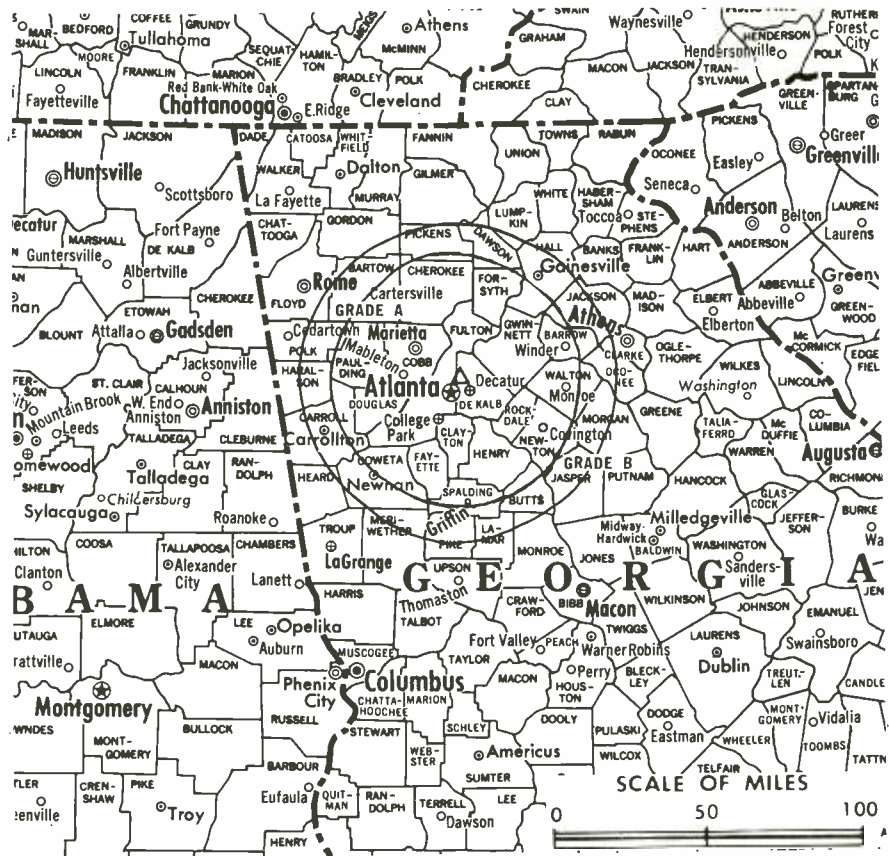
Note: Requests subscription TV authority.

Transmitter: Briarcliff Rd. at Shepherd Lane.

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

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WATL-TV Ref: FCC File No. BMPCT—6999 Granted 4/25/69 © American Map Co., Inc., N.Y., No. 14244

## WATL-TV

Network Service: None, independent.

Licensee: Briarcliff Communications Group Inc., Suite 814, 1800 Peachtree Rd. N.E., Atlanta, Ga. (30309).

Studio: 1800 Peachtree Rd. N.E. Telephone: 404-355-0036.

Ownership: D. R. Jones, chmn., 39.2%; Don Kennedy, pres., 22.4%; Bob Taylor, 16.9%; Tom Rentz Jr., 10.1%; Henry Smith, Thomas D. Jones & D. Richard Jones III, 3.1% each; Henry B. Green, 2.1%.

Began Operation: Oct. 13, 1954; left air May 31, 1955. Resumed operation under ownership of U.S. Communications Aug. 16, 1969; left air March 30, 1971. Sale to present owners approved by FCC July 14, 1974. Resumed operation July 5, 1976.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

DON KENNEDY, president & general manager.  
TERRI TINGLE HEPPNER, program director.  
EARL MAPLE, production manager.

Highest 30 Sec. Rate (May 16, 1977): \$95.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
Between 25-49%	Towns	1,500	1,400	96
<b>GEORGIA</b>				
Between 5-24%	Coweta	12,200	11,700	96
	Pickens	3,400	3,300	97
<b>Station Totals</b>		<b>17,100</b>	<b>16,400</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>9,700</b>		
<b>Average Daily Circulation (1976-77)</b>		<b>2,000</b>		

**CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS**  
**MALARKEY TAYLOR AND ASSOCIATES**  
**CALL TOLL FREE 800-424-8036**

# Georgia—Atlanta

**WTCG**

Ch. 17

## WTCG-Atlanta

TURNER COMMUNICATIONS CORPORATION  
TURNER TELEVISION SALES

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2240-kw max. & 1510-kw horizontal visual, 224-kw max. & 151-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 1042-ft. above ground, 2042-ft. above sea level.

Latitude 33° 46' 57"  
Longitude 84° 23' 20"

Transmitter: 1018 W. Peachtree St. N.W.

Color: Live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

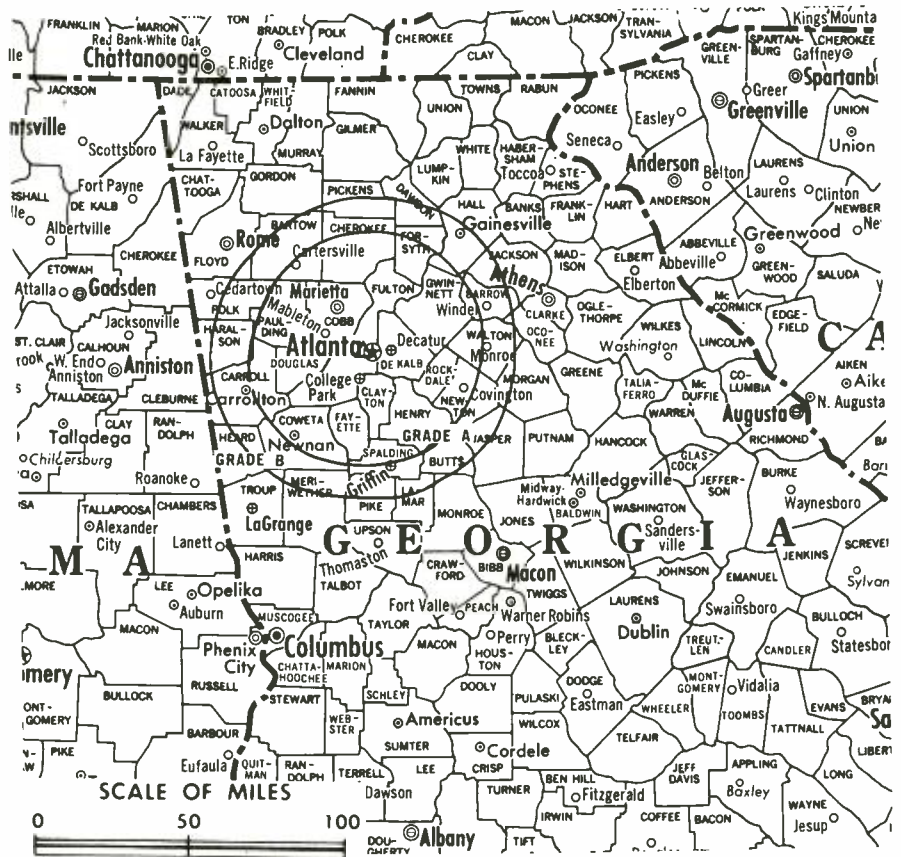
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WTCG Ref: FCC File No. BMPCT—7539 Granted 7/31/74

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

### WTCG

Network Service: None, independent.

Licensee: Turner Communications Corp., 1018 W. Peachtree St. N.W., Atlanta, Ga. (30309).

Studio: 1018 W. Peachtree St. N.W.

Telephone: 404-875-7317. TWX No.: 810-751-8568.

Ownership: R. E. Turner III, chmn., 83%; others, none with as much as 3%. Turner also owns WRET-TV, Charlotte, N.C. For other interests, see Group Ownership of TV Stations.

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 Silliman, Moffet & Kowalski.

Represented (legal) by Smith & Pepper.

Represented (sales) by Turner Television Sales; RTVR (West Coast).

Personnel:

R. E. TURNER, president.

SIDNEY PIKE, vice president & dir. of television operations.

DON LACHOWSKI, vice president, sales.

GERRY HOGAN, general sales manager.

JOHN WITHERS, regional sales manager.

ROBERT SIEBER, research director.

GENE WRIGHT, chief engineer.

NED JAY, promotion manager.

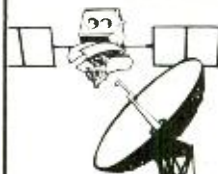
Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Baldwin	8,000	7,600	95
	Barrow	6,600	6,400	97
	Bartow	11,800	11,500	98
	Butts	3,600	3,500	97
	Carroll	18,000	17,600	98
	Chattahoochee	1,800	1,800	98
Cherokee	13,600	13,300	98	
Clayton	43,700	43,200	99	

(Continued on next page)

<b>Station Totals</b>	<b>2,307,200</b>	<b>2,247,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>845,300</b>
<b>Average Daily Circulation (1976-77)</b>			<b>433,200</b>

### FACTBOOK MAP IS A SMALL PART OF WTCG'S NATIONAL COVERAGE!



SATELLITE RELAY IS USED BY CABLE SYSTEMS IN 45 STATES TO BRING WTCG'S 24 HOUR INDEPENDENT PROGRAMMING INTO MORE THAN 2.8 MILLION HOMES BEYOND THE ADI! (est. 3/79)

ATLANTA'S PRO TEAMS — BRAVES, HAWKS, FLAMES, FALCONS, CHIEFS AND MOVIES AROUND THE CLOCK, PLUS FAMILY APPEAL PROGRAMS HAVE MADE WTCG<sup>TM</sup> THE SUPER STATION SEEN AROUND THE NATION!

**WTCG**

DELIVERS A NATIONAL AUDIENCE AND ATLANTA!  
CALL WTCG (404) 875-7317 OR TURNER TELEVISION SALES FOR CURRENT DATA AND RATINGS.

**WTCG—Atlanta**

**Turner** Communications Corporation

# Georgia

## WTCG, Atlanta (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Cobb	83,900	83,000	99
	Coweta	12,200	11,700	96
	Dawson	1,500	1,400	95
	De Kalb	152,700	151,200	99
	Douglas	15,800	15,500	98
	Fayette	5,900	5,700	97
	Floyd	26,700	26,000	97
	Forsyth	7,100	7,000	98
	Fulton	212,300	208,400	98
	Gwinnett	42,200	41,400	98
	Hall	22,700	22,100	97
<b>50% &amp; Over</b>	Heard	2,100	2,000	96
	Henry	9,200	8,900	96
	Houston	23,000	22,500	98
	Jackson	8,100	7,800	97
	Jasper	2,200	2,100	94
	Lamar	3,500	3,400	96
	Meriwether	5,900	5,600	95
	Paulding	7,900	7,700	98
	Pickens	3,400	3,300	97
	Rockdale	9,400	9,100	97
	Spalding	15,300	14,900	97
	Towns	1,500	1,400	96
	Upson	8,500	8,200	97
	Walton	9,600	9,300	97
<b>ALABAMA</b>				
	Calhoun	35,800	35,100	98
	Chambers	12,500	12,100	97
	Cherokee	6,700	6,500	97
	Colbert	17,200	16,700	97
	Etowah	34,200	33,600	98
	Lauderdale	25,500	24,600	97
	Madison	58,600	57,100	97
<b>FLORIDA</b>				
	Leon	45,700	44,100	97
<b>GEORGIA</b>				
	Bibb	47,300	46,100	97
	Chattooga	7,700	7,500	97
	Clarke	25,100	24,300	97
<b>Between 25-49%</b>	Dougherty	28,700	27,800	97
	Gordon	9,600	9,300	97
	Haralson	6,300	6,100	97
	Jeff Davis	3,600	3,400	95
	Laurens	11,500	10,900	94
	Lowndes	20,200	19,300	96
	Monroe	3,500	3,400	96
	Morgan	3,000	2,800	95
	Muscogee	56,200	55,000	98
	Newton	10,100	9,800	97
	Pike	2,400	2,300	94
	Polk	10,700	10,400	97
	Telfair	3,700	3,400	92
	Thomas	12,400	11,900	96
	Toombs	6,900	6,500	94
	Troup	15,200	14,600	96
	Whitfield	19,800	19,300	98

## WTCG—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Clay	5,000	4,800	97
	Cleburne	4,100	4,000	96
	De Kalb	17,700	17,200	97
	Lee	22,900	22,200	97
	Marshall	21,400	20,900	98
	Morgan	29,000	28,200	97
	Randolph	6,300	6,100	96
	Russell North	14,800	14,300	97
	Talladega	21,700	21,100	97
	Tuscaloosa	40,100	39,000	97
<b>ARKANSAS</b>				
	Craighead	22,000	21,400	97
<b>GEORGIA</b>				
	Banks	2,300	2,200	95
	Ben Hill	5,000	4,700	94
	Berrien	4,200	3,900	94
	Bleckley	3,600	3,400	95
	Burke	5,200	4,900	93
	Catoosa	11,300	11,100	99
	Coffee	7,700	7,300	95
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Decatur	7,400	7,100	96
	Dodge	5,500	5,200	95
	Dooly	3,500	3,300	95
	Elbert	6,100	5,900	97
	Fannin	4,800	4,600	95
	Grady	6,400	6,200	96
	Greene	3,300	3,100	95
	Habersham	7,900	7,600	96
	Harris	3,700	3,500	95
	Jones	4,800	4,600	96
	Lumpkin	2,700	2,600	97
<b>Between 5-24%</b>	Mc Duffie	5,700	5,500	96
	Madison	5,200	5,000	96
	Mitchell	5,900	5,600	95
	Oconee	3,100	3,000	98
	Oglethorpe	2,400	2,300	95
	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Putnam	2,600	2,500	96
	Rabun	3,300	3,100	95
	Richmond	46,900	45,800	98
	Stephens	8,200	7,900	96
	Sumter	8,700	8,200	94
	Talbot	1,500	1,400	94
	Taylor	2,400	2,300	95
	Tift	9,800	9,300	95
	Turner	2,800	2,700	95
	Union	2,700	2,600	96
	Walker	18,900	18,500	98
	Washington	5,300	4,900	93
	White	2,900	2,800	96
	Worth	5,400	5,200	96
<b>KANSAS</b>				
	Harvey	10,400	10,100	97
<b>LOUISIANA</b>				
	Rapides	39,300	38,300	97
<b>NORTH CAROLINA</b>				
	Cherokee	6,100	5,800	95
	Clay	1,900	1,800	94
<b>SOUTH CAROLINA</b>				
	Aiken	31,400	30,700	98
	Anderson	41,800	40,700	97
	Greenville	93,400	91,400	98
	Richland	71,700	69,500	97
	Spartanburg	66,500	64,900	98
<b>TENNESSEE</b>				
	Anderson	22,600	22,200	98
	Knox	105,800	104,000	98

Find out how a station  
got \$3900 in extra spots for \$175.

Call your Arbitron representative  
and ask about AID.

Arbitron  
Information  
On Demand



# Georgia—Atlanta

## WSB-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1037-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.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

AM Affiliate: WSB, 50-kw, 750 kHz (NBC).

FM Affiliate: WSB-FM, 100-kw, 98.5 MHz (No. 253), 770-ft.

Represented (sales) by TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

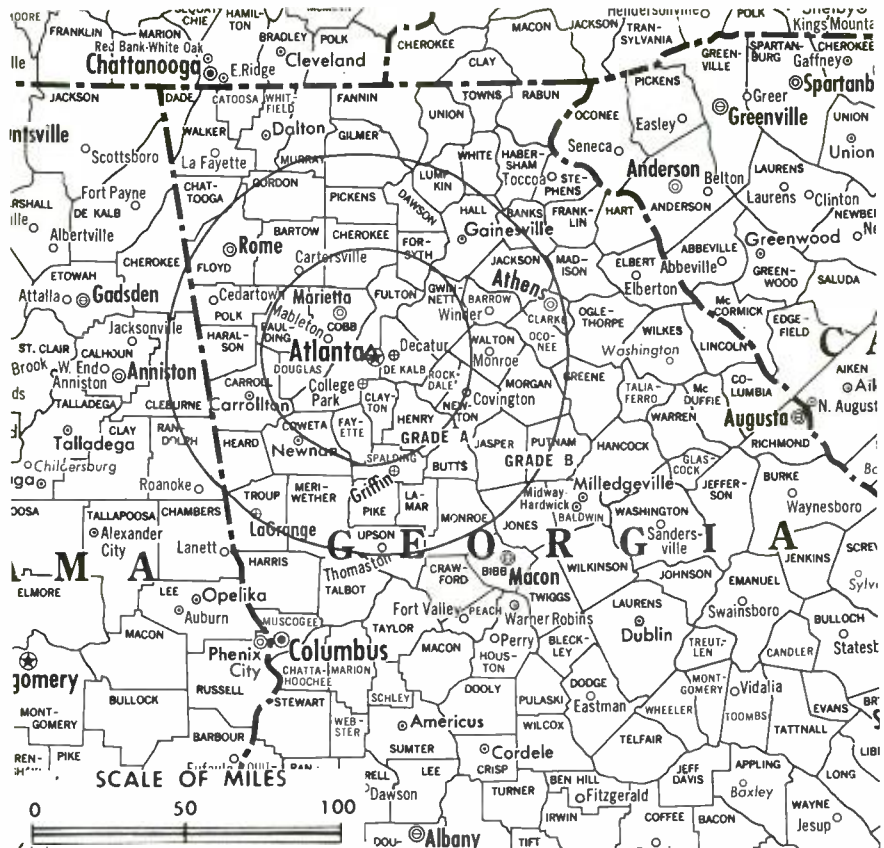
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WSB-TV Ref: FCC File No. BPCT—2303 Granted 5/6/57

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

## WSB-TV

Network Service: NBC.

Licensee: Cox Broadcasting Corp., 1601 W. Peachtree.

Studio: 1601 W. Peachtree St. NE (30309).

Telephone: 404-897-7000. TWX No.: 810-751-3532.

Ownership: Division of Cox Bcstg. Corp. which is a publicly held corp. J. Leonard Reinsch, chmn.; Clifford M. Kirtland Jr., pres.; Stanley G. Mouse, pres., Broadcast Div. Cox Bcstg. Corp. is 55.9% owned by James M. Cox Jr. estate, Anne Cox Chambers & Barbara Cox Anthony, personally or through trusts. Cox Bcstg. Corp. also operates WHIO-TV-AM-FM, Dayton; WSOC-TV-AM-FM, Charlotte; WIIC-TV, Pittsburgh; KTVU (TV), Oakland-San Francisco; WIOD-AM & WAIA-FM, Miami, Fla.; KFI & KOST(FM), Los Angeles, Cal.; WLIF(FM), Baltimore, Md. & WWSH(FM), Philadelphia. For other interests see Group Ownership of CATV Systems and Cox under Newspaper Ownership of Television Stations.

Began Operation: Sept. 29, 1948.

Personnel:

CLIFFORD M. KIRTLAND JR., president, Cox Broadcasting Corp.  
STANLEY G. MOUSE, president, Broadcast Division.  
DON ELLIOT HEALD, v.p. & general manager.  
DALE A. SMITH, station manager.  
JOHN F. CARPENTER, general sales manager.  
DENIS O'CONNOR, national sales manager.  
DELONEY HULL, local sales manager.  
A. R. VAN CANTFORT, program manager.  
RUSTY BRUTON, production manager.  
WILLIAM POWERS, director of engineering.  
ED GODFREY, news director.  
JEAN HENDRIX, public relations director.  
WALT ELDER, community affairs director.  
BETTY HUDSON, promotion manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Cherokee	6,700	6,500	97
	Cleburne	4,100	4,000	96
	Randolph	6,300	6,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Baldwin	8,000	7,600	95
	Banks	2,300	2,200	95
	Barrow	6,600	6,400	97
	Bartow	11,800	11,500	98
	Butts	3,600	3,500	97
	Carrall	18,000	17,600	98
	Chattooga	7,700	7,500	97
	Cherokee	13,600	13,300	98
	Clarke	25,100	24,300	97
	Clayton	43,700	43,200	99
	Cobb	83,900	83,000	99
	Coweta	12,200	11,700	96
	Dawson	1,500	1,400	95
	De Kalb	152,700	151,200	99
	Douglas	15,800	15,500	98
	Fannin	4,800	4,600	95
	Fayette	5,900	5,700	97
50% & Over	Floyd	26,700	26,000	97
	Forsyth	7,100	7,000	98
	Fulton	212,300	208,400	98
	Gilmer	3,500	3,300	95
	Gordon	9,600	9,300	97
	Greene	3,300	3,100	95
	Gwinnett	42,200	41,400	98
	Habersham	7,900	7,600	96
	Hall	22,700	22,100	97
	Haralson	6,300	6,100	97
	Heard	2,100	2,000	96
	Henry	9,200	8,900	96
	Jackson	8,100	7,800	97
	Jasper	2,200	2,100	94
	Jones	4,800	4,600	96
	Lamar	3,500	3,400	96
	Lumpkin	2,700	2,600	97
	Meriwether	5,900	5,600	95
	Monroe	3,500	3,400	96

(Continued on page 217-b)

Station Totals	1,497,300	1,457,300	97
Net Weekly Circulation (1976-77)			978,300
Average Daily Circulation (1976-77)			646,200

# Georgia—Atlanta

**WXIA-TV**

Ch. 11

**11 Alive**  
wxia-tv atlanta



COMBINED COMMUNICATIONS CORP.



PETERS, GRIFFIN, WOODWARD INC.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 302-kw visual, 60.3-kw aural. Antenna: 1048-ft. above av. terrain, 1040-ft. above ground, 2049-ft. above sea level.

Latitude 33° 45' 23.7"  
Longitude 84° 19' 54.7"

Transmitter: 110 Arizona Ave. N.E.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: AP.

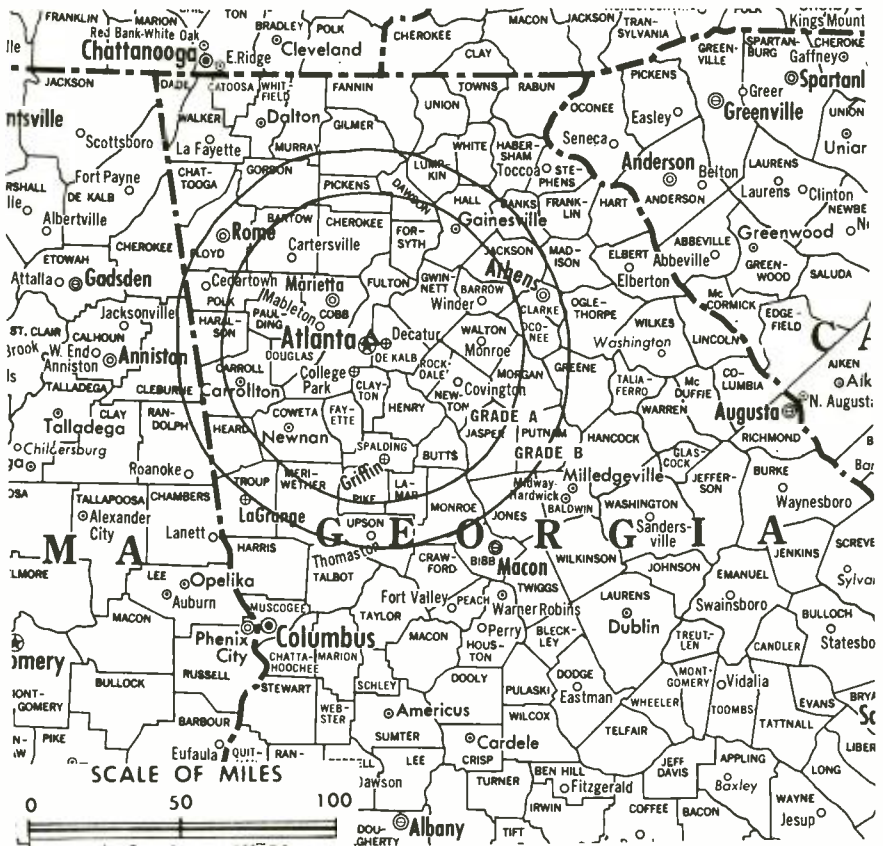
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WXIA-TV Ref: FCC File No. BPCT-4850 Granted 6/30/75

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

## WXIA-TV

Network Service: ABC.

Licensee: Pacific & Southern Broadcasting Co. Inc., 1611 W. Peachtree St. N.E., Atlanta, Ga. (30309).

Studio: 1611 W. Peachtree St. N.E.

Telephone: 404-892-1611. TWX No.: 810-751-3255.

Ownership: Combined Communications Corp., 100%. For other interests, see KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: Sept. 30, 1951 as WLTV. Merger of Pacific & Southern Bcstg. with Combined Communications approved by FCC Jan. 9, 1974 (Television Digest, Vol. 13:5; 14:2, 30, 34). Previous merger of Jupiter Bcstg. 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 Peters, Griffin, Woodward Inc.

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

JEFF DAVIDSON, president & general manager.  
HOWARD KAUFMAN, vice president, sales.  
ELLIOTT BASS, national sales manager.  
WILLIAM E. GARRETT, v.p. & controller.  
JACK R. LEASE, director of operations & program manager.  
MIKE MARTIN, production manager.  
TED WEBSTER, chief engineer.  
DICK WILLIAMS, news director.

Highest 30 Sec. Rate (Oct. 11, 1976): \$2200.

NETWORK BASE HOURLY RATE: \$1350.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Baldwin	8,000	7,600	95
50% & Over	Banks	2,300	2,200	95
	Barrow	6,600	6,400	97
	Bartow	11,800	11,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Butts	3,600	3,500	97
	Carrall	18,000	17,600	98
	Cherokee	13,600	13,300	98
	Clarke	25,100	24,300	97
	Clayton	43,700	43,200	99
	Cobb	83,900	83,000	99
	Coweta	12,200	11,700	96
	Dawson	1,500	1,400	95
	De Kalb	152,700	151,200	99
	Douglas	15,800	15,500	98
	Fayette	5,900	5,700	97
	Floyd	26,700	26,000	97
	Forsyth	7,100	7,000	98
	Fulton	212,300	208,400	98
	Gilmer	3,500	3,300	95
	Gordon	9,600	9,300	97
	Greene	3,300	3,100	95
	Gwinnett	42,200	41,400	98
	Habersham	7,900	7,600	96
50% & Over	Hall	22,700	22,100	97
	Haralson	6,300	6,100	97
	Heard	2,100	2,000	96
	Henry	9,200	8,900	96
	Jackson	8,100	7,800	97
	Jasper	2,200	2,100	94
	Jones	4,800	4,600	96
	Lamar	3,500	3,400	96
	Lumpkin	2,700	2,600	97
	Meriwether	5,900	5,600	95
	Morgan	3,000	2,800	95
	Newton	10,100	9,800	97
	Oconee	3,100	3,000	98
	Oglethorpe	2,400	2,300	95
	Paulding	7,900	7,700	98
	Pickens	3,400	3,300	97
	Pike	2,400	2,300	94
	Polk	10,700	10,400	97
	Putnam	2,600	2,500	96

(Continued on page 227-b)

Station Totals	1,405,700	1,368,500	97
Net Weekly Circulation (1976-77)			901,800
Average Daily Circulation (1976-77)			530,500

**WAGA-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Paulding	7,900	7,700	98
	Pickens	3,400	3,300	97
	Pike	2,400	2,300	94
	Polk	10,700	10,400	97
	Putnam	2,600	2,500	96
	Rockdale	9,400	9,100	97
50% & Over	Spalding	15,300	14,900	97
	Towns	1,500	1,400	96
	Troup	15,200	14,600	96
	Union	2,700	2,600	96
	Upson	8,500	8,200	97
	Walton	9,600	9,300	97
	White	2,900	2,800	96
<b>NORTH CAROLINA</b>				
	Clay	1,900	1,800	94
<b>ALABAMA</b>				
	Calhoun	35,800	35,100	98
	Chambers	12,500	12,100	97
	Clay	5,000	4,800	97
	Randolph	6,300	6,100	96
<b>GEORGIA</b>				
Between 25-49%	Bibb	47,300	46,100	97
	Fannin	4,800	4,600	95
	Hancock	2,600	2,400	92
	Houston	23,000	22,500	98
	Murray	5,900	5,700	96
	Rabun	3,300	3,100	95
	Stephens	8,200	7,900	96
	Whitfield	19,800	19,300	98
<b>ALABAMA</b>				
	De Kalb	17,700	17,200	97
	Lee	22,900	22,200	97
	Tallapoosa	12,700	12,300	97
<b>FLORIDA</b>				
	Leon	45,700	44,100	97
<b>GEORGIA</b>				
	Ben Hill	5,000	4,700	94
	Berrien	4,200	3,900	94
	Coffee	7,700	7,300	95
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Elbert	6,100	5,900	97
	Franklin	4,700	4,600	97
	Glascocock	700	700	95
	Grady	6,400	6,200	96
Between 5-24%	Harris	3,700	3,500	95
	Jeff Davis	3,600	3,400	95
	Laurens	11,500	10,900	94
	Lowndes	20,200	19,300	96
	Peach	6,100	5,900	96
	Sumter	8,700	8,200	94
	Talbot	1,500	1,400	94
	Taliaferro	800	700	93
	Telfair	3,700	3,400	92
	Thomas	12,400	11,900	96
	Tift	9,800	9,300	95
	Toombs	6,900	6,500	94
	Washington	5,300	4,900	93
	Wilkinson	3,000	2,900	95
<b>NORTH CAROLINA</b>				
	Cherokee	6,100	5,800	95
	Macon	7,000	6,500	93
<b>TENNESSEE</b>				
	Mcminn	15,100	14,800	98

**Georgia**

**WALB-TV, Albany**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Turner	2,800	2,700	95
50% & Over	Ware	12,600	12,100	96
	Wilcox	2,300	2,200	95
	Worth	5,400	5,200	96
<b>FLORIDA</b>				
	Hamilton	3,200	3,000	93
<b>GEORGIA</b>				
	Appling	4,800	4,500	94
	Bacon	3,000	2,800	95
Between 25-49%	Bleckley	3,600	3,400	95
	Dodge	5,500	5,200	95
	Houston	23,000	22,500	98
	Macon	3,900	3,700	94
	Pierce	3,200	3,000	95
	Webster	600	500	91
<b>ALABAMA</b>				
	Barbour	8,400	8,000	95
	Dale	14,000	13,700	98
	Henry	4,900	4,700	96
	Houston	25,600	25,100	98
<b>FLORIDA</b>				
	Calhoun	2,100	2,000	93
	Gadsden	9,900	9,300	94
Between 5-24%	Jackson	14,400	13,500	94
	Lafayette	1,100	1,000	92
	Suwannee	6,700	6,300	93
<b>GEORGIA</b>				
	Chattahoochee	1,800	1,800	98
	Clay	1,300	1,200	93
	Schley	800	800	95
	Taylor	2,400	2,300	95
	Wheeler	1,700	1,600	93

**WANX-TV, Atlanta**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	Habersham	7,900	7,600	96
	Hall	22,700	22,100	97
	Harris	3,700	3,500	95
	Heard	2,100	2,000	96
	Jackson	8,100	7,800	97
	Jasper	2,200	2,100	94
Between 5-24%	Lumpkin	2,700	2,600	97
	Madison	5,200	5,000	96
	Monroe	3,500	3,400	96
	Polk	10,700	10,400	97
	Rockdale	9,400	9,100	97
	Spalding	15,300	14,900	97
	Stephens	8,200	7,900	96
	Upson	8,500	8,200	97

# Georgia—Augusta

## WATU-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 288-kw max. & 263-kw horizontal visual, 31.8-kw max. & 29.5-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 1546-ft. above ground, 1893-ft. above sea level.  
 Latitude 33° 25' 15"  
 Longitude 81° 50' 19"

Transmitter: E side of Pine Log Rd., .4-mi. N of Rt. 278.

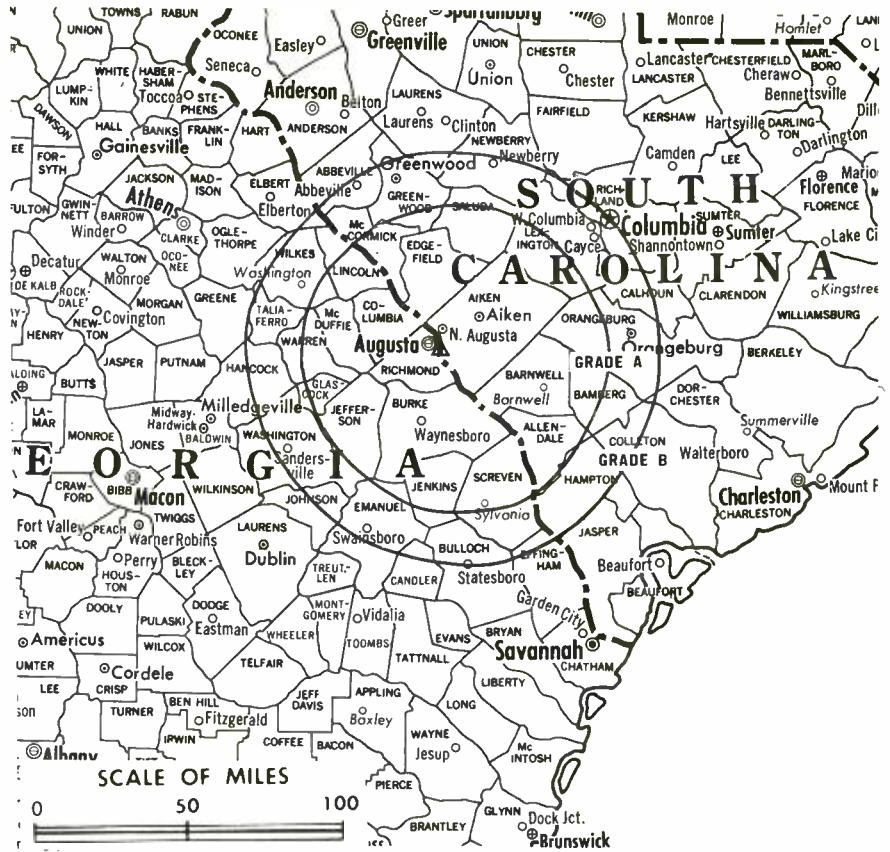
TV tape: Recording facilities.

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

News Wire Service: AP.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



WATU-TV Ref: FCC File No. BMPCT—7590 Granted 10/28/75 © American Map Co., Inc., N.Y. No. 14244

## WATU-TV

Network Service: NBC.

Licensee: Augusta Telecasters Inc.

Mailing Address: P. O. Box 6847, North Augusta, S.C. (29841).

Studio: Pine Log Rd., Beach Island, S.C.

Telephone: 803-827-0026.

Ownership: J. Thomas Jones, pres., 55%; Francis Hanks Robertson, 45%.

Began Operation: Dec. 24, 1968; left air Nov. 1970. Resumed operation Jan. 14, 1974.

Represented (sales) by Adam Young Inc.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

LEE SHERIDAN, general manager.  
 NICK EVANS JR., general sales manager.  
 FRANK CROTTS, production manager.  
 AL VAN DINTEREN, chief engineer.

Highest 30 Sec. Rate (Jan. 1978): \$250.

NETWORK BASE HOURLY RATE: \$135.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Burke	5,200	4,900	93
	Columbia	9,700	9,400	97
	Richmond	46,900	45,800	98
	<b>SOUTH CAROLINA</b>			
	Aiken	31,400	30,700	98
Between 25-49%	<b>GEORGIA</b>			
	Jefferson	5,000	4,700	95
	Jenkins	2,800	2,700	95
	Lincoln	1,900	1,800	96
	Mc Duffie	5,700	5,500	96
	Screven	3,900	3,700	94
	<b>SOUTH CAROLINA</b>			
	Barnwell	6,200	5,900	95
	Edgefield	4,700	4,500	96
	Mc Cormick	2,100	2,000	95
Between 5-24%	<b>GEORGIA</b>			
	Bulloch	10,900	10,500	96
	Emanuel	6,800	6,400	95
	Evans	2,900	2,800	96
	Glascok	700	700	95
	Treutlen	1,800	1,700	93
	Washington	5,300	4,900	93
	<b>SOUTH CAROLINA</b>			
	Allendale	3,300	3,100	93
	Bamberg	5,100	4,800	94
	Orangeburg	23,800	22,400	94
	Saluda	4,500	4,300	96
<b>Station Totals</b>		<b>190,600</b>	<b>183,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>72,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>32,800</b>

**Hogan-Feldmann, Inc.**

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201



# Georgia—Augusta

**WJBF**

Ch. 6



FUQUA TELEVISION INC.

HARRINGTON, RIGHTER & PARSONS INC.

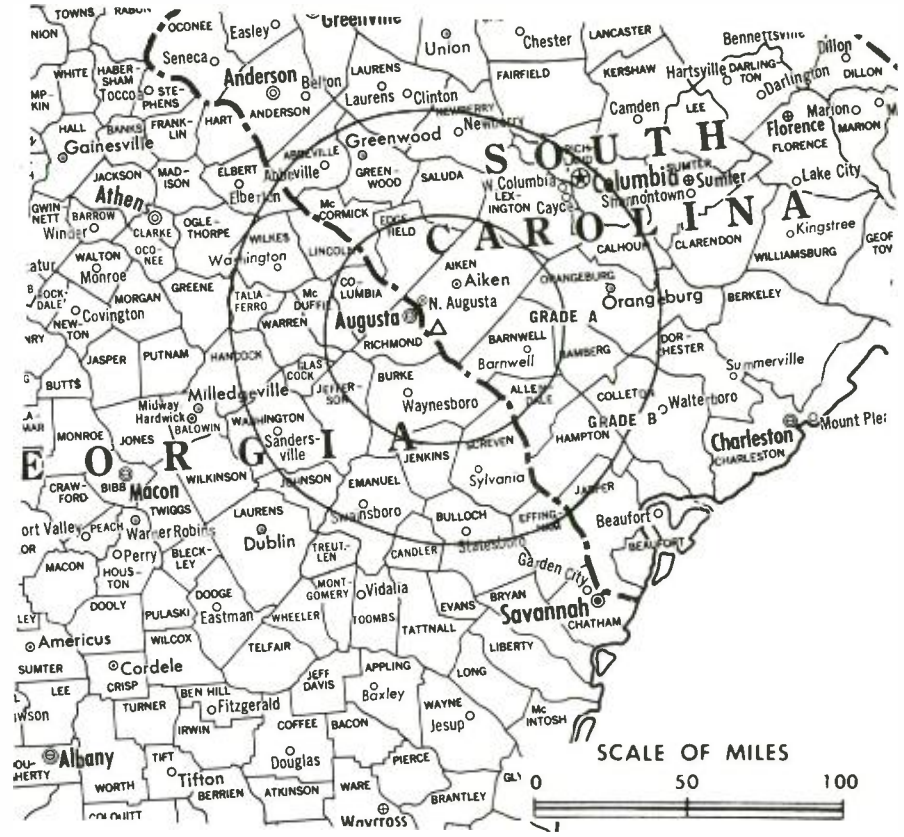
Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1375-ft. above av. terrain, 1292-ft. above ground, 1677-ft. above sea level.

Latitude 33° 24' 15"  
Longitude 81° 50' 19"

Transmitter: Pine Log Rd., near Beech Island, S.C.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJBF Ref: FCC File No. BPCT-2441 Granted 12/18/57

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

## WJBF

Network Service: ABC.

Licensee: Fuqua Television Inc., Box 1404 (30903).

Studio: 10th & Reynolds Sts., Augusta (30901).

Telephone: 404-722-6664. TWX No.: 810-755-4023.

Ownership: J. B. Fuqua, 77%; J. Rex Fuqua & family, 5.4%; others. J. B. Fuqua controls Fuqua Industries Inc., which owns WTVW (TV), Evansville, Ind.; licensee of WTVM, Columbus, Ga. & WTVG, Chattanooga, Tenn.; WROZ, Evansville, Ind.; WTAC, Flint, Mich.

Began Operation: Nov. 22, 1953.

Represented (sales) by H-R Television.

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

Personnel:

J. B. FUQUA, chairman.  
JOHN RADECK, president & general manager.  
WALTER CAMPBELL, vice president, sales.  
JOHN WRIGHT, treasurer.  
TERRY SAMS, v.p., programming.  
GERALD LEVY, production manager.  
JOHN P. JOPLING, v.p., engineering.  
JAMES E. DAVIS, v.p., news.

### DIGEST OF RATE CARD NO. 26—(April 3, 1978)

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class AA—7:31-9:59 p.m., daily.				
\$1200	\$900	\$700	\$620*	\$410*

\*Class AA—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1140.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Burke	5,200	4,900	93
50% & Over	Candler	2,200	2,100	95
	Columbia	9,700	9,400	97
	Emanuel	6,800	6,400	95

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Glascocok	700	700	95
	Hancock	2,600	2,400	92
	Jefferson	5,000	4,700	95
	Jenkins	2,800	2,700	95
	Johnson	2,300	2,200	96
	Lincoln	1,900	1,800	96
	Mc Duffie	5,700	5,500	96
	Montgomery	1,900	1,700	92
	Richmond	46,900	45,800	98
	Screven	3,900	3,700	94
	Taliaferro	800	700	93
50% & Over	Toombs	6,900	6,500	94
	Treutlen	1,800	1,700	93
	Warren	1,800	1,700	94
	Washington	5,300	4,900	93
	Wilkes	3,400	3,200	93
	<b>SOUTH CAROLINA</b>			
	Aiken	31,400	30,700	98
	Allendale	3,300	3,100	93
	Bamberg	5,100	4,800	94
	Barnwell	6,200	5,900	95
	Edgefield	4,700	4,500	96
	Hampton	5,700	5,300	94
	Mc Cormick	2,100	2,000	95
	Orangeburg	23,800	22,400	94
	Saluda	4,500	4,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
Between 25-49%	Baldwin	8,000	7,600	95
	Bulloch	10,900	10,500	96
	Greene	3,300	3,100	95
	Laurens	11,500	10,900	94
	Oglethorpe	2,400	2,300	95

(Continued on page 217-b)

Station Totals	489,100	469,500	95
Net Weekly Circulation (1976-77)		225,200	
Average Daily Circulation (1976-77)		152,300	

# 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.

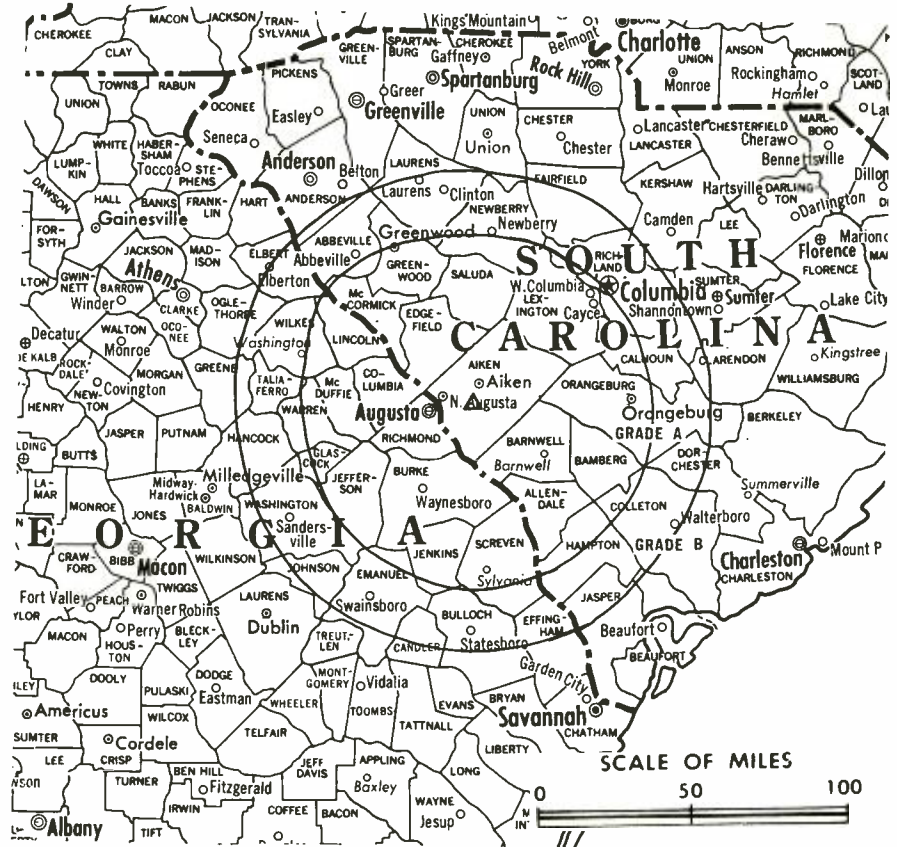
News Wire Service: AP.

Telephone: 803-278-1212.

TWX No.: 810-771-4860.

Represented (engineering) by Lohnes & Culver.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRDW-TV Ref: FCC File No. BPCT-3054 Granted 9/28/62

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

## WRDW-TV

Network Service: CBS.

Licensee: Rust Craft Broadcasting Co.

Mailing Address: Drawer 1212, Augusta, Ga. (30903).

Ownership: Rust Craft Broadcasting Co., 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 South-eastern Newspapers Inc. (Augusta Chronicle and Herald) approved April 20, 1960 by FCC (Vol. 16:6, 17). Sale to South-eastern 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 Katz Television.

Personnel:

MARSHALL BERKMAN, president.  
RALPH E. BECKER, vice president.  
JAMES N. ARMISTEAD, vice president & general manager.  
WILLIAM KEMPLE, general sales manager.  
HOWARD M. MEAGLE JR., program manager.  
DON SMITH, chief engineer.

DIGEST OF RATE CARD NO. A25—(Jan. 2, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.			
\$1000	\$750	\$500	\$250

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Burke	5,200	4,900	93
	Columbia	9,700	9,400	97
	Emanuel	6,800	6,400	95
	Glascocok	700	700	95

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hancock	2,600	2,400	92	
	Jefferson	5,000	4,700	95	
	Jenkins	2,800	2,700	95	
	Lincoln	1,900	1,800	96	
	Mc Duffie	5,700	5,500	96	
	Richmond	46,900	45,800	98	
	Screven	3,900	3,700	94	
	Taliaferro	800	700	93	
	Warren	1,800	1,700	94	
	Washington	5,300	4,900	93	
	Wilkes	3,400	3,200	93	
	<b>SOUTH CAROLINA</b>				
	Aiken	31,400	30,700	98	
Allendale	3,300	3,100	93		
Bamberg	5,100	4,800	94		
Barnwell	6,200	5,900	95		
Edgefield	4,700	4,500	96		
Hampton	5,700	5,300	94		
Mc Cormick	2,100	2,000	95		
Orangeburg	23,800	22,400	94		
Saluda	4,500	4,300	96		
Between 25-49%	<b>GEORGIA</b>				
	Baldwin	8,000	7,600	95	
	Bulloch	10,900	10,500	96	
	Candler	2,200	2,100	95	
	Johnson	2,300	2,200	96	
Laurens	11,500	10,900	94		
Toombs	6,900	6,500	94		
Treutlen	1,800	1,700	93		
<b>SOUTH CAROLINA</b>					
Calhoun	3,400	3,200	94		
Greenwood	18,000	17,500	97		
Newberry	10,700	10,300	96		

(Continued on next page)

Station Totals	432,400	415,600	96
Net Weekly Circulation (1976-77)		202,200	
Average Daily Circulation (1976-77)		131,000	

**WSB-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Morgan	3,000	2,800	95
	Newton	10,100	9,800	97
	Oconee	3,100	3,000	98
	Oglethorpe	2,400	2,300	95
	Paulding	7,900	7,700	98
	Pickens	3,400	3,300	97
	Pike	2,400	2,300	94
<b>50% &amp; Over</b>	Polk	10,700	10,400	97
	Putnam	2,600	2,500	96
	Rockdale	9,400	9,100	97
	Spalding	15,300	14,900	97
	Towns	1,500	1,400	96
	Troup	15,200	14,600	96
	Union	2,700	2,600	96
	Upson	8,500	8,200	97
	Walton	9,600	9,300	97
	White	2,900	2,800	96
<b>NORTH CAROLINA</b>				
	Clay	1,900	1,800	94
<b>ALABAMA</b>				
	Calhoun	35,800	35,100	98
	Chambers	12,500	12,100	97
	Etowah	34,200	33,600	98
<b>GEORGIA</b>				
<b>Between 25-49%</b>	Bibb	47,300	46,100	97
	Hancock	2,600	2,400	92
	Harris	3,700	3,500	95
	Houston	23,000	22,500	98
	Jeff Davis	3,600	3,400	95
	Madison	5,200	5,000	96
	Murray	5,900	5,700	96
	Rabun	3,300	3,100	95
	Stephens	8,200	7,900	96
	Talbot	1,500	1,400	94
	Toombs	6,900	6,500	94
	Whitfield	19,800	19,300	98
<b>ALABAMA</b>				
	Clay	5,000	4,800	97
	De Kalb	17,700	17,200	97
	Lee	22,900	22,200	97
	Talladega	21,700	21,100	97
<b>FLORIDA</b>				
	Leon	45,700	44,100	97
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Ben Hill	5,000	4,700	94
	Berrien	4,200	3,900	94
	Bleckley	3,600	3,400	95
	Coffee	7,700	7,300	95
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Dodge	5,500	5,200	95
	Dooly	3,500	3,300	95
	Franklin	4,700	4,600	97
	Glascock	700	700	95
	Grady	6,400	6,200	96
	Laurens	11,500	10,900	94
	Lowndes	20,200	19,300	96
	Mc Duffie	5,700	5,500	96
	Marion	2,000	1,800	92
	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Richmond	46,900	45,800	98
	Schley	800	800	95
	Sumter	8,700	8,200	94
	Taliaferro	800	700	93
	Taylor	2,400	2,300	95
	Telfair	3,700	3,400	92
	Thomas	12,400	11,900	96
	Tift	9,800	9,300	95
	Warren	1,800	1,700	94
	Washington	5,300	4,900	93

**Georgia**

**WSB-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Wilkes	3,400	3,200	93
	Wilkinson	3,000	2,900	95
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Cherokee	6,100	5,800	95
	Macon	7,000	6,500	93
<b>TENNESSEE</b>				
	Mcminn	15,100	14,800	98

**WJBF, Augusta**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	Wheeler	1,700	1,600	93
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Abbeville	7,200	6,900	96
	Greenwood	18,000	17,500	97
	Newberry	10,700	10,300	96
<b>GEORGIA</b>				
	Appling	4,800	4,500	94
	Bacon	3,000	2,800	95
	Clarke	25,100	24,300	97
	Elbert	6,100	5,900	97
	Evans	2,900	2,800	96
	Jeff Davis	3,600	3,400	95
	Jones	4,800	4,600	96
	Liberty	5,300	5,100	96
	Oconee	3,100	3,000	98
<b>Between 5-24%</b>	Tattnall	4,400	4,200	96
	Telfair	3,700	3,400	92
	Wilkinson	3,000	2,900	95
<b>SOUTH CAROLINA</b>				
	Calhoun	3,400	3,200	94
	Colleton	9,200	8,600	94
	Fairfield	5,800	5,500	94
	Lexington	40,500	39,100	97
	Richland	71,700	69,500	97
	Union	10,600	10,300	97

**WRDW-TV, Augusta**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Clarke	25,100	24,300	97
	Evans	2,900	2,800	96
	Greene	3,300	3,100	95
	Montgomery	1,900	1,700	92
	Oglethorpe	2,400	2,300	95
<b>Between 5-24%</b>	Pulaski	2,800	2,600	94
	Walton	9,600	9,300	97
<b>SOUTH CAROLINA</b>				
	Abbeville	7,200	6,900	96
	Lexington	40,500	39,100	97
	Richland	71,700	69,500	97

# Georgia—Columbus

## WRBL-TV

Ch. 3

Technical Facilities: Channel No. 3 (62-66 MHz). Authorized power: 100-kw visual, 12.02-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.

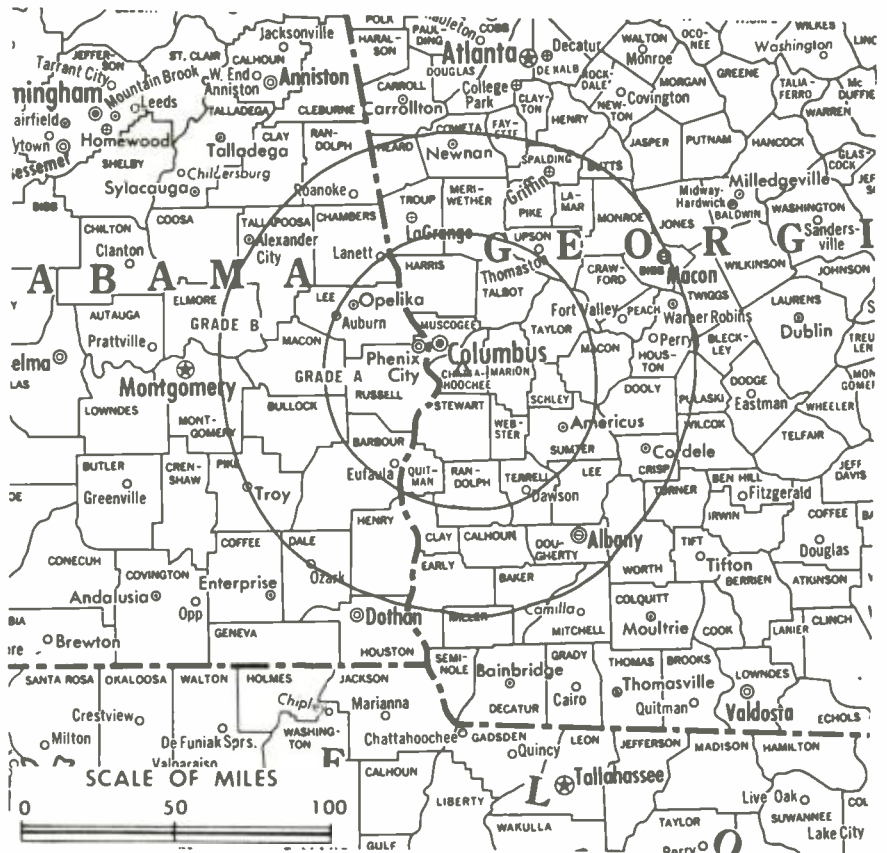
News Wire Service: AP.

News Film Service: Newsweek.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRBL-TV Ref: FCC File No. BPC-2775 Granted 6/9/60

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

## WRBL-TV

Network Service: CBS.

Licensee: Columbus Bcstg. Co. Inc., Box 270 (31902).

Studio & Offices: 1350 13th Ave. (31901).

Telephone: 404-322-0601. TWX No.: 404-327-6345.

Ownership: Estate of J. W. Woodruff Jr., 81.22%; J. Barnett Woodruff, pres., 18.78%. Note: Sale to Avant Development Corp. pends.

Began Operation: Nov. 15, 1953 on Ch. 4. Switched to Ch. 3 Oct. 27, 1960. Transfer of control to present owners from R. W. Page Corp. approved by FCC Jan. 31, 1973.

Personnel:

ROBERT WALTON, vice president & general manager.  
PAUL T. BERRY, vice president & asst. general manager.  
DICK McMICHAEL, vice president, news.  
BILL SCHAFER, v.p. & director of public affairs.  
JESSE WOODWARD, production director.  
ROZELL FABIANI, dir., women's programs & quality control.  
HORACE WYATT, chief engineer.

### DIGEST OF RATE CARD—(April 27, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.				
\$800	\$480	\$500	\$500	\$250

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Barbour	8,400	8,000	95
	Bullock	3,300	3,100	94
50% & Over	Chambers	12,500	12,100	97
	Lee	22,900	22,200	97
	Macon	8,000	7,600	95
	Randolph	6,300	6,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA—(Continued)</b>				
	Russell North	14,800	14,300	97
	Tallapoosa	12,700	12,300	97
<b>GEORGIA</b>				
	Calhoun	1,900	1,700	91
	Chattahoochee	1,800	1,800	98
	Clay	1,300	1,200	93
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Dooly	3,500	3,300	95
	Dougherty	28,700	27,800	97
	Harris	3,700	3,500	95
	Lee	2,900	2,700	95
50% & Over	Macon	3,900	3,700	94
	Marion	2,000	1,800	92
	Muscogee	56,200	55,000	98
	Quitman	600	600	94
	Randolph	3,000	2,800	94
	Schley	800	800	95
	Stewart	1,600	1,500	92
	Sumter	8,700	8,200	94
	Talbot	1,500	1,400	94
	Taylor	2,400	2,300	95
	Terrell	3,600	3,400	94
	Troup	15,200	14,600	96
	Turner	2,800	2,700	95
	Upson	8,500	8,200	97
	Webster	600	500	91
	Wilcox	2,300	2,200	95
	Worth	5,400	5,200	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
Between 25-49%	Clay	5,000	4,800	97
	Coosa	3,800	3,700	96
	Dale	14,000	13,700	98
	Elmore	13,000	12,600	97

(Continued on page 223-b)

Station Totals	558,900	539,000	96
Net Weekly Circulation (1976-77)	281,400		
Average Daily Circulation (1976-77)	156,700		

# Georgia—Columbus

## WTVM

Ch. 9

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.

News Film Service: ABC.

Studio: 1909 Wynnton Rd. (31901).

Represented (legal) by Wilner & Scheiner.

Represented (sales) by Blair Television.

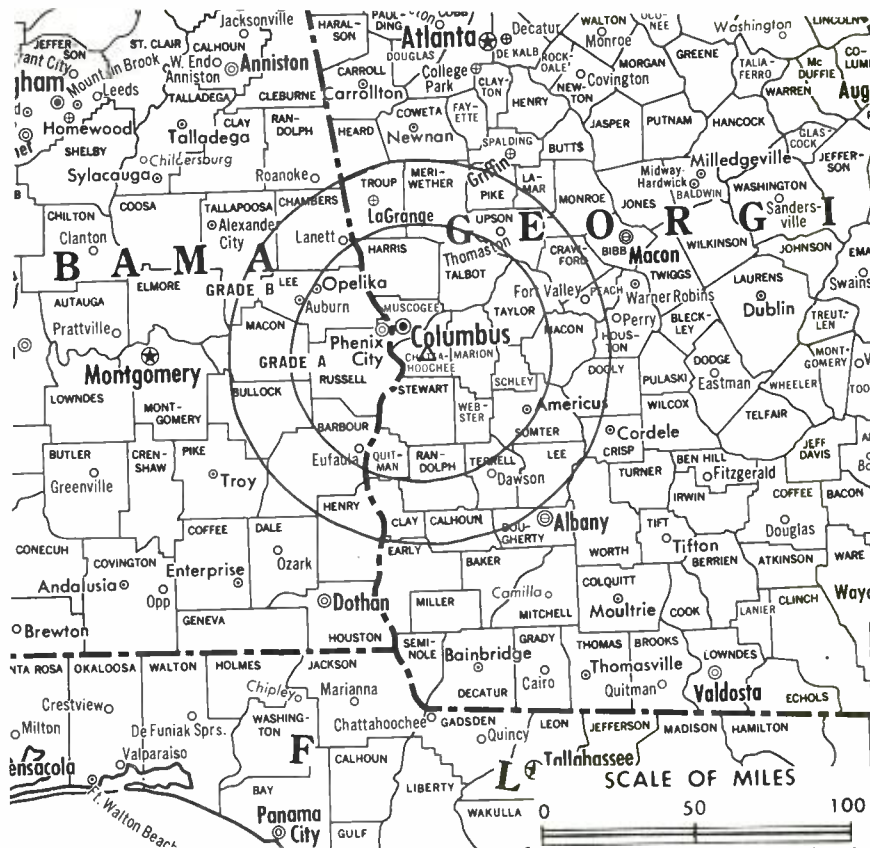
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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.

Licensee: WTVM Inc., Box 1848, Columbus, Ga. (31902).

Telephone: 404-324-6471. TWX No.: 810-758-4326.

Ownership: WTVM Inc. is owned by Martin Theatres, a subsidiary of Fuqua Industries Inc. For other Fuqua interests, see WJBF, Augusta, Ga.

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.

### Personnel:

JOE WINDSOR, chairman.

LYNN AVERY, president & general manager.

W. CARROLL WARD, v.p. & director of programs & public affairs.

ROBERT G. LEE JR., general sales manager.

ROBERT KING, chief engineer.

DAVE RICHARDSON, news director.

EDDIE BLAND, production director.

Highest 30 Sec. Rate (March 28, 1977): \$450.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Barbour	8,400	8,000	95
	Bullock	3,300	3,100	94
	Chambers	12,500	12,100	97
	Dale	14,000	13,700	98
	Henry	4,900	4,700	96
	Lee	22,900	22,200	97
	Macon	8,000	7,600	95
	Pike	9,400	9,000	96
	Randolph	6,300	6,100	96
Russell North	14,800	14,300	97	
Tallapoosa	12,700	12,300	97	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Bibb	47,300	46,100	97
	Calhoun	1,900	1,700	91
	Chattahoochee	1,800	1,800	98
	Clay	1,300	1,200	93
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Dooly	3,500	3,300	95
	Dougherty	28,700	27,800	97
	Early	4,100	3,900	94
	Harris	3,700	3,500	95
	Houston	23,000	22,500	98
	Lee	2,900	2,700	95
	Macon	3,900	3,700	94
	Marion	2,000	1,800	92
	Muscogee	56,200	55,000	98
	Peach	6,100	5,900	96
	Quitman	600	600	94
	Randolph	3,000	2,800	94
	Schley	800	800	95
Stewart	1,600	1,500	92	
Sumter	8,700	8,200	94	
Talbot	1,500	1,400	94	
Taylor	2,400	2,300	95	
Terrell	3,600	3,400	94	
Troup	15,200	14,600	96	
Turner	2,800	2,700	95	
Upson	8,500	8,200	97	
Webster	600	500	91	
Wilcox	2,300	2,200	95	
Between 25-49%	<b>ALABAMA</b>			
	Clay	5,000	4,800	97
	Coffee	12,500	12,100	97
<b>GEORGIA</b>	Baker	1,000	900	93
	Bleckley	3,600	3,400	95

(Continued on page 223-b)

Station Totals	603,800	582,000	96
Net Weekly Circulation (1976-77)			309,900
Average Daily Circulation (1976-77)			180,400

# Georgia—Columbus

## WYEA-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1480-kw max. & 1070-kw horizontal visual, 209-kw max. & 216.8-kw horizontal aural. Antenna: 1310-ft. above av. terrain, 1319-ft. above ground, 1704-ft. above sea level.

Latitude 32° 27' 28"  
Longitude 84° 53' 08"

Transmitter: 3.6-mi. E of Columbus, .34-mi. S of Buena Vista Rd.

TV tape: Recording facilities.

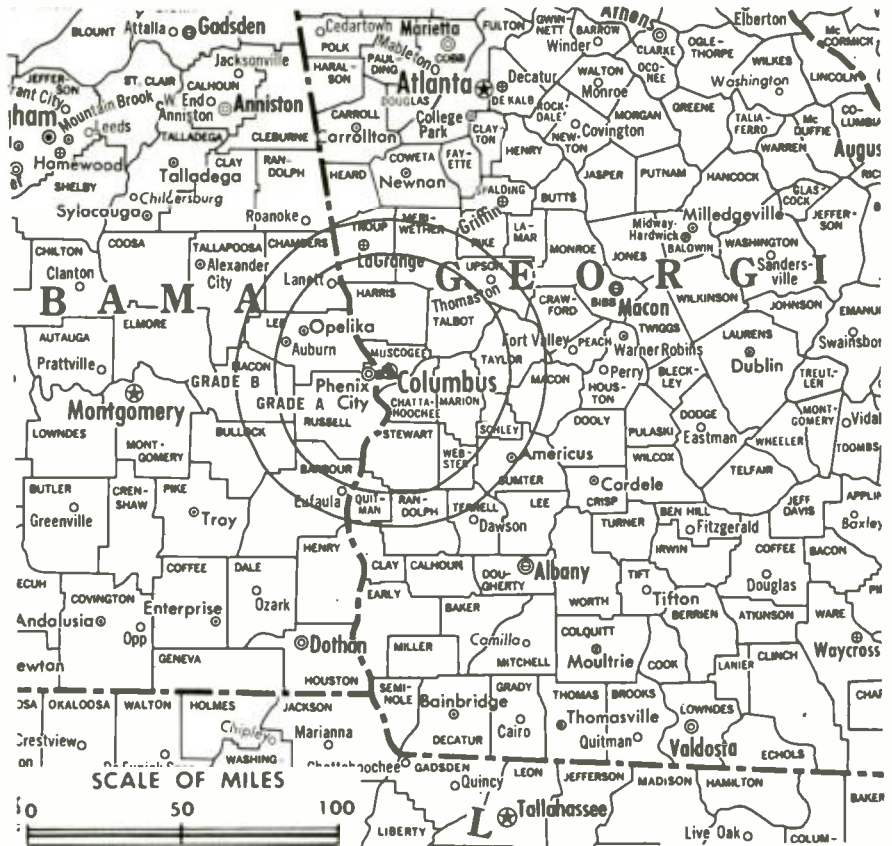
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Carl T. Jones Associates.

Represented (sales) by Adam Young Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WYEA-TV Ref: FCC File No. BMPCT-7006 Granted 10/22/69

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

## WYEA-TV

Network Service: NBC.

Licensee: Eagle Bcstg. Co., P.O. Box 6389, Columbus, Ga. (31907).

Studio: 6140 Buena Vista Rd., Columbus, Ga. (31907).

Mailing Address: Box 6389, Lindsey Creek Station, Columbus (31907).

Telephone: 404-561-3838. TWX No.: 810-758-4312.

Ownership: American Eagle Broadcasting Co., a wholly-owned subsidiary of American Family Corp. John B. Amos, chmn., 3%; Paul S. Amos, 1st v.p., 0.33%; William L. Amos Sr., exec. v.p., 1.86%; James Graham, sr. v.p., 0.23%; George W. Jeter, secy-treas., 0.07%; more than 11,000 stockholders. American Family Corp. also owns WAFF(TV), Huntsville-Decatur, Ala.

Began Operation: October 29, 1970. Sale to present owner by Gala Bcstg. Co. et al., approved by FCC Feb. 3, 1978.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

WALTER McCROBA, president.  
TOM BREAZEAL III, general sales manager.  
FRANK HARDMAN, vice president, engineering.  
DAN JENSEN, operations manager.  
AL FLEMING, news director.

Highest 30 Sec. Rate (April 3, 1978): \$130.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	Chambers	12,500	12,100	97
	Lee	22,900	22,200	97
	Russell North	14,800	14,300	97
50% & Over	<b>GEORGIA</b>			
	Chattahoochee	1,800	1,800	98
	Harris	3,700	3,500	95
	Marion	2,000	1,800	92
	Muscogee	56,200	55,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA—(Continued)</b>			
	Quitman	600	600	94
	Stewart	1,600	1,500	92
	Talbot	1,500	1,400	94
	Webster	600	500	91
Between 25-49%	<b>ALABAMA</b>			
	Barbour	8,400	8,000	95
	<b>GEORGIA</b>			
	Dougherty	28,700	27,800	97
	Schley	800	800	95
	Sumter	8,700	8,200	94
	Troup	15,200	14,600	96
Between 5-24%	<b>ALABAMA</b>			
	Bullock	3,300	3,100	94
	Coosa	3,800	3,700	96
	Dale	14,000	13,700	98
	Henry	4,900	4,700	96
	Macon	8,000	7,600	95
	Pike	9,400	9,000	96
	Randolph	6,300	6,100	96
	Tallapoosa	12,700	12,300	97
	<b>GEORGIA</b>			
Clay	1,300	1,200	93	
Crawford	1,900	1,800	92	
Crisp	6,400	6,100	95	
Dooly	3,500	3,300	95	
Macon	3,900	3,700	94	
Randolph	3,000	2,800	94	
Taylor	2,400	2,300	95	
Turner	2,800	2,700	95	
Upson	8,500	8,200	97	
Station Totals		276,100	266,400	96
Net Weekly Circulation (1976-77)			122,200	
Average Daily Circulation (1976-77)			68,300	

# 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"

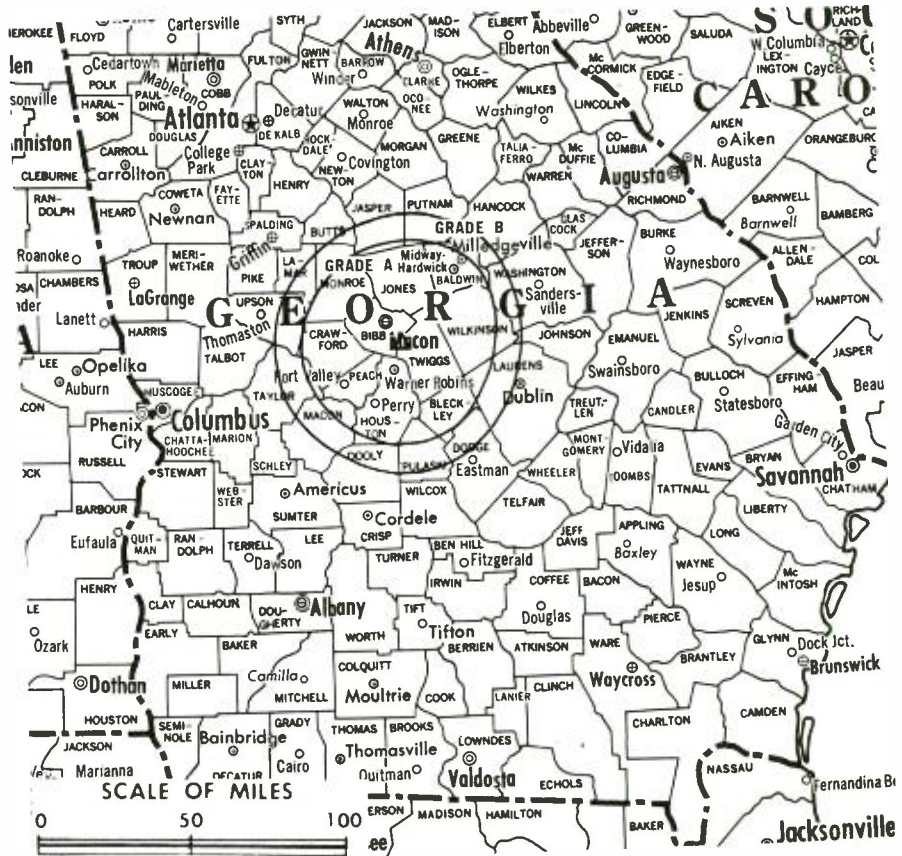
Transmitter: 4.6-mi. S of Lanier Hts. on W side of U.S. Rt. 23, Swift-creek Twp., Ga.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCWB-TV Ref: FCC File No. BMPT-6614 Granted 8/26/68

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

## WCWB-TV

Network Service: NBC.

Licensee: Bibb Television Inc., P. O. Box 4328, Macon, Ga. (31208).

Studio: 6525 Ocmulgee Blvd. East, Macon, Ga.

Mailing Address: P.O. Box 4328, Macon, Ga. (31208).

Telephone: 912-746-1455. TWX No.: 810-783-5549.

Ownership: F. E. Busby, chmn., 56.62%; E. Lanier Finch, pres., 11.096%; Joe H. Spears, v.p., 0.616%; James B. Lathom, secy., 9.98%; M. F. Carpenter, treas., 2.57%; R. A. Birgel, 12.336%; Natalie B. Sheehan, 2.468%; 3 others, none with as much as 2%.

Began Operation: Dec. 19, 1968. Sale to present owners by WTVY Inc. (Charles Woods) approved by FCC Aug. 9, 1974.

Represented (sales) by H-R Television; Busby, Finch, Lathom & Widman (Southeast & Southwest).

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Cohen & Dippell.

Personnel:

- F. E. BUSBY, chairman.
- LANIER FINCH, president.
- LORAN NESMITH, station manager.
- JOE SPEARS, chief engineer.
- CLIFF PATTON, production manager.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Baldwin	8,000	7,600	95
	Bibb	47,300	46,100	97
	Bleckley	3,600	3,400	95
	Houston	23,000	22,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Jones	4,800	4,600	96
	Laurens	11,500	10,900	94
	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Twiggs	2,100	2,000	94
	Wilkinson	3,000	2,900	95
Between 25-49%	GEORGIA			
	Crawford	1,900	1,800	92
	Dodge	5,500	5,200	95
	Johnson	2,300	2,200	96
	Telfair	3,700	3,400	92
	Treutlen	1,800	1,700	93
	Washington	5,300	4,900	93
Between 5-24%	GEORGIA			
	Crisp	6,400	6,100	95
	Dooly	3,500	3,300	95
	Hancock	2,600	2,400	92
	Jasper	2,200	2,100	94
	Jeff Davis	3,600	3,400	95
	Macon	3,900	3,700	94
	Monroe	3,500	3,400	96
	Montgomery	1,900	1,700	92
	Putnam	2,600	2,500	96
	Taylor	2,400	2,300	95
	Toombs	6,900	6,500	94
	Turner	2,800	2,700	95
	Upton	8,500	8,200	97
	Walton	9,600	9,300	97
Station Totals		193,100	185,300	95
Net Weekly Circulation (1976-77)			104,500	
Average Daily Circulation (1976-77)			59,100	

# 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.

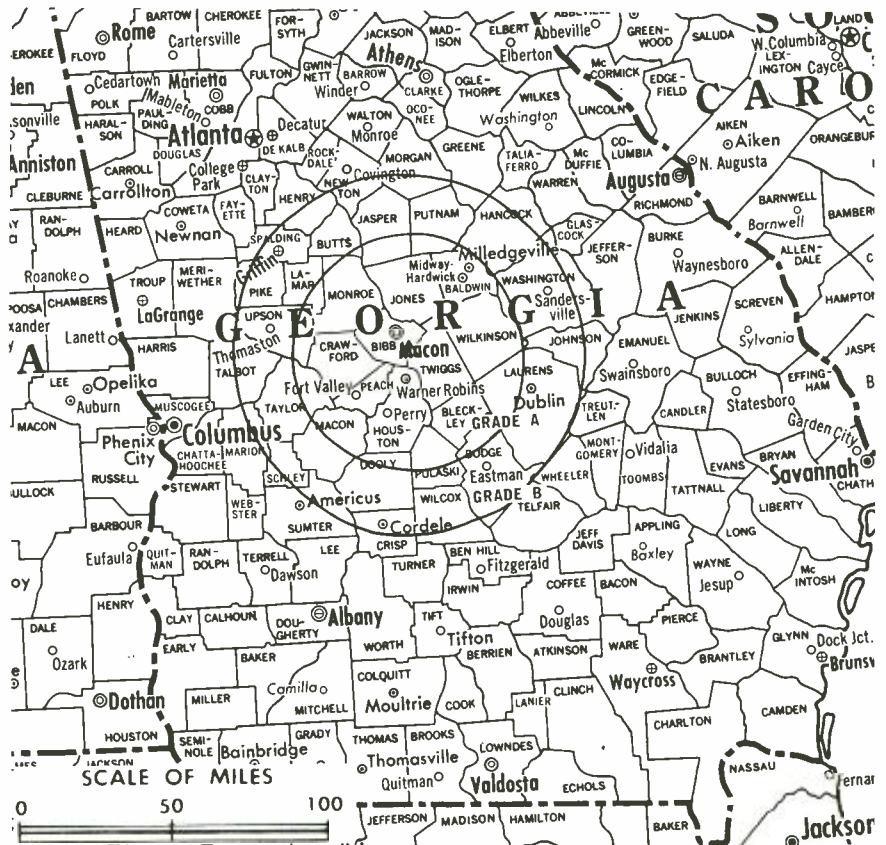
News Wire Service: AP.

AM Affiliate: WMAZ, 50-kw (10-kw night), 940 kHz (CBS).

FM Affiliate: WMAZ-FM, 100-kw, 99.1 MHz (No. 256), 660-ft. (ABC).

Represented (engineering) by Jules Cohen & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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., 305 S. Main St., P.O. Box 2760, Greenville, S.C. (29602).

Studio: 1314 Gray Highway (31211).

Mailing Address: P.O. Box 5008, Macon, Ga. (31208).

Telephone: 912-746-7311. TWX No.: 912-788-2713.

Ownership: See WLWT(TV), Cincinnati, Ohio.

Began Operation: Sept. 27, 1953. Transfer to Multimedia Inc. granted by FCC Sept. 22, 1967. Previously sale 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 Katz Television.

Personnel:

ALBERT SANDERS, general manager.  
ELMO SIMMONS, general sales manager.  
JIM ELROD, director of operations.  
J. D. LAWHON, chief engineer.  
WAYNE SAWYER, administrative coordinator.  
JIM ARNOLD, traffic manager.  
WILLIAM TRIBBLE, news director.

### DIGEST OF RATE CARD NO. A36—(April 24, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.	\$800.00	\$600.00		
			Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$684.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>GEORGIA</b>			
	Baldwin	8,000	7,600	95
	Ben Hill	5,000	4,700	94
	Bibb	47,300	46,100	97
	Bleckley	3,600	3,400	95
	Crawford	1,900	1,800	92

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA—(Continued)</b>				
	Crisp	6,400	6,100	95
	Dodge	5,500	5,200	95
	Dooly	3,500	3,300	95
	Houston	23,000	22,500	98
	Johnson	2,300	2,200	96
	Jones	4,800	4,600	96
	Lamar	3,500	3,400	96
	Laurens	11,500	10,900	94
	Macon	3,900	3,700	94
	Monroe	3,500	3,400	96
50% & Over	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Putnam	2,600	2,500	96
	Taylor	2,400	2,300	95
	Telfair	3,700	3,400	92
	Treutlen	1,800	1,700	93
	Twiggs	2,100	2,000	94
	Upson	8,500	8,200	97
	Washington	5,300	4,900	93
	Wheeler	1,700	1,600	93
	Wilcox	2,300	2,200	95
	Wilkinson	3,000	2,900	95
<b>GEORGIA</b>				
	Butts	3,600	3,500	97
	Hancock	2,600	2,400	92
Between 25-49%	Jasper	2,200	2,100	94
	Jeff Davis	3,600	3,400	95
	Montgomery	1,900	1,700	92
<b>Between 5-24% GEORGIA</b>				
	Appling	4,800	4,500	94
(Continued on page 227-b)				
<b>Station Totals</b>		<b>288,900</b>	<b>276,800</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>161,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>113,700</b>



## WRBL-TV, Columbus

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
ALABAMA—(Continued)				
	Henry	4,900	4,700	96
	Pike	9,400	9,000	96
GEORGIA				
	Baker	1,000	900	93
	Bibb	47,300	46,100	97
	Early	4,100	3,900	94
Between 25-49%	Heard	2,100	2,000	96
	Houston	23,000	22,500	98
	Jones	4,800	4,600	96
	Lamar	3,500	3,400	96
	Meriwether	5,900	5,600	95
	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Tift	9,800	9,300	95
	Treutlen	1,800	1,700	93
ALABAMA				
	Autauga	9,000	8,700	96
	Coffee	12,500	12,100	97
	Crenshaw	5,100	4,900	96
	Houston	25,600	25,100	98
	Wilcox	4,200	3,900	93
GEORGIA				
	Baldwin	8,000	7,600	95
	Ben Hill	5,000	4,700	94
	Bleckley	3,600	3,400	95
	Colquitt	11,200	10,800	96
Between 5-24%	Decatur	7,400	7,100	96
	Dodge	5,500	5,200	95
	Irwin	2,800	2,700	95
	Mitchell	5,900	5,600	95
	Monroe	3,500	3,400	96
	Pike	2,400	2,300	94
	Seminole	2,700	2,600	95
	Spalding	15,300	14,900	97
	Twiggs	2,100	2,000	94
	Wheeler	1,700	1,600	93
	Wilkinson	3,000	2,900	95

## Georgia

## WTVM, Columbus

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
GEORGIA—(Continued)				
	Dodge	5,500	5,200	95
	Jones	4,800	4,600	96
	Lamar	3,500	3,400	96
Between 25-49%	Meriwether	5,900	5,600	95
	Mitchell	5,900	5,600	95
	Pulaski	2,800	2,600	94
	Tift	9,800	9,300	95
	Worth	5,400	5,200	96
ALABAMA				
	Covington	13,100	12,700	97
	Crenshaw	5,100	4,900	96
	Elmore	13,000	12,600	97
	Geneva	8,800	8,500	97
	Houston	25,600	25,100	98
	Wilcox	4,200	3,900	93
FLORIDA				
	Jefferson	2,900	2,700	93
GEORGIA				
	Baldwin	8,000	7,600	95
	Ben Hill	5,000	4,700	94
	Brooks	4,500	4,300	95
Between 5-24%	Colquitt	11,200	10,800	96
	Coweta	12,200	11,700	96
	Decatur	7,400	7,100	96
	Grady	6,400	6,200	96
	Heard	2,100	2,000	96
	Irwin	2,800	2,700	95
	Laurens	11,500	10,900	94
	Miller	1,800	1,700	94
	Monroe	3,500	3,400	96
	Pike	2,400	2,300	94
	Seminole	2,700	2,600	95
	Spalding	15,300	14,900	97
	Twiggs	2,100	2,000	94
	Wilkinson	3,000	2,900	95

# Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard  
Encino, California 91436

(213) 986-3201

Suite 219

# Georgia—Savannah

**WJCL**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1910-kw max. & 891-kw horizontal visual, 53.7-kw aural. Antenna: 1430-ft. above av. terrain, 1478-ft. above ground, 1496-ft. above sea level.

Latitude 32° 03' 30"

Longitude 81° 20' 20"

Transmitter: State Hwy. #204, approx. 15-mi. W of Savannah.

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

TV tape: Recording facilities.

News Wire Service: AP.



Total Households: © MS1  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbltron study (see page 4-b).

WJCL Ref: FCC File No. BMPCT-7072 Granted 10/23/69

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

## WJCL

Network Service: ABC.

Licensee: Lewis Bcstg. Corp., 10001 Abercorn St. Extension, Savannah (31406).

Studio: 10001 Abercorn St. Extension. Telephone: 912-925-0022.

Mailing Address: P.O. Box 13646 (31406).

Ownership: J. C. Lewis Jr., pres. & treas., 100%. Lewis also owns WLTX(TV) & WNOK-AM-FM, Columbia, S.C.

Began Operation: July 18, 1970.

Represented (sales) by H-R Television; Busby, Finch, Lathom & Widman (South).

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Lohnes & Culver.

Personnel:

J. FRED PIERCE, exec. vice president & general manager.  
 CHRISTOPHER A. BARBIERI, v.p., sales & programming.  
 LARRY WALKER, operations manager & program director.  
 WALLACE TIDWELL, chief engineer.  
 MARCIA KNIGHT, traffic director.

### DIGEST OF RATE CARD NO. 14

(April 1, 1978)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.
Prime Time	\$600	\$350	\$275	\$600	\$300
				\$300	\$150

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	4,800	4,500	94
	Bryan	2,600	2,500	96
	Bulloch	10,900	10,500	96
	Chatham	62,600	61,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Effingham	4,700	4,500	96
	Evans	2,900	2,800	96
	Glynn	15,500	15,000	97
	Jeff Davis	3,600	3,400	95
	Liberty	5,300	5,100	96
	Long	1,000	900	94
	Mc Intosh	2,700	2,600	94
	Tattnall	4,400	4,200	96
	Toombs	6,900	6,500	94
	Treutlen	1,800	1,700	93
	Wayne	6,300	6,100	96
SOUTH CAROLINA	Jasper	3,600	3,400	94
	GEORGIA			
Between 25-49%	Bacon	3,000	2,800	95
	Candler	2,200	2,100	95
	Montgomery	1,900	1,700	92
	Pierce	3,200	3,000	95
	Ware	12,600	12,100	96
SOUTH CAROLINA	Beaufort	14,900	14,400	96
	GEORGIA			
Between 5-24%	Brantley	2,500	2,400	96
	Emanuel	6,800	6,400	95
	Screven	3,900	3,700	94
	Telfair	3,700	3,400	92
	Wheeler	1,700	1,600	93
SOUTH CAROLINA	Hampton	5,700	5,300	94
Station Totals		201,700	193,700	96
Net Weekly Circulation (1976-77)			127,900	
Average Daily Circulation (1976-77)			77,300	

# Georgia—Savannah

## WSAV-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1476-ft. above av. terrain, 1532-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 32.0"  
Longitude 81° 17' 56.5"

Transmitter: Sawdust Pile & Little Neck Rds., Pooler-Burroughs Div., 12-mi. W of Savannah.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WSAV-TV Ref: FCC File No. BPCT-4812 Granted 5/20/75

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

## WSAV-TV

Network Service: NBC.

Licensee: News-Press & Gazette Co., 825 Edmond St., Box 29, St. Joseph, Mo. (64502).

Studio: 1430 E. Victory Dr.

Mailing Address: P. O. Box 2429, Savannah, Ga. (31402).

Telephone: 912-236-0303. TWX No.: 810-784-5661.

Ownership: David R. Bradley, pres.-treas., 35.93%; Victor A. Modeer, exec. v.p., 2.38%; Henry H. Bradley, v.p., 6.73%; David R. Bradley Jr., v.p., 6.73%; Thomas K. Matthews, v.p.; Donald E. Eggebrecht, v.p.-secy., 0.46%; Henry D. Bradley estate, 28.01%; Natalie B. Rae, 5.92%; Margaret B. Eggebrecht, 5.63%; Merrill Chilcote, 2.2%; Harold M. Slater, 1.05%; 37 others, none with as much as 1%. Company publishes St. Joseph News-Press & Gazette and owns CATV system in St. Joseph.

Began Operation: Feb. 1, 1956. Sale to present owners by Harben Daniel, et al., approved by FCC Sept. 21, 1976 (Television Digest, Vol. 16:27).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Stambler & Shrinsky.

Personnel:

TOM MATTHEWS, vice president & general manager.  
RANDY PELTIER, commercial manager.  
JACK MOORE, news director.  
CURT AVERY, production manager.  
BYRON STRONG, chief engineer.

### DIGEST OF RATE CARD NO. 20

(May 1, 1978)

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

Class AA—6:59-10 p.m., daily.

\$600 \$360 ..... Graded rates apply\*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Appling	4,800	4,500	94
	Bacon	3,000	2,800	95
	Bryan	2,600	2,500	96
	Bulloch	10,900	10,500	96
	Candler	2,200	2,100	95
	Chatham	62,600	61,100	98
	Effingham	4,700	4,500	96
	Evans	2,900	2,800	96
	Glynn	15,500	15,000	97
<b>50% &amp; Over</b>	Liberty	5,300	5,100	96
	Long	1,000	900	94
	Mc Intosh	2,700	2,600	94
	Pierce	3,200	3,000	95
	Tattnall	4,400	4,200	96
	Toombs	6,900	6,500	94
	Wayne	6,300	6,100	96
<b>SOUTH CAROLINA</b>				
	Beaufort	14,900	14,400	96
	Hampton	5,700	5,300	94
	Jasper	3,600	3,400	94
<b>GEORGIA</b>				
	Emanuel	6,800	6,400	95
	Jeff Davis	3,600	3,400	95
<b>Between 25-49%</b>	Montgomery	1,900	1,700	92
	Screven	3,900	3,700	94
	Ware	12,600	12,100	96
	Wheeler	1,700	1,600	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
<b>Between 5-24%</b>	Brantley	2,500	2,400	96
	Coffee	7,700	7,300	95

(Continued on page 227-b)

Station Totals	233,200	223,500	95
Net Weekly Circulation (1976-77)			148,300
Average Daily Circulation (1976-77)			95,900

# Georgia—Savannah

## WTOC-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1531-ft. above ground, 1549-ft. above sea level.

Latitude 32° 03' 14"  
Longitude 81° 21' 01"

Transmitter: Fort Argyle Rd., 5.3-mi. NW of I-95, 7.3-mi. SW of Pooler, Ga.

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

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WTOC, 5-kw, 1290 kHz (CBS).

FM Affiliate: WTOC-FM, 97.25-kw, 94.1 MHz (No. 231), 372-ft.

Total Household: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTOC-TV Ref: FCC File No. BMPCT-7529 Granted 5/13/74 © American Map Co., Inc., N.Y., No. 14241

## WTOC-TV

Network Service: 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 Katz Television.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Represented (engineering) by Cohen & Dippell.

Personnel:

F. SCHLEY KNIGHT, president & general manager.  
JESS MOONEY, television sales manager.  
DWIGHT J. BRUCE, v.p., program manager & film buyer.  
STUART KNIGHT, vice president & treasurer.  
KYLE E. GOODMAN, chief engineer.

### DIGEST OF RATE CARD NO. P23 (Feb. 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-10:30 p.m., daily.	\$750	\$500	\$300	Graded rates apply*	

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA			
	Appling	4,800	4,500	94
	Bacon	3,000	2,800	95
	Bryan	2,600	2,500	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	GEORGIA—(Continued)			
	Bulloch	10,900	10,500	96
	Candler	2,200	2,100	95
	Chatham	62,600	61,100	98
	Effingham	4,700	4,500	96
	Evans	2,900	2,800	96
	Glynn	15,500	15,000	97
	Jeff Davis	3,600	3,400	95
	Liberty	5,300	5,100	96
	Long	1,000	900	94
	Mc Intosh	2,700	2,600	94
	Montgomery	1,900	1,700	92
	Pierce	3,200	3,000	95
	Tattnall	4,400	4,200	96
	Telfair	3,700	3,400	92
	Toombs	6,900	6,500	94
	Treutlen	1,800	1,700	93
Ware	12,600	12,100	96	
Wayne	6,300	6,100	96	
Between 25-49%	SOUTH CAROLINA			
	Beaufort	14,900	14,400	96
	Jasper	3,600	3,400	94

Between 25-49%	GEORGIA			
	Brantley	2,500	2,400	96
	Emanuel	6,800	6,400	95
	Scriven	3,900	3,700	94
	Wheeler	1,700	1,600	93
Between 25-49%	SOUTH CAROLINA			
	Allendale	3,300	3,100	93
	Hampton	5,700	5,300	94

(Continued on page 227-b)

State Totals	227,000	217,600	95
Net Weekly Circulation (1976-77)			161,600
Average Daily Circulation (1976-77)			104,400

**WXIA-TV, Atlanta**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Rockdale	9,400	9,100	97
	Spalding	15,300	14,900	97
	Towns	1,500	1,400	96
50% & Over	Troup	15,200	14,600	96
	Upson	8,500	8,200	97
	Walton	9,600	9,300	97
	White	2,900	2,800	96
	<b>ALABAMA</b>			
	Calhoun	35,800	35,100	98
	Chambers	12,500	12,100	97
	Cherokee	6,700	6,500	97
	Cleburne	4,100	4,000	96
	Etowah	34,200	33,600	98
	Randolph	6,300	6,100	96
	<b>FLORIDA</b>			
	Leon	45,700	44,100	97
	<b>GEORGIA</b>			
	Bibb	47,300	46,100	97
	Chattooga	7,700	7,500	97
Between 25-49%	Houston	23,000	22,500	98
	Jeff Davis	3,600	3,400	95
	Laurens	11,500	10,900	94
	Lowndes	20,200	19,300	96
	Monroe	3,500	3,400	96
	Rabun	3,300	3,100	95
	Telfair	3,700	3,400	92
	Thomas	12,400	11,900	96
	Union	2,700	2,600	96
	Whitfield	19,800	19,300	98
	<b>NORTH CAROLINA</b>			
	Clay	1,900	1,800	94
	<b>ALABAMA</b>			
	Clay	5,000	4,800	97
	De Kalb	17,700	17,200	97
	Lee	22,900	22,200	97
	Macon	8,000	7,600	95
	<b>GEORGIA</b>			
	Ben Hill	5,000	4,700	94
	Berrien	4,200	3,900	94
	Bleckley	3,600	3,400	95
	Coffee	7,700	7,300	95
	Colquitt	11,200	10,800	96
	Cook	4,000	3,800	95
	Crawford	1,900	1,800	92
	Crisp	6,400	6,100	95
	Dodge	5,500	5,200	95
	Dooly	3,500	3,300	95
	Elbert	6,100	5,900	97
	Fannin	4,800	4,600	95
Between 5-24%	Franklin	4,700	4,600	97
	Grady	6,400	6,200	96
	Harris	3,700	3,500	95
	Irwin	2,800	2,700	95
	Madison	5,200	5,000	96
	Murray	5,900	5,700	96
	Peach	6,100	5,900	96
	Pulaski	2,800	2,600	94
	Stephens	8,200	7,900	96
	Sumter	8,700	8,200	94
	Talbot	1,500	1,400	94
	Taylor	2,400	2,300	95
	Tift	9,800	9,300	95
	Toombs	6,900	6,500	94
	Washington	5,300	4,900	93
	Wilkinson	3,000	2,900	95
	<b>NORTH CAROLINA</b>			
	Cherokee	6,100	5,800	95

**Georgia**

**WMAZ-TV, Macon**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Emanuel	6,800	6,400	95
	Greene	3,300	3,100	95
	Henry	9,200	8,900	96
	Irwin	2,800	2,700	95
	Marion	2,000	1,800	92
	Newton	10,100	9,800	97
Between 5-24%	Pike	2,400	2,300	94
	Spalding	15,300	14,900	97
	Sumter	8,700	8,200	94
	Talbot	1,500	1,400	94
	Tift	9,800	9,300	95
	Toombs	6,900	6,500	94
	Turner	2,800	2,700	95
	Ware	12,600	12,100	96

**WSAV-TV, Savannah**  
(Arbitron Data Continued)

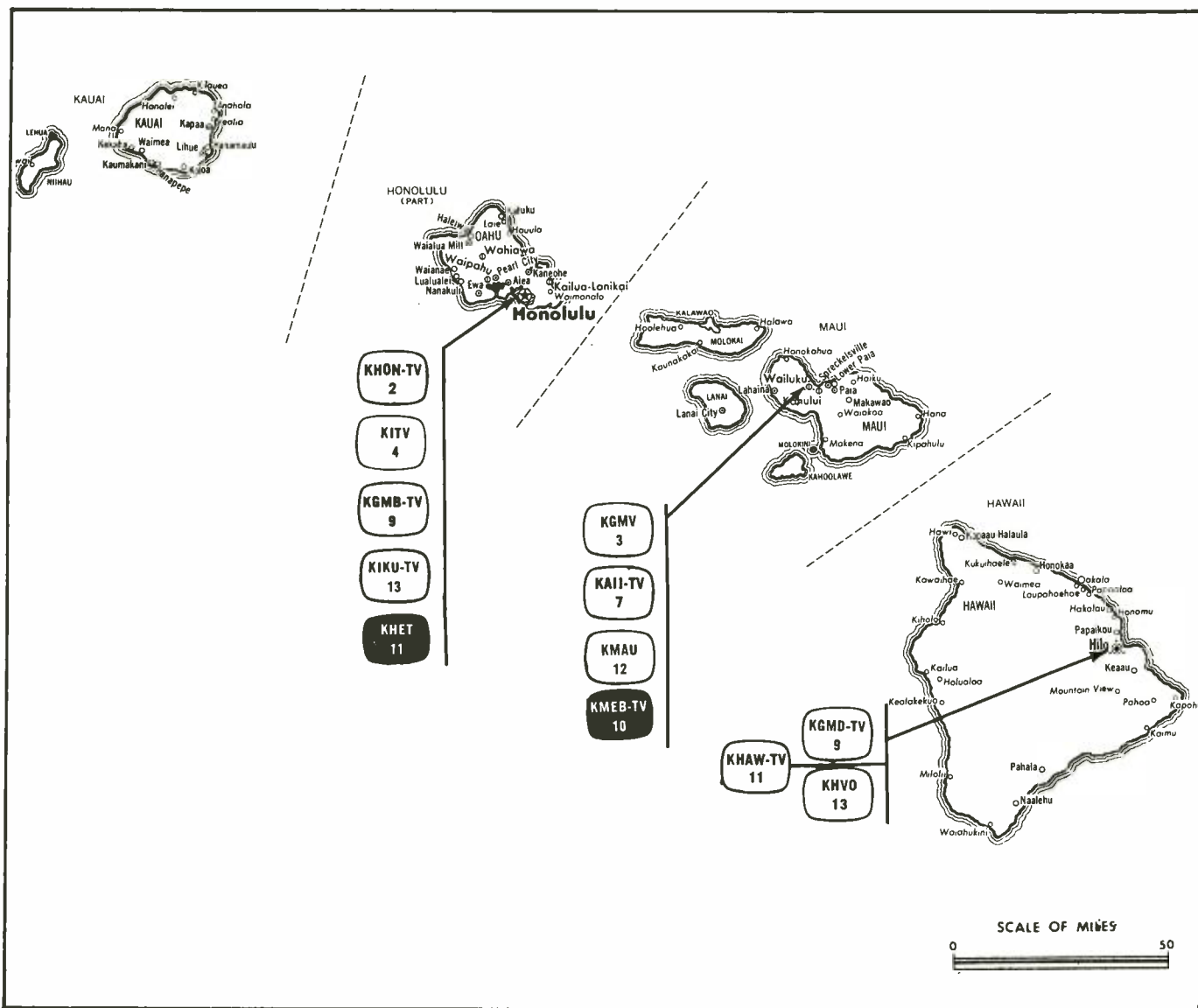
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Jenkins	2,800	2,700	95
	Johnson	2,300	2,200	96
	Telfair	3,700	3,400	92
Between 5-24%	Treutlen	1,800	1,700	93
	<b>SOUTH CAROLINA</b>			
	Allendale	3,300	3,100	93
	Barnwell	6,200	5,900	95
	Colleton	9,200	8,600	94

**WTOC-TV, Savannah**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Coffee	7,700	7,300	95
	Jenkins	2,800	2,700	95
Between 5-24%	Johnson	2,300	2,200	96
	<b>SOUTH CAROLINA</b>			
	Colleton	9,200	8,600	94

For List of NAB TV Code Subscribers,  
see Services Volume

# Hawaii



## Hawaii Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
10	0	10
2	0	2
		12

### 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: Hawaii Public Bcstg. Authority, 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: Hawaii Public Bcstg. Authority, 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"

Arbitron Data not currently available  
for Hawaii

# Hawaii—Hilo

## 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"

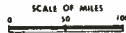
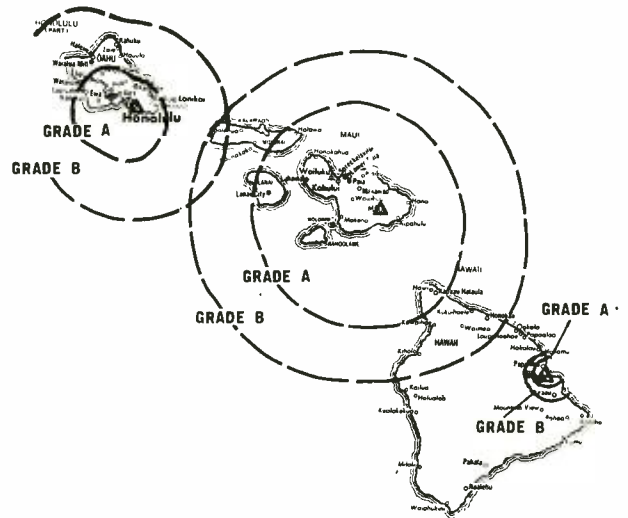
Transmitter: Naniloa Hotel, Hilo.

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

News Wire Service: AP.

Represented (legal) by Lois S. Schwartz.

Arbitron Data: Not available.



KHAW-TV Ref: FCC File No. BPCT-3246 Granted 10/17/83

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

## KHAW-TV

Network Service: NBC.

Licensee: KHON-TV 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 Peters, Griffin, Woodward Inc.

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.

## BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# Hawaii—Hilo

## KGMD-TV

Ch. 9

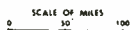
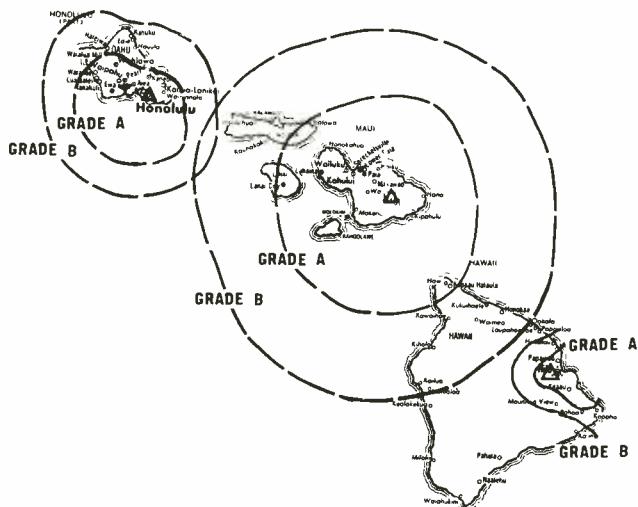
[Satellite of KGMB-TV, Honolulu]

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 9.68-kw visual, 1.71-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"

Requests CP for change to 9.68-kw visual, 1.71-kw aural. BPCT-4894.

Transmitter: 58 Manaolana Pl.



KGMD-TV Ref: FCC File No. BPCT-4894 Granted 1/5/76

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

### KGMD-TV

Network Service: CBS.

Licensee: Heftel Broadcasting-Honolulu Inc., 1599 Kapiolani Blvd., Honolulu, Hawaii (96814).

Telephones: 808-949-6131, Honolulu; 808-935-6221, Hilo.

Studio: 58 Manaolana Place, Hilo, Hawaii (96720).

Ownership: Heftel Bcstg. Corp., 100%. For other Heftel interests, see KGMV, Wailuku, Hawaii.

Began Operation: May 15, 1955.

Personnel:

EARL McDANIEL, president.

Rates: Sold in combination with KGMB-TV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KGMB-TV, Honolulu.

Arbitron Data not available

## Television Digest Addenda Services – CATV, TV, AM-FM – EXPOSURE PLUS FOR ADVERTISERS.

Your ad in the Addenda Services guarantees you repeated exposure at no extra cost, because industry leaders keep the weekly Addenda Services for reference throughout the year. For complete advertising information, call COLLECT-202/872-9200.



# Hawaii—Hilo

## KHVO

Ch. 13

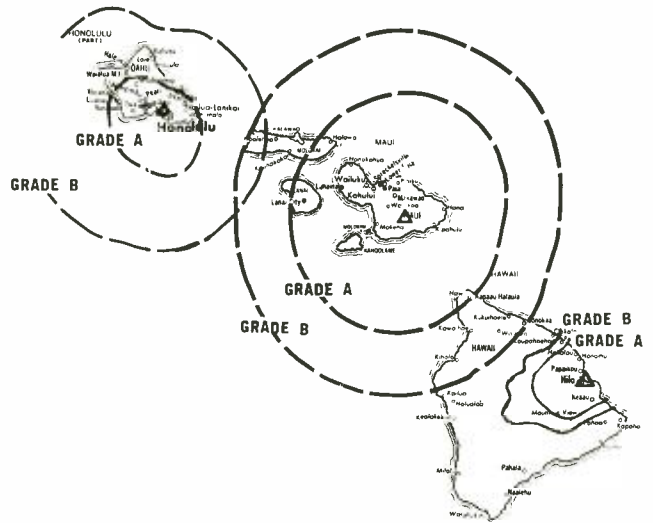
[Satellite of KITV, Honolulu]

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.



KHVO Ref: FCC File No. BPCT-3077 Granted 9/6/62

©American M&D Co., Inc., N.Y., No. 14244

## KHVO

Network Service: ABC.

Licensee: Western Telestations Inc., Naniloa Hotel, Hilo, Hawaii.

Studio: Naniloa Hotel, Hilo, Hawaii.

Telephone: 935-8289, Hilo.

Ownership: See KITV, Honolulu.

Began Operation: May 15, 1960.

Represented (sales) by Katz Television.

Personnel:

Same as KITV, Honolulu.

Rates: Sold in combination with KITV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KITV, Honolulu.

Arbitron Data not currently available  
for Hawaii

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

**Cable Television Management and Engineering Consultants**

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# Hawaii—Honolulu

## KGMB-TV

Ch. 9

[Also operates satellite KGMD-TV, Hilo and semi-satellite KGMV, 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, 436-ft. above ground, 441-ft. above sea level.

Latitude 21° 17' 45.7"  
Longitude 157° 50' 35.7"

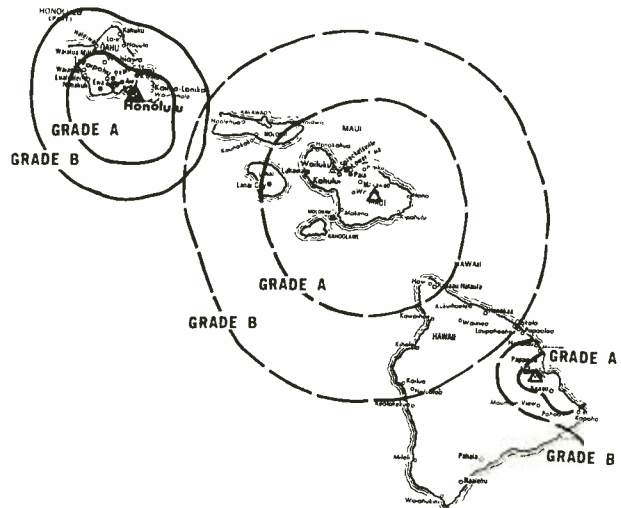
Transmitter: 1534 Kapiolani Blvd.

TV tape: Recording facilities.

News Wire Service: UPI.

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

Arbitron Data: Not available.



SCALE OF MILES  
0 50 100

KGMB-TV Ref: FCC File No. BPCT-3610 Granted 10/19/65

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

## KGMB-TV

Network Service: CBS.

Licensee: Lee Enterprises Inc., 130 E. 2nd St., Davenport, Iowa (52801).

Studio: 1534 Kapiolani Blvd. (96814).

Telephone: 944-5200. TWX No.: 743-0020 & 723-363.

Ownership: Lee Enterprises Inc. See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

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 by Honolulu Star-Bulletin approved May 5, 1965 by FCC (Vols. 4:42, 5:19). Transfer of control from the Standard Corp. to the Heftels, approved Oct. 1, 1972. Sale to present owner by the Heftels approved by FCC Jan. 27, 1977 (Vol. 16:37).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

LLOYD LOERS, vice president.  
RICHARD A. WEINER, general manager.  
ED WONG, controller.  
ROBERT FOX, national & general sales manager.  
PHIL ARNONE, program director.  
JERRY HOMER, production manager.  
ROBERT SEVEY, news director.  
JAMES DONEY, director, community/public affairs.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5-11 p.m., daily.				
\$2000	\$1350	Graded rates apply*		

\*Highest rate: \$575.

Above rates include satellite operation of KGMD-TV, Hilo, KGMV, Wailuku; translators K70BW, Lihue and K82AM, Waimea.

NETWORK BASE HOURLY RATE: \$600.

# Hawaii—Honolulu

## KHON-TV

Ch. 2

[Also operates satellites KAIH-TV, Wailuku & KHAW-TV, Hilo]

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 60-ft. above av. terrain, 500-ft. above ground, 506-ft. above sea level.

Latitude 21° 17' 39"  
Longitude 157° 50' 18"

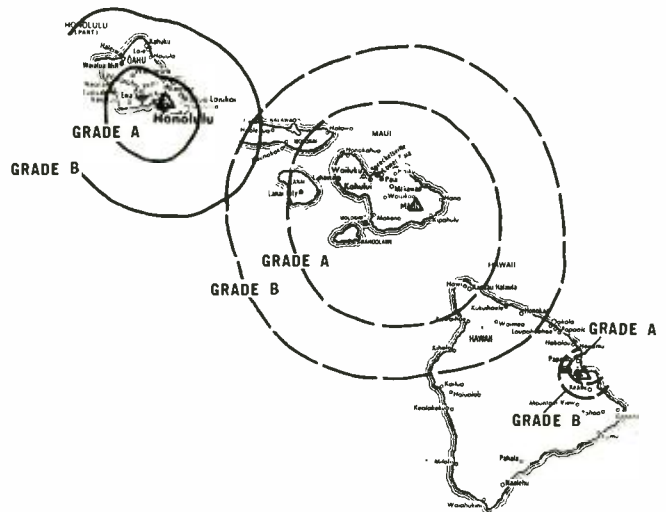
Transmitter: Century Center, 1750 Kalakaua Ave.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



KHON-TV Ref: FCC File No. BPCT-4966 Granted 7/13/77

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

## KHON-TV

Network Service: NBC.

Licensee: KHON-TV Inc., 1170 Auahi St. (96814).

Studio: 1170 Auahi St. (96814).

Ownership: McCoy Bcstg. Co., 100%. Arthur H. McCoy, pres.-treas., 85.6%; George B. Hagar, exec. v.p. & secy., 11.4%; Michael Gartner, 1%. McCoy Bcstg. also owns satellites KHAW-TV, Hilo & KAIH-TV Wailuku; radios KYXI, Oregon City & KGON(FM), Portland, both Ore.; KLAK & KPPL(FM), Lakewood, Colo.

Began Operation: Dec. 15, 1952. Sale to present owners by Pacific & Southern Co. Inc. approved by FCC Jan. 17, 1973. Previously, 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 Peters, Griffin, Woodward Inc.; Art Moore & Assoc.

Represented (legal) by Lois S. Schwartz.

Personnel:

GEORGE HAGAR, president & general manager.  
DAN KAWAKAMI, program director.  
RICHARD SCHALLER, v.p. & general sales manager.  
B. J. SAMS, news director.  
ALFRED ONO, chief engineer.  
PAUL YAMAMOTO, traffic supervisor.  
DAVID BEGGIN, production manager.  
JOAN REEL, promotion manager.

Highest 30 Sec. Rate (Sept. 25, 1978): \$550.

NETWORK BASE HOURLY RATE: \$400.

Arbitron Data: Not available

# 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.

Color: Network, live, film, slide & tape. Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.



SCALE OF MILES  
0 50 100

KIKU-TV Ref: FCC File No. BPCT-3013 Granted 4/26/62

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

## KIKU-TV

Network Service: None, independent.

Licensee: KIKU-TV Corp., 150-B Puuhale Rd., Honolulu (96819).

Telephone: 808-847-1178.

Ownership: Richard Eaton, 100%. For other interests see Group Ownership of TV Stations.

Began Operation: July 4, 1962. Sale to Friendly Bcstg. by Hawaiian Paradise Park Corp. approved by FCC Sept. 21, 1967.

### Personnel:

RICHARD EATON, president.

JOANNE NINOMIYA, general manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AAA—6-10 p.m., daily.						
\$800	\$500	\$300	\$150	\$75	\$60	\$50

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Hawaii—Honolulu

## KITV

Ch. 4

[Rebroadcast by KMAU, Wailuku & KHVO, Hilo]

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 45-ft. above av. terrain, 495-ft. above ground, 500-ft. above sea level.

Latitude 21° 17' 37"

Longitude 157° 50' 34"

Transmitter: Ala Moana Hotel, 410 Atkinson Dr., Honolulu.

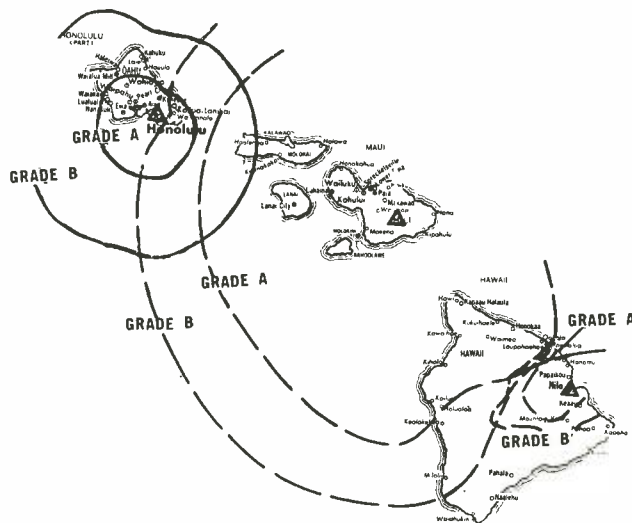
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: ABC.

TWX No.: KITV 723-8387.



KITV Ref: FCC File No. BPCT-4921 Granted 7/2/76

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

## KITV

Network Service: ABC.

Licensee: Western Telestations Inc., 1290 Ala Moana Blvd.

Studio: 1290 Ala Moana Blvd. (96814). Telephone: 808-537-3991.

Ownership: Starr Bcstg., 100%. For other interests, see WTVQ-TV, Lexington, Ky.

Began Operation: April 16, 1954. Sale to present owner by Lawrence S. Berger & assoc. approved by FCC June 15, 1973 (Television Digest, Vol. 12:47). Sale to Berger group 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, (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 H-R Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Hammett & Edison.

Personnel:

DICK GRIMM, vice president & general manager.

JERRY FRYE, sales manager.

CHUCK HARTMAN, chief engineer.

MUNEO HAMADA, business manager.

DON ROCKWELL, news director.

LARRY CAZAVAN, program director.

CHARLIE RILEY, production manager.

### DIGEST OF RATE CARD NO. 1-78

(Aug. 15, 1977)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6-10:30 p.m., Sun.-Fri.; 6:30-11:15 p.m., Sat.					
\$1850	\$1300	\$600			Graded rates apply*

\*Highest rate: \$650.

NETWORK BASE HOURLY RATE: \$475.

Arbitron Data: Not available.

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Hawaii—Wailuku

## KAI1-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. ter-  
rain, 75-ft. above ground, 10,025-  
ft. above sea level.

Latitude 20° 42' 41"

Longitude 156° 15' 26"

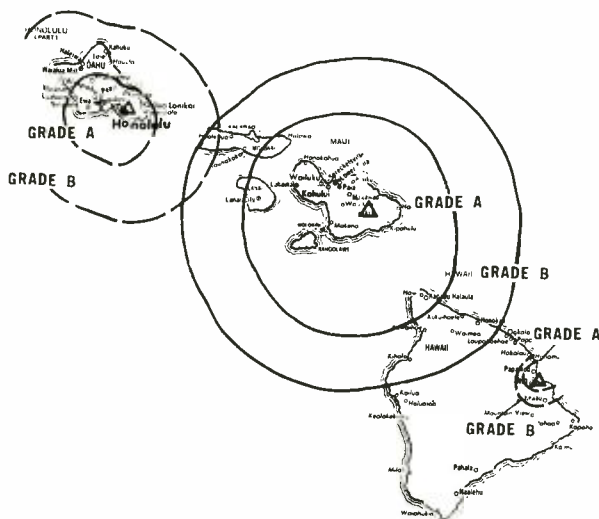
Transmitter: Mt. Haleakala, Maui.

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

News Wire Service: AP.

Represented (legal) by Lois S.  
Schwartz.

Arbitron Data: Not available.



KAI1-TV Ref: FCC File No. BPCT—2906 Granted 10/20/61

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

## KAI1-TV

Network Service: NBC.

Licensee: KHON-TV Inc., 1170 Auahi St., Honolulu, Hawaii  
(96814).

Ownership: See KHON-TV, Honolulu.

Began Operation: Nov. 19, 1958.

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

Personnel: See KHON-TV, Honolulu. Satellite has resident engineer-  
ing 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.

Find out how a station  
proved it was best in a key county.

Call your Arbitron representative  
and ask about AID.

Arbitron  
Information  
On Demand



# Hawaii—Wailuku

## KGMV

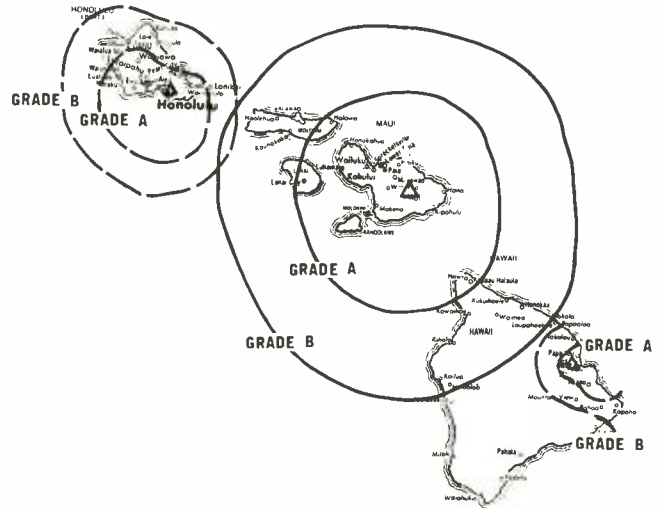
Ch. 3

[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.



KGMV Ref: FCC File No. BMPCT—2821 Granted 2/25/55

©American Map Co., Inc., N.Y., No. 14214

## KGMV

Licensee: Heftel Broadcasting-Maui Inc., 1599 Kapiolani Blvd., Honolulu, Hawaii (96814).

Ownership: Joyce Heftel, 60%; Cecil Heftel, 40%. Heftel Bcstg. also owns KGMD-TV, Hilo; KGMB(AM), Honolulu & interest in KOZN(FM), San Diego, Cal.

Began Operation: April 24, 1955. Sale to present owners by John S. Young approved by FCC March 7, 1974. Previous sale to Young by Pacific Bcstg. (Glasman interests) after they took over all properties from Honolulu Star-Bulletin approved May 5, 1965 by FCC (Television Digest, Vol. 4:42, 5:19).

### Personnel:

EARL MCDANIEL, president.

Rates: Sold in combination with KGMB-TV, Honolulu, and latter's other satellite KGMD-TV, Hilo, with rates applying to simultaneous telecasts on all three stations.

NETWORK BASE HOURLY RATE: \$50.

Arbitron Data for Hawaii not currently available

# Hawaii—Wailuku

## KMAU

(formerly KMVI-TV)

Ch. 12

[Satellite of KITV, Honolulu]

KITV, Honolulu]

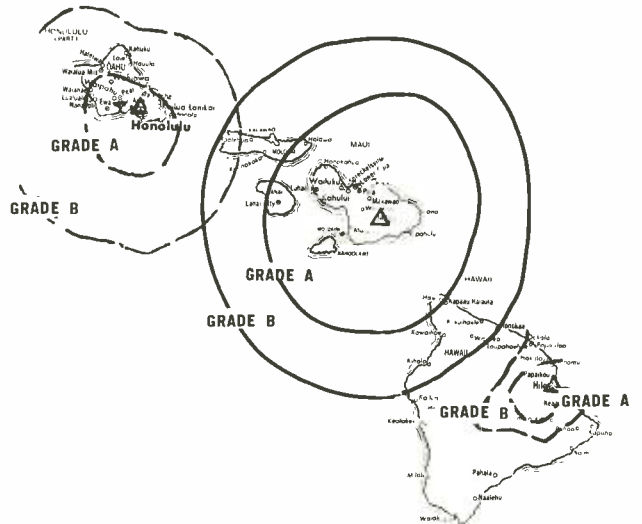
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 4.36-kw aural. Antenna: 2.5° mechanical tilt, 6000-ft. above av. terrain, 100-ft. above ground, 10,000-ft. above sea level.

Latitude 20° 42' 43"

Longitude 156° 15' 26"

Transmitter: Haleakala Crater.

Color: Network.



KMAU Ref: FCC File No. BPCT—1981 Granted 5/25/55

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

## KMAU

Network Service: ABC.

Licensee: Western Telestations Inc.

Ownership: See KITV, Honolulu.

Began Operation: Dec. 4, 1955. Sale to present owner by Maui Publishing Co. Ltd. approved by FCC March 27, 1978.

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

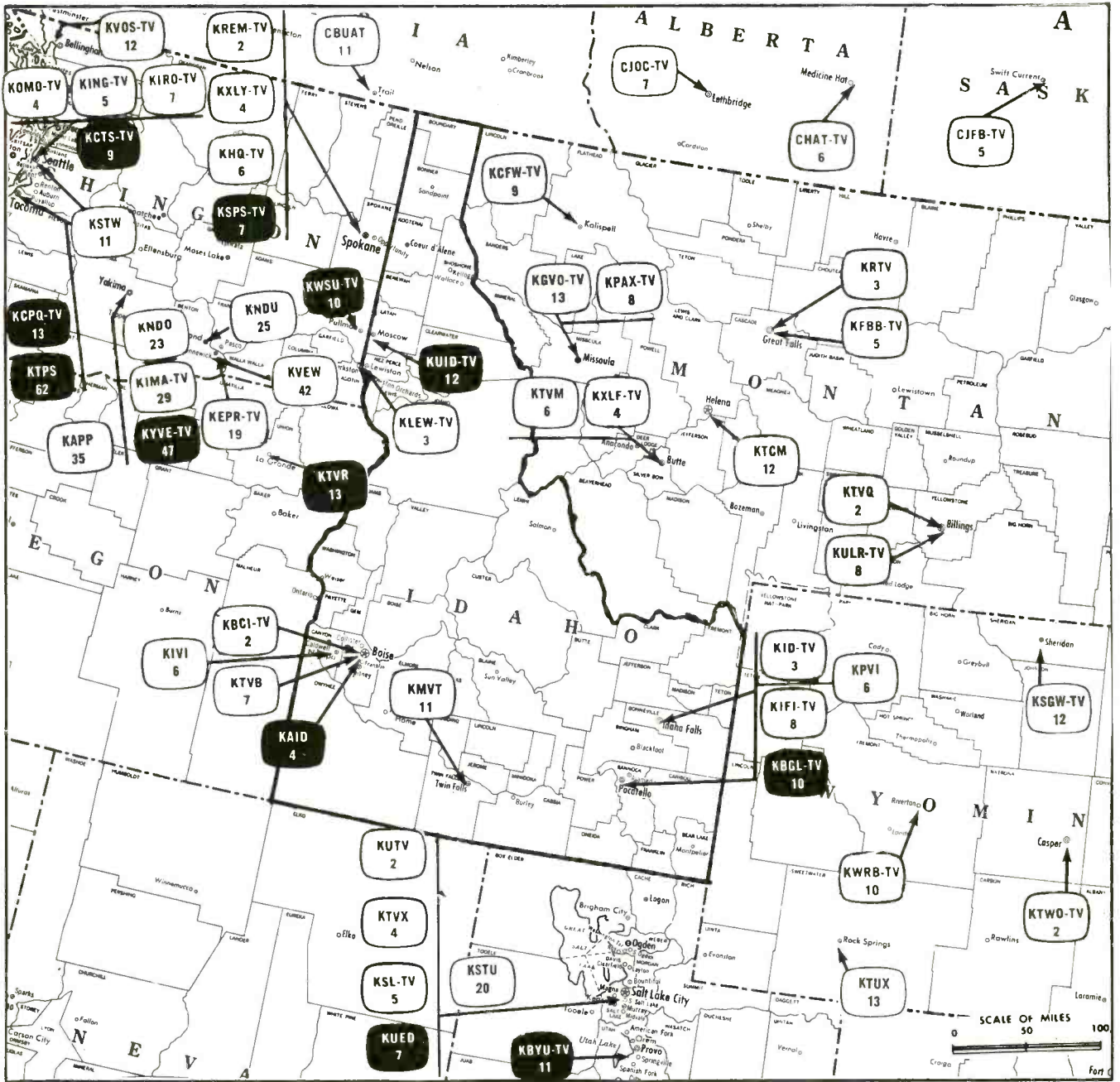
See KITV, Honolulu.

Rates: See KITV, Honolulu.

NETWORK BASE HOURLY RATE: Bonus to KITV, Honolulu.

**Arbitron Data for Hawaii not currently available**





Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Boise	72,000	134	120,200	140
Idaho Falls-Pocatello	41,000	162	73,000	164
Twin Falls	15,000	190	41,500	187

# Idaho

## State Educational Technical Facilities

(Complete Data in Educational Directory)

### KAID Boise

Ch. 4

Non-Commercial Educational Station

Licensee: State Board of Education, Boise State University, 1910 University Blvd. (83725).

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 2474-ft. above av. terrain, 142-ft. above ground, 7092-ft. above sea level.

Latitude	43°	40'	08''
Longitude	116°	06'	10''

### 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: 1307-ft. above av. terrain, 139-ft. above ground, 3739-ft. above sea level.

Latitude	46°	40'	54''
Longitude	116°	58'	13''

### KBGL-TV Pocatello

Ch. 10

Non-Commercial Educational Station

Licensee: State Board of Education, acting as Board of Trustees of Idaho State U., Pocatello (83201).

Technical Facilities: Channel No. 10 (198-204 MHz). Authorized power: 66.1-kw visual, 12.9-kw aural. Antenna: 1450-ft. above av. terrain, 87-ft. above ground, 6762-ft. above sea level.

Latitude	43°	30'	02''
Longitude	112°	39'	36''

## Idaho Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	8	0	8
● Educational Television Stations	3	0	3
			11

### State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

#### KIVI

Boise

(See Nampa, Ida.)

#### KIVI

Caldwell

(See Nampa, Ida.)

#### KPVI

Idaho Falls

(See Pocatello, Ida.)

#### KBCI-TV & KTVB

Nampa

(See Boise, Ida.)

#### KID-TV & KIFI-TV

Pocatello

(See Idaho Falls, Ida.)

# Idaho—Boise

## KBCI-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 65-kw visual, 6.9-kw aural. Antenna: 2640-ft. above av. terrain, 150-ft. above ground, 7170-ft. above sea level.

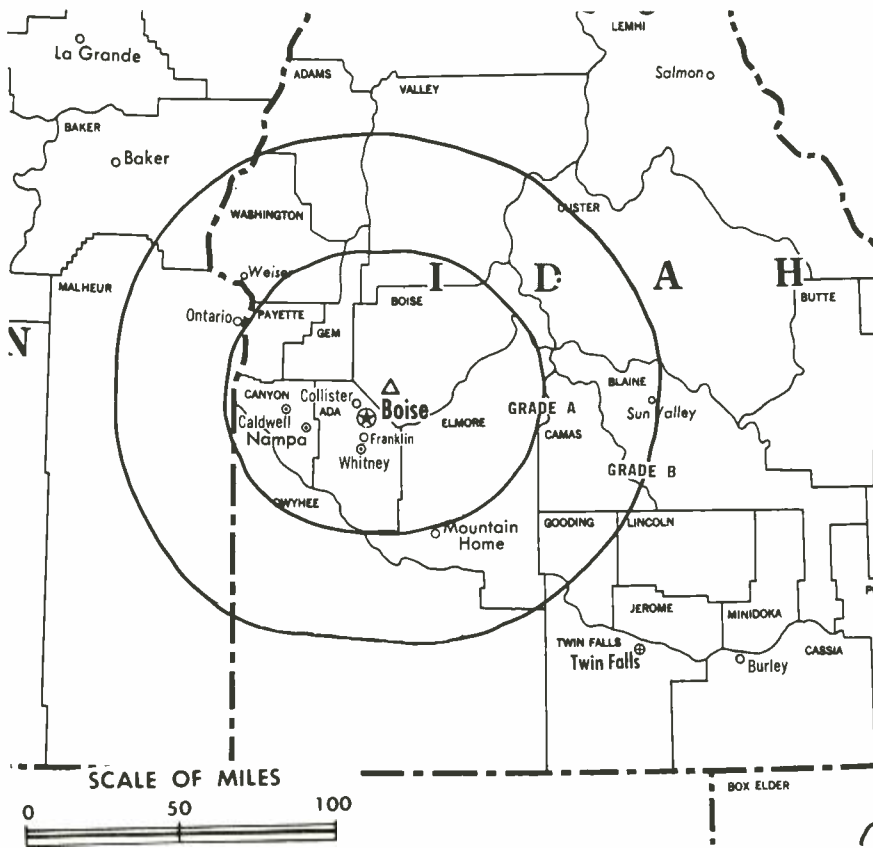
Latitude 43° 45' 17"

Longitude 116° 05' 53"

Transmitter: Deer Point Peak, Shafter Butte.

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

News Wire Service: AP, UPI.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

KBCI-TV Ref: FCC File No. BPCT-2146 Granted 7/11/56

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

## KBCI-TV

Network Service: CBS.

Licensee: Eugene Television Inc., Box 2, Boise, Idaho (83707).

Studio: 1007 W. Jefferson St.

Telephone: 208-336-5222. TWX No.: 910-970-5790.

Ownership: See KVAL-TV, Eugene, Ore.

Began Operation: Nov. 26, 1953. Sale to present owner by Boise Valley Bcstrs. Inc. approved by FCC Aug. 31, 1976.

Represented (sales) by Katz Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JAMES A. JOHNTZ JR., station manager.

JACK SAUSMAN, sales manager.

PAUL GREENE, program director.

PAUL RIESS, news director.

GREG JOHNSON, chief engineer.

Highest 30 Sec. Rate (April 27, 1978): \$220.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IDAHO</b>			
	Ada	52,600	51,400	98
<b>50% &amp; Over</b>	Adams	1,100	1,000	95
	Blaine	3,300	3,100	95
	Boise	900	900	97
	Canyon	26,100	25,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IDAHO—(Continued)</b>			
	Elmore	6,400	6,300	98
	Gem	3,900	3,800	97
	Gooding	4,000	3,900	97
	Owyhee	2,600	2,500	97
	Payette	5,900	5,700	97
	Valley	1,600	1,500	95
<b>50% &amp; Over</b>	Washington	3,000	2,900	96
	<b>NEVADA</b>			
	Humboldt	2,500	2,400	96
	<b>OREGON</b>			
	Grant	2,700	2,300	84
	Harney	2,600	2,300	90
	Malheur	8,300	7,900	95
	<b>OREGON</b>			
<b>Between 25-49%</b>	Baker	6,000	5,600	93
	<b>IDAHO</b>			
	Butte	1,000	1,000	98
	Custer	1,300	1,200	93
	Jerome	6,100	6,000	98
	Lemhi	2,200	2,000	91
<b>Between 5-24%</b>	Lincoln	1,500	1,500	97
	Twin Falls	17,900	17,500	98
	<b>NEVADA</b>			
	Eiko	5,800	5,300	91
	<b>OREGON</b>			
	Wheeler	500	500	92
<b>Station Totals</b>		<b>169,800</b>	<b>163,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>118,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>81,100</b>	

# Idaho—Boise

**KTVB**

Ch. 7

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.

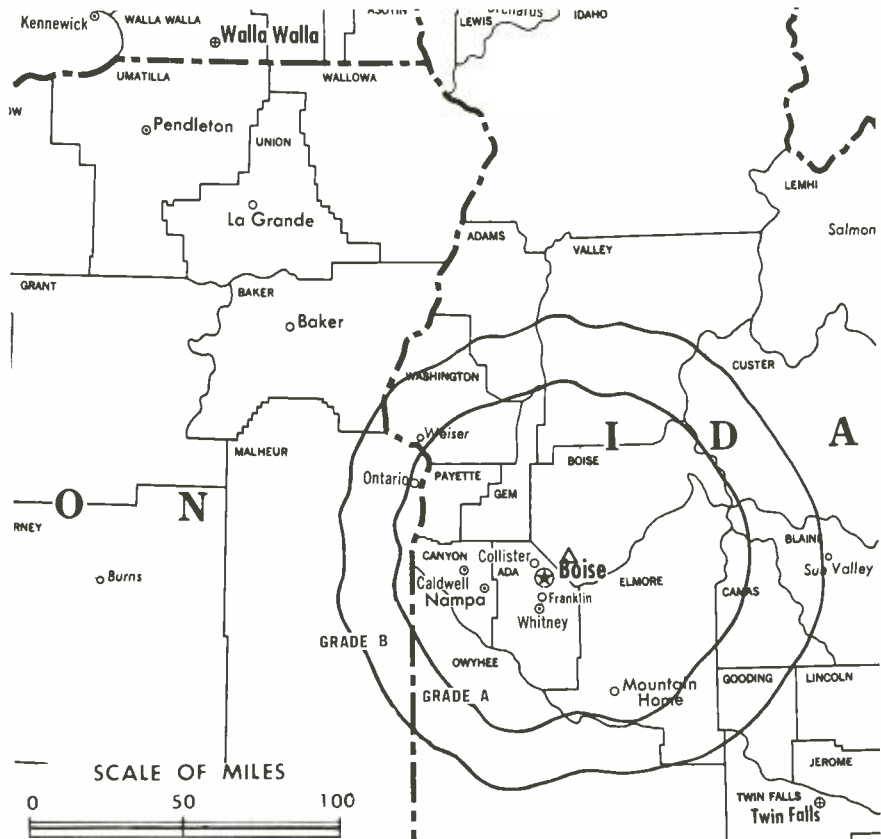
Studio: 5407 Fairview Ave. (83704).

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVB Ref: FCC File No. BPCT-2086 Granted 4/27/56

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

## KTVB

Network Service: NBC.

Licensee: KTVB Inc., 5407 Fairview Ave., P.O. Box 7, Boise, Ida. (83707).

Telephone: 208-375-7277. TWX No.: 910-970-5779.

Ownership: Georgia M. Davidson, chmn., 80%.

Began Operation: July 12, 1953.

Represented (sales) by Avery-Knodel Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

### Personnel:

GEORGIA M. DAVIDSON, chairman.  
ROBERT E. KRUEGER, president & general manager.  
REX McARTHUR, sales manager.  
JOHN LEWIS, national sales manager.  
ANNE PEARSON, program director.  
PAT CASHMAN, promotion director.  
PAUL BRANDENBURG, director of engineering.  
SAL CELESKI, news director.

Highest 30 Sec. Rate (April 28, 1978): \$200.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Ada	52,600	51,400	98
	Adams	1,100	1,000	95
	Blaine	3,300	3,100	95
	Boise	900	900	97
	Camas	200	200	99

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>IDAHO—(Continued)</b>					
50% & Over	Canyon	26,100	25,300	97	
	Elmore	6,400	6,300	98	
	Gem	3,900	3,800	97	
	Gooding	4,000	3,900	97	
	Owyhee	2,600	2,500	97	
	Payette	5,900	5,700	97	
	Valley	1,600	1,500	95	
	Washington	3,000	2,900	96	
	<b>NEVADA</b>				
		Eureka	400	300	87
	Humboldt	2,500	2,400	96	
<b>OREGON</b>					
	Grant	2,700	2,300	84	
	Harney	2,600	2,300	90	
	Malheur	8,300	7,900	95	
Between 25-49%	<b>IDAHO</b>				
	Twin Falls	17,900	17,500	98	
	<b>NEVADA</b>				
	Elko	5,800	5,300	91	
	Lander	1,100	1,000	91	
Between 5-24%	<b>OREGON</b>				
	Baker	6,000	5,600	93	
	<b>IDAHO</b>				
	Custer	1,300	1,200	93	
	Jerome	6,100	6,000	98	
	Lincoln	1,500	1,500	97	
<b>OREGON</b>					
	Wheeler	500	500	92	
<b>Station Totals</b>		<b>168,300</b>	<b>162,300</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>125,200</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>88,400</b>		

# Idaho—Idaho Falls-Pocatello-Blackfoot

## 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.

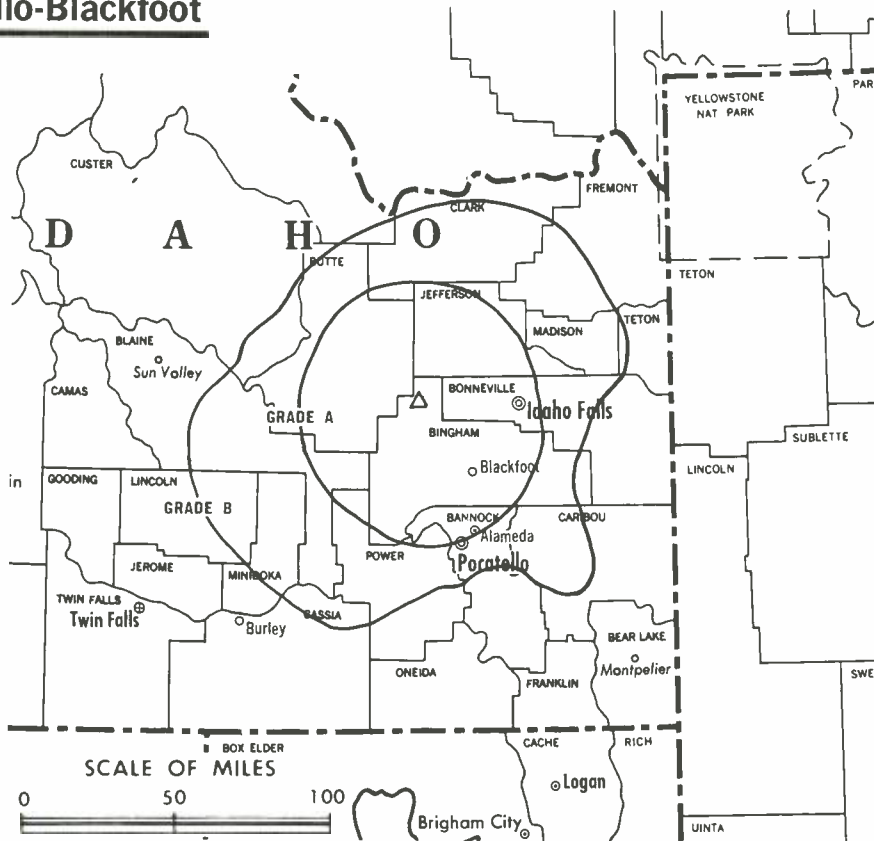
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KID, 5-kw (1-kw night), 590 kHz (CBS).

FM Affiliate: KID-FM, 100-kw, 96.1 MHz (No. 241), 1500-ft. (NBC).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KID-TV Ref: FCC File No. BMPCT—1281 Granted 8/21/53

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

## KID-TV

Network Service: CBS.

Licensee: KID Broadcasting Corp., Box 2008, 1255 E. 17th St., Idaho Falls, Ida. (83401).

Studio: 1255 E. 17th St. Telephone: 208-522-5100.

Ownership: LaVere A. and/or Lucille J. Ricks, 15.66%; Warren E. Wright, 8.81%; 29 others, none with as much as 6%.

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.  
DEWAIN SILVESTER, station manager.  
CLAUDE CAIN, national sales manager.  
ART REID, production manager.  
CARROLL SECRIST, chief engineer.  
KEN CHRISTENSEN, news director.

### DIGEST OF RATE CARD NO. 78-6

Hour	30 Min.	15 Min.	Min.	30 Sec.	ID
Class A—6:30-10 p.m., daily.					
\$330	\$225	\$175	\$140	\$70	\$35

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO			
	Bannock	19,800	19,200	97
	Bingham	9,700	9,500	98
	Blaine	3,300	3,100	95
	Bonneville	20,000	19,700	98
	Butte	1,000	1,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IDAHO—(Continued)			
	Caribou	2,500	2,400	96
	Clark	500	500	95
	Custer	1,300	1,200	93
	Fremont	3,300	3,200	98
	Jefferson	4,600	4,600	99
	Lemhi	2,200	2,000	91
	Madison	4,000	3,900	98
	Power	1,900	1,800	95
	Teton	700	700	99
	WYOMING			
	Lincoln	3,700	3,500	94
	Sublette	1,400	1,300	93
Teton	2,300	2,200	95	
Yellowstone Natl Park	200	200	95	
Between 25-49%	IDAHO			
	Cassia	6,400	6,300	98
	Franklin	2,900	2,800	97
	Minidoka	6,300	6,100	97
Between 5-24%	IDAHO			
	Camas	200	200	99
	Jerome	6,100	6,000	98
	MONTANA			
Beaverhead	3,200	3,000	92	
Gallatin	14,200	13,600	95	
Park	4,800	4,600	95	
UTAH				
Cache	16,000	15,500	97	
WYOMING				
Park	7,200	6,800	95	
Station Totals		149,700	144,900	96
Net Weekly Circulation (1976-77)			79,500	
Average Daily Circulation (1976-77)			53,500	

# Idaho—Idaho Falls-Pocatello-Blackfoot

## 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 42° 30' 02"  
Longitude 112° 39' 36"

Transmitter: Little Butte Mt., 32-mi. W of Idaho Falls.

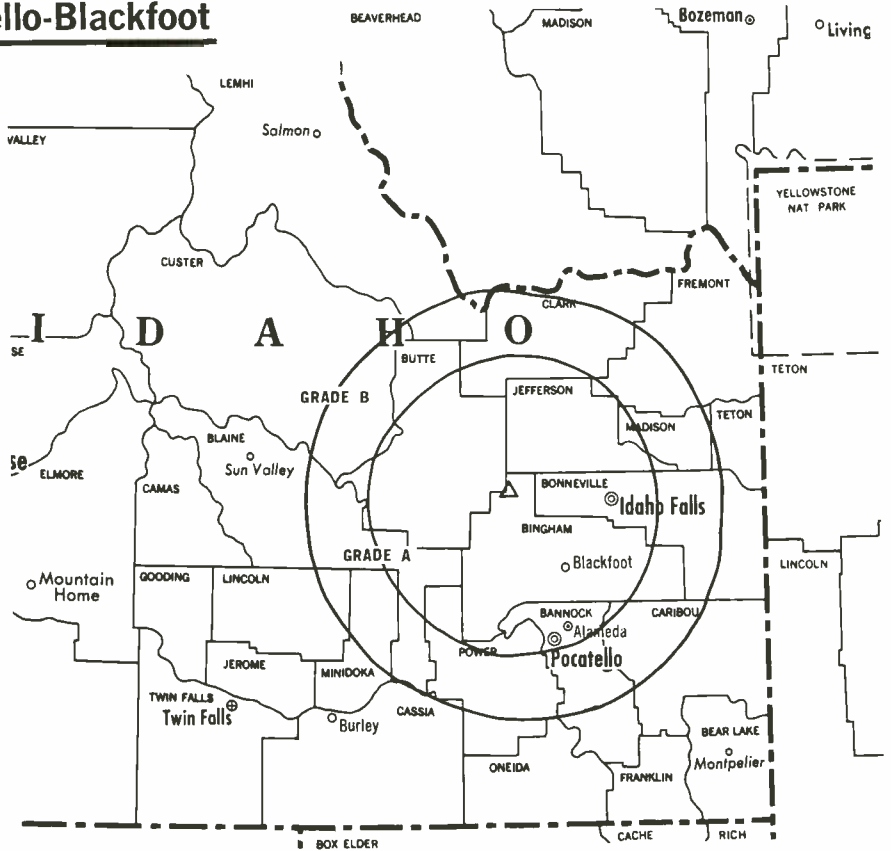
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by John H. Mullaney.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Inc. (Denver).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KIFI-TV Ref: FCC File No. BMPCT-5503 Granted 9/20/60

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

## KIFI-TV

Network Service: NBC.

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%; J. Robb Brady, secy.-treas., .002%.

Began Operation: Jan. 23, 1961.

Represented (legal) by Midlen & Reddy.

Personnel:

J. M. BRADY, general & national sales manager.  
H. G. HAEFELE, operations & program manager.  
CHARLES E. OUTLAND, Pocatello office manager.  
BLAINE PETERSEN, production manager.  
CECIL COPE, chief engineer.

DIGEST OF RATE CARD NO. 23—(Feb. 6, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$375	\$250	\$75	\$75	\$38

NETWORK BASE HOURLY RATE: \$350.

**CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS**

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>				
		Bannock	19,800	19,200	97
		Bingham	9,700	9,500	98
		Bonneville	20,000	19,700	98
		Butte	1,000	1,000	98
		Clark	500	500	95
		Custer	1,300	1,200	93
		Fremont	3,300	3,200	98
		Jefferson	4,600	4,600	99
		Madison	4,000	3,900	98
		Power	1,900	1,800	95
		Teton	700	700	99
	<b>WYOMING</b>				
		Lincoln	3,700	3,500	94
		Teton	2,300	2,200	95
<b>Between 25-49%</b>	<b>IDAHO</b>				
		Cassia	6,400	6,300	98
	Minidoka	6,300	6,100	97	
<b>Between 5-24%</b>	<b>IDAHO</b>				
		Blaine	3,300	3,100	95
		Caribou	2,500	2,400	96
		Jerome	6,100	6,000	98
		Lemhi	2,200	2,000	91
	Lincoln	1,500	1,500	97	
	<b>MONTANA</b>				
		Beaverhead	3,200	3,000	92
	Gallatin	14,200	13,600	95	
<b>Station Totals</b>			<b>118,500</b>	<b>115,000</b>	<b>97</b>
Net Weekly Circulation (1976-77)					<b>69,200</b>
Average Daily Circulation (1976-77)					<b>50,700</b>

# Idaho—Lewiston

## KLEW-TV

Ch. 3

[Associated with KIMA-TV, Yakima, Wash.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 13.8-kw visual, 1.30-kw aural. Antenna: 1260-ft. above av. terrain, 303.5-ft. above ground, 3203-ft. above sea level.

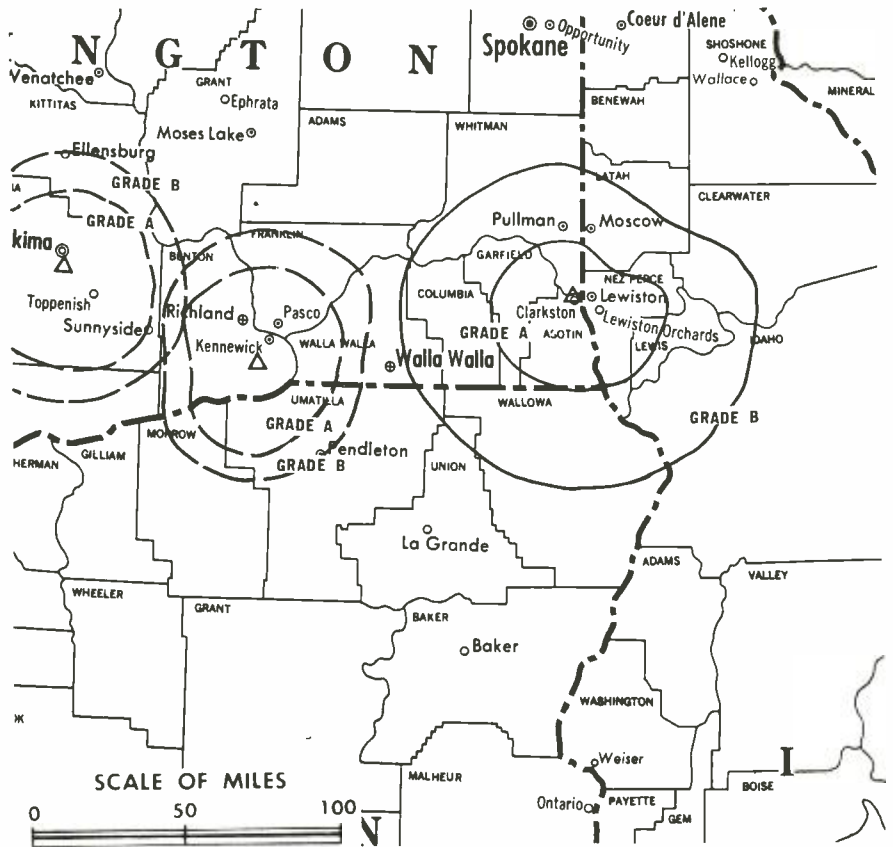
Latitude 46° 27' 25"  
Longitude 117° 05' 57"

Transmitter: 3-mi. NW of Clarkston, Wash., 2.5-mi. SW of U.S. 195.

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

TV tape: Recording facilities.

News Wire Service: AP.



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

KLEW-TV Ref: FCC File No. BMPCT-3459 Granted 10/6/55

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

## KLEW-TV

Network Service: CBS.

Licensee: NWG Broadcasting Co., Box 702, Yakima, Wash. (98907).

Studio: 2626 17th St. (83501).

Telephone: 208-746-2636.

Ownership: See KIMA-TV, Yakima, Wash.

Began Operation: Dec. 9, 1955.

Represented (sales) by H-R Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

GERRY CORNWELL, manager.  
MARLIN JACKSON, chief engineer.  
MIKE DE CESARE, news director.

Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$84. Combination rate with KIMA-TV, Yakima & KEPR-TV, Pasco, \$900.

Arbitron Data for this Station Included with Report of Parent KIMA-TV, Yakima, Wash.

# BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# Idaho—Nampa-Boise-Caldwell

## KIVI

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 60.3-kw visual, 12.0-kw aural. Antenna: 2660-ft. above av. terrain, 210-ft. above ground, 7230-ft. above sea level.

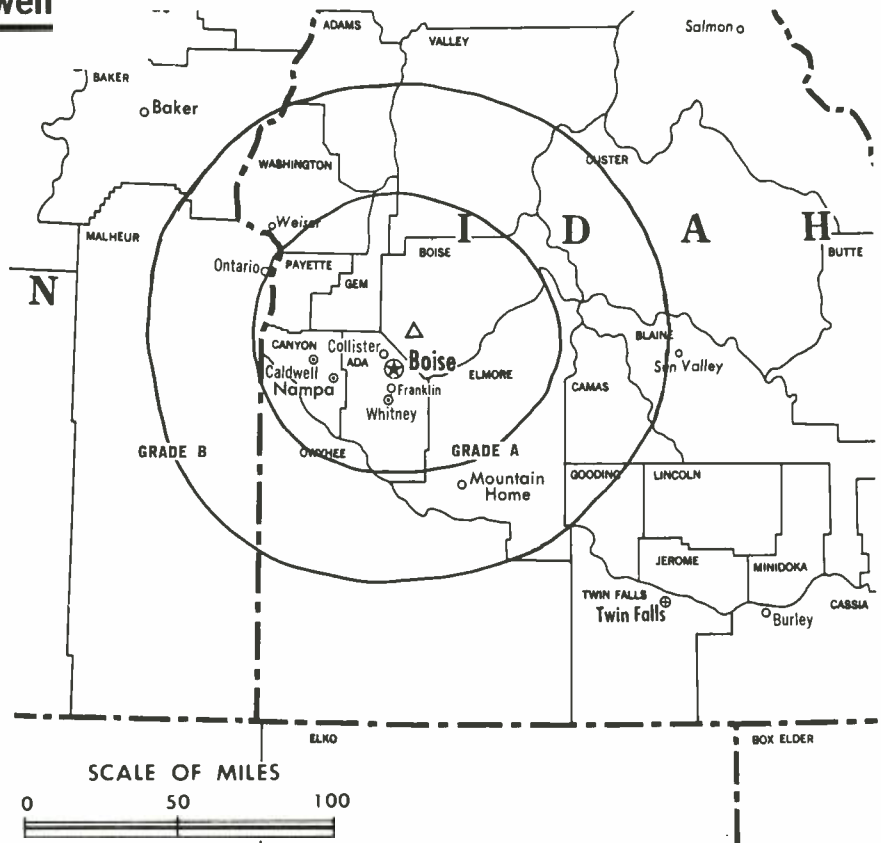
Latitude 43° 45' 20"  
Longitude 116° 05' 55"

Transmitter: Deer Point, Shaffer Butte.

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

News Wire Service: AP, UPI.

Represented (engineering) by Silliman, Moffet & Kowalski.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KIVI Ref: FCC File No. BMPCT-7448 Granted 8/2/73

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

## KIVI

Network Service: ABC.

Licensee: Futura Titanium Corp., 1866 E. Chisholm Dr., Nampa, Ida. (83651).

Studio: 1866 E. Chisholm Dr., Nampa, Ida. (83651).

Telephone: 208-467-3301. TWX No.: 910-970-5945.

Ownership: Robert V. Hansberger, chmn.-pres., 100%; Joseph P. Muscarella Jr., v.p.; J. B. Monnete, v.p.-treas.; Klara K. Hansberger, secy.; Ben J. Gantt Jr., asst. secy. Also owns KPVI (Ch. 6), Pocatello-Idaho Falls.

Began Operation: Feb. 1, 1974.

Represented (sales) by H-R Television Inc.; Tacher Co. (Pacific Northwest).

Represented (legal) by McKenna, Wilkinson & Kittner.

### Personnel:

ROBERT V. HANSBERGER, president.  
KELLY BEEMAN, general manager.  
RHEA SURMELIS, national & regional sales administrator.  
GREG SWEENEY, local sales manager.  
FRANCIS WILSON, chief engineer.  
JAMES BARTO, business manager.  
JOHN TISCHENDORF, program director.  
SANDY WALKER, promotion manager.  
STEVE EYRSE, production manager.  
BRINK CHIPMAN, news director.

### DIGEST OF RATE CARD NO. 8-A—(March 5, 1977)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6:30-11 p.m., daily.				
\$625	\$400	\$275	\$130*	\$65*

\*Average Prime—7-10 p.m.

NETWORK BASE HOURLY RATE: \$300.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>				
		Ada	52,600	51,400	98
		Boise	900	900	97
		Canyon	26,100	25,300	97
		Elmore	6,400	6,300	98
		Gem	3,900	3,800	97
		Owyhee	2,600	2,500	97
		Payette	5,900	5,700	97
		Valley	1,600	1,500	95
		Washington	3,000	2,900	96
	<b>OREGON</b>				
		Harney	2,600	2,300	90
		Malheur	8,300	7,900	95
<b>Between 25-49%</b>	<b>IDAHO</b>				
		Gooding	4,000	3,900	97
	<b>OREGON</b>				
		Baker	6,000	5,600	93
	Grant	2,700	2,300	84	
<b>Between 5-24%</b>	<b>IDAHO</b>				
		Adams	1,100	1,000	95
		Blaine	3,300	3,100	95
		Cassia	6,400	6,300	98
		Custer	1,300	1,200	93
		Fremont	3,300	3,200	98
		Lincoln	1,500	1,500	97
		Twin Falls	17,900	17,500	98
<b>Station Totals</b>			<b>161,400</b>	<b>156,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>105,900</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>68,700</b>		



# Idaho—Pocatello-Blackfoot-Idaho Falls

**KPVI**

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 17.4-kw aural. Antenna: 1530-ft. above av. terrain, 619-ft. above ground, 6857-ft. above sea level.

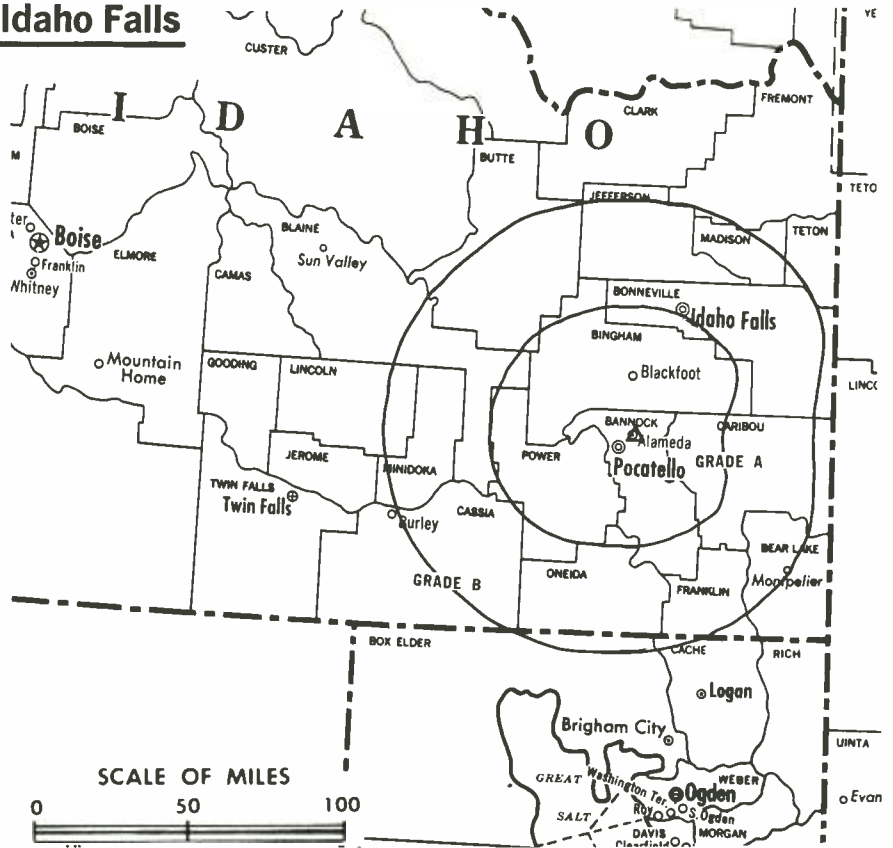
Latitude 44° 55' 14.5"  
Longitude 112° 20' 44.0"

Transmitter: SE ¼ of SW ¼ of SE ¼ of Section 3, T6S, R35E.

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

TV tape: Recording facilities.

News Wire Service: AP, UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b)

KPVI Ref: FCC File No. BMPCT-7465 Granted 8/9/73

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

## KPVI

Network Service: ABC.

Licensee: Futura Titanium Corp., 1866 E. Chisholm Dr., Nampa, Ida. (83702).

Studio: 425 E. Center, Pocatello (83201).

Telephone: 208-233-6667. TWX No.: 910-970-5945.

Ownership: See KIVI, Nampa, Ida.

Began Operation: April 26, 1974.

Represented (sales) by H-R Television Inc.; Tacher Co. (Pacific Northwest).

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- ROBERT V. HANSBERGER, president.
- MICHAEL W. GEE, station manager.
- LINDA CLEMENTS, national & regional sales administrator.
- LARRY CHASE, sales manager.
- JEAN MORAND, chief engineer.
- BRIAN McKINSEY, production manager.
- LARRY BLACKMAR, news director.
- BRENDA WILLIAMS, programming/promotion.

DIGEST OF RATE CARD NO. 8-B  
(March 21, 1977)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
7-11 p.m., daily.				
\$400	\$250	\$200	Graded rates apply*	

\*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$150.

For NAB TV Code Subscribers,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IDAHO</b>			
	Bannock	19,800	19,200	97
	Bingham	9,700	9,500	98
	Blaine	3,300	3,100	95
	Bonneville	20,000	19,700	98
	Butte	1,000	1,000	98
	Cassia	6,400	6,300	98
	Clark	500	500	95
	Fremont	3,300	3,200	98
	Jefferson	4,600	4,600	99
	Madison	4,000	3,900	98
	Minidoka	6,300	6,100	97
	Power	1,900	1,800	95
<b>Between 25-49%</b>	<b>IDAHO</b>			
	Caribou	2,500	2,400	96
	Custer	1,300	1,200	93
<b>WYOMING</b>	Lincoln	3,700	3,500	94
	<b>COLORADO</b>			
<b>Between 5-24%</b>	Rio Blanco	2,100	2,000	95
	<b>IDAHO</b>			
	Adams	1,100	1,000	95
	Bear Lake	2,100	2,000	96
	Franklin	2,900	2,800	97
	Jerome	6,100	6,000	98
	Teton	700	700	99
<b>MONTANA</b>				
Beaverhead	3,200	3,000	92	
<b>Station Totals</b>		<b>106,500</b>	<b>103,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>65,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>40,400</b>

# Idaho—Twin Falls

**KMVT**

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 3.8-kw aural. Antenna: 1060-ft. above av. terrain, 665-ft. above ground, 4968-ft. above sea level.

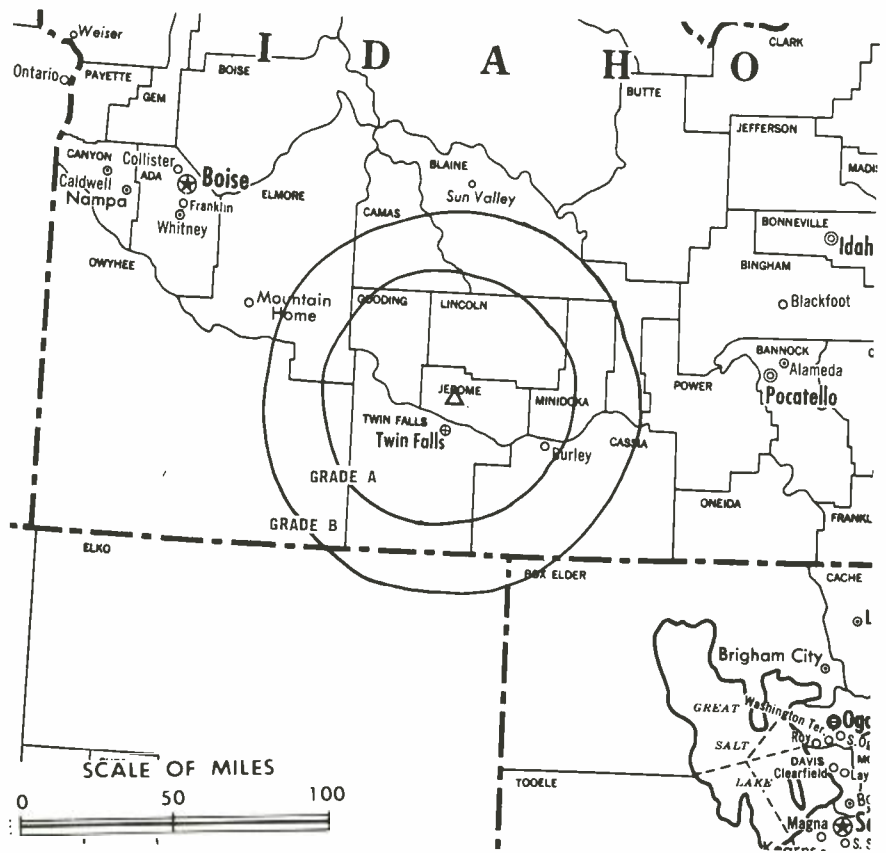
Latitude 42° 43' 48"  
Longitude 114° 24' 52"

Transmitter: Flat Top Butte, 11-mi. north of city.

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

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KMVT Ref: FCC File No. BPCT-3062 Granted 7/24/62

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

## KMVT

Network Service: NBC; also ABC, CBS.

Licensee: The KLIX Corp., Twin Falls (83301).

Studio: Elizabeth Blvd. & Eastland Dr. (83301).

Telephone: 208-733-1280. TWX No.: 910-977-5716.

Ownership: KMSO-TV Inc. Dale G. Moore, 100%. Moore also owns KIDO(AM) & CP for FM, Boise, Ida.; KSEI(AM) & CP for FM, Pocatello, Ida.; 50% of WAPA-TV, San Juan, P.R. & controls KGVO(AM), Missoula & KCAP-AM-FM, Helena, Mont.

Began Operation: May 30, 1955. Sale to present owners by KLIX Corp. (A. L. Glasmann family) approved by FCC Dec. 16, 1970. Previous sale by Frank C. Carman-Grant Wrathall interests approved March 7, 1956 by FCC (Television Digest, Vol. 11:31, 12:10).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

DALE G. MOORE, president.  
EARL E. MORGENROTH, vice president.  
RICHARD MOORE, general manager.  
GEORGE BROWN, operations manager.  
LEE WAGNER, sales manager.  
LEONARD GUTE, director of engineering.

DIGEST OF RATE CARD NO. 26  
(Feb. 27, 1978)

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

Class AA—6-10 p.m., daily.

\$500 \$250 \$150 \$130 \$120 Graded rates apply\*

\*Highest rate: \$170.

NETWORK BASE HOURLY RATE: \$575.

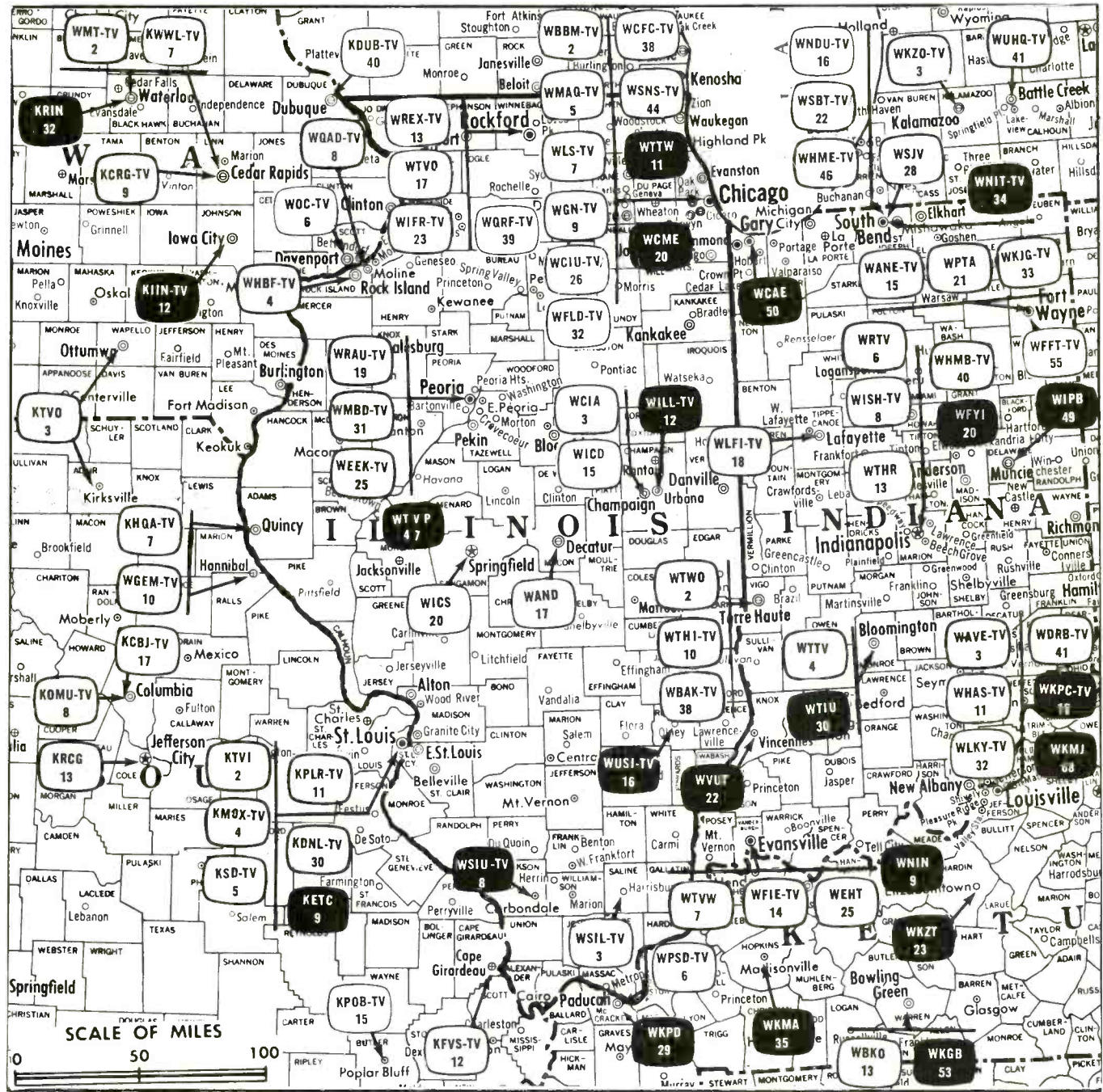
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Blaine	3,300	3,100	95
	Camas	200	200	99
	Cassia	6,400	6,300	98
	Gooding	4,000	3,900	97
	Jerome	6,100	6,000	98
	Lincoln	1,500	1,500	97
	Minidoka	6,300	6,100	97
	Twin Falls	17,900	17,500	98
Between 25-49%	<b>IDAHO</b>			
	Elmore	6,400	6,300	98
<b>Station Totals</b>		<b>52,100</b>	<b>50,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>42,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>33,500</b>	

Find out how a station got a shot at a \$6500 order for \$80.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand





# Illinois

Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Chicago	1,813,000	3	2,851,700	3
Paducah-Cape Girardeau-Harrisburg	182,000	67	265,100	77
Springfield-Decatur-Champaign	179,000	70	281,500	71
Davenport-Rock Island-Moline (Quad City)	178,000	71	306,100	69
Peoria	131,000	87	207,800	90
Rockford	99,000	111	170,400	104
Quincy-Hannibal	64,000	140	123,800	138

## Illinois Station Status as of September 1, 1978

- Commercial Television Stations  
 Educational Television Stations

VHF	UHF	TOTAL
10	12	22
3	3	6
		<u>28</u>

### WBBM-TV, Chicago

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Boone	9,300	9,100	98
	Bureau	13,200	12,900	98
	Ford	5,100	5,000	98
	Ogle	15,100	14,800	98
	<b>INDIANA</b>			
	Benton	3,700	3,600	98
Between 5-24%	Marshall	12,800	12,500	98
	Pulaski	4,500	4,300	96
	St Joseph	79,800	78,500	98
	<b>MICHIGAN</b>			
	Cass	16,000	15,700	98
	Van Buren	22,300	21,900	98
	<b>WISCONSIN</b>			
	Walworth	22,400	22,000	98

### WMAQ-TV, Chicago

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Ford	5,100	5,000	98
	Lee	11,100	10,900	98
	Ogle	15,100	14,800	98
	<b>INDIANA</b>			
	Benton	3,700	3,600	98
	Cass	13,900	13,500	97
	Marshall	12,800	12,500	98
Between 5-24%	St Joseph	79,800	78,500	98
	White	7,300	7,100	98
	<b>MICHIGAN</b>			
	Cass	16,000	15,700	98
	Van Buren	22,300	21,900	98
	<b>WISCONSIN</b>			
	Walworth	22,400	22,000	98

### WLS-TV, Chicago

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Ford	5,100	5,000	98
	Lee	11,100	10,900	98
	Ogle	15,100	14,800	98
Between 5-24%	<b>INDIANA</b>			
	Marshall	12,800	12,500	98
	St Joseph	79,800	78,500	98
	<b>WISCONSIN</b>			
	Walworth	22,400	22,000	98

### WSNS-TV, Chicago

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA—(Continued)</b>			
	Jasper	7,500	7,300	97
	La Porte	33,900	33,400	99
	Madison	48,000	47,300	98
	Miami	13,000	12,700	98
	Newton	4,700	4,600	98
	Pulaski	4,500	4,300	96
	St Joseph	79,800	78,500	98
	Tippecanoe	36,300	35,200	97
	Wabash	11,900	11,500	97
Between 5-24%	<b>IOWA</b>			
	Clinton	20,900	20,600	99
	Lee	15,100	14,800	98
	Scott	53,200	52,400	99
	<b>MICHIGAN</b>			
	Berrien	60,800	59,500	98
	Muskegon	52,000	51,100	98
	<b>WISCONSIN</b>			
	Kenosha	42,300	41,700	99
	Racine	58,800	58,200	99
	Walworth	22,400	22,000	98

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WICS & WAND, Champaign**  
(See Springfield & Decatur, Ill.)

**WCIA & WICS, Decatur**  
(See Champaign & Decatur, Ill.)

**WIFR-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 & WAND, Springfield**  
(See Champaign & 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. (62901).

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"

**WCME**  
**Chicago**

Ch. 20

Non-Commercial Educational Station

Licensee: Chicago Metropolitan Higher Education Council, Suite E-117, Chicago State University, 95th at King Dr., Chicago, Ill. (60628).

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"

**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: 89.13-kw visual, 17.80-kw aural. Antenna: 1470-ft. above av. terrain, 1516-ft. above ground, 2111-ft. above sea level.

Latitude	41°	52'	44"
Longitude	87°	38'	10"

**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"

**WTVP**  
**Peoria**

Ch. 47

Non-Commercial Educational Station

Licensee: Illinois Valley Public Telecommunications Corp., 1501 W. Bradley Ave., Peoria, Ill. (61625).

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1552-kw max. & 1200-kw horizontal visual, 155-kw max. & 120-kw horizontal aural. Antenna: 301-ft. above av. terrain, 342-ft. above ground, 949-ft. above sea level.

Latitude	40°	41'	56"
Longitude	89°	37'	00"

**WILL-TV**  
**Urbana-Champaign**

Ch. 12

Non-Commercial Educational Station

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61801).

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—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.

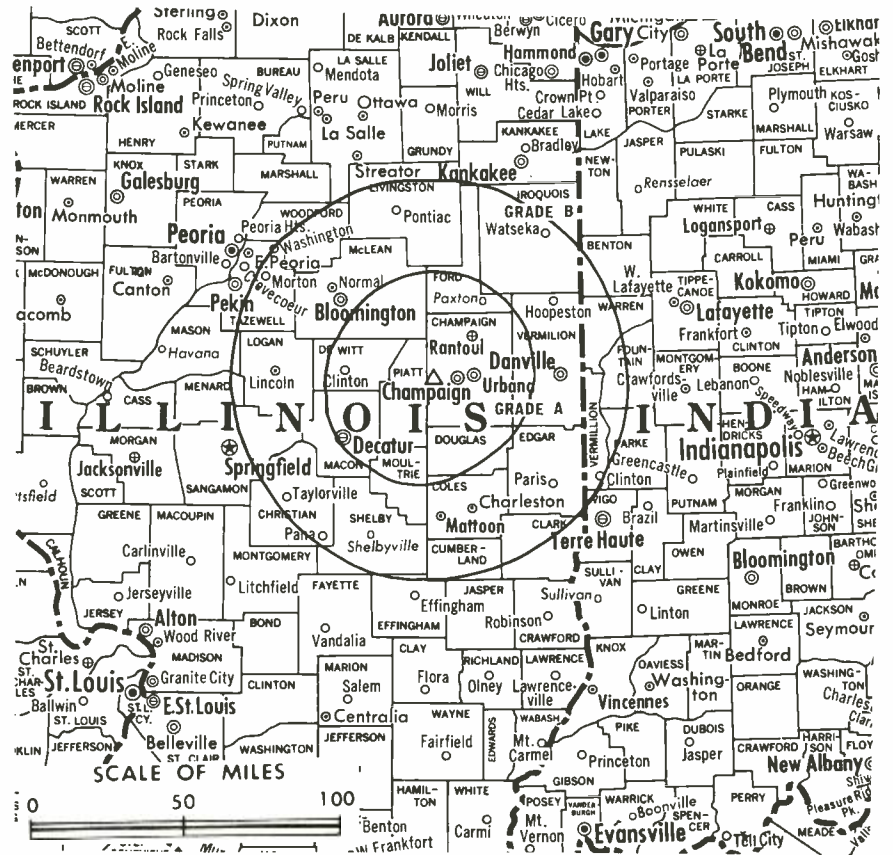
Facsimile Service: UPI.

News Film Service: CBS.

Represented (legal) by Covington & Burling.

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

Total Household: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

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 Jr., 51.41%; August C. Meyer, 23.17%; Clara R. Meyer, 25.42%. Midwest owns WMBD-TV-AM-FM, Peoria, KFMB-TV-AM-FM, San Diego.

Began Operation: Nov. 14, 1953.

Personnel:

AUGUST C. MEYER JR., president.  
AUGUST C. MEYER SR., chairman of the board.  
CLARA R. MEYER, vice president.  
JACK B. EVERETTE, exec. vice president & treasurer.  
KAREN H. MEYER, secretary.  
GUY MAIN, executive vice president & station manager.  
RICHARD L. ADAMS, mgr., informational programming.  
JERRY JOHNSON, general sales manager.  
LEN DAVIS, national sales manager.  
BILL HELMS, program director & film buyer.  
DALE FLEMING, chief engineer.

### DIGEST OF RATE CARD NO. 22—(April 3, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—7-10 p.m. daily.					
\$1700	\$1000				Graded rates apply*

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Champaign	53,900	52,500	97
<b>50% &amp; Over</b>	Christian	13,700	13,300	97
	Coles	16,500	16,100	97
	Cumberland	4,000	3,800	96
	De Witt	6,700	6,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ILLINOIS—(Continued)

	Douglas	6,700	6,500	98
	Edgar	8,400	8,200	97
	Effingham	10,000	9,500	95
	Ford	5,100	5,000	98
	Iroquois	12,000	11,700	97
	Mc Lean	41,500	40,300	97
<b>50% &amp; Over</b>	Macon	47,800	46,800	98
	Moultrie	5,100	4,900	96
	Piatt	6,100	6,000	99
	Sangamon	65,700	63,800	97
	Shelby	8,800	8,400	96
	Vermilion	36,100	35,200	98
<b>INDIANA</b>				
	Benton	3,700	3,600	98
	Fountain	6,500	6,400	98
	Warren	2,500	2,400	97

### ILLINOIS

	Livingston	14,600	14,100	97
	Logan	10,100	9,800	97
<b>Between 25-49%</b>	Menard	4,200	4,100	97

### INDIANA

	Vermillion	6,400	6,300	98
--	------------	-------	-------	----

### ILLINOIS

	Cass	5,300	5,100	97
	Clark	6,500	6,300	97
<b>Between 5-24%</b>	Crawford	8,100	7,900	98
	Fayette	7,500	7,200	96
	Jasper	4,100	3,900	96
	Kankakee	31,400	30,800	98

(Continued on page 261-b)

<b>Station Totals</b>	<b>592,600</b>	<b>576,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>314,700</b>
<b>Average Daily Circulation (1976-77)</b>			<b>211,400</b>

# 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 horizon-  
tal visual, 100-kw max. & 64.7-  
kw horizontal aural. Antenna:  
1300-ft. above av. terrain, 1335-  
ft. above ground, 1995-ft. above  
sea level.

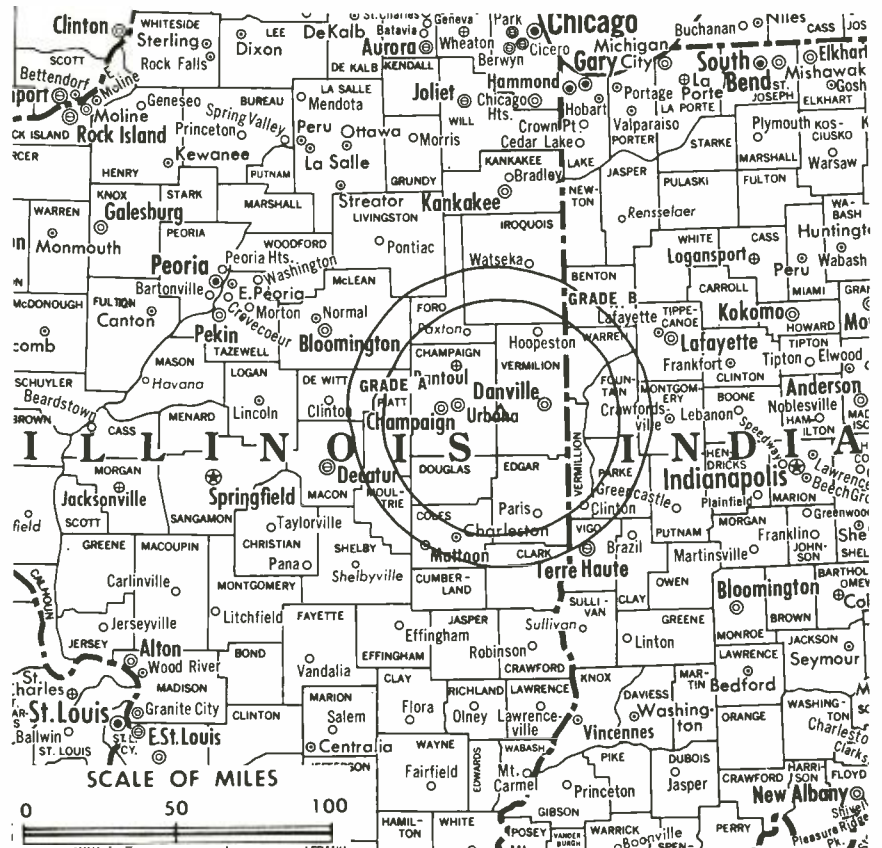
Latitude 40° 04' 10"  
Longitude 87° 54' 45"

Transmitter: 3.75-mi. N, 215° from  
Fithian, Ill.

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

News Wire Service: UPI.

Represented (engineering) by Steel,  
Andrus & Associates.



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

WICD Ref: FCC File No. BPCT-3504 Granted 6/7/66

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

## WICD

Network Service: NBC.

Licensee: Plains Television Corp., 2680 E. Cook St., Springfield, Ill.  
(62703).

Studio: 250 Country Fair Dr., Champaign, Ill. (61820).

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 & Kittner.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.  
ROBERT B. FARROW, general sales manager.  
JOSEPH NORRIS, station manager & sales manager.  
DAVID A. BOYER, chief engineer.  
VINCE DAUBE, program-operations manager.  
RON DAVIS, news director.

## DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$540	\$450	\$300	\$270	Graded rates apply*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$250.

Arbitron 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: AP.

Transmitter: John Hancock Bldg., 875 N. Michigan Ave.

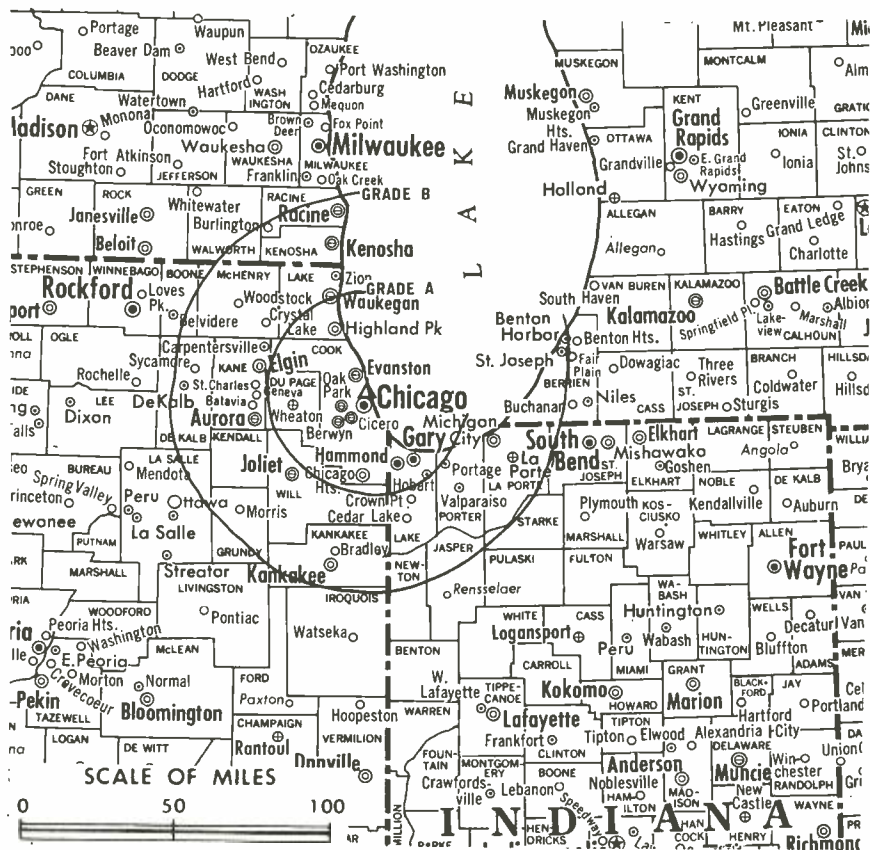
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WBBM-TV Ref: FCC File No. BPCT-4200 Granted 5/6/69

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

## WBBM-TV

Network Service: CBS.

Licensee: CBS Inc., 630 N. McClurg Court, Chicago, Ill. (60611).

Studio: 630 N. McClurg Court.

Telephone: 312-944-6000. TWX No.: 312-222-0698.

AM Affiliate: WBBM, 50-kw, 780 kHz (CBS).

FM Affiliate: WBBM-FM, 10.5-kw, 96.3 MHz (No. 242), 560-ft.

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:

EDWARD JOYCE, vice president & general manager.  
WILLIAM LINCOLN, director, planning & administration.  
JAMES BENNETT, director, broadcasting.  
LILLY EIDE, director, communications.  
DICK GRAF, news director.  
ANDY ROGIN, director, sales.  
KENNETH HALL, general sales manager.  
JACK RAFFERTY, eastern sales manager.  
E. CHARLES UPTON, director of technical operations.  
SUSAN JARAMILLO, director, financial planning.  
WAYNE WEBER, director of broadcast services.  
WARNER S. SAUNDERS, director, community affairs.  
EDWARD SPRAY, program manager.  
LUCILLE CASTAGNA, operations manager.  
RHODA HORWITZ, traffic manager.  
DIANE JENNINGS, director of research.  
ALICE NECKER, film manager.  
ERIKA LAURI, director of personnel.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4750.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Cook	1,940,700	1,902,700	98
	DeKalb	22,900	22,500	98
	Dupage	175,400	173,800	99
	Grundy	9,900	9,700	98
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	Kendall	10,100	10,000	99
	Lake	123,400	122,200	99
	La Salle	38,800	37,800	97
	Mchenry	43,600	43,200	99
	Will	99,600	98,200	99
	<b>50% &amp; Over</b>			
	<b>INDIANA</b>			
	Jasper	7,500	7,300	97
	Lake	171,400	168,600	98
	La Porte	33,900	33,400	99
	Newton	4,700	4,600	98
	Porter	30,000	29,500	98
	<b>WISCONSIN</b>			
	Kenosha	42,300	41,700	99
	<b>ILLINOIS</b>			
	Iroquois	12,000	11,700	97
	Livingston	14,600	14,100	97
	<b>INDIANA</b>			
	Starke	7,000	6,800	97
	<b>MICHIGAN</b>			
	Berrien	60,800	59,500	98
	<b>WISCONSIN</b>			
	Racine	58,800	58,200	99

(Continued on page 250-b)

Station Totals	3,234,500	3,176,500	98
Net Weekly Circulation (1976-77)		2,582,500	
Average Daily Circulation (1976-77)		1,629,600	

For CBS Network Listing,  
see Services Volume



# Illinois—Chicago

**WCFC-TV**

Ch. 38



Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. & 1260-kw horizontal visual, 1000-kw max. & 250-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1450-ft. above ground, 2049-ft. above sea level.

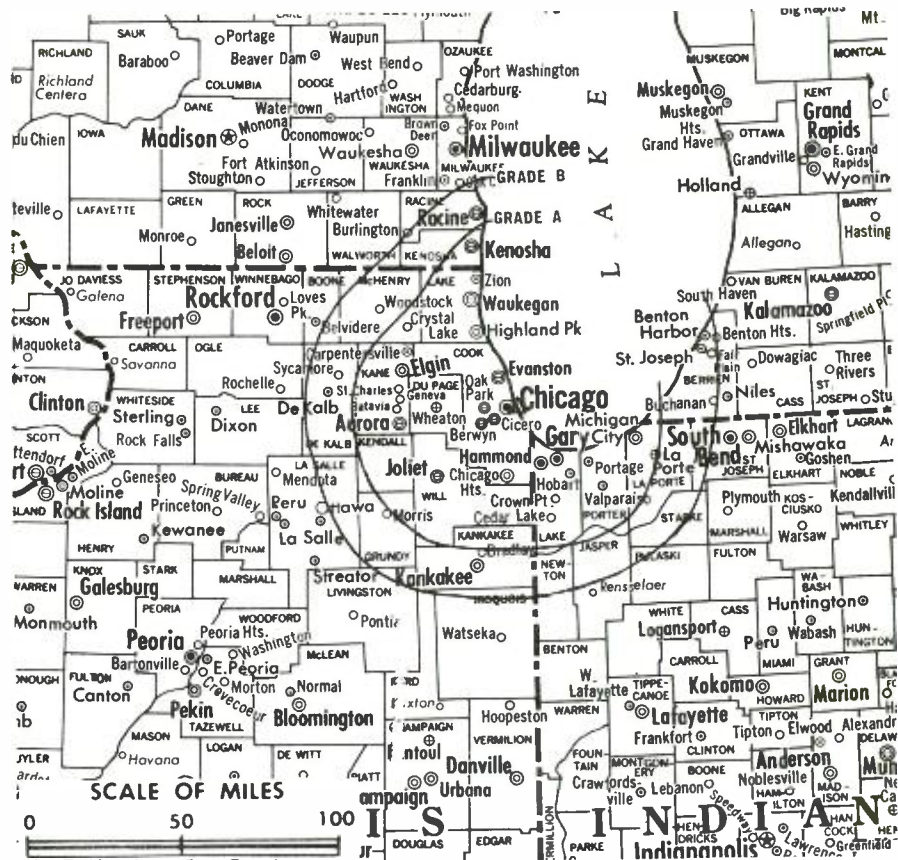
Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

Transmitter: John Hancock Center.

Color: Live, film, slide & tape.

TV tape: Recording facilities.

Arbitron Data: Not available.



WCFC-TV Ref: FCC File No. BPCT-3439 Granted 1/2/68

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

## WCFC-TV

Network Service: None, independent.

Licensee: Christian Communications of Chicagoland Inc., Suite 1345, 20 N. Wacker Dr., Chicago, Ill. (60606).

Office: 20 N. Wacker Dr.; Suite 1345 (60606). Telephone: 312-977-3838.

Ownership: Non-profit corp. Officers: Owen C. Carr, chmn. & pres.; Max Ephram Jr., vice chmn. & v.p.; Cecil O. Swanson, secy.; Wilfred P. Severance, treas.

Began Operation: May 31, 1976.

Represented (legal) by Cohen & Berfeld.

Personnel:

OWEN C. CARR, president.  
JERRY K. ROSE, vice president & general manager.  
ALEXIS P. YOUNG JR., director of engineering.

Digest of Rate Card No. 1: One week, hour \$500; 30 min., \$350; 15 min., \$250; 5 min., \$175.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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"

Request-subscription TV authorization.

Transmitter: 141 W. Jackson Blvd.

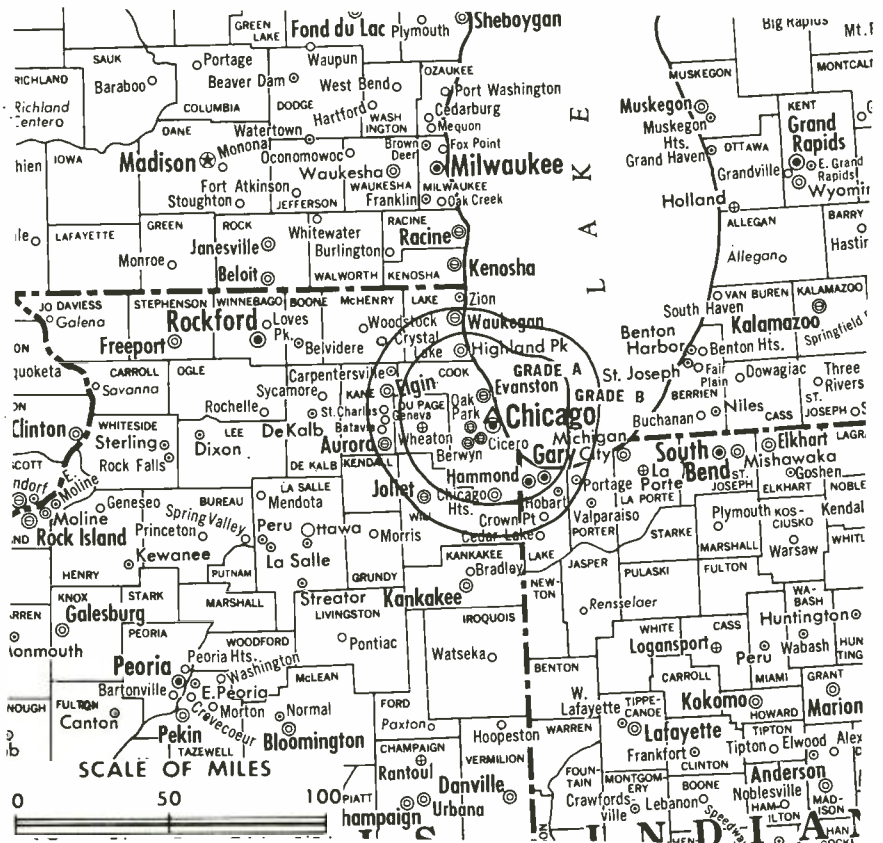
TV tape: Recording facilities.

Color: Live, film, slide & tape.

Facsimile Service: UPI.

News Wire Service: UPI, Dow Jones, City News.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: Spanish International Network.

Licensee: Weigel Broadcasting Co., Board of Trade Bldg., Chicago, Ill. (60604).

Studio: Board of Trade Bldg., 141 W. Jackson Blvd. (60604).

Telephone: 312-663-0260.

Ownership: Howard Shapiro and Mrs. Howard Shapiro, 36.34% each; remainder of stock is held by others.

Began Operation: Feb. 6, 1964.

Represented (sales) by Spanish International Network.

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

HOWARD SHAPIRO, president.

PETER ZOMAYA, assistant station manager.

ROBERT WARD, sales manager.

ROSA NEGRETE, film director.

RICHARD ASHENFELTER, chief engineer.

BEN LARSON, SHIRLEY HARRIS & HENRY LOPEZ, news directors.

## DIGEST OF RATE CARD

30 Min.	15 Min.	10 Min.	30 Sec.
Class AA—4 p.m.-1 a.m., daily.			
\$1000	\$675	\$400	\$200

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ILLINOIS</b>			
	Cook	1,940,700	1,902,700	98
	Kankakee	31,400	30,800	98
	La Salle	38,800	37,800	97
	Will	99,600	98,200	99
	<b>INDIANA</b>			
	Lake	171,400	168,600	98
	Newton	4,700	4,600	98
<b>Station Totals</b>		<b>2,286,600</b>	<b>2,242,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>155,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>37,000</b>

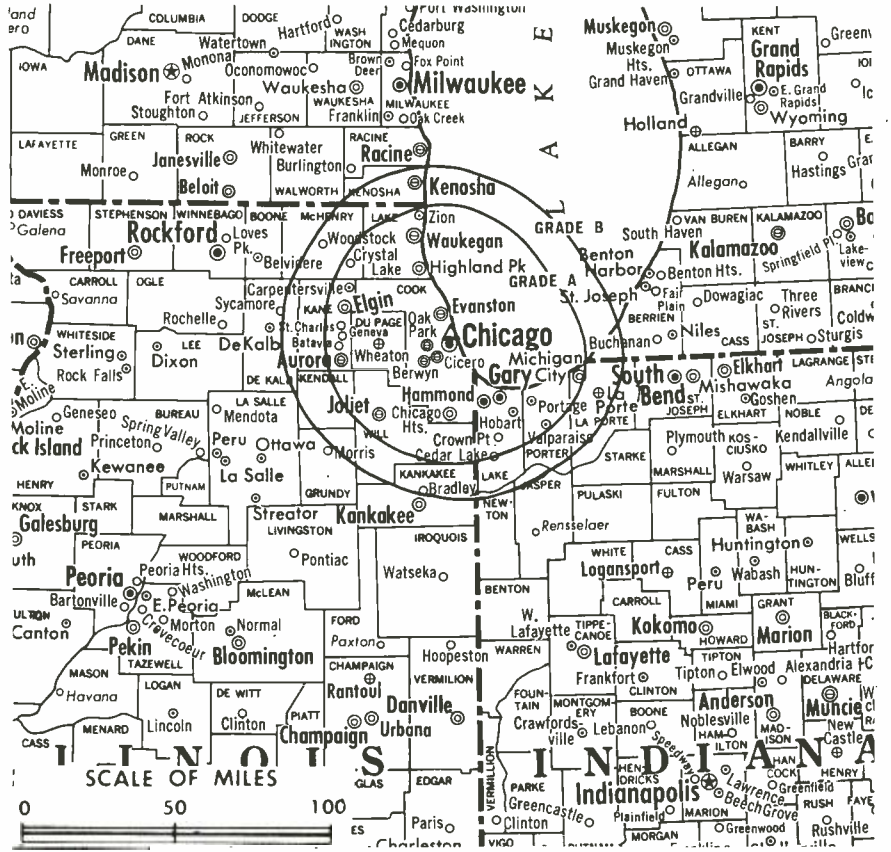
# Illinois—Chicago

## WFLD-TV

Ch. 32

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 2500-kw max. & 1110-kw horizontal visual, 500-kw max. & 222-kw horizontal aural. Antenna: 1415-ft. above av. terrain, 1456-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.



WFLD-TV Ref: FCC File No. BPT-4194 Granted 4/10/69

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

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

## WFLD-TV

Network Service: None, independent.

Licensee: Field Communications Corp., 401 N. Wabash Ave., Chicago, Ill. (60601).

Studio: Marina City, 300 N. State St. (60610).

Telephone: 312-645-0300.

Ownership: Field Enterprises Holdings Ltd., 100%. Marshall Field, pres., 50%; Frederick Field, 50%; Charles B. Stauffacher & James G. Stuart Jr., v.p.s.; Ann B. Imbert, secy.; Rudolph G. Pilch, treas.; Clarence F. Stensby, asst. treas. Field also owns WKBD-TV, Detroit, Mich.; WKBS-TV, Burlington, N.J.-Philadelphia, Pa.; WLVI-TV, Cambridge-Boston, Mass.; KBHK-TV, San Francisco, Cal.; Chicago Sun Times.

Began Operation: Jan. 4, 1966. FCC approved formation of new company combining original licensee Field Communications with Kaiser Bcstg. May 9, 1973 (Television Digest, Vol. 12:32; 13:18). Sale back to Field approved by FCC June 22, 1977 (Vol. 16:15; 17:26).

Represented (sales) by Field Spot Sales.

Represented (legal) by Sidley & Austin.

Personnel:

- DERK ZIMMERMAN, vice president & general manager.
- GEORGE L. BABICK, general sales manager.
- BRIAN BLUM, production manager.
- FLOYD W. GILBERT JR., business manager.
- DAVID KENIN, program manager.
- WILLIAM P. KUSACK, engineering manager.
- NAURICE ROBERTS, news & public affairs director.
- SANDRA SILLA, promotion manager.

Highest 30 Sec. Rate: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Cook	1,940,700	1,902,700	98
50% & Over	Dupage	175,400	173,800	99
	Grundy	9,900	9,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	Kendall	10,100	10,000	99
	Lake	123,400	122,200	99
50% & Over	La Salle	38,800	37,800	97
	Mchenry	43,600	43,200	99
	Will	99,600	98,200	99
	<b>INDIANA</b>			
	Lake	171,400	168,600	98
	Porter	30,000	29,500	98
	<b>ILLINOIS</b>			
	Dekalb	22,900	22,500	98
	Iroquois	12,000	11,700	97
	Livingston	14,600	14,100	97
	<b>INDIANA</b>			
	Jasper	7,500	7,300	97
Between 25-49%	La Porte	33,900	33,400	99
	Newton	4,700	4,600	98
	Pulaski	4,500	4,300	96
	<b>WISCONSIN</b>			
	Kenosha	42,300	41,700	99
	Racine	58,800	58,200	99
	<b>ILLINOIS</b>			
	Boone	9,300	9,100	98
	Bureau	13,200	12,900	98
Between 5-24%	Ford	5,100	5,000	98
	Knox	22,600	22,200	98
	Marshall	4,600	4,500	97
	Vermilion	36,100	35,200	98
	(Continued on page 261-b)			
<b>Station Totals</b>		<b>3,416,900</b>	<b>3,355,200</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>1,617,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>812,100</b>

# 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.

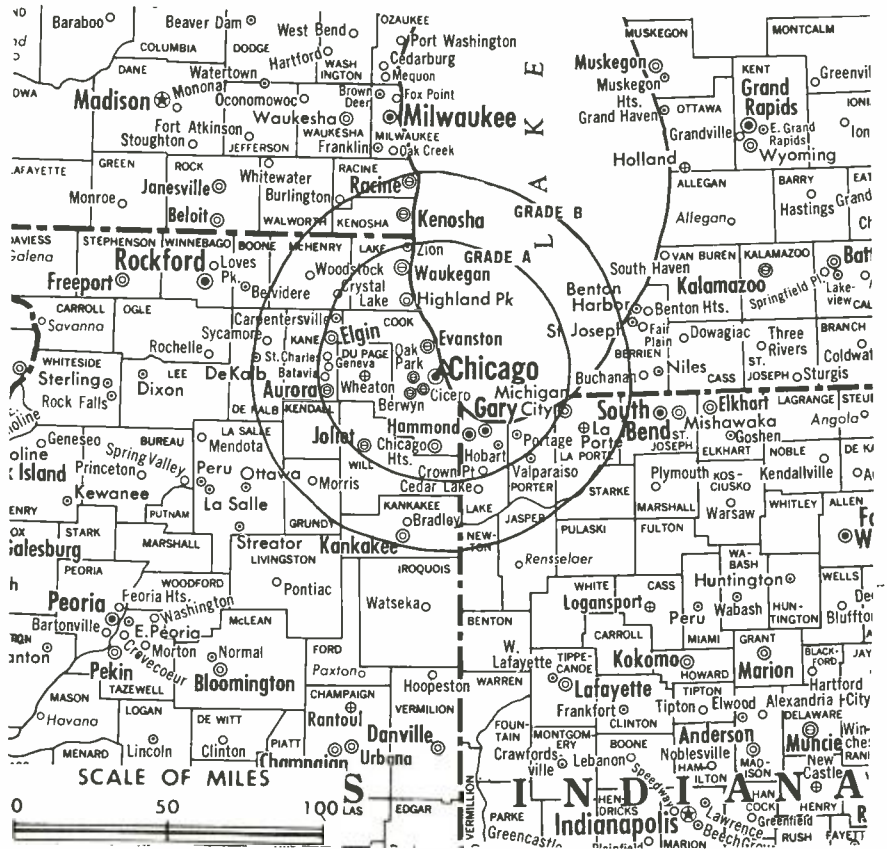
News Film Service: ITNA.

AM Affiliate: WGN, 50-kw, 720 kHz.

Studio: 2501 Bradley Place.

Represented (legal) by Reuben & Proctor.

Total Households: (C) MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WGN-TV Ref: FCC File No. BPCT-4179 Granted 3/26/69

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

## WGN-TV

Network Service: None, independent.

Licensee: WGN Continental Broadcasting Co., 2501 Bradley Place, Chicago (60618).

Telephone: 312-528-2311. TWX No.: 910-221-1324.

Ownership: Tribune Co., 100%, publisher of Chicago Tribune. Interlocking ownership with WPIX (TV), 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; KGNR & KCTC (FM), Sacramento, Cal.; WGN Continental Productions Co.; WGN Electronic Systems Co. For other interests, see CATV Group Ownership & Newspaper Ownership of TV Stations. WGN Continental Bcstg. officers: Daniel T. Pecaro, pres. & chief exec. officer; Donald H. Knautz, v.p., asst. to pres. & dir., bcst. operations; Sheldon Cooper, v.p. & dir. of bcstg.; Dan Calibraro, v.p., corporate relations; Charles H. Kadlec, v.p. & treas.; Jack P. Jacobson, v.p. & asst. to dir. of bcstg.; Alexander C. Field Jr., v.p. & mgr., community affairs; William H. Wills, mgr., public relations.

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, Detroit, Chicago); Hyett/Ramsland Inc. (Minneapolis); Bill Creed Associates (Boston, New England); Glen-Warren Broadcast Sales Div. (Canada).

### Personnel:

JACK P. JACOBSON, v.p. & manager of operations.  
JOSEPH G. ANTELO, v.p. & director of sales.  
JOHN P. FENDLEY, sales manager.  
HAROLD MOSS, national sales manager.  
HARRY D. TRIGG, station manager.  
PAUL KELVYN, program manager.  
WILLIAM J. LOTZER, production manager.  
RALPH F. BATT, v.p. & engineering manager.  
WOODROW R. CRANE, chief engineer.  
JOHN B. BRICKHOUSE, v.p. & sports manager.  
EUGENE FILIP, community affairs manager.  
JOHN RAVENCROFT, director of news.  
ROBERT D. MANEWITH, editorial director.  
WILLIAM H. WILLS, public relations manager.  
ORION C. SAMUELSON, v.p. & agricultural services director.  
THOMAS KUDSK, manager of film.

Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Cook	1,940,700	1,902,700	98
	Dekalb	22,900	22,500	98
	Dupage	175,400	173,800	99
	Grundy	9,900	9,700	98
	Iroquois	12,000	11,700	97
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	Kendall	10,100	10,000	99
	Lake	123,400	122,200	99
	La Salle	38,800	37,800	97
	Livingston	14,600	14,100	97
	Mchenry	43,600	43,200	99
	Will	99,600	98,200	99
<b>50% &amp; Over</b>				
<b>INDIANA</b>				
	Jasper	7,500	7,300	97
	Lake	171,400	168,600	98
	La Porte	33,900	33,400	99
	Newton	4,700	4,600	98
	Porter	30,000	29,500	98
	Pulaski	4,500	4,300	96
	Starke	7,000	6,800	97
<b>MICHIGAN</b>				
	Berrien	60,800	59,500	98
<b>WISCONSIN</b>				
	Kenosha	42,300	41,700	99
	Racine	58,800	58,200	99
<b>ILLINOIS</b>				
	Boone	9,300	9,100	98
	Ford	5,100	5,000	98
	Lee	11,100	10,900	98
	Mc Donough	12,000	11,700	98
	Mc Lean	41,500	40,300	97
	Vermilion	36,100	35,200	98
	Winnebago	85,800	84,300	98
(Continued on page 261-b)				
<b>Station Totals</b>		<b>5,188,500</b>	<b>5,089,500</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>2,741,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>1,456,300</b>

# Illinois—Chicago

**WLS-TV**

Ch. 7



Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 34.7-kw visual, 6.94-kw aural. Antenna: Circularly polarized, 1500-ft. above av. terrain, 1519-ft. above ground, 2114-ft. above sea level.

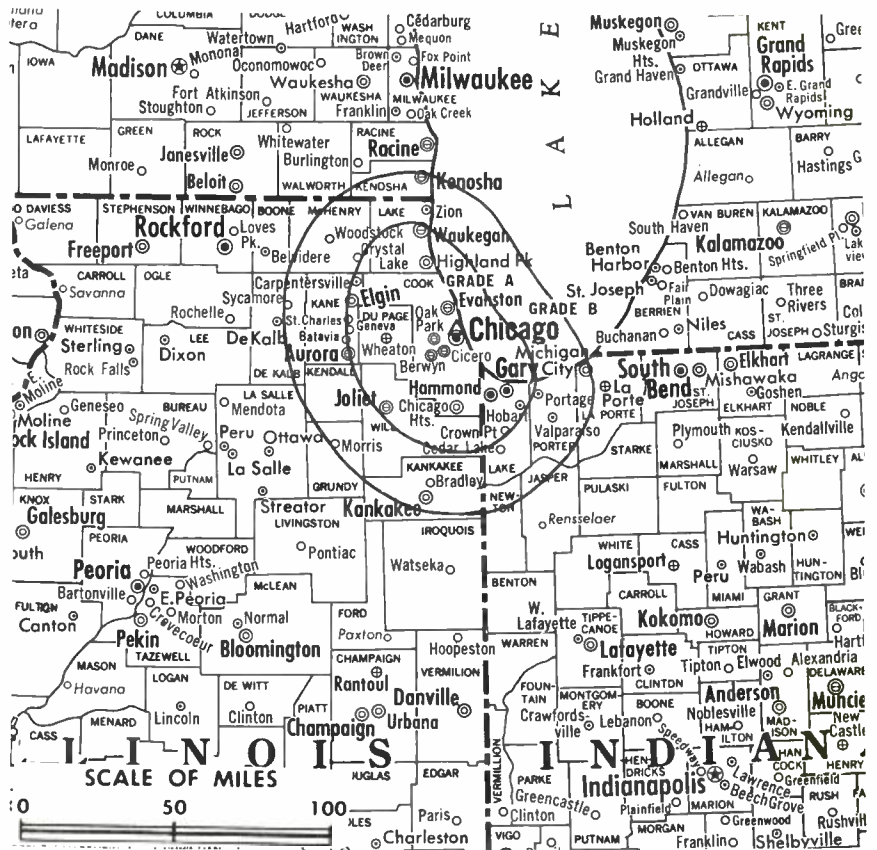
Latitude 41° 52' 44"  
Longitude 87° 38' 10"

Transmitter: Sears Bldg., 233 S. Wacker Dr.

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

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLS-TV Ref: FCC File No. BPCT-5095 Granted 3/20/78

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

## WLS-TV

Network Service: ABC.

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.

AM Affiliate: WLS, 50-kw, 890 kHz (ABC).

FM Affiliate: WDAI-FM, 6-kw, 94.7 MHz (No. 234), 1170-ft.

Ownership: See WABC-TV, New York.

Began Operation: Oct. 13, 1943.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (engineering) by Smith & Powstenko.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

PHIL BOYER, vice president & general manager.  
RICHARD TAYLOR, general sales manager.  
DAVID McLAUGHLIN, national sales manager.  
JOHN WATKINS, local sales manager.  
CLAR W. HEIDER, administrative assistant.  
JEFFREY M. McGRATH, director of programming.  
ERNST LEDEBUHR, controller.  
JOHN MIES, news director.  
BOBBEE CARSON, research director.  
JOSEPH KRESNICKA, director of engineering.  
TIMOTHY J. BENNETT, advertising & promotion director.

Average 30 Sec. Rate: \$5500.

NETWORK BASE HOURLY RATE: \$5100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Cook	1,940,700	1,902,700	98
<b>50% &amp; Over</b>	DeKalb	22,900	22,500	98
	Dupage	175,400	173,800	99
	Grundy	9,900	9,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	Iroquois	12,000	11,700	97
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	Kendall	10,100	10,000	99
	Lake	123,400	122,200	99
	La Salle	38,800	37,800	97
<b>50% &amp; Over</b>	Livingston	14,600	14,100	97
	Mchenry	43,600	43,200	99
	Will	99,600	98,200	99
<b>INDIANA</b>				
	Jasper	7,500	7,300	97
	Lake	171,400	168,600	98
	La Porte	33,900	33,400	99
	Newton	4,700	4,600	98
	Porter	30,000	29,500	98
<b>WISCONSIN</b>				
	Kenosha	42,300	41,700	99
<b>INDIANA</b>				
	Benton	3,700	3,600	98
	Pulaski	4,500	4,300	96
	Starke	7,000	6,800	97
<b>Between 25-49%</b>	White	7,300	7,100	98
<b>MICHIGAN</b>				
	Berrien	60,800	59,500	98
<b>WISCONSIN</b>				
	Racine	58,800	58,200	99
<b>ILLINOIS</b>				
	Boone	9,300	9,100	98
<b>Between 5-24%</b>	Bureau	13,200	12,900	98
(Continued on page 250-b)				
<b>Station Totals</b>		<b>3,214,600</b>	<b>3,156,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>2,579,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>1,732,200</b>	

# Illinois—Chicago

## WMAQ-TV

Ch. 5



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40.1-kw visual, 8-kw aural. Antenna: 1307-ft. above av. terrain, 1317-ft. above ground, 1909-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

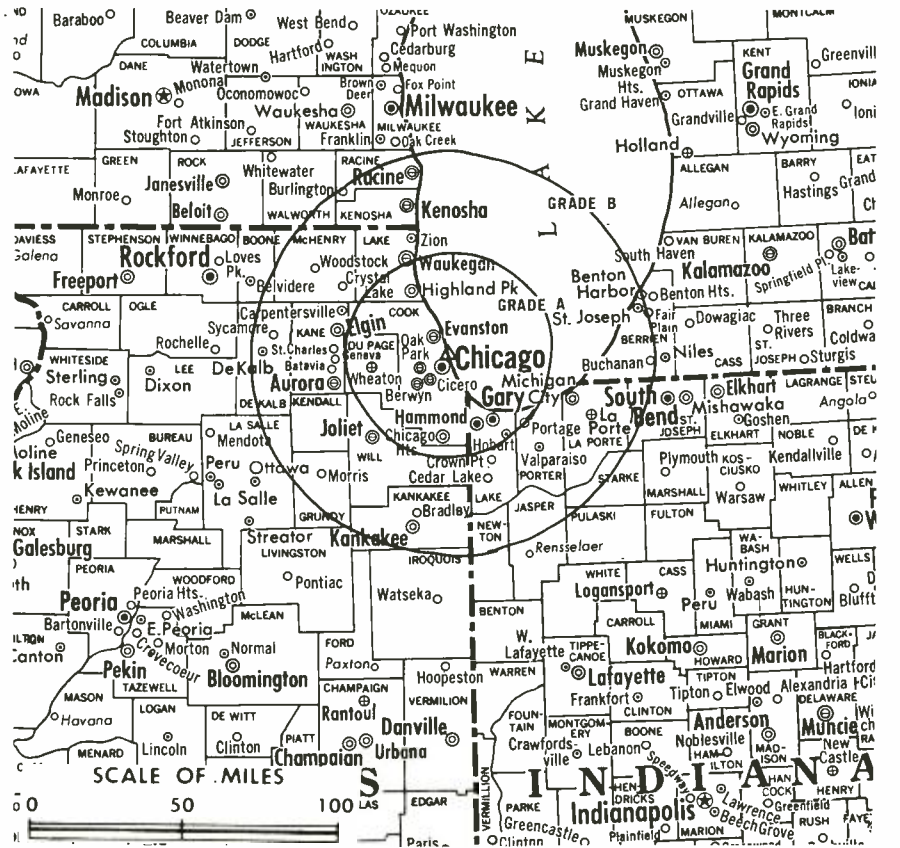
Transmitter: John Hancock Center, 875 N. Michigan Ave.

TV tape: Recording facilities.

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

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

Total Households: © MSA  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: National Broadcasting Co. Inc., Merchandise Mart, Chicago (60654).

Studio: Merchandise Mart.

Telephone: 312-861-5555. Telex: 253535.

AM Affiliate: WMAQ, 50-kw, 670 kHz (NBC).

FM Affiliate: WKQX, 6-kw, 101.1 MHz (No. 266), 1167-ft.

Ownership: See WNBC-TV, New York.

Began Operation: Jan. 7, 1949.

Represented (sales) by NBC Spot Sales; Bomar Lowrance & Assoc. (Dallas, Atlanta & St. Louis); Andy McDermott Sales Ltd. (Canada).

### Personnel:

ROBERT S. WALSH, vice president & general manager.  
ALBERT D. JEROME, station manager.  
GENE DAVIS, mgr., advertising & promotion.  
JAMES ZAFIROS, director, sales.  
JOHN M. LLEWELLYN, manager, national sales.  
DICK DAGGETT, manager, local sales.  
FRED DeMARCO, director, business affairs.  
RICHARD LOBO, program director.  
PAUL BEAVERS, news director.  
WILLIS O. MARSHALL, director, technical operations.  
JAY OJEDA, manager, public affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$4800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Cook	1,940,700	1,902,700	98
50% & Over	Dekalb	22,900	22,500	98
	Dupage	175,400	173,800	99

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Grundy	9,900	9,700	98
	Iroquois	12,000	11,700	97
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	Kendall	10,100	10,000	99
	Lake	123,400	122,200	99
	La Salle	38,800	37,800	97
	Livingston	14,600	14,100	97
50% & Over	Mchenry	43,600	43,200	99
	Will	99,600	98,200	99
	<b>INDIANA</b>			
	Jasper	7,500	7,300	97
	Lake	171,400	168,600	98
	La Porte	33,900	33,400	99
	Newton	4,700	4,600	98
	Porter	30,000	29,500	98
	<b>WISCONSIN</b>			
	Kenosha	42,300	41,700	99
	<b>INDIANA</b>			
	Pulaski	4,500	4,300	96
	Starke	7,000	6,800	97
Between 25-49%	<b>MICHIGAN</b>			
	Berrien	60,800	59,500	98
	<b>WISCONSIN</b>			
	Racine	58,800	58,200	99
	<b>ILLINOIS</b>			
Between 5-24%	Boone	9,300	9,100	98
	Bureau	13,200	12,900	98

(Continued on page 250-b)

Station Totals	3,266,800	3,208,000	98
Net Weekly Circulation (1976-77)	2,548,700		
Average Daily Circulation (1976-77)	1,531,800		

**WGN-TV, Chicago**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
	Benton	3,700	3,600	98
	Cass	13,900	13,500	97
	Grant	28,500	27,800	98
	Howard	30,100	29,600	98
	Marshall	12,800	12,500	98
	Miami	13,000	12,700	98
	St Joseph	79,800	78,500	98
Between 25-49%	Tippecanoe	36,300	35,200	97
	White	7,300	7,100	98
	<b>IOWA</b>			
	Dubuque	28,300	27,500	97
	Jefferson	5,500	5,300	97
	Wapello	15,200	14,900	98
	<b>WISCONSIN</b>			
	Rock	45,600	44,900	98
	Walworth	22,400	22,000	98

	<b>ILLINOIS</b>			
	Bureau	13,200	12,900	98
	Champaign	53,900	52,500	97
	De Witt	6,700	6,500	98
	Fulton	16,800	16,400	97
	Henry	20,500	20,200	98
	Jo Daviess	7,500	7,200	96
	Knox	22,600	22,200	98
	Logan	10,100	9,800	97
	Macon	47,800	46,800	98
	Ogle	15,100	14,800	98
	Peoria	74,100	72,500	98
	Rock Island	60,000	59,300	99
	Sangamon	65,700	63,800	97
	Stephenson	17,700	17,300	98
	Tazewell	43,300	42,500	98
	Warren	7,600	7,500	98
	Whiteside	21,900	21,400	98
	<b>INDIANA</b>			
	Allen	97,100	95,300	98
	Bartholomew	20,100	19,700	98
	Boone	11,500	11,300	98
	Carroll	6,300	6,200	98
	Daviess	8,700	8,400	96
	Delaware	42,000	41,300	98
	Dubois	9,400	9,000	96
	Elkhart	44,700	43,500	97
	Fountain	6,500	6,400	98
	Fulton	6,200	6,100	98
Between 5-24%	Hamilton	23,900	23,500	99
	Henry	18,500	18,200	98
	Huntington	12,000	11,800	98
	Jackson	11,900	11,600	98
	Knox	14,300	13,900	97
	Madison	48,000	47,300	98
	Monroe	30,500	29,400	96
	Morgan	15,500	15,200	98
	Noble	10,700	10,400	97
	Shelby	13,500	13,300	98
	Wabash	11,900	11,500	97
	Warren	2,500	2,400	97

	<b>IOWA</b>			
	Clinton	20,900	20,600	99
	Henry	6,500	6,300	96
	Lee	15,100	14,800	98
	Scott	53,200	52,400	99
	<b>MICHIGAN</b>			
	Allegan	24,400	24,000	98
	Calhoun	49,900	49,200	99
	Cass	16,000	15,700	98
	Kalamazoo	68,400	67,200	98
	Muskegon	52,000	51,100	98
	St Joseph	19,300	19,000	98
	Van Buren	22,300	21,900	98
	<b>MINNESOTA</b>			
	Stearns	28,600	27,800	97

**Illinois**

**WGN-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WISCONSIN</b>			
	Columbia	15,300	14,900	97
	Dane	111,400	108,400	97
Between 5-24%	Outagamie	40,100	39,700	99
	Portage	16,300	16,000	98
	Sauk	14,300	13,800	97
	Winnebago	43,700	43,200	99
	Wood	22,500	22,100	98

**WFLD-TV, Chicago**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Warren	7,600	7,500	98
	Whiteside	21,900	21,400	98
	Winnebago	85,800	84,300	98
	<b>INDIANA</b>			
	Benton	3,700	3,600	98
	Fulton	6,200	6,100	98
	Kosciusko	18,200	17,700	98
Between 5-24%	St Joseph	79,800	78,500	98
	Starke	7,000	6,800	97
	White	7,300	7,100	98
	<b>MICHIGAN</b>			
	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
	Van Buren	22,300	21,900	98
	<b>WISCONSIN</b>			
	Walworth	22,400	22,000	98

**WCIA, Champaign**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	La Salle	38,800	37,800	97
	Lawrence	6,800	6,600	97
	Morgan	12,900	12,400	96
Between 5-24%	Richland	6,600	6,300	96
	<b>INDIANA</b>			
	Montgomery	12,100	11,900	98
	Newton	4,700	4,600	98
	Parke	5,400	5,300	98
	Putnam	8,800	8,600	98
	Vigo	37,500	36,700	98

**INSTANT FACTBOOK**  
Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# Illinois—Chicago

## WSNS-TV

Ch. 44

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 4260-kw max. & 1050-kw horizontal visual, 500-kw max. & 123-kw horizontal aural. Antenna: 1420-ft. above av. terrain, 1456-ft. above ground, 2049-ft. above sea level.

Latitude 41° 53' 55.5"  
Longitude 87° 37' 23.0"

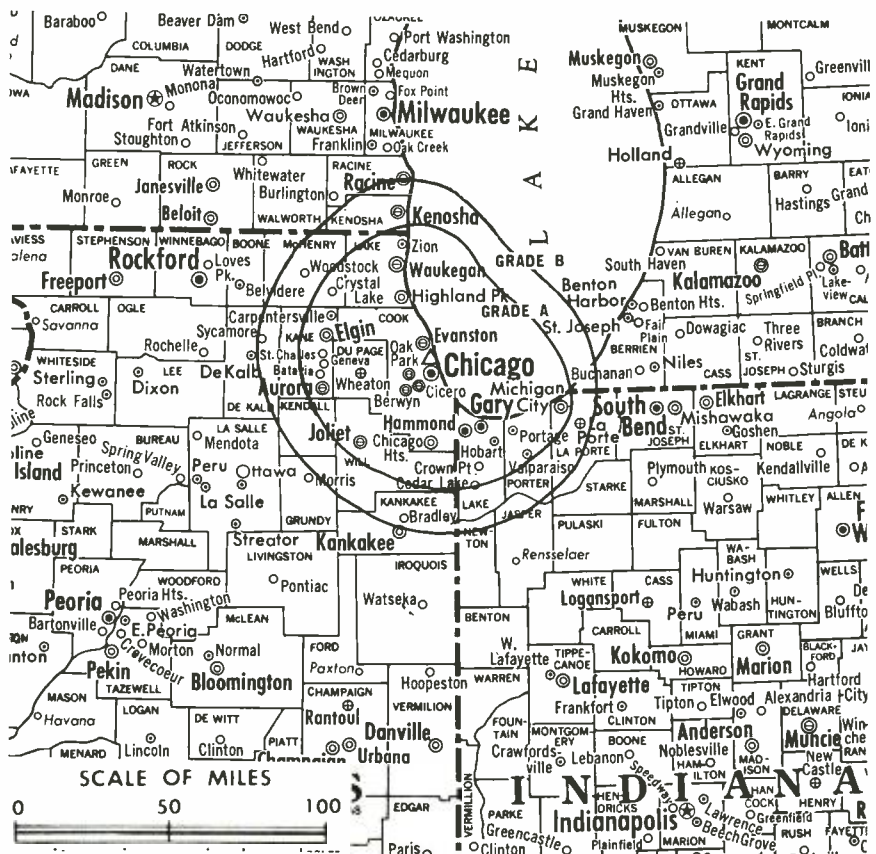
Requests subscription television authorization.

Transmitter: Hancock Bldg., 875 N. Michigan Ave.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WSNS-TV Ref: FCC File No. BPCT-4681 Granted 5/28/74

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

## WSNS-TV

Network Service: None, independent.

Licensee: 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: Harriscope of Chicago Inc., 50%; Woods Amusement Corp., 40%; Riverdale Drive-In Inc., 10%. For other Harriscope interests, see KBAK-TV, Bakersfield, Cal.

Began Operation: April 5, 1970.

Represented (sales) by Bolton Broadcasting Ltd.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, pres., Harriscope (Los Angeles).

EDWARD MORRIS, vice president & general manager.

MAL D. WYMAN, assistant general manager.

DAN MASLAN, general sales manager.

KEVIN J. MURPHY, director of engineering.

PETER STRAND, program manager.

Highest 30 Sec. Rate (Jan. 16, 1978): \$280.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Dekalb	22,900	22,500	98
	Kane	91,500	89,900	98
	Kankakee	31,400	30,800	98
	La Salle	38,800	37,800	97
	Will	99,600	98,200	99
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Howard	30,100	29,600	98
	Lake	171,400	168,600	98
	Porter	30,000	29,500	98
	<b>IOWA</b>			
	Dubuque	28,300	27,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Boone	9,300	9,100	98
	Cook	1,940,700	1,902,700	98
	Dupage	175,400	173,800	99
	Ford	5,100	5,000	98
	Fulton	16,800	16,400	97
	Grundy	9,900	9,700	98
	Henry	20,500	20,200	98
	Iroquois	12,000	11,700	97
	Kendall	10,100	10,000	99
	Knox	22,600	22,200	98
	Lake	123,400	122,200	99
	Lee	11,100	10,900	98
	Livingston	14,600	14,100	97
	Logan	10,100	9,800	97
	Mc Donough	12,000	11,700	98
<b>Between 5-24%</b>	Mchenry	43,600	43,200	99
	Mc Lean	41,500	40,300	97
	Ogle	15,100	14,800	98
	Peoria	74,100	72,500	98
	Rock Island	60,000	59,300	99
	Stephenson	17,700	17,300	98
	Tazewell	43,300	42,500	98
	Warren	7,600	7,500	98
	Whiteside	21,900	21,400	98
	Winnebago	85,800	84,300	98
	<b>INDIANA</b>			
	Benton	3,700	3,600	98
	Cass	13,900	13,500	97
	Elkhart	44,700	43,500	97
	Fulton	6,200	6,100	98
	Grant	28,500	27,800	98
	Hamilton	23,900	23,500	99

(Continued on page 250-b)

Station Totals	4,034,200	3,960,100	98
Net Weekly Circulation (1976-77)			813,100
Average Daily Circulation (1976-77)			227,800



# 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.

Telephone: 217-428-4304.

TXW No.: 910-243-0458.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: ABC.

Represented (sales) by Blair Television.

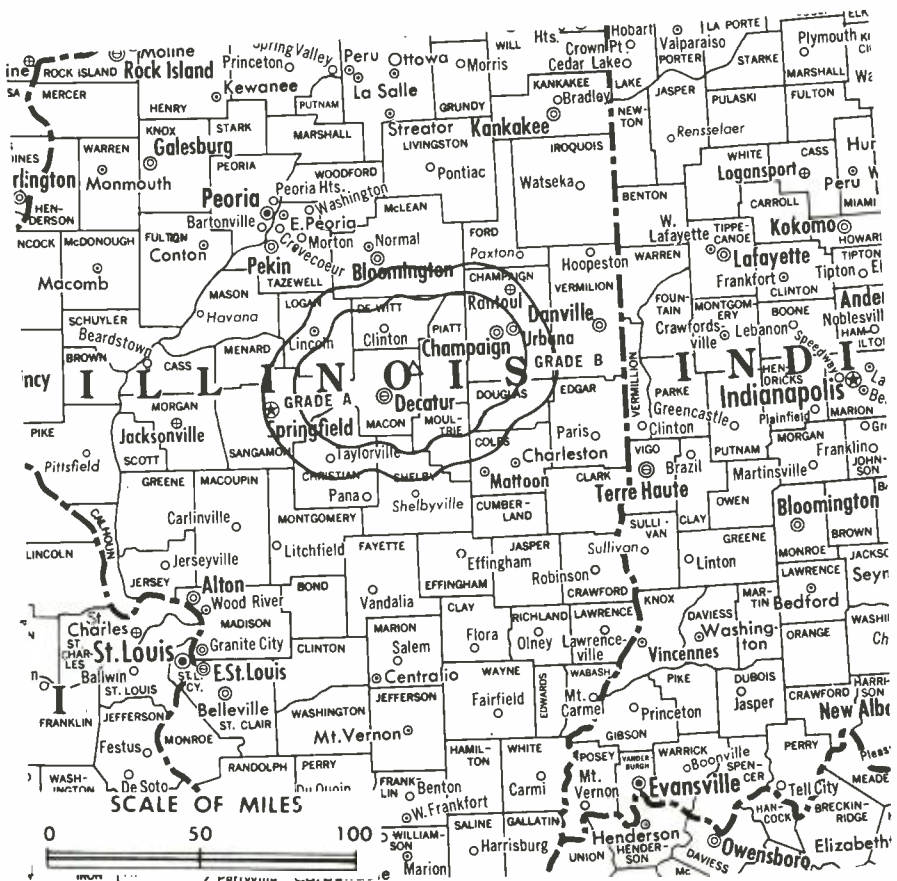
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WAND Ref: FCC File No. BPCT-3718 Granted 6/28/66

©American M&D Co., Inc., N.Y., No. 14244

## WAND

Network Service: ABC.

Licensee: WAND Television, 904 Southside Dr., Decatur, Ill. (62525).

Studio: South Side Dr., 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; William P. Eaton, v.p.; Barrett Geoghegan, v.p.; Morris Berkowitz, v.p. & treas.; Blake Byrne, v.p.; Ed Frech, v.p. LIN Bcstg. also owns WAVY-TV, Portsmouth, Va.; KXAS-TV, Fort Worth, Tex.; radios KILT-AM-FM, Houston; WBBF & WBBF(FM), Rochester, N.Y.; WIL-AM-FM, St. Louis; WFIL & WUSL(FM), Philadelphia; WRVR(FM), New York, N.Y. & is buying 70% of KTVV(TV) & KHFI(FM), Austin, Tex.

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 (legal) by Wilmer, Cutler & Pickering.

Personnel:

BARRETT GEOGHEGAN, president & general manager.  
T. J. VAUGHAN, vice president, operations & programming.  
LARRY KATT, general sales manager.  
BRUCE CYNAR, national sales manager.  
DICK WESTBROOK, news director.  
WAYNE SEMPLE, chief engineer.

### DIGEST OF RATE CARD

Hour 30 Min. 30 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$1350 \$800

Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Champaign	53,900	52,500	97
	Christian	13,700	13,300	97
	Coles	16,500	16,100	97
	De Witt	6,700	6,500	98
	Douglas	6,700	6,500	98
	Effingham	10,000	9,500	95
	Ford	5,100	5,000	98
<b>50% &amp; Over</b>	Logan	10,100	9,800	97
	Macon	47,800	46,800	98
	Menard	4,200	4,100	97
	Moultrie	5,100	4,900	96
	Piatt	6,100	6,000	99
	Sangamon	65,700	63,800	97
	Shelby	8,800	8,400	96
	Vermilion	36,100	35,200	98
<b>ILLINOIS</b>				
	Edgar	8,400	8,200	97
	Fayette	7,500	7,200	96
<b>Between 25-49%</b>	Iroquois	12,000	11,700	97
	Mc Lean	41,500	40,300	97
	Morgan	12,900	12,400	96
<b>ILLINOIS</b>				
	Cass	5,300	5,100	97
	Cumberland	4,000	3,800	96
<b>Between 5-24%</b>	Jasper	4,100	3,900	96
	Macoupin	17,700	17,300	98
	Montgomery	11,700	11,300	97
<b>Station Totals</b>		<b>421,600</b>	<b>409,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>261,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>166,300</b>	

# Illinois—Harrisburg

## WSIL-TV

Ch. 3

[Operates satellite KPOB-TV, Poplar Bluff, Mo.]

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 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.

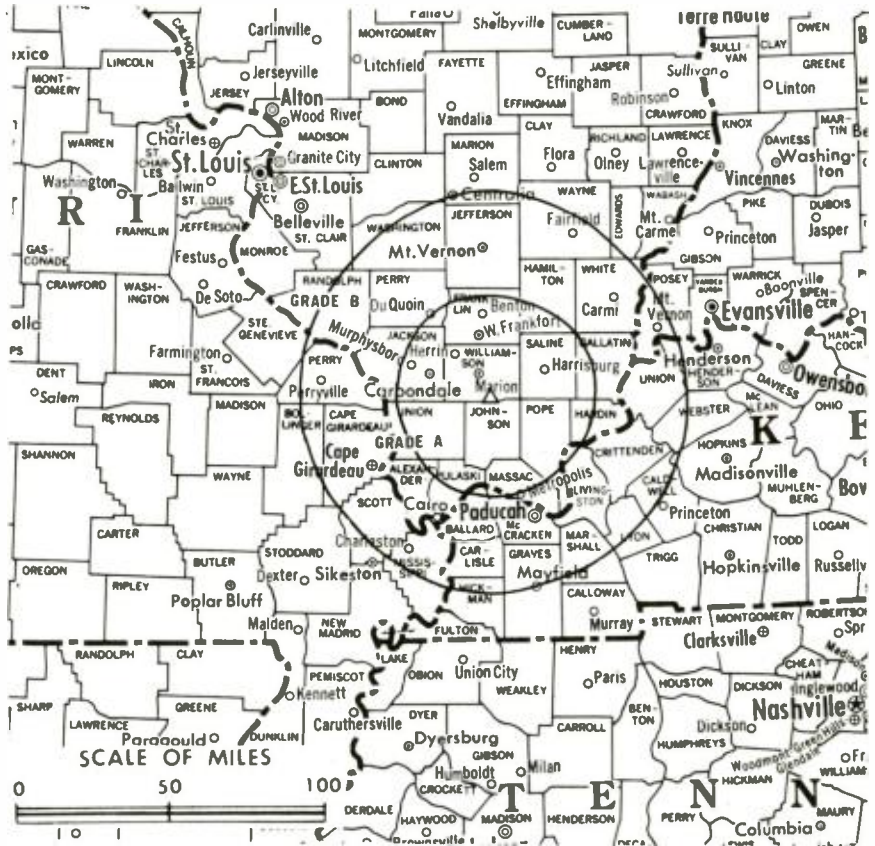
News Wire Service: UPI.

News Film Service: ABC.

Represented (sales) by Adam Young Inc.

Arbitron Data: Figures include satellite KPOB-TV, Poplar Bluff, Mo.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulator  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSIL-TV Ref: FCC File No. BPCT-2562 Granted 11/12/58

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

## WSIL-TV

Network Service: ABC.

Licensee: Turner-Farrar Inc., Television Bldg., 21 W. Poplar St.

Studio: 21 W. Poplar St., Harrisburg, Ill. (62946).

Telephone: 618-253-7922.

Ownership: O. L. Turner, 97%; Mildred B. Turner, Belle T. Choate & Lynn Turner, 1% each. Turner-Farrar Inc. also owns KPOB-TV, Poplar Bluff, Mo. Also operates Southern Ill. theatre chain.

Began Operation: Dec. 6, 1953 on Ch. 22; changed to Ch. 3 in March 1959.

Represented (legal) by Gammon & Tierney.

Personnel:

O. L. TURNER, manager & film buyer.

### DIGEST OF RATE CARD NO. 6—(Nov. 1, 1976)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	
Class AA—6:59-10 p.m., daily.	\$500	\$325	\$228	\$136	\$135	\$90

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Alexander	5,200	4,900	95
	Franklin	17,900	17,300	96
	Gallatin	2,700	2,500	94
	Hamilton	3,600	3,400	93
	Hardin	2,100	2,000	97
	Jackson	17,500	16,800	96
	Jefferson	13,300	12,800	96
	Johnson	3,400	3,200	96
	Massac	5,200	5,000	96
	Perry	8,100	7,800	96
	Pope	1,900	1,800	93
	Pulaski	3,500	3,300	94
	Saline	11,500	11,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Union	6,300	6,100	97
	Wayne	6,900	6,500	94
	Williamson	21,000	20,300	97
	<b>KENTUCKY</b>			
	Ballard	3,400	3,300	98
	Carlisle	2,300	2,300	98
	Crittenden	3,700	3,600	97
	Graves	12,700	12,500	98
	Hickman	2,400	2,300	98
	Livingston	3,500	3,400	97
	Lyon	2,000	1,900	97
	Mc Cracken	23,400	23,000	98
	Marshall	8,500	8,400	98
	<b>MISSOURI</b>			
Bollinger	3,400	3,200	95	
Cape Girardeau	18,100	17,600	97	
Mississippi	5,500	5,300	97	
Scott	12,200	11,900	97	
Between 25-49%	<b>ILLINOIS</b>			
	White	6,400	6,000	94
	<b>KENTUCKY</b>			
	Caldwell	5,500	5,300	96
	Calloway	11,200	11,000	98
	Fulton	3,500	3,400	97
Union	4,800	4,700	97	
Webster	5,500	5,300	96	
<b>MISSOURI</b>				
New Madrid	8,000	7,700	96	
Stoddard	10,000	9,700	97	
Between 5-24%	<b>ILLINOIS</b>			
	Clay	5,800	5,500	95

(Continued on page 275-b)

Station Totals	374,500	361,800	96
Net Weekly Circulation (1976-77)		212,200	
Average Daily Circulation (1976-77)		124,900	

# Illinois—Moline

## WQAD-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 282-kw visual, 56.2-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.

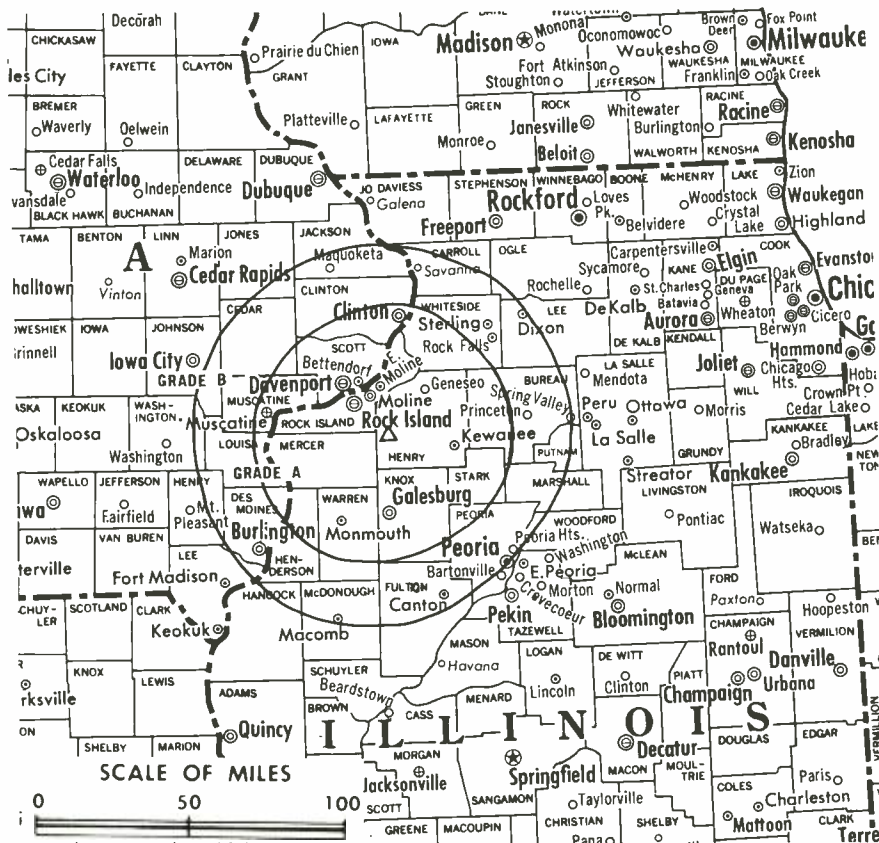
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Represented (legal) by Marmet Professional Corp.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Quad-Cities Communications Corp., 3003 Park 16th St. (61265).

Studio: 3003 Park 16th St. Telephone: 309-764-9694.

Ownership: The Des Moines Register and Tribune Co., 100%. David Kruidenier, chmn.; Michael G. Gartner, pres.; Louis H. Norris, v.p.; Gary G. Gerlach, v.p.; James A. Koolhof, controller. Des Moines Register & Tribune also owns WIBA-AM-FM, Madison, Wis. & is buying McCoy Bcstg.

Began Operation: Aug. 1, 1963. Sale to present owner by Moline Television Corp. approved by FCC July 13, 1977.

Represented (sales) by Katz Television.

Personnel:

RICHARD W. GILBERT, president & general manager.

WILLIAM L. SNYDER, general sales manager.

GENE SMITH, director of marketing.

PEGGY VYNCKE, business manager.

RON KLAYMAN, director of programming.

LLOYD BOLKCOM, director of community affairs.

JIM GILL, promotion manager.

KENT BAKER, news director.

JOHN GROVE, director of operations.

KEN ERICKSON, chief engineer.

DIGEST OF RATE CARD NO. A-29 & P-8—(April 4, 1978)

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

Class AA—6:30-10 p.m., daily.

\$1800 \$900 \$540 \$520 \$500 Graded rates apply\*

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
50% & Over	Bureau	13,200	12,900	98
	Carroll	7,400	7,200	98
	Henderson	3,100	3,000	97
	Henry	20,500	20,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS—(Continued)</b>				
	Knox	22,600	22,200	98
	Lee	11,100	10,900	98
	Mc Donough	12,000	11,700	98
	Mercer	6,500	6,400	98
	Rock Island	60,000	59,300	99
	Stark	3,100	3,000	98
	Warren	7,600	7,500	98
50% & Over	Whiteside	21,900	21,400	98
<b>IOWA</b>				
	Cedar	6,300	6,200	98
	Clinton	20,900	20,600	99
	Des Moines	17,300	17,000	98
	Henry	6,500	6,300	96
	Jackson	7,200	7,000	97
	Louisa	4,100	4,000	98
	Muscatine	14,600	14,400	98
	Scott	53,200	52,400	99
<b>ILLINOIS</b>				
	Hancock	7,900	7,700	98
	Jo Daviess	7,500	7,200	96
Between 25-49%	Putnam	2,100	2,000	96
<b>IOWA</b>				
	Jefferson	5,500	5,300	97
	Lee	15,100	14,800	98
<b>ILLINOIS</b>				
	Cass	5,300	5,100	97
Between 5-24%	Fulton	16,800	16,400	97
	La Salle	38,800	37,800	97
	Marshall	4,600	4,500	97
	Ogle	15,100	14,800	98
(Continued on page 275-b)				
Station Totals		507,300	496,700	97
Net Weekly Circulation (1976-77)			307,900	
Average Daily Circulation (1976-77)			201,000	

# Illinois—Peoria

## WEEK-TV

Ch. 25



Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2410-kw max. & 1355-kw horizontal visual, 478-kw max. & 269-kw horizontal aural. Antenna: 680-ft. above av. terrain, 605-ft. above ground, 1349-ft. above sea level.

Latitude 40° 37' 42"  
Longitude 89° 32' 51.2"

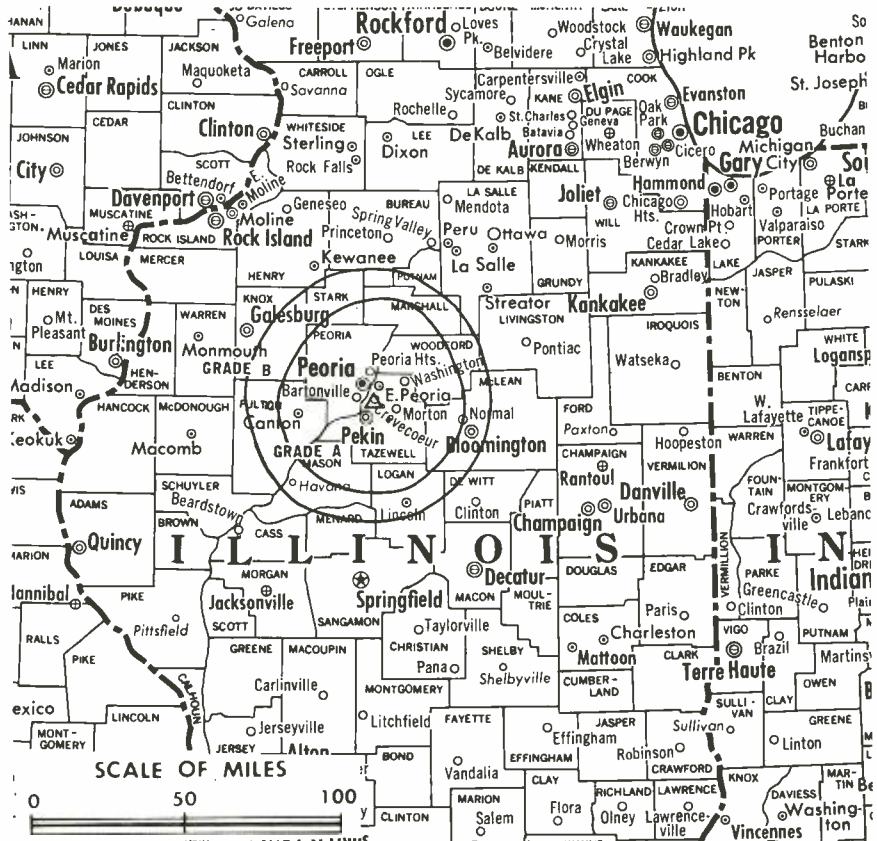
Transmitter: 2907 Springfield Hill Rd.

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

News Wire Service: UPI.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WEEK-TV Ref: FCC File No. BPCT-5060 Granted 12/15/77

© American Map Co., Inc., N.Y., No. 14234

## WEEK-TV

Network Service: NBC.

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. See KRCG, Jefferson City, Mo.

Began Operation: Feb. 1, 1953. Sale, including former satellite WEEK-TV, La Salle, 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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM ADAMS, vice president & general manager.

SAM TAYLOR, national sales manager.

KEN TOFANELLI, engineering director.

JOANNE WINEKE, program director.

JEFF HAWKINSON, news director.

ROBERT KROEPEL, film editor.

Highest 30 Sec. Rate (April 27, 1978): \$600.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Fulton	16,800	16,400	97
	Logan	10,100	9,800	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS—(Continued)</b>			
	Mc Lean	41,500	40,300	97
	Marshall	4,600	4,500	97
	Mason	7,300	7,100	98
	Menard	4,200	4,100	97
	Peoria	74,100	72,500	98
	Putnam	2,100	2,000	96
	Stark	3,100	3,000	98
	Tazewell	43,300	42,500	98
Woodford	10,000	9,700	97	
Between 25-49%	<b>ILLINOIS</b>			
	Cass	5,300	5,100	97
	De Witt	6,700	6,500	98
	Knox	22,600	22,200	98
	La Salle	38,800	37,800	97
Between 5-24%	<b>ILLINOIS</b>			
	Livingston	14,600	14,100	97
	Mc Donough	12,000	11,700	98
	Bureau	13,200	12,900	98
Ford	5,100	5,000	98	
Henry	20,500	20,200	98	
Schuyler	3,200	3,100	97	
Warren	7,600	7,500	98	
<b>Station Totals</b>		<b>366,700</b>	<b>358,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>226,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>147,200</b>	

# Illinois—Peoria

## WMBD-TV

Ch. 31



Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2040-kw max. & 1020-kw horizontal visual, 204-kw aural. Antenna: 640-ft. above av. terrain, 548-ft. above ground, 1288-ft. above sea level.

Latitude 40° 38' 6.8"  
Longitude 89° 32' 18.5"

Transmitter: Fahey Hollow Rd., E. Peoria, Ill.

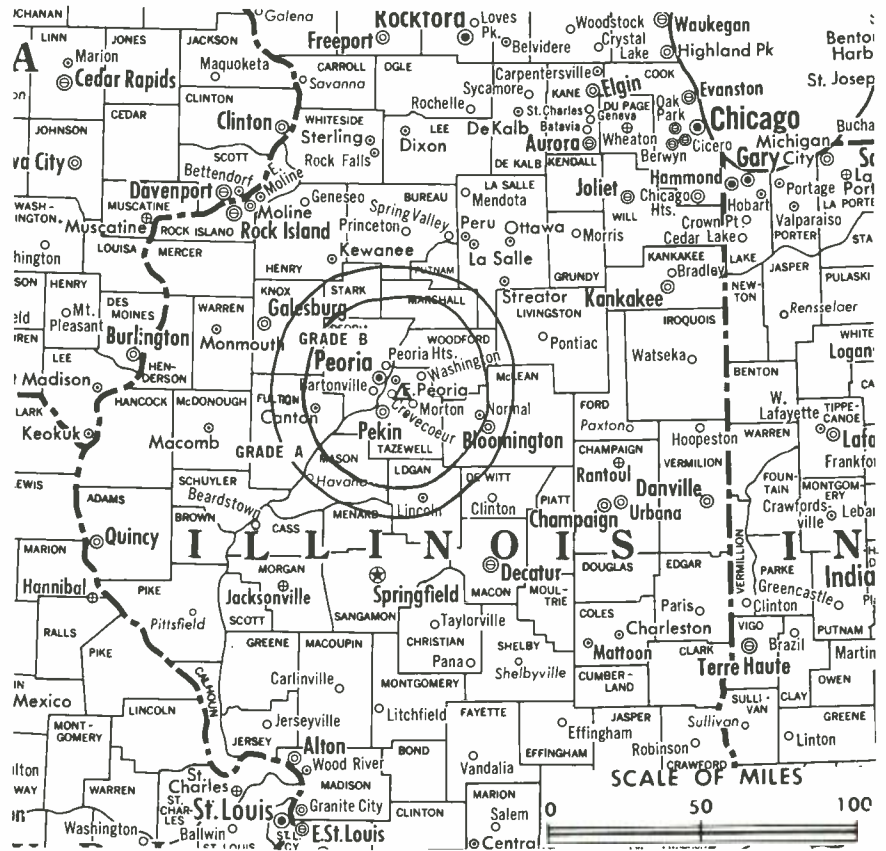
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WMBD-TV Ref: FCC File No. BPCP-4700 Granted 5/31/74

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

## WMBD-TV

Network Service: CBS.

Licensee: Midwest Television Inc., 509 S. Neil St., Champaign, Ill. (61820).

Studio: 3131 N. University St., Peoria, Ill. (61604).

Telephone: 309-688-3131. TWX No.: 910-652-3954.

AM Affiliate: WMBD, 5-kw, 1470 kHz (CBS).

FM Affiliate: WKZW, 27-kw, 93.3 MHz (No. 227), 562-ft.

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 JR., president.  
GUY MAIN, executive vice president.  
GENE C. ROBINSON, vice president & general manager.  
GARY SELLERS, general sales manager.  
PAUL BOCK, chief engineer.  
LLOYD PETERSON, program director.  
ROBERT E. MILLER JR., production manager.

Highest 30 Sec. Rate (April 25, 1978): \$400.

NETWORK BASE HOURLY RATE: \$575.

For Illinois Cable Systems,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Fulton	16,800	16,400	97
	Livingston	14,600	14,100	97
	Logan	10,100	9,800	97
	Mc Lean	41,500	40,300	97
	Marshall	4,600	4,500	97
<b>50% &amp; Over</b>	Mason	7,300	7,100	98
	Menard	4,200	4,100	97
	Peoria	74,100	72,500	98
	Putnam	2,100	2,000	96
	Stark	3,100	3,000	98
	Tazewell	43,300	42,500	98
	Woodford	10,000	9,700	97
	<b>ILLINOIS</b>			
	Cass	5,300	5,100	97
	Knox	22,600	22,200	98
<b>Between 25-49%</b>	La Salle	38,800	37,800	97
	Mc Donough	12,000	11,700	98
	Morgan	12,900	12,400	96
	<b>ILLINOIS</b>			
	Brown	2,500	2,400	96
	Bureau	13,200	12,900	98
	De Witt	6,700	6,500	98
<b>Between 5-24%</b>	Henry	20,500	20,200	98
	Sangamon	65,700	63,800	97
	Schuyler	3,200	3,100	97
	Warren	7,600	7,500	98
<b>Station Totals</b>		<b>442,700</b>	<b>431,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>225,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>138,800</b>	

# Illinois—Peoria

## WRAU-TV

Ch. 19



THE FORWARD GROUP

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2090-kw max. & 813-kw horizontal visual, 209-kw max. & 81.3-kw horizontal aural. Antenna: 660-ft. above av. terrain, 656-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: AP, UPI.

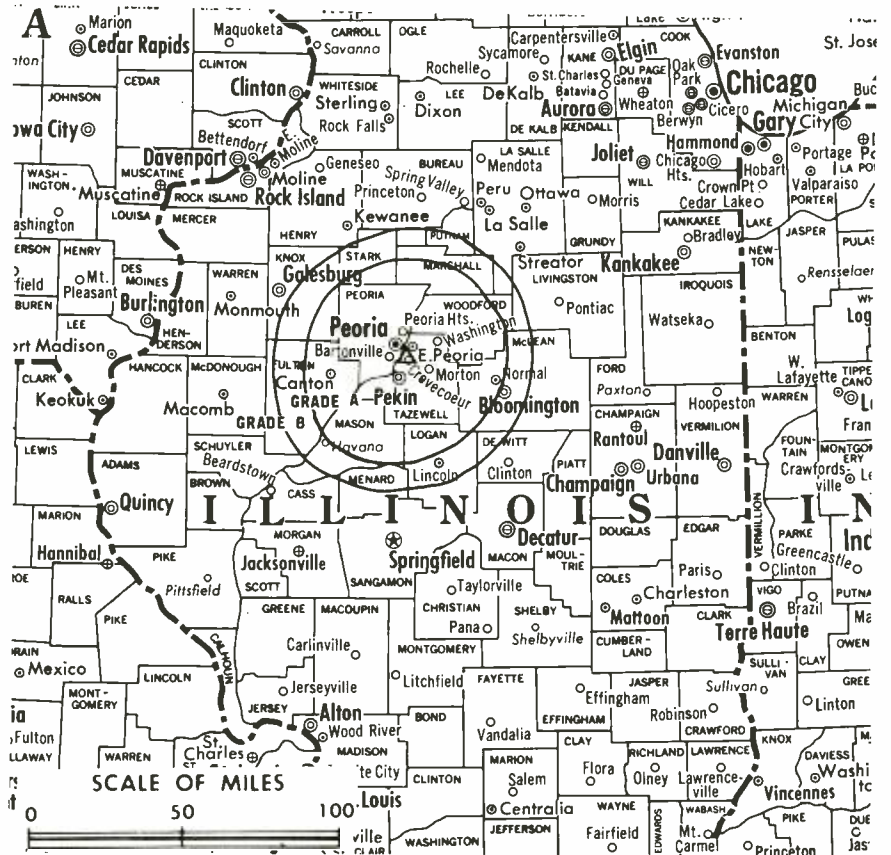
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WRAU-TV Ref: FCC File No. BPCT-4447 Granted 7/26/71

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

## WRAU-TV

Network Service: ABC.

Licensee: Forward of Illinois Inc., 500 N. Stewart St., Creve Coeur, Ill. (61611).

Studio: 500 N. Stewart St., Creve Coeur, Ill.

Telephone: 309-694-4351. TWX No.: 910-652-3955.

Ownership: Forward Communications Inc. For Forward ownership & other interests, see WSAU-TV, Wausau, Wis.

Began Operation: Oct. 20, 1953. Sale to present owner by Mid America Media Inc. approved by FCC March 24, 1971 (Television Digest, Vol. 10:13; 11:13). Previous sale to Mid America by Metromedia approved July 21, 1965 (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 The Meeker Co.; Hyett/Ramsland Inc. (Minneapolis); CCI (Indianapolis).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT RICE, president & general manager.  
WILLIAM THORSON, exec. v.p. & director of sales.  
HENRY H. OSBORNE, program director.  
AL NORCOTT, v.p., engineering & operations manager.  
HOWARD HANSEN, vice president, news.  
GLORIA TOWLES, vice president, finance.  
LARRY BROWN, v.p., Forward of Illinois Productions Inc.

Rates: On request.

NETWORK BASE HOURLY RATE: \$632.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Cass	5,300	5,100	97
	Fulton	16,800	16,400	97
	Livingston	14,600	14,100	97
	Logan	10,100	9,800	97
	Mc Lean	41,500	40,300	97
	Marshall	4,600	4,500	97
<b>50% &amp; Over</b>	Mason	7,300	7,100	98
	Menard	4,200	4,100	97
	Peoria	74,100	72,500	98
	Putnam	2,100	2,000	96
	Schuyler	3,200	3,100	97
	Stark	3,100	3,000	98
	Tazewell	43,300	42,500	98
	Woodford	10,000	9,700	97
<b>ILLINOIS</b>				
	Knox	22,600	22,200	98
<b>Between 25-49%</b>	La Salle	38,800	37,800	97
	Mc Donough	12,000	11,700	98
<b>ILLINOIS</b>				
	Brown	2,500	2,400	96
	Bureau	13,200	12,900	98
<b>Between 5-24%</b>	De Witt	6,700	6,500	98
	Ford	5,100	5,000	98
	Henry	20,500	20,200	98
	Warren	7,600	7,500	98
<b>Station Totals</b>		<b>369,200</b>	<b>360,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>229,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>156,300</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 & tape.

News Wire Service: UPI.

News Film Service: NBC.

AM Affiliate: WGEM, 5-kw, 1440 kHz.

FM Affiliate: WGEM-FM, 27.5-kw, 105.1 MHz (No. 286), 640-ft.

Represented (sales) by Avery-Knodel Inc.

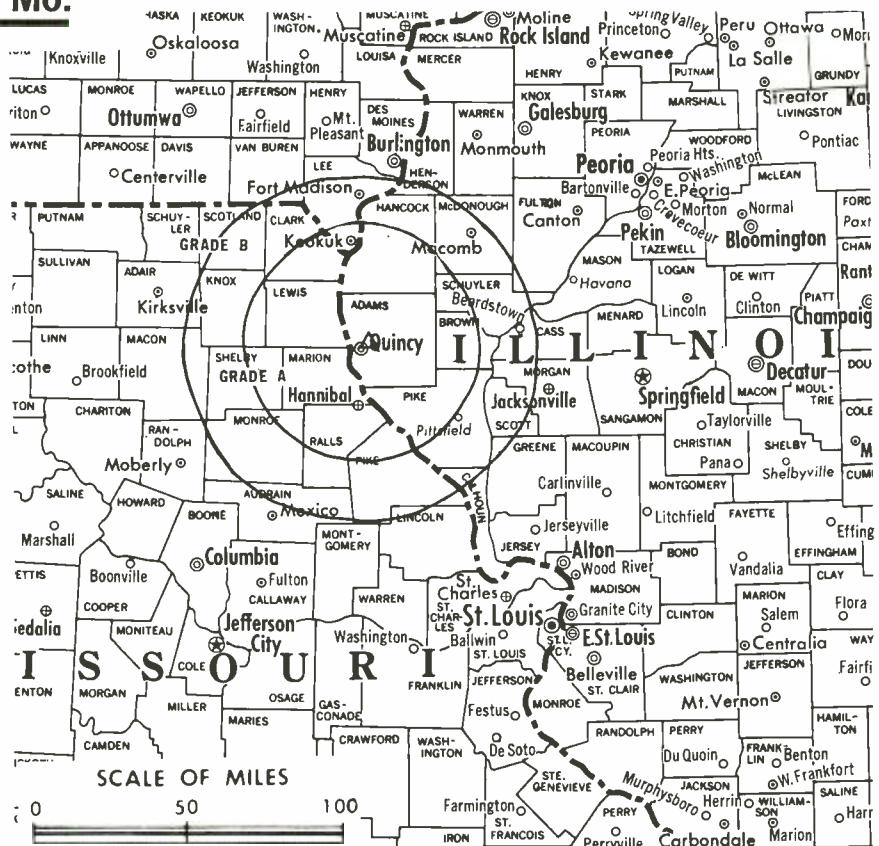
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WGEM-TV Ref: FCC File No. BMPCT-1254 Granted 7/24/53

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

## 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%. Quincy also owns WSJV(TV), South Bend-Elkhart, Ind.; KTTC(TV), Rochester, Minn.; WBOV & WBOQ(FM), Terre Haute, Ind.

Began Operation: Aug. 27, 1953.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

DAVE OAKLEY, vice president & general manager.

J. BEN STEWART, vice president, sales.

LEO HENNING, program manager.

JIM MARTENS, chief engineer.

DIGEST OF RATE CARD NO. 27A—(Sept. 4, 1978)

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

Class AA—6:30-10 p.m., daily.

\$1200 \$750 \$550 \$350 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Adams	25,500	25,000	98
	Brown	2,500	2,400	96
	Cass	5,300	5,100	97
<b>50% &amp; Over</b>	Hancock	7,900	7,700	98
	Mc Donough	12,000	11,700	98
	Pike	7,800	7,600	97
	Schuyler	3,200	3,100	97
	Scott	2,400	2,400	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Lee	15,100	14,800	98
	Van Buren	3,400	3,300	97
<b>MISSOURI</b>				
	Adair	9,100	8,900	97
	Clark	3,100	3,000	97
	Knox	2,100	2,000	97
<b>50% &amp; Over</b>	Lewis	3,800	3,700	97
	Macon	6,600	6,400	97
	Marion	10,700	10,500	98
	Monroe	3,700	3,600	98
	Pike	6,500	6,300	96
	Ralls	3,400	3,300	98
	Schuyler	2,300	2,200	95
	Scotland	2,400	2,300	97
	Shelby	3,000	2,900	97
<b>ILLINOIS</b>				
	Henderson	3,100	3,000	97
	Morgan	12,900	12,400	96
<b>IOWA</b>				
	Davis	3,200	3,100	98
<b>Between 25-49%</b>	Henry	6,500	6,300	96
	Jefferson	5,500	5,300	97
<b>MISSOURI</b>				
	Audrain	9,800	9,600	98
	Sullivan	3,200	3,100	97
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Calhoun	2,200	2,100	97
	Fulton	16,800	16,400	97

(Continued on page 275-b)

Station Totals	246,300	239,900	97
Net Weekly Circulation (1976-77)			146,500
Average Daily Circulation (1976-77)			98,100

# Illinois—Rockford

## WQRF-TV Ch. 39

(Due to begin operation Fall 1978)

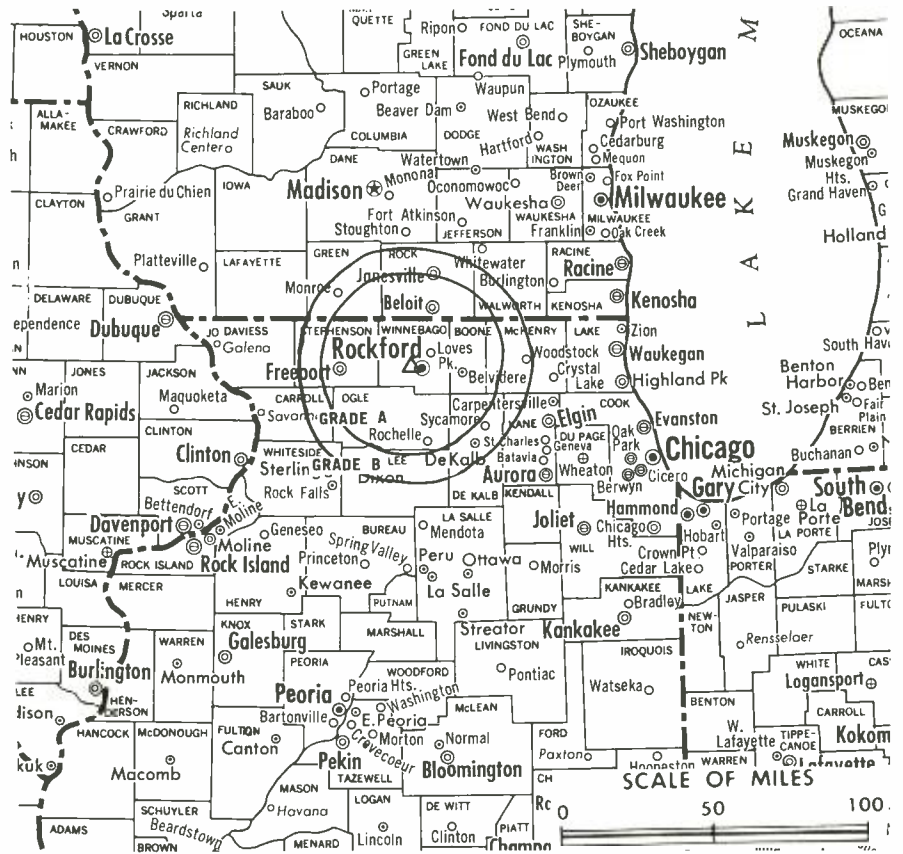
Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 1045-kw max. & 933-kw horizontal visual, 104.5-kw max. aural. Antenna: 570-ft. above av. terrain, 600-ft. above ground, 1397-ft. above sea level.

Latitude 42° 17' 26"  
Longitude 89° 09' 51"

Transmitter: Auburn Rd., near Meridian Rd., Rockford.

TV tape: Recording facilities.

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



WQRF-TV Ref: FCC File No. BNPCT-7749 Granted 8/18/78

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

## WQRF-TV

Network Service: None, independent.

Grantee: Lloyd Hearing Aid Corp., c/o Marvin Palmquist, 128 Kishwaukee St., Rockford, Ill. (61104).

Studio: 128 Kishwaukee St., Rockford.

Telephone: 815-987-3950.

Ownership: Marvin E. Palmquist, pres.-treas. & Elizabeth L. Palmquist, secy., 50% jointly; Christine & Andrew Palmquist, 16.67% each; Mary Palmquist, 16.66%. Lloyd Hearing Aid Corp. also owns KDUB-TV, Dubuque, Iowa.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by Spot Time Ltd.

Personnel:

KIM A. CARLSON, station manager.

JIM LANDES, chief engineer.

KEN STAAF, operations manager.

TONY FAIR, local sales manager.

Media Brokerage Specialist  
Radio and TV

THE  
TED HEPBURN  
COMPANY

P. O. Box 42401. Cincinnati, Ohio 45242  
Telephone (513) 791-8730



# 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: AP.

News Film Service: ABC.

Telephone: 815-968-1813.

TWX No.: 910-642-0770, Winnebago, Ill.

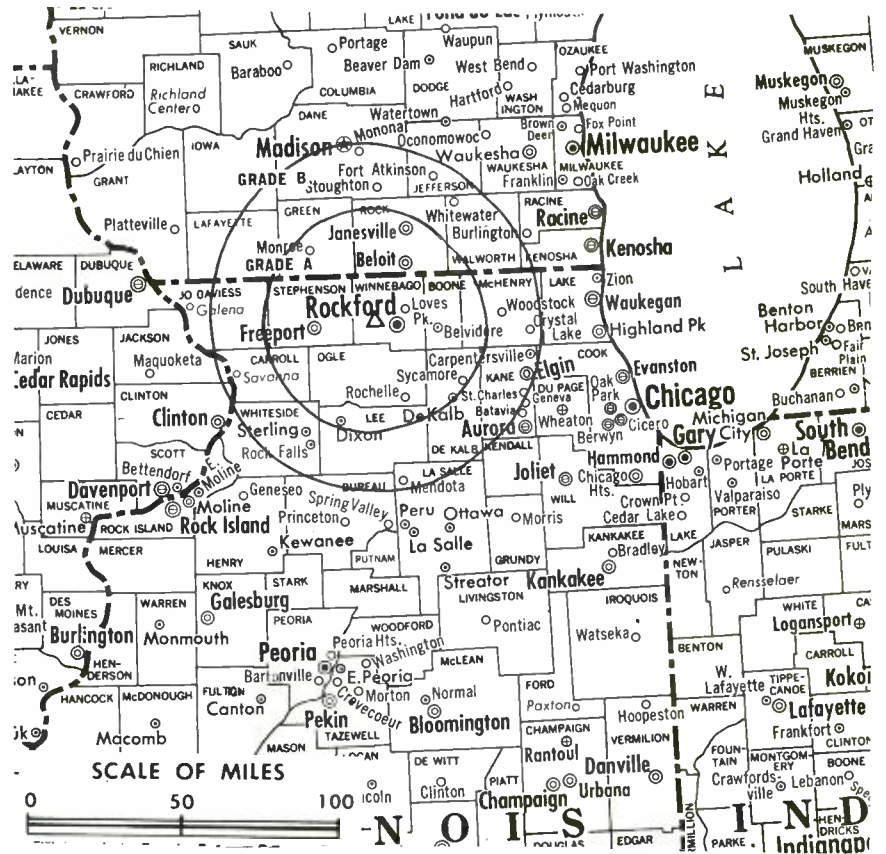
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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. (61105).

Studio: W. Auburn & Winnebago Rds.

Ownership: James S. Gilmore Jr., 100%. 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.

Personnel:

JOHN McWEENY, general manager.  
JIM SMITH, director of national sales.  
WARREN A. ANDERSON, local sales manager.  
GENE HINES, film manager.  
ROBERT POFELSKI, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$375.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ILLINOIS			
	Boone	9,300	9,100	98
	Carroll	7,400	7,200	98

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	ILLINOIS—(Continued)			
	Dekalb	22,900	22,500	98
	Lee	11,100	10,900	98
	Ogle	15,100	14,800	98
	Stephenson	17,700	17,300	98
Between 25-49%	WISCONSIN			
	Green	10,400	10,200	98
	Rock	45,600	44,900	98
Between 5-24%	ILLINOIS			
	Jo Daviess	7,500	7,200	96
	Whiteside	21,900	21,400	98
	WISCONSIN			
	Walworth	22,400	22,000	98
	ILLINOIS			
	Kane	91,500	89,900	98
Mchenry	43,600	43,200	99	
Station Totals	WISCONSIN			
	Grant	15,400	14,800	96
	Iowa	6,400	6,200	97
	Jefferson	22,500	22,100	98
	Lafayette	5,800	5,600	97
Station Totals		462,300	453,600	98
Net Weekly Circulation (1976-77)			220,900	
Average Daily Circulation (1976-77)			144,600	

# 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"

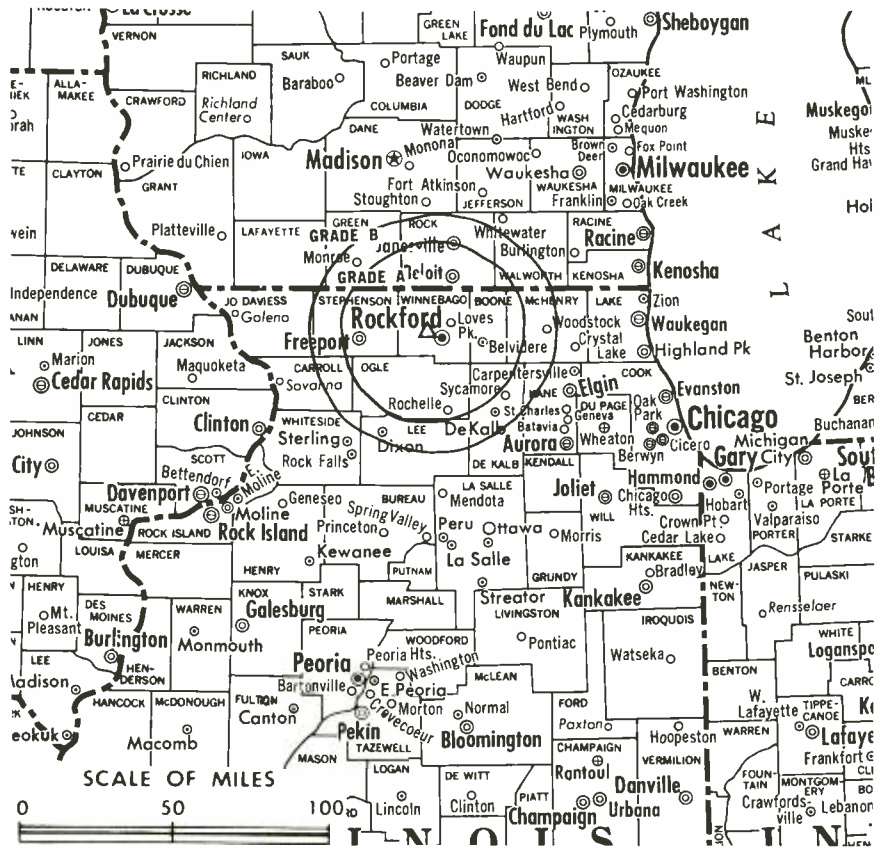
Transmitter: Meridian Rd.

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

News Wire Service: UPI.

Studio: Meridian Rd.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTVO Ref: FCC File No. BMPCT-6269 Granted 1/11/67

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

## WTVO

Network Service: NBC.

Licensee: Winnebago Television Corp., 1917 N. Meridian Rd., Box 470 (61105).

Telephone: 815-963-5413. TWX No.: 910-631-3445.

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: May 3, 1953.

Represented (sales) by Adam Young Inc.

Represented (engineering) by Alfred J. Petzke.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- HAROLD FROELICH, general manager.
- TOM D. ANDERSON, general sales manager.
- JOHN ADAMANY, local sales manager.
- RICHARD McDANIEL, program director.
- AL PETZKE, chief engineer.
- FRANK SANDERS, commercial film director.

Highest 30 Sec. Rate (Jan. 1, 1978): \$250.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Boone	9,300	9,100	98
	Lee	11,100	10,900	98
	Ogle	15,100	14,800	98
	Stephenson	17,700	17,300	98
	Winnebago	85,800	84,300	98
Between 25-49%	<b>WISCONSIN</b>			
	Green	10,400	10,200	98
	Rock	45,600	44,900	98
Between 5-24%	<b>ILLINOIS</b>			
	Dekalb	22,900	22,500	98
	<b>ILLINOIS</b>			
	Carroll	7,400	7,200	98
	Jo Daviess	7,500	7,200	96
Between 5-24%	Mchenry	43,600	43,200	99
	Whiteside	21,900	21,400	98
	<b>WISCONSIN</b>			
	Iowa	6,400	6,200	97
	Walworth	22,400	22,000	98
<b>Station Totals</b>		<b>327,100</b>	<b>321,200</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>176,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>108,700</b>

# Illinois—Freeport-Rockford

## WIFR-TV

Ch. 23

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 676-kw max. & 567-kw horizontal visual, 101-kw max. & 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.

News Film Service: CBS.

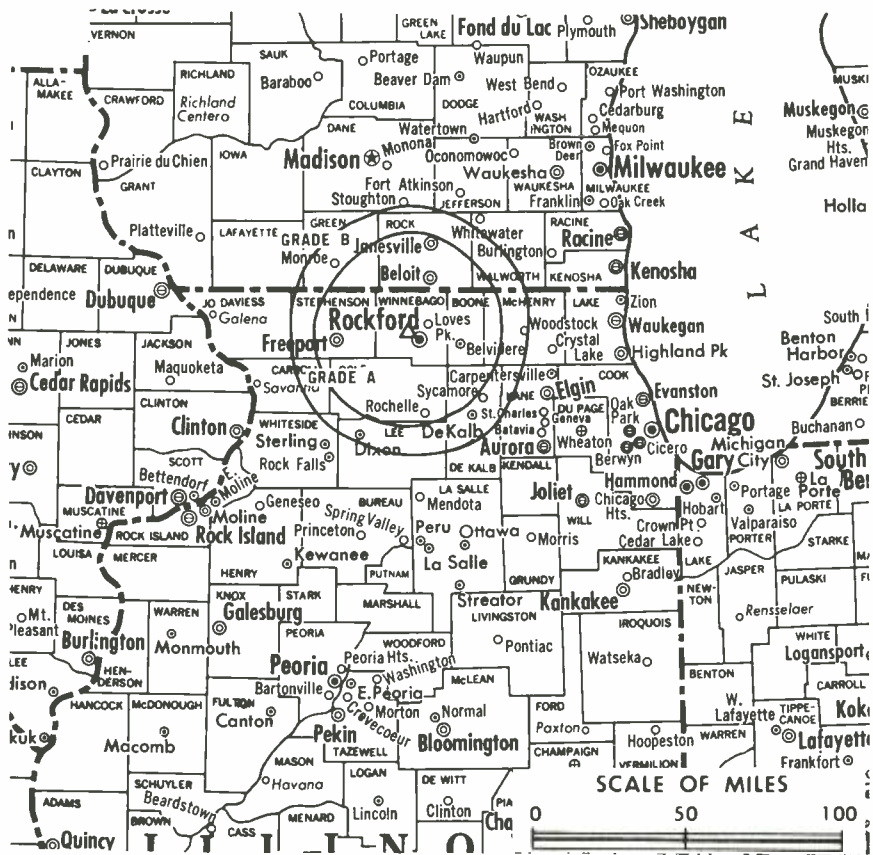
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WIFR-TV Ref: FCC File No. BPCT-3995 Granted 10/12/64

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

## WIFR-TV

Network Service: CBS.

Licensee: WIFR Television Inc., Box 239, Rockford (61105).

Studio: 2523 N. Meridian Rd., Rockford, Ill. (61105).

Telephone: 815-987-5300.

Ownership: C. Eugene Angle, pres.; Thomas E. Worrell Jr., v.p., 60%; Alan R. Brill, v.p.-treas., 10%; Dennis S. Rooker, secy.; J. D. Swartz, dir., 10%; Worrell Newspapers, 20%. Worrell Newspapers owns WHSV-TV, Harrisonburg, Va.

Begin Operation: Sept. 12, 1965. Sale to present owners by General Media Corp. approved by FCC April 11, 1977 (Television Digest, Vol. 16:39).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

C. EUGENE ANGLE, president.  
DENNIS B. WEST, general sales manager.  
MARY C. MCCARTHY, news director.  
DEAN TURMAN, engineering manager.  
ROY N. BILSBARROW, business manager.  
DAVID P. TRESSEL, programming/promotion manager.  
DAVID T. ABRAMSON, production manager.

### DIGEST OF RATE CARD NO. A5

(Sept. 18, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class A—6:30-10 p.m., daily.	\$800	\$600	\$400	\$250	Graded rates apply*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$350.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>				
		Boone	9,300	9,100	98
		Dekalb	22,900	22,500	98
		Ogle	15,100	14,800	98
		Stephenson	17,700	17,300	98
	Winnebago	85,800	84,300	98	
<b>Between 25-49%</b>	<b>WISCONSIN</b>				
		Rock	45,600	44,900	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Lee	11,100	10,900	98
	<b>WISCONSIN</b>				
		Green	10,400	10,200	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Carroll	7,400	7,200	98
		Jo Daviess	7,500	7,200	96
		La Salle	38,800	37,800	97
		Mchenry	43,600	43,200	99
	Whiteside	21,900	21,400	98	
<b>Station Totals</b>	<b>WISCONSIN</b>				
		Lafayette	5,800	5,600	97
		Walworth	22,400	22,000	98
<b>Station Totals</b>			<b>365,300</b>	<b>358,400</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>182,800</b>
<b>Average Daily Circulation (1976-77)</b>					<b>109,000</b>

For Sales & Transfers,  
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.

Studio: Telco Bldg. (61201).

AM Affiliate: WHBF, 5-kw, 1270 kHz (CBS).

FM Affiliate: WHBF-FM, 39-kw, 98.9 MHz (No. 255), 900-ft.

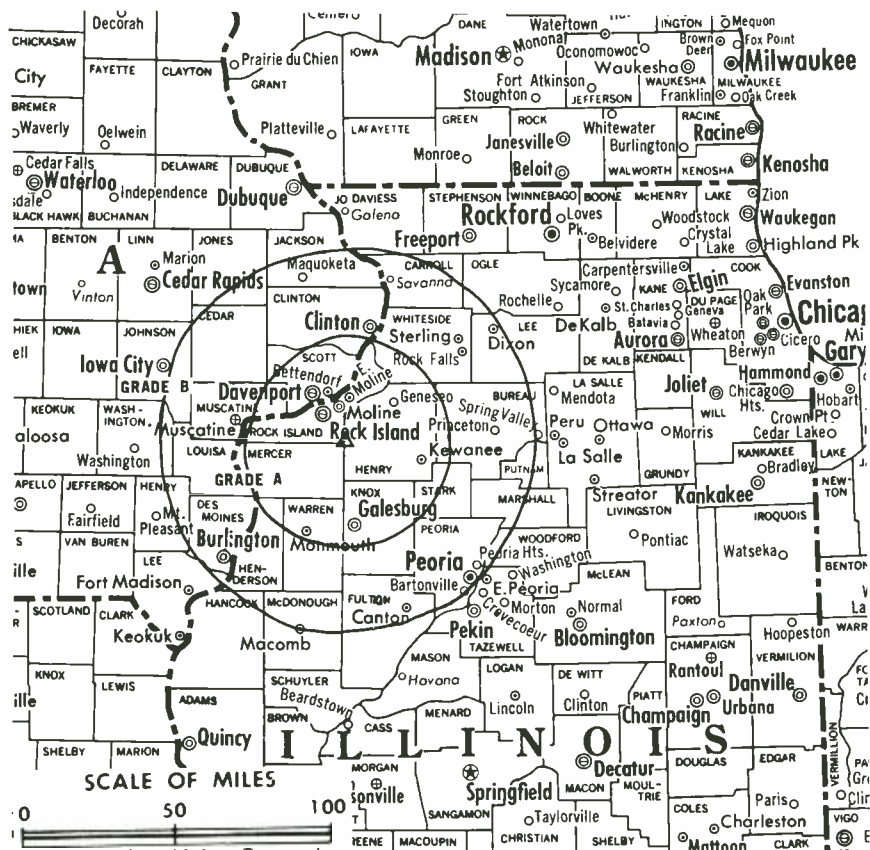
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WHBF-TV Ref: FCC File No. BPCT-2747 Granted 2/12/60

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

## WHBF-TV

Network Service: CBS.

Licensee: Rock Island Broadcasting Co., Telco Bldg.

Telephone: 309-786-5441. TWX No.: 309-788-0712.

Ownership: Marguerite F. Potter, pres., 33.34%; Anne Potter De-Long, v.p., 11.11%; estate of John W. Potter (Marguerite Potter, trustee), 33.33%; estate of Ben H. Potter (Rock Island Bank, trustee), 22.22%. Members of Potter family also own KBUN & KBHP(FM), Bemidji, Minn.

Began Operation: July 1, 1950.

Represented (sales) by Petry Television Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

EDWARD E. DeLONG, executive vice president.  
ROBERT J. SINNETT, vice president & general manager.  
GEORGE KOPLOW, program manager & film buyer.  
DEWEY L. NELSEN, manager, national & local sales.  
KEN KELLER, news director.  
WES HOOTS, TV chief engineer.

DIGEST OF RATE CARD NO. 18—(Sept. 18, 1978)

Hour 30 Min. 30 Sec. 10 Sec.

Class AA—6-11 p.m., daily.

\$2400 \$1440 Graded rates apply\*

\*Highest rate: \$480.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bureau	13,200	12,900	98
	Carroll	7,400	7,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ILLINOIS—(Continued)

Henderson	3,100	3,000	97
Henry	20,500	20,200	98
Jo Daviess	7,500	7,200	96
Knox	22,600	22,200	98
Lee	11,100	10,900	98
Mc Donough	12,000	11,700	98
Mercer	6,500	6,400	98
Putnam	2,100	2,000	96
Rock Island	60,000	59,300	99
Stark	3,100	3,000	98
Warren	7,600	7,500	98
Whiteside	21,900	21,400	98

### 50% & Over

### IOWA

Cedar	6,300	6,200	98
Clinton	20,900	20,600	99
Des Moines	17,300	17,000	98
Henry	6,500	6,300	96
Jackson	7,200	7,000	97
Jefferson	5,500	5,300	97
Louisa	4,100	4,000	98
Muscatine	14,600	14,400	98
Scott	53,200	52,400	99

### ILLINOIS

Hancock	7,900	7,700	98
---------	-------	-------	----

### IOWA

Between 25-49%	Dubuque	28,300	27,500	97
	Johnson	27,600	26,700	97
	Lee	15,100	14,800	98
	Washington	6,700	6,500	97

(Continued on next page)

Station Totals	516,200	505,400	97
Net Weekly Circulation (1976-77)			321,100
Average Daily Circulation (1976-77)			210,900

## WSIL-TV, Harrisburg

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Edwards	3,100	2,900	95
	Marion	15,700	15,200	97
	<b>KENTUCKY</b>			
	Hancock	2,400	2,300	97
	Hopkins	16,100	15,700	97
	Trigg	3,000	2,900	98
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Butler	14,200	13,500	95
	Madison	3,300	3,200	96
	Perry	5,200	5,000	96
	Wayne	4,100	3,900	94
	<b>TENNESSEE</b>			
	Lake	2,400	2,300	97
	Obion	13,100	12,800	98

## WICS, Springfield

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA—(Continued)</b>			
<b>Between 25-49%</b>	Tippecanoe	36,300	35,200	97
	Vermillion	6,400	6,300	98
	<b>ILLINOIS</b>			
	Brown	2,500	2,400	96
	Cumberland	4,000	3,800	96
	Fulton	16,800	16,400	97
	Greene	5,900	5,800	98
	Jasper	4,100	3,900	96
	Mc Donough	12,000	11,700	98
<b>Between 5-24%</b>	Macoupin	17,700	17,300	98
	Pike	7,800	7,600	97
	Scott	2,400	2,400	98
	Tazewell	43,300	42,500	98
	<b>INDIANA</b>			
	Montgomery	12,100	11,900	98
	Newton	4,700	4,600	98
	Putnam	8,800	8,600	98

## Illinois

## WHBF-TV, Rock Island

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Fulton	16,800	16,400	97
	La Salle	38,800	37,800	97
	Marshall	4,600	4,500	97
<b>Between 5-24%</b>	Ogle	15,100	14,800	98
	<b>IOWA</b>			
	Jones	6,900	6,800	98
	Keokuk	5,800	5,600	97
	Mahaska	8,400	8,200	97

## WQAD-TV, Moline

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
<b>Between 5-24%</b>	Dubuque	28,300	27,500	97
	Johnson	27,600	26,700	97
	Jones	6,900	6,800	98
	Washington	6,700	6,500	97

## WGEM-TV, Quincy

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
<b>Between 5-24%</b>	Appanoose	6,000	5,800	97
	Des Moines	17,300	17,000	98
	Wapello	15,200	14,900	98
	<b>MISSOURI</b>			
	Putnam	2,800	2,700	98

# Hogan-Feldmann, Inc.

**MEDIA BROKERS · CONSULTANTS**

Suite 219

16255 Ventura Boulevard  
Encino, California 91436

(213) 986-3201

# Illinois—Springfield

## WICS

Ch. 20

[Also operates WICD, Champaign, Ill.]

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1510-kw max. & 676-kw horizontal visual, 151-kw max. & 67.6-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1458-ft. above ground, 2049-ft. above sea level.

Latitude 39° 48' 15"  
Longitude 89° 27' 40"

Transmitter: Mechanicsburg, Ill.

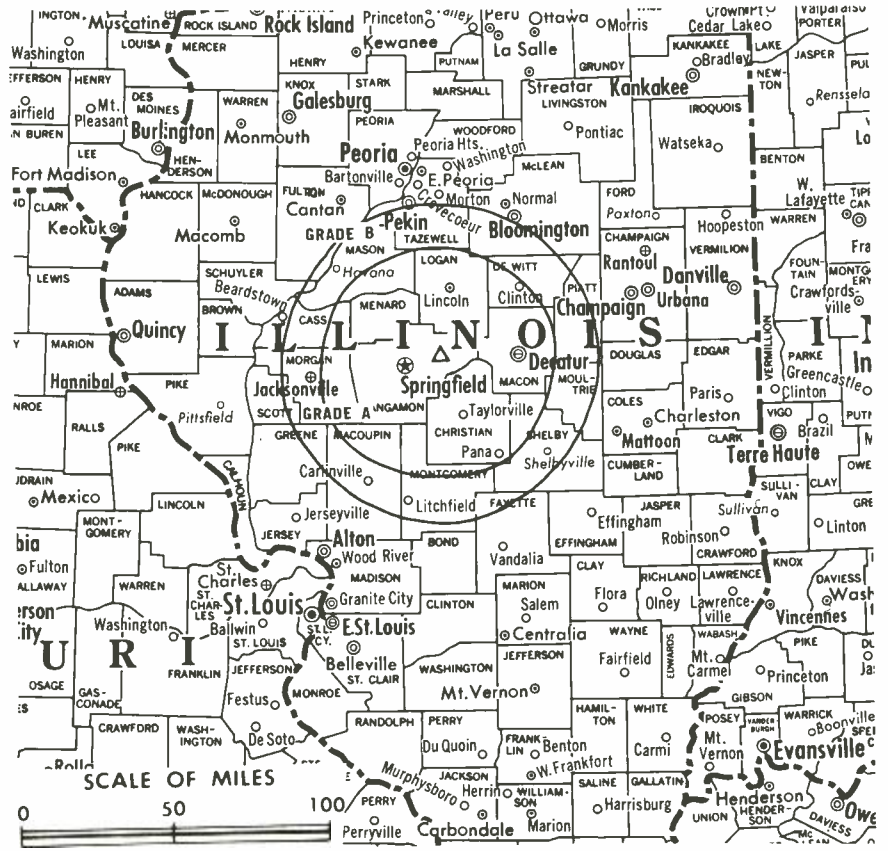
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Arbitron Data: Figures include WICD Champaign, Ill.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WICS Ref: File No. BPCT-4487 Granted 7/12/72

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

## WICS

Network Service: NBC.

Licensee: Plains Television Corp., 2680 East Cook St.

Telephone: 217-528-0465. TWX No.: 217-546-0349.

Studio: 2680 East Cook St. (62703).

Ownership: Elmer Balaban, Harry Balaban & Ida Balaban Scully, Voting Trustees, 100%. Harry & Elmer Balaban control H. & E. Balaban Corp. which owns 50% of WTVO, Rockford, Ill. Plains Television also owns WICD, Champaign, Ill.

Began Operation: Sept. 17, 1953.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

MILTON D. FRIEDLAND, v.p. & general manager.  
ROBERT B. FARROW, general sales manager.  
DON SQUIRES, local sales manager.  
JERROLD MERRITT, director of engineering.  
GARY SPEARS, program operations manager.  
H. K. SPRINGER, controller.  
DON HICKMAN, news director.

DIGEST OF RATE CARD NO. A27

(Aug. 2, 1976)

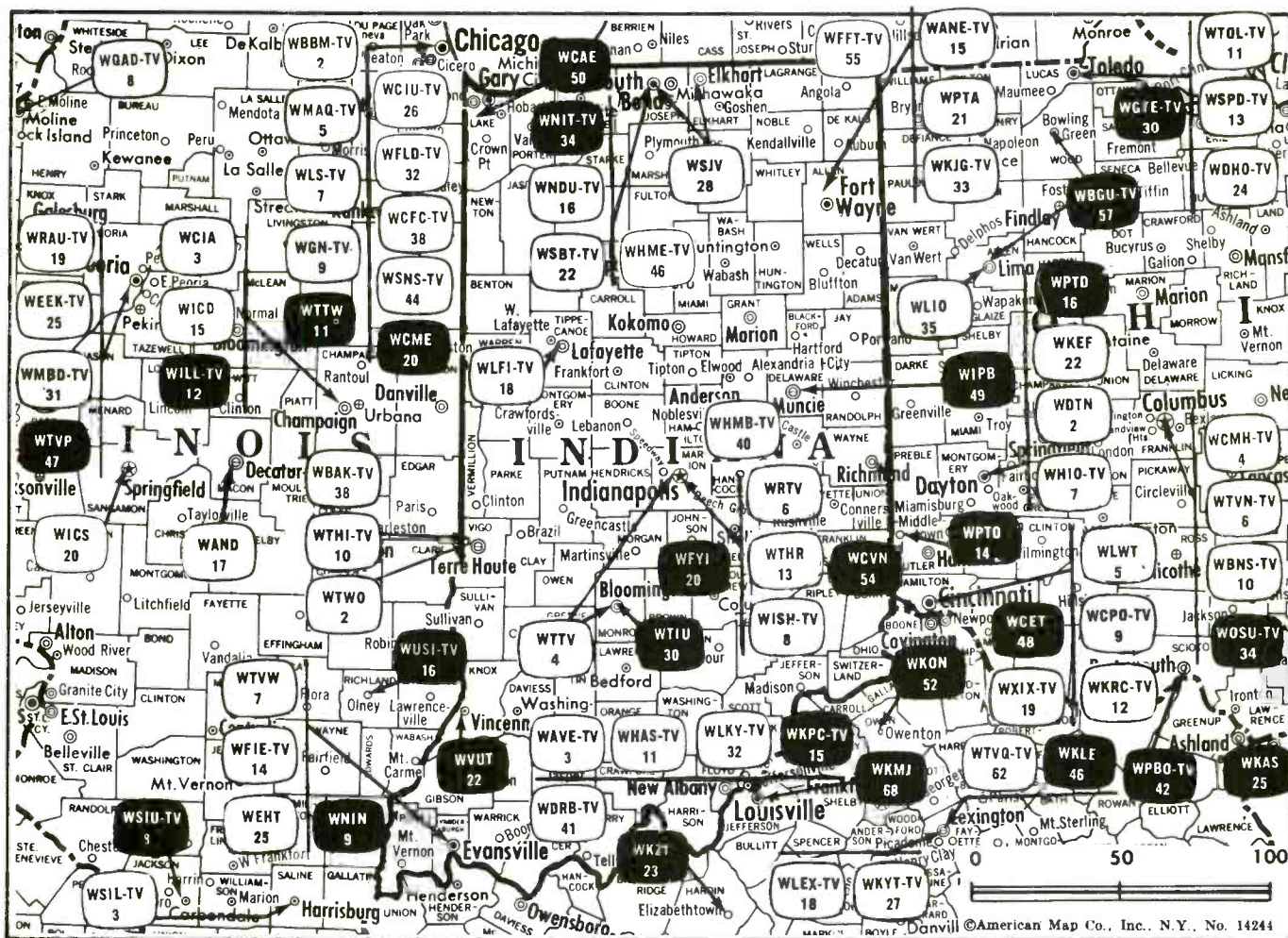
Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class AAA—7-10 p.m. daily.					
\$900	\$750	\$500	\$450	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$500.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Cass	5,300	5,100	97
	Champaign	53,900	52,500	97
	Christian	13,700	13,300	97
	Coles	16,500	16,100	97
	De Witt	6,700	6,500	98
	Douglas	6,700	6,500	98
	Effingham	10,000	9,500	95
	Ford	5,100	5,000	98
	Iroquois	12,000	11,700	97
	Logan	10,100	9,800	97
50% & Over	Macon	47,800	46,800	98
	Menard	4,200	4,100	97
	Morgan	12,900	12,400	96
	Moultrie	5,100	4,900	96
	Piatt	6,100	6,000	99
	Sangamon	65,700	63,800	97
	Schuyler	3,200	3,100	97
	Shelby	8,800	8,400	96
	Vermilion	36,100	35,200	98
<b>INDIANA</b>				
	Benton	3,700	3,600	98
	Warren	2,500	2,400	97
<b>ILLINOIS</b>				
	Edgar	8,400	8,200	97
	Fayette	7,500	7,200	96
	Mc Lean	41,500	40,300	97
	Mason	7,300	7,100	98
Between 25-49%	Montgomery	11,700	11,300	97
<b>INDIANA</b>				
	Fountain	6,500	6,400	98
(Continued on page 275-b)				
<b>Station Totals</b>		<b>603,800</b>	<b>587,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>321,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>200,800</b>	



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Indianapolis	505,000	19	758,600	20
South Bend-Elkhart	163,000	78	270,200	76
Ft. Wayne	141,000	83	209,300	89
Evansville	134,000	86	207,400	91
Terre Haute	94,000	114	158,000	112
Lafayette	14,000	191	35,200	194

### Indiana Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	7	13	20
Educational Television Stations	1	6	7
			27



**CATV & Microwave • Earth Stations**  
**Design and Field Service**

Telephone 602/961-1186  
**KOENICK ELECTRONICS COMPANY**  
 7650 Mercury Way, Chandler, AZ 85224

## Indiana

### 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

Licensee: Southwest Indiana Public Bcstg. Inc., 9201 Petersburg Rd., Evansville, Ind. (47711).

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''

#### WFYI

##### Indianapolis

Ch. 20

Non-Commercial Educational Station

Licensee: Metropolitan Indianapolis TV Assn. Inc., 1440 N. Meridian St., Indianapolis, Ind. (46202).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 748-kw max. & 592-kw horizontal visual, 149-kw max. & 112-kw horizontal aural. Antenna: 850-ft. above av. terrain, 863-ft. above ground, 1693-ft. above sea level.

Latitude	39°	53'	59''
Longitude	86°	12'	01''

#### WIPB

##### Muncie

Ch. 49

Non-Commercial Educational Station

Licensee: Ball State University, 2000 University Ave. (47306).

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''

#### 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: 1910-kw max. & 603-kw horizontal visual, 120-kw horizontal aural. Antenna: 430-ft. above av. terrain, 460-ft. above ground, 1045-ft. above sea level.

Latitude	41°	39'	28''
Longitude	87°	30'	28''

#### WNIT-TV

##### South Bend

Ch. 34

Non-Commercial Educational Station

Licensee: Michiana Public Broadcasting Corp., Box 34, South Bend, Ind. (46624).

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 589-kw max. & 204-kw horizontal visual, 64.6-kw max. & 40.7-kw horizontal aural. Antenna: 560-ft. above av. terrain, 549-ft. above ground, 1394-ft. above sea level.

Latitude	41°	37'	05''
Longitude	86°	36'	09''

#### WVUT

##### Vincennes

Ch. 22

Non-Commercial Educational Station

Licensee: Board of Trustees for Vincennes University, 1002 N. First St. (47591).

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1565-kw max. & 1150-kw horizontal visual, 313-kw max. & 115-kw horizontal aural. Antenna: 570-ft. above av. terrain, 560-ft. above ground, 1060-ft. above sea level.

Latitude	38°	39'	06''
Longitude	87°	28'	37''

### State Cross Reference List Communities That Receive Programs of Stations That Are Located Elsewhere

#### WSJV

Elkhart (See South Bend, Ind.)



# Indiana—Evansville

**WEHT**

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1194-kw max. & 794-kw horizontal visual, 286-kw max. & 185-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.

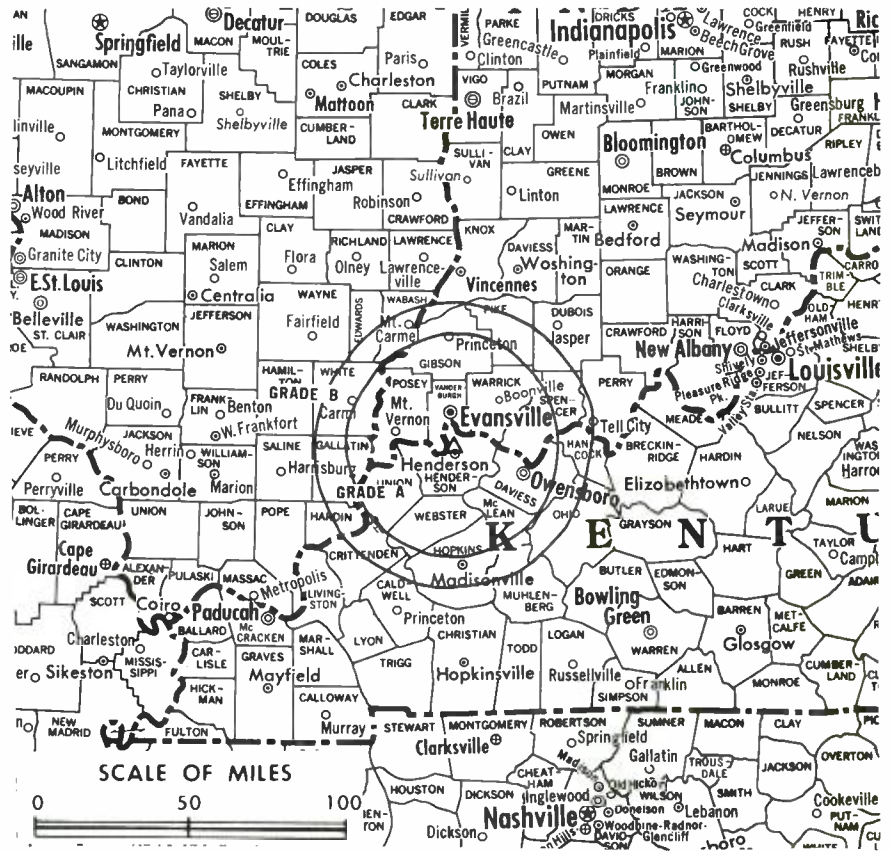
TV tape: Recording facilities.

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

News Wire Service: AP.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Cohen & Dippell.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

WEHT Ref: FCC File No. BPCT—4924 Granted 6/29/76

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

## WEHT

Network Service: CBS.

Licensee: Gilmore Broadcasting Corp., Box 395, Evansville (47701).

Studio: Marywood Dr., Henderson County, Ky.

Telephone: 812-424-9215, Evansville. TWX No.: 510-545-7434.

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 H-R Television Inc.

Personnel:

ERNEST D. MADDEN, vice president & general manager.  
 JERRY KUNKEL, general sales manager.  
 BROD SEYMOUR, program director.  
 ELMER CHANCELLOR, chief engineer.  
 HAL WOLFORD, community affairs/editorial director.  
 STAN CLARK, news director.

### DIGEST OF RATE CARD NO. 31

(June 1, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$950.00	\$500.00	\$300.00		Graded rates apply*

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Edwards	3,100	2,900	95
	Gallatin	2,700	2,500	94
	Wabash	5,200	5,000	96
	White	6,400	6,000	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Gibson	11,100	10,800	97
	Perry	5,800	5,600	96
	Pike	4,700	4,500	96
	Posey	7,500	7,200	96
	Spencer	5,500	5,300	97
	Vanderburgh	56,200	54,800	97
Warrick	11,100	10,800	97	
Between 25-49%	KENTUCKY			
	Daviess	27,600	27,100	98
	Hancock	2,400	2,300	97
	Henderson	13,200	12,900	98
	Hopkins	16,100	15,700	97
	Mc Lean	3,800	3,700	98
	Ohio	7,500	7,300	97
Union	4,800	4,700	97	
Webster	5,500	5,300	96	
Between 5-24%	ILLINOIS			
	Wayne	6,900	6,500	94
	INDIANA			
	Dubois	9,400	9,000	96
	KENTUCKY			
	Muhlenberg	11,600	11,300	98
	ILLINOIS			
Crawford	8,100	7,900	98	
Hamilton	3,600	3,400	93	
Hardin	2,100	2,000	97	
Lawrence	6,800	6,600	97	
Richland	6,600	6,300	96	
Saline	11,500	11,100	96	

(Continued on page 292-b)

Station Totals	332,500	322,200	96
Net Weekly Circulation (1976-77)		192,600	
Average Daily Circulation (1976-77)		134,200	

# Indiana—Evansville

## WFIE-TV

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 2208-kw max. & 1020-kw horizontal visual, 331-kw max. & 91.2-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 949-ft. above ground, 1449-ft. above sea level.

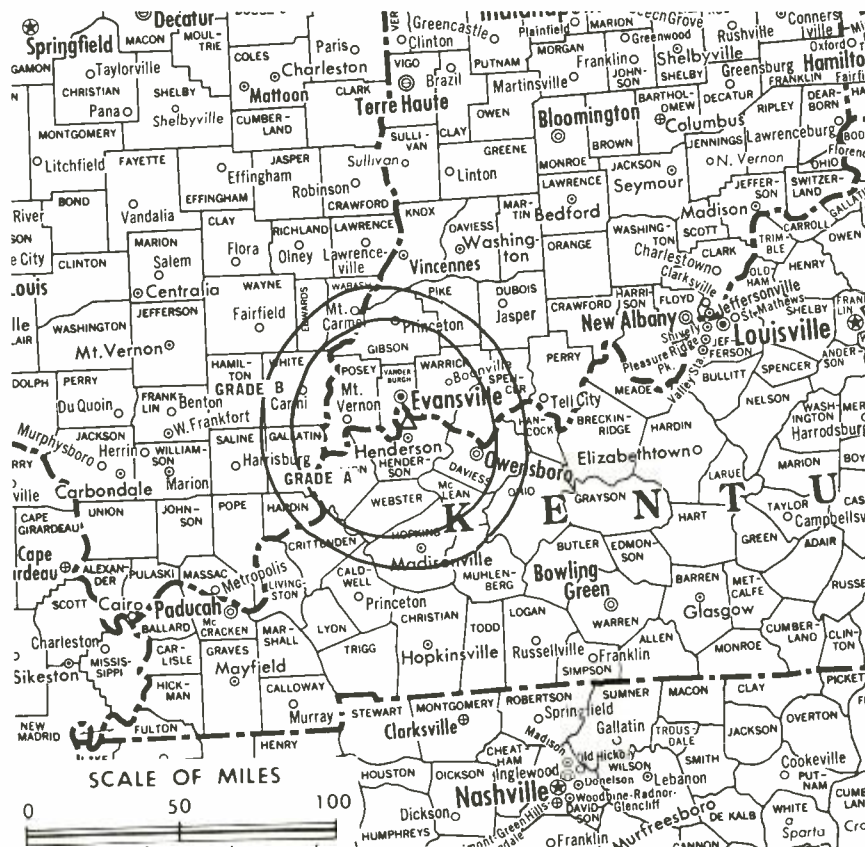
Latitude 37° 53' 14"  
Longitude 87° 31' 07"

Transmitter: Wolf Hill, approx. 2300-ft. NE of intersection of Rt. 414 (Wathen Lane) & Cemetery Rd., near Henderson, Ky.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WFIE-TV Ref: FCC File No. BPCT-4913 Granted 6/11/76

© American Map Co., Inc., N.Y., No. 11244

## WFIE-TV

Network Service: NBC.

Licensee: WFIE Inc., 1115 Mount Auburn Rd. (47712).

Studio: 1115 Mount Auburn Rd. Telephone: 812-426-1414.

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 (legal) by Covington & Burling.

Represented (sales) by Katz Television.

Personnel:

- CONRAD CAGLE, president & general manager.
- RALPH S. JACKSON, vice president.
- T. BALLARD MORTON JR., secretary-treasurer.
- JERRY EASTHAM, general sales manager.
- ALAN HAY, program manager.
- PAUL HARMON, production manager.
- BILL HOLLANDER, news director.
- MARION B. PAUL, chief engineer.
- JOSEPH LOGSDON, promotion director.

DIGEST OF RATE CARD NO. A38—(April 11, 1977)

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

Class AAA—6:30-10 p.m., daily.

\$800 \$500 \$350 \$200 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Edwards	3,100	2,900	95
	Gallatin	2,700	2,500	94
	Wabash	5,200	5,000	96
	White	6,400	6,000	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA</b>			
	Gibson	11,100	10,800	97
	Perry	5,800	5,600	96
	Posey	7,500	7,200	96
	Spencer	5,500	5,300	97
	Vanderburgh	56,200	54,800	97
	Warrick	11,100	10,800	97
Between 25-49%	<b>KENTUCKY</b>			
	Daviess	27,600	27,100	98
	Hancock	2,400	2,300	97
	Henderson	13,200	12,900	98
	Mc Lean	3,800	3,700	98
	Union	4,800	4,700	97
Between 25-49%	<b>ILLINOIS</b>			
	Wayne	6,900	6,500	94
	<b>INDIANA</b>			
	Dubois	9,400	9,000	96
	Pike	4,700	4,500	96
Between 5-24%	<b>KENTUCKY</b>			
	Hopkins	16,100	15,700	97
	Ohio	7,500	7,300	97
	Webster	5,500	5,300	96
Between 5-24%	<b>ILLINOIS</b>			
	Clay	5,800	5,500	95
	Hamilton	3,600	3,400	93
	Lawrence	6,800	6,600	97
	Richland	6,600	6,300	96
Between 5-24%	<b>INDIANA</b>			
	Daviess	8,700	8,400	96
	Knox	14,300	13,900	97
	<b>KENTUCKY</b>			
	Muhlenberg	11,600	11,300	98
<b>Station Totals</b>		<b>273,900</b>	<b>265,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>167,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>105,100</b>	

# Indiana—Evansville

**WTVW**

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1000-ft. above av. terrain, 988-ft. above ground, 1468-ft. above sea level.

Latitude 38° 01' 27"  
Longitude 87° 21' 43"

Transmitter: 1-mi. S of Chandler, Ind.

TV tape: Recording facilities.

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

News Wire Service: AP.

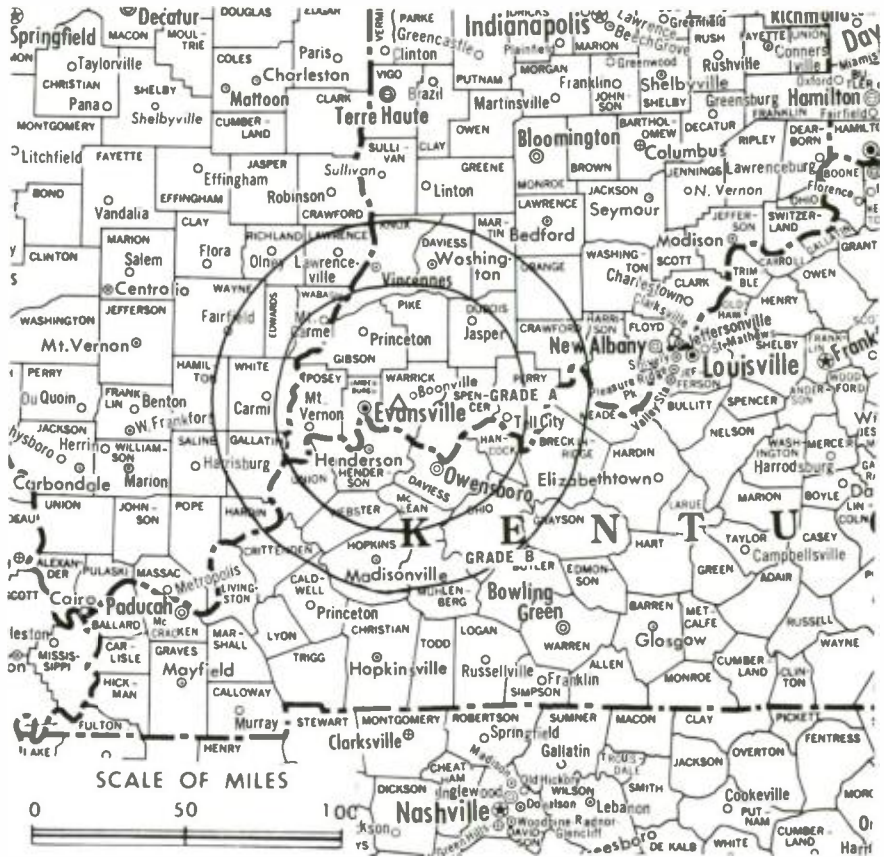
News Film Service: ABC.

Represented (engineering) by Serge Bergen.

Represented (legal) by Wilner & Scheiner.

Represented (sales) by Blair Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 141).



WTVW Ref: FCC File No. BPCT-3991 Granted 6/29/67

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

## WTVW

Network Service: ABC.

Licensee: Evansville Television Inc., Box 7, Evansville, Ind. (47701).

Studio: 477 Carpenter St. (47736).

Telephone: 812-422-1121. TWX No.: 810-353-0594.

Ownership: Evansville Television Inc., 100% owned by Fuqua Communications 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, Vols. 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).

Personnel:

JOE WINDSOR, chairman of the board.  
E. BERRY SMITH, president & general manager.  
I. A. SAUCIER JR., vice president, sales.  
JIM ABBOTT, vice president, sales.  
GERALD J. FISCHER, vice president & controller.  
LARRY VONDERAHE, creative services director.  
JOHN SCHUTA, chief engineer.  
TOM MOO, news director.

DIGEST OF RATE CARD NO. 77/4—(March 28, 1977)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$935.00	\$561.00	Graded rates apply*	

\*Highest rate: \$490.

NETWORK BASE HOURLY RATE: \$1135.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Clay	5,800	5,500	95
	Edwards	3,100	2,900	95
	Gallatin	2,700	2,500	94
	Lawrence	6,800	6,600	97
	Richland	6,600	6,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS—(Continued)			
	Wabash	5,200	5,000	96
	Wayne	6,900	6,500	94
	White	6,400	6,000	94
	INDIANA			
	Daviess	8,700	8,400	96
	Dubois	9,400	9,000	96
	Gibson	11,100	10,800	97
	Knox	14,300	13,900	97
	Martin	3,600	3,500	97
	Perry	5,800	5,600	96
	Pike	4,700	4,500	96
	Posey	7,500	7,200	96
	Spencer	5,500	5,300	97
	Vanderburgh	56,200	54,800	97
	Warrick	11,100	10,800	97
	KENTUCKY			
	Breckinridge	5,300	5,100	97
	Daviess	27,600	27,100	98
Hancock	2,400	2,300	97	
Henderson	13,200	12,900	98	
Hopkins	16,100	15,700	97	
Mc Lean	3,800	3,700	98	
Muhlenberg	11,600	11,300	98	
Ohio	7,500	7,300	97	
Union	4,800	4,700	97	
Webster	5,500	5,300	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ILLINOIS			
	Crawford	8,100	7,900	98
	Hamilton	3,600	3,400	93
	Jasper	4,100	3,900	96

(Continued on page 292-b)

Station Totals	426,900	413,700	96
Net Weekly Circulation (1976-77)		270,700	
Average Daily Circulation (1976-77)		181,600	

# Indiana—Fort Wayne

## WANE-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 436-kw max. & 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.

TV tape: Recording facilities.

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

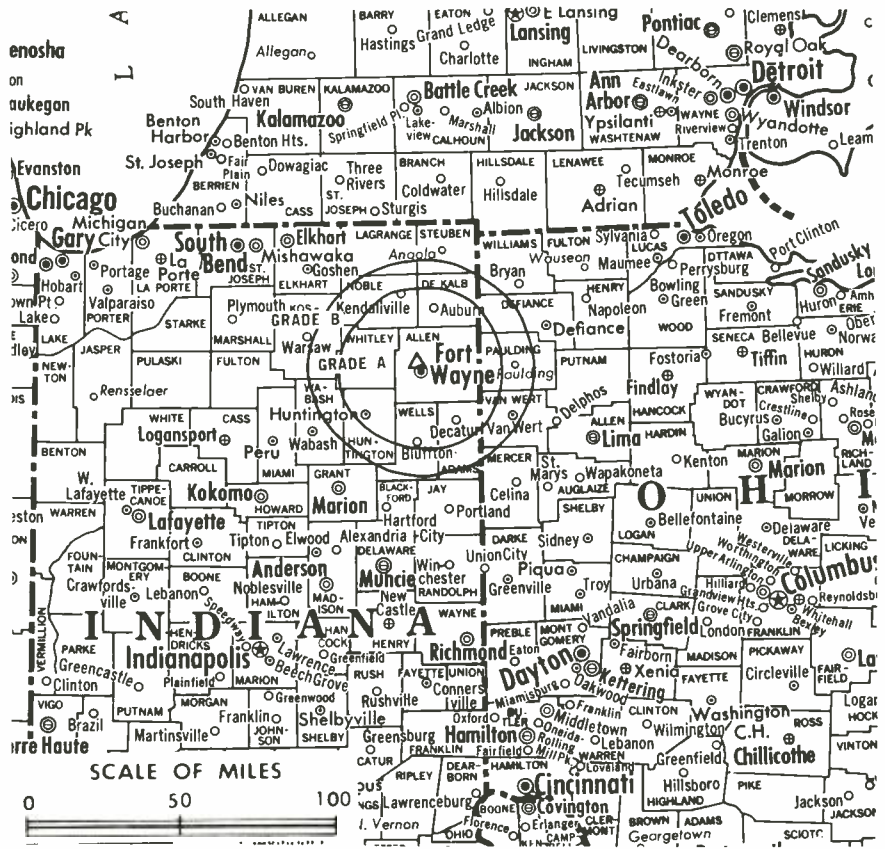
News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Represented (legal) by Covington & Burling.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Indiana Bcstg. Corp., 2915 West State Blvd., Ft. Wayne, Ind. (46808).

Studio: 2915 West State Blvd.

Telephone: 219-424-1515. TWX No.: 810-332-1508.

Ownership: Corinthian Broadcasting Corp., a Division of Dun & Bradstreet Cos. Inc. 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.

Personnel:

PHILIP J. LOMBARDO, president.  
REID G. CHAPMAN, v.p. & general manager.  
WILLIAM STOUGH, station manager.  
C. JOSEPH TONSING, general sales manager.  
DON F. DILLION, program/production mgr. & film buyer.  
MIKE COHEN, news director.  
ANN COLONE, promotion director.

DIGEST OF RATE CARD NO. 77-3—(April 25, 1977)

Hour	30 Min.	5 Min.	30 Sec.	10 Sec.
Class A—7-10 p.m., daily.				
\$700	\$450	\$225	Graded rates apply*	

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA Adams	8,500	8,300	97
	Allen	97,100	95,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%	
INDIANA—(Continued)					
50% & Over	De Kalb	10,500	10,300	98	
	Huntington	12,000	11,800	98	
	Jay	8,700	8,400	97	
	Noble	10,700	10,400	97	
	Steuben	8,200	8,000	98	
	Wabash	11,900	11,500	97	
	Wells	8,500	8,300	98	
	Whitley	8,500	8,300	98	
	OHIO				
		Defiance	11,900	11,700	98
	Mercer	11,700	11,500	98	
	Paulding	6,700	6,600	98	
	Van Wert	10,800	10,600	98	
	Williams	11,800	11,500	98	
Between 25-49%	INDIANA Blackford	5,500	5,400	98	
	OHIO Allen	37,000	36,200	98	
	Auglaize	14,400	14,100	98	
	Putnam	9,300	9,100	98	
Between 5-24%	INDIANA Grant	28,500	27,800	98	
	Kosciusko	18,200	17,700	98	
	La Grange	7,000	6,600	94	
	Miami	13,000	12,700	98	
OHIO Hillsdale	14,800	14,400	97		
Fulton	11,800	11,500	98		
Henry	9,200	9,100	98		
Station Totals		406,200	397,100	97	
Net Weekly Circulation (1976-77)			242,600		
Average Daily Circulation (1976-77)			157,200		

# Indiana—Fort Wayne

## WFFT-TV

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 603-kw max. & 389-kw horizontal visual, 60.3-kw max. & 38.9-kw horizontal aural. Antenna: 780-ft. above av. terrain, 805-ft. above ground, 1625-ft. above sea level.  
 Latitude 41° 06' 33"  
 Longitude 85° 11' 44"

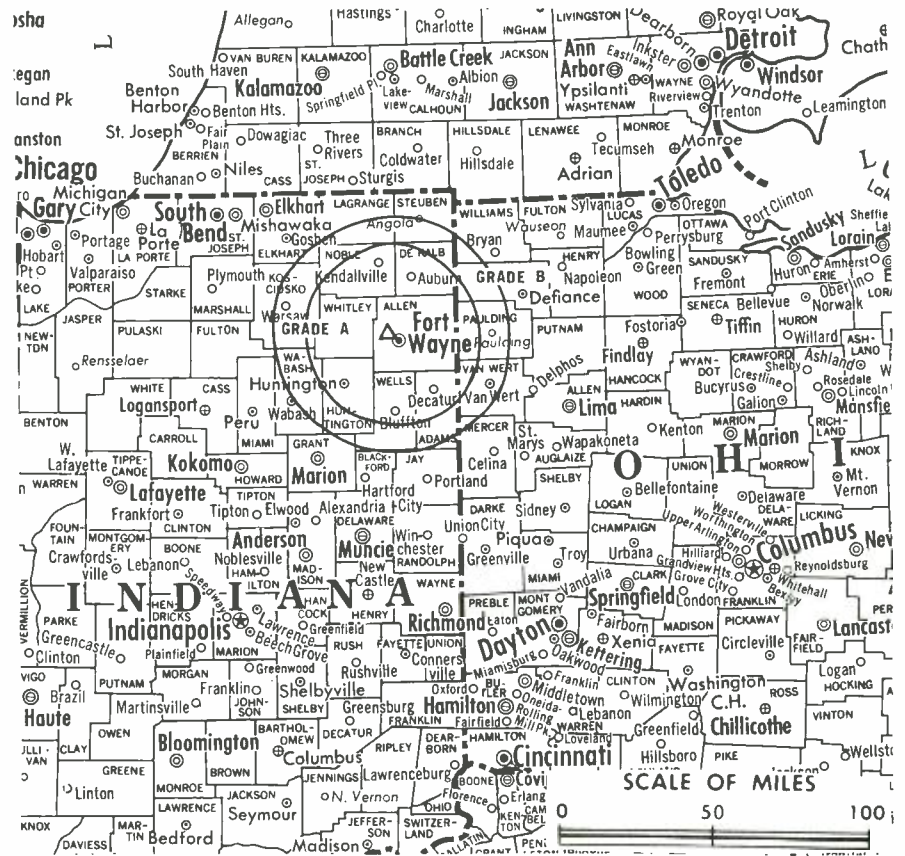
Transmitter: 3707 Hillegas Rd.

TV tape: Recording facilities.

Color: Network, live, film & tape.

News Wire Service: UPI.

Arbitron Data: Not available.



WFFT-TV Ref: FCC File No. BPCT-4975 Granted 5/20/77

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

## WFFT-TV

Network Service: None, independent.

Grantee: Ontario Corp., c/o Robert W. Faull, Box 2255, Fort Wayne, Ind. (46801).

Studio: 3707 Hillegas Rd. Telephone: 219-424-5555.

Ownership: Van P. Smith, pres., 33.4%; Joseph L. Skinner, chmn., 0.6%; James A. Nolan, v.p., 21.3%; George R. Benson, v.p.-finance & treas., 3%; William L. Skinner, v.p.-mktg., 2.3%; Donald G. Wheeldon, v.p.-mfg., 0.2%; Jack E. Buckles, secy., 1.6%; Marion R. Skinner, 16.9%; Industrial Trust & Savings Bank, 14.9%.

Began Operation: Dec. 21, 1977.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

ROBERT W. FAULL, general manager.  
 RICHARD J. STAWICKI, program director.  
 JAMES E. JUMP, sales manager.  
 JAMES E. MILLER, chief engineer.  
 ROBERT G. McDOWELL, production manager.  
 SALLY BETZ, operations manager.  
 KENT M. HORMANN, news director.  
 JAMES P. BRENNAN, director of special projects.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$350	\$200	\$115	\$150	\$75

# Indiana—Fort Wayne

## WKJG-TV

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 295-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"

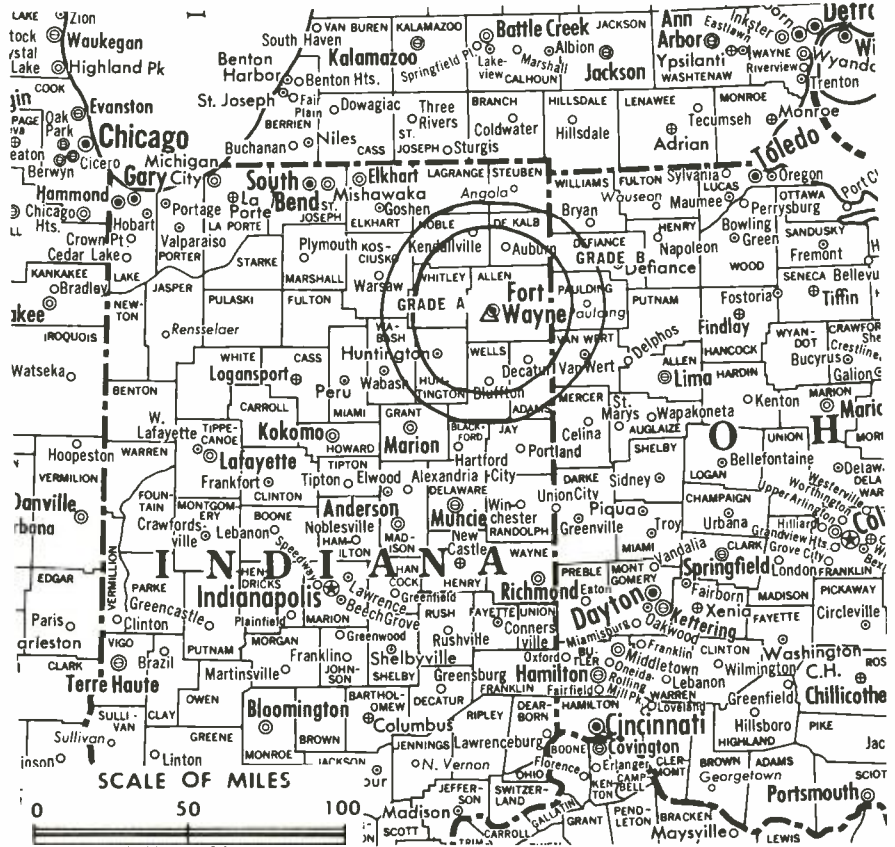
Transmitter: 2633 West State Blvd.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

WKJG-TV Ref: FCC File No. B1PCT-516 Granted 5/21/53

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

## WKJG-TV

Network Service: NBC.

Licensee: Thirty-Three Inc., 2633 West State Blvd., Fort Wayne, Ind. (46808).

Studio: 2633 West State Blvd.

Telephone: 219-422-7474. TWX No.: 219-241-2083.

Ownership: Wabash Valley Broadcasting Corp., see WTHI-TV, Terre Haute, Ind.

Began Operation: Nov. 21, 1953. Sale to present owner by Federated Media Inc. approved by FCC July 30, 1974 (Television Digest, Vol. 14:32). Sale to FMI by Truth Publishing Co. approved by FCC March 10, 1971 (Vol. 10:27). Previous sale by Clarence L. Schust, H. Leslie Popp and associates approved March 13, 1957 by FCC (Vol. 13:5, 11).

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Haley, Bader & Potts.

Represented (engineering) by Lohnes & Culver.

Personnel:

HILLIARD GATES, v.p. & general manager.  
 WILLIAM KLINE, commercial manager.  
 CALO O. MAHLOCK, assistant general manager.  
 WILLIAM NICHOLS, operations manager.  
 RICHARD FLOREA, news director.  
 WAYNE ROTHGEB, farm director.  
 EUGENE A. CHASE, chief engineer.

DIGEST OF RATE CARD NO. 2-77  
 (April 25, 1977)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$650	\$400	\$275	\$300*	\$150*

\*Section 1.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>INDIANA</b>				
	Adams	8,500	8,300	97	
	Allen	97,100	95,300	98	
	Blackford	5,500	5,400	98	
	De Kalb	10,500	10,300	98	
	Huntington	12,000	11,800	98	
	Jay	8,700	8,400	97	
	Noble	10,700	10,400	97	
	Steuben	8,200	8,000	98	
	Wabash	11,900	11,500	97	
Wells	8,500	8,300	98		
Whitley	8,500	8,300	98		
<b>OHIO</b>	Mercer	11,700	11,500	98	
	Paulding	6,700	6,600	98	
	Van Wert	10,800	10,600	98	
<b>INDIANA</b>	Grant	28,500	27,800	98	
	<b>OHIO</b>	<b>Between 25-49%</b>			
		Auglaize	14,400	14,100	98
Defiance		11,900	11,700	98	
Williams	11,800	11,500	98		
<b>INDIANA</b>	Fulton	6,200	6,100	98	
	Kosciusko	18,200	17,700	98	
	La Grange	7,000	6,600	94	
	<b>Between 5-24%</b>				
Miami	13,000	12,700	98		
<b>OHIO</b>	Allen	37,000	36,200	98	
	Putnam	9,300	9,100	98	
<b>Station Totals</b>		<b>376,600</b>	<b>368,200</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>231,700</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>149,600</b>	

# Indiana—Fort Wayne

**WPTA**

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 178-kw max. & 110-kw horizontal visual, 30.8-kw max. & 22-kw horizontal aural. Antenna: 760-ft. above av. terrain, 769-ft. above ground, 1584-ft. above sea level.

Latitude 41° 06' 03"  
Longitude 85° 11' 00"

Transmitter: 3401 Butler Rd.

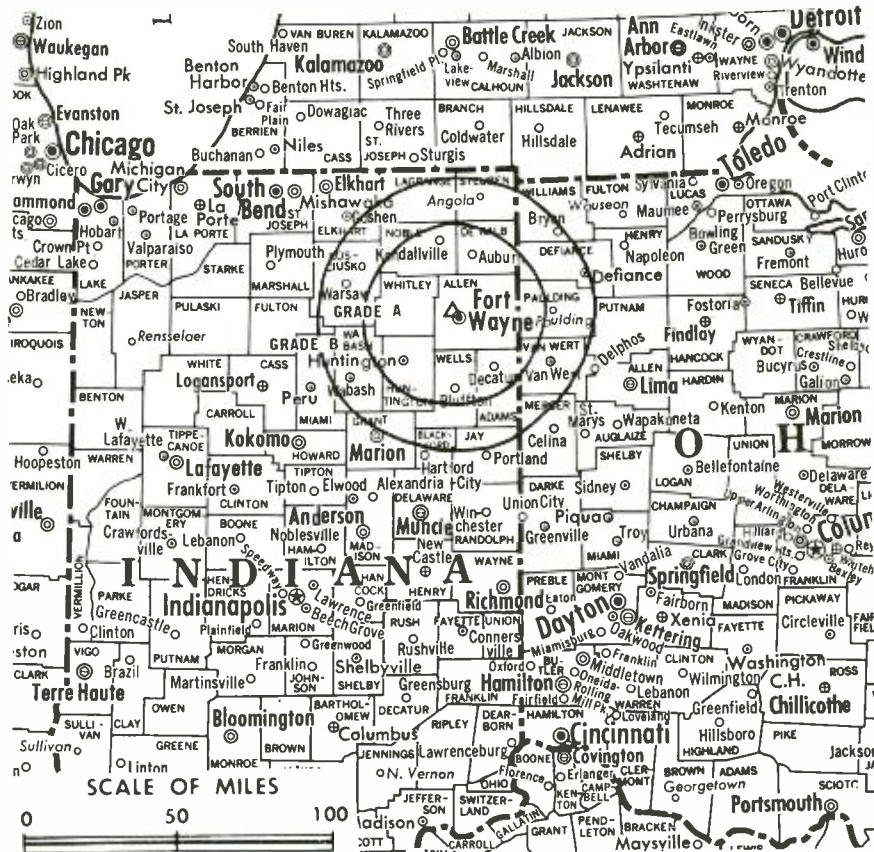
TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.



WPTA Ref: FCC File No. BMPCT-4800 Granted 8/27/57

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WPTA

Network Service: ABC.

Licensee: WPTA-TV Inc.

Studio: 3401 Butler Rd., Fort Wayne, Ind. (46808).

Telephone: 219-483-0584. Telex: 232434.

Ownership: Combined Communications Corp., 100%. For other interests, see KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: Sept. 28, 1957. Sale to present owner by Sarkes Tarzian Inc. approved by FCC April 4, 1973 (Television Digest, Vol. 12:41; 13:7).

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

EDWIN METCALFE, president & general manager.  
MARVIN GOTTLIEB, v.p., station & general sales manager.  
BARBARA WIGHAM, v.p., dir. of programming & promotion.  
HARRY GALLAGHER, vice president, news.  
RAY KRUEGER, chief engineer.

Highest 30 Sec. Rate (April 29, 1978): \$500.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
	Adams	8,500	8,300	97
	Allen	97,100	95,300	98
<b>50% &amp; Over</b>	De Kalb	10,500	10,300	98
	Huntington	12,000	11,800	98
	Jay	8,700	8,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA—(Continued)</b>			
	Noble	10,700	10,400	97
	Steuben	8,200	8,000	98
	Wabash	11,900	11,500	97
	Wells	8,500	8,300	98
	Whitley	8,500	8,300	98
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Defiance	11,900	11,700	98
	Mercer	11,700	11,500	98
	Paulding	6,700	6,600	98
	Van Wert	10,800	10,600	98
	Williams	11,800	11,500	98
	<b>INDIANA</b>			
	Blackford	5,500	5,400	98
	Grant	28,500	27,800	98
	Miami	13,000	12,700	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Allen	37,000	36,200	98
	Auglaize	14,400	14,100	98
	Putnam	9,300	9,100	98
	<b>INDIANA</b>			
	Fulton	6,200	6,100	98
	Kosciusko	18,200	17,700	98
<b>Between 5-24%</b>	La Grange	7,000	6,600	94
	<b>OHIO</b>			
	Fulton	11,800	11,500	98
<b>Station Totals</b>		<b>388,400</b>	<b>379,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>259,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>168,900</b>	

# Indiana—Indianapolis

## WHMB-TV

Ch. 40

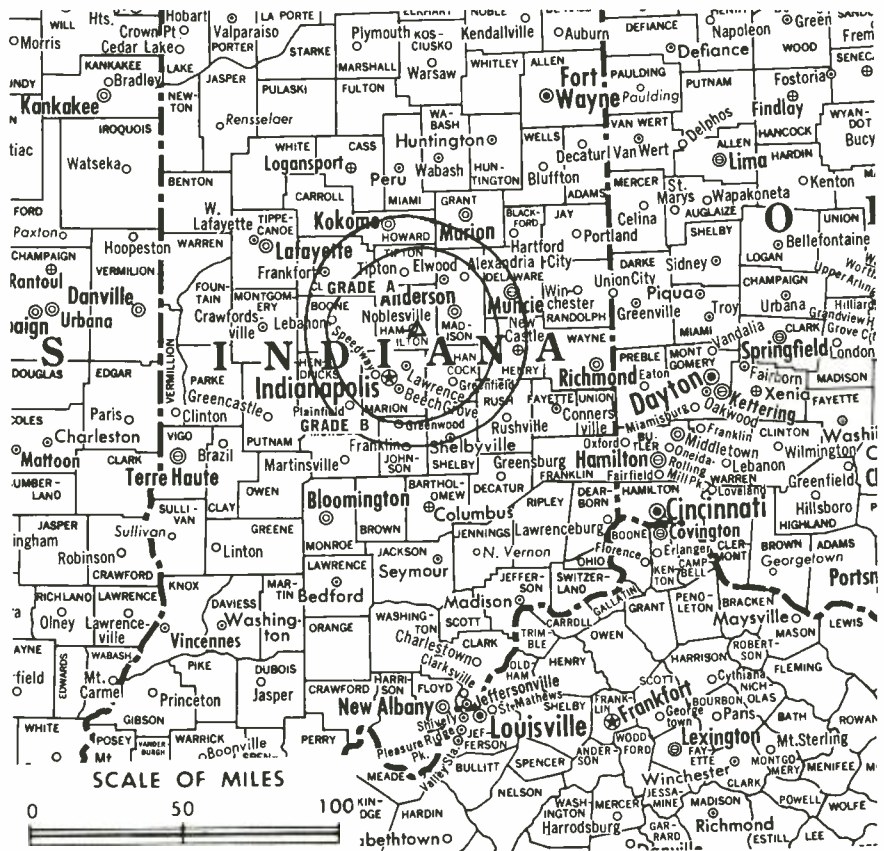
Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 933-kw max. & 692-kw horizontal visual, 69.2-kw horizontal aural. Antenna: 470-ft. above av. terrain, 500-ft. above ground, 1325-ft. above sea level.

Latitude 40° 00' 55"  
Longitude 85° 58' 58"

Transmitter: 1-mi. E of Hwy. 37 on State Rd. #238.

Color: Live, film, slide & tape.

News Wire Service: UPI.



WHMB-TV Ref. FCC File No. BMPCT—6987 Granted 4/30/69

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b)

## WHMB-TV

Network Service: None, independent.  
Licensee: LeSea Broadcasting Co., Box 12, South Bend, Ind. (46624).  
Studio: 10511 Greenfield Ave., Noblesville, Ind. (46060).  
Mailing Address: Box 50250, Indianapolis, Ind. (46250).  
Telephone: 317-773-5050. TWX No.: 810-260-1752.

Ownership: Non-stock, non-profit organization. Officers: Lester Sumrall, pres.; Louise Sumrall, secy.; Leona Murphy, treas. Above officers are trustees for Lester Sumrall Evangelistic Assn. Inc., licensee of WHME-TV & WHME(FM), South Bend, Ind. which also owns WHFT(TV), Miami, Fla.

Began Operation: January 25, 1971. Sale to present owner by Dr. Wendell Hansen approved by FCC Aug. 15, 1972.

Represented (sales) by Avery-Knodel Inc.

### Personnel:

LESTER SUMRALL, president.  
JOHN PAUZA, vice president & general manager.  
CHUCK MARLOWE, general sales manager.  
LARRY VEHORN, chief engineer.  
WANDA LINVILLE, traffic manager.

### DIGEST OF RATE CARD NO. 4 (Jan. 1, 1976)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.				
\$500	\$250	\$150	\$75	\$40

For Program Sources,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Blackford	5,500	5,400	98
	Grant	28,500	27,800	98
	Hamilton	23,900	23,500	99
<b>Between 25-49%</b>	Hancock	13,500	13,300	98
	Howard	30,100	29,600	98
	Madison	48,000	47,300	98
	Tipton	5,800	5,700	98
<b>INDIANA</b>				
	Bartholomew	20,100	19,700	98
	Boone	11,500	11,300	98
	Clinton	11,200	11,000	98
	Delaware	42,000	41,300	98
	Hendricks	20,300	20,000	99
	Henry	18,500	18,200	98
	Johnson	22,600	22,400	99
	Marion	272,100	267,300	98
<b>Between 5-24%</b>	Miami	13,000	12,700	98
	Monroe	30,500	29,400	96
	Montgomery	12,100	11,900	98
	Morgan	15,500	15,200	98
	Randolph	10,300	10,100	98
	Rush	6,900	6,800	99
	Shelby	13,500	13,300	98
	Warren	2,500	2,400	97
	Wells	8,500	8,300	98
<b>Station Totals</b>		<b>686,400</b>	<b>673,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>129,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>56,300</b>	



# 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"

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: AP.

Represented (legal) by Covington & Burling.

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

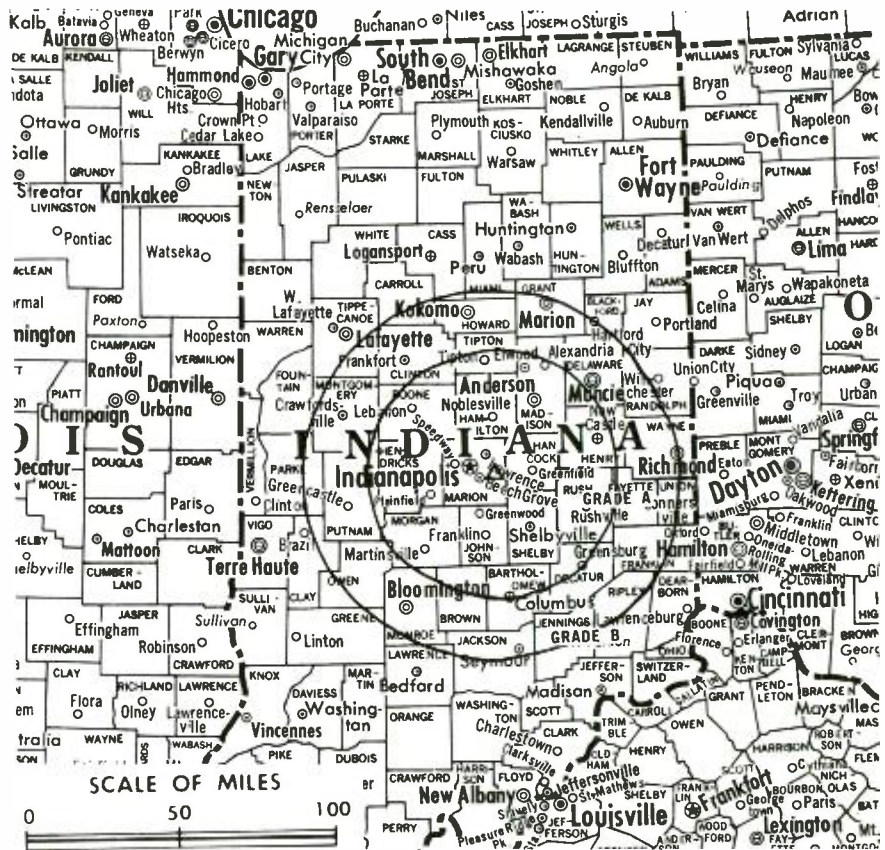
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Indiana Broadcasting Corporation, 1950 N. Meridian St., Indianapolis, Ind. (46202).

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 TeleRep Inc.

Personnel:

PHILIP J. LOMBARDO, president.  
DUANE R. HARM, vice president & general manager.  
JERRY L. GABERT, secretary & treasurer.  
J. WILLIAM BEINDORF, general sales manager.  
JOHN CAMPAGNOLO, national sales manager.  
JOHN IRVIN, program director.  
ANGIE GORDON, advertising & promotion manager.  
ROBERT SMITH, production manager.  
JOSEPH MISSICK, chief engineer.  
LEE GILES, news director.

Highest 30 Sec. Rate (April 15, 1978): \$2000.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Bartholomew	20,100	19,700	98
	Blackford	5,500	5,400	98
	Boone	11,500	11,300	98
	Brown	3,200	3,100	98
<b>50% &amp; Over</b>	Carroll	6,300	6,200	98
	Cass	13,900	13,500	97
	Clinton	11,200	11,000	98
	Decatur	7,900	7,700	97
	Delaware	42,000	41,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA—(Continued)</b>				
	Grant	28,500	27,800	98
	Hamilton	23,900	23,500	99
	Hancock	13,500	13,300	98
	Hendricks	20,300	20,000	99
	Henry	18,500	18,200	98
	Howard	30,100	29,600	98
	Jackson	11,900	11,600	98
	Jennings	6,400	6,200	97
	Johnson	22,600	22,400	99
	Madison	48,000	47,300	98
<b>50% &amp; Over</b>	Marion	272,100	267,300	98
	Miami	13,000	12,700	98
	Monroe	30,500	29,400	96
	Montgomery	12,100	11,900	98
	Morgan	15,500	15,200	98
	Owen	4,700	4,600	98
	Putnam	8,800	8,600	98
	Randolph	10,300	10,100	98
	Rush	6,900	6,800	99
	Shelby	13,500	13,300	98
	Tipton	5,800	5,700	98
<b>INDIANA</b>				
	Benton	3,700	3,600	98
	Clay	8,700	8,500	98
	Fayette	9,500	9,300	98
<b>Between 25-49%</b>	Fountain	6,500	6,400	98
	Jay	8,700	8,400	97
	Lawrence	14,700	14,400	98
	Parke	5,400	5,300	98
	Tippecanoe	36,300	35,200	97
	Wabash	11,900	11,500	97
(Continued on page 300-b)				
<b>Station Totals</b>		<b>976,100</b>	<b>956,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>746,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>472,800</b>	

# Indiana—Indianapolis

## WRTV

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.

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

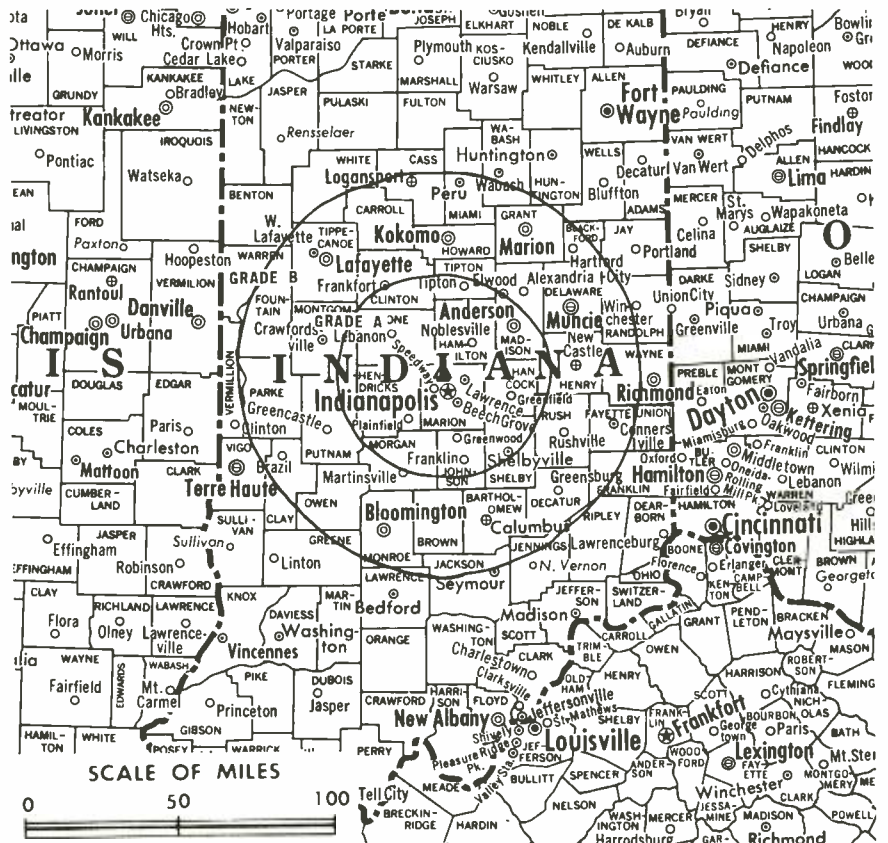
News Wire Service: AP.

News Film Service: NBC.

Studio: 1330 N. Meridian St.

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRTV Ref: FCC File No. BMPCT-1529 Granted 12/29/53

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

## WRTV

Network Service: NBC.

Licensee: McGraw-Hill Broadcasting Co. Inc., 1330 N. Meridian St., Indianapolis, Ind. (46206).

Telephone: 317-635-9788. TWX No.: 810-341-3339.

Ownership: McGraw-Hill Inc., 100%. For other interests, see Group Ownership.

Began Operation: May 30, 1949. Sale to present owner by Time Inc. approved by FCC March 8, 1972 (Television Digest, Vol. 12:10, 11). Previous sale by H. M. Bitner interests approved by FCC April 17, 1957. (Vol. 12:50-51; 13:16).

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

Personnel:

JERRY R. CHAPMAN, vice president & general manager.  
JAMES B. MATHIS, general sales manager.  
KEN LADAGE, director of program operations.  
TIM HNEDAK, dir. of advertising & sales promotion.  
BEVERLY MAY, director of business affairs.  
ROBERT FLANDERS, v.p. & director of engineering.  
BOB GAMBLE, director of news.  
TOM CARNEGIE, sports director.

### DIGEST OF RATE CARD NO. 53—(Aug. 30, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$2138	\$1586	\$1137	\$572	\$1100*	\$550*

\*Class AA—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1625.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
50% & Over	Bartholomew	20,100	19,700	98
	Benton	3,700	3,600	98
	Blackford	5,500	5,400	98
	Boone	11,500	11,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brown	3,200	3,100	98
	Carroll	6,300	6,200	98
	Cass	13,900	13,500	97
	Clinton	11,200	11,000	98
	Decatur	7,900	7,700	97
	Delaware	42,000	41,300	98
	Fountain	6,500	6,400	98
	Grant	28,500	27,800	98
	Hamilton	23,900	23,500	99
	Hancock	13,500	13,300	98
	Hendricks	20,300	20,000	99
	Henry	18,500	18,200	98
	Howard	30,100	29,600	98
	Johnson	22,600	22,400	99
	Madison	48,000	47,300	98
	Marion	272,100	267,300	98
	Miami	13,000	12,700	98
	Monroe	30,500	29,400	96
	Montgomery	12,100	11,900	98
	Morgan	15,500	15,200	98
Owen	4,700	4,600	98	
Parke	5,400	5,300	98	
Putnam	8,800	8,600	98	
Randolph	10,300	10,100	98	
Rush	6,900	6,800	99	
Shelby	13,500	13,300	98	
Tippecanoe	36,300	35,200	97	
Tipton	5,800	5,700	98	
Warren	2,500	2,400	97	
White	7,300	7,100	98	

<b>ILLINOIS</b>				
Between 25-49%	Vermilion	36,100	35,200	98

(Continued on page 300-b)

Station Totals	1,037,500	1,015,900	97
Net Weekly Circulation (1976-77)	797,800		
Average Daily Circulation (1976-77)	516,000		

# Indiana—Indianapolis

**WTHR**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 980-ft. above av. terrain, 1024-ft. above ground, 1847-ft. above sea level.

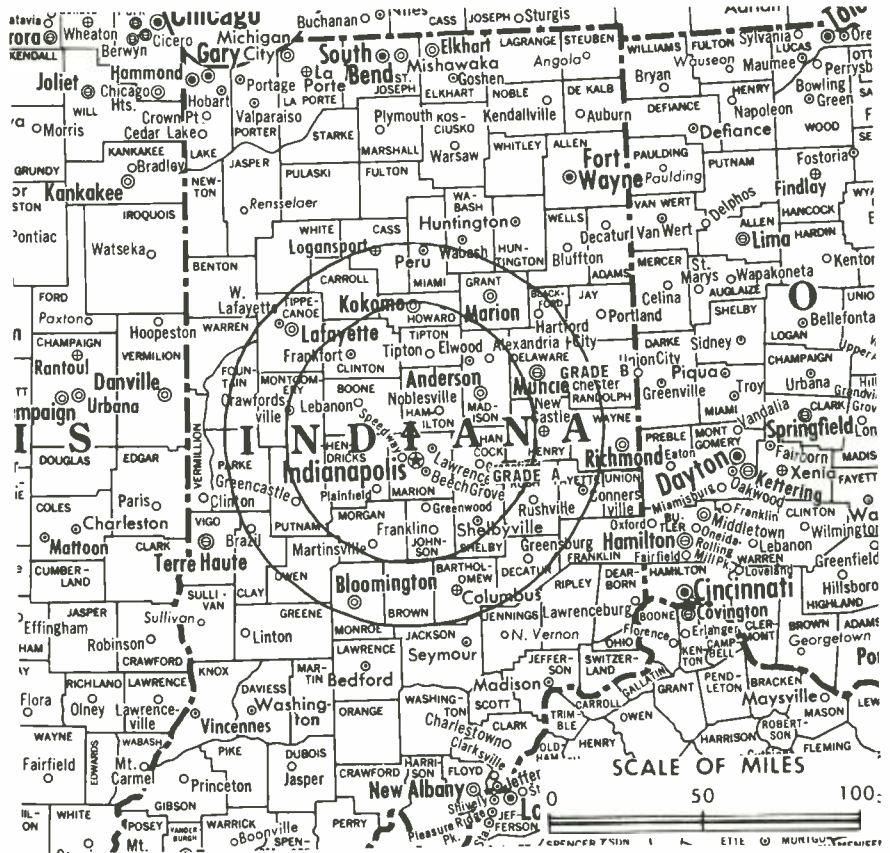
Latitude 39° 55' 43"  
Longitude 86° 10' 55"

Transmitter: Ditch Rd. & 96th St.  
TV tape: Recording facilities.

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

News Wire Service: AP, UPI. Facsimile Service: AP. News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTHR Ref: FCC File No. BPCT-1837 Granted 3/6/57

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

## WTHR

Network Service: ABC.

Licensee: VideoIndiana Inc., 1401 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1401 N. Meridian St. (46202). Telephone: 317-639-2311.

Ownership: See WBNS-TV, Columbus, Ohio.

Began Operation: Oct. 30, 1957. Sale to present owner by Avco Bcstg. Corp. approved by FCC Aug. 11, 1975 (Television Digest, Vol. 15:13, 21).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- GENE D'ANGELO, president.
- CHRIS DUFFY, vice president & general manager.
- GERALD CARY, treasurer.
- WILLIAM ORR, vice president, engineering.
- RON ARENDALL, engineering manager.
- TOM ROSE, program director.
- MEL GROSSMAN, general sales manager.
- VIVIAN ROSE HAYES, national sales manager.
- ROBERT SHIVE, local sales manager.
- JUDY JONES, advertising & promotion director.
- ROBERT SCHAEFER, news director.
- JOHN NEWCOMB, business manager.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.				
\$5000	\$2500			Graded rates apply*

\*Highest rate: \$3000.

NETWORK BASE HOURLY RATE: \$1408.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Bartholomew	20,100	19,700	98
50% & Over	Blackford	5,500	5,400	98
	Boone	11,500	11,300	98
	Brown	3,200	3,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	Carroll	6,300	6,200	98
	Cass	13,900	13,500	97
	Clinton	11,200	11,000	98
	Decatur	7,900	7,700	97
	Delaware	42,000	41,300	98
	Fountain	6,500	6,400	98
	Grant	28,500	27,800	98
	Hamilton	23,900	23,500	99
	Hancock	13,500	13,300	98
	Hendricks	20,300	20,000	99
	Henry	18,500	18,200	98
	Howard	30,100	29,600	98
	Jay	8,700	8,400	97
	Johnson	22,600	22,400	99
50% & Over	Madison	48,000	47,300	98
	Marion	272,100	267,300	98
	Miami	13,000	12,700	98
	Monroe	30,500	29,400	96
	Montgomery	12,100	11,900	98
	Morgan	15,500	15,200	98
	Owen	4,700	4,600	98
	Putnam	8,800	8,600	98
	Randolph	10,300	10,100	98
	Rush	6,900	6,800	99
	Shelby	13,500	13,300	98
	Tippecanoe	36,300	35,200	97
	Tipton	5,800	5,700	98
	Warren	2,500	2,400	97
	White	7,300	7,100	98

<b>ILLINOIS</b>				
Between 25-49%	Edgar	8,400	8,200	97
	Vermilion	36,100	35,200	98

(Continued on page 292-b)

Station Totals	1,026,700	1,005,500	97
Net Weekly Circulation (1976-77)	752,900		
Average Daily Circulation (1976-77)	456,400		

# Indiana—Bloomington-Indianapolis

**WTTV**

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1200-ft. above av. terrain, 1170-ft. above ground, 2038-ft. above sea level.

Latitude 39° 24' 26.5"  
Longitude 86° 08' 52.0"

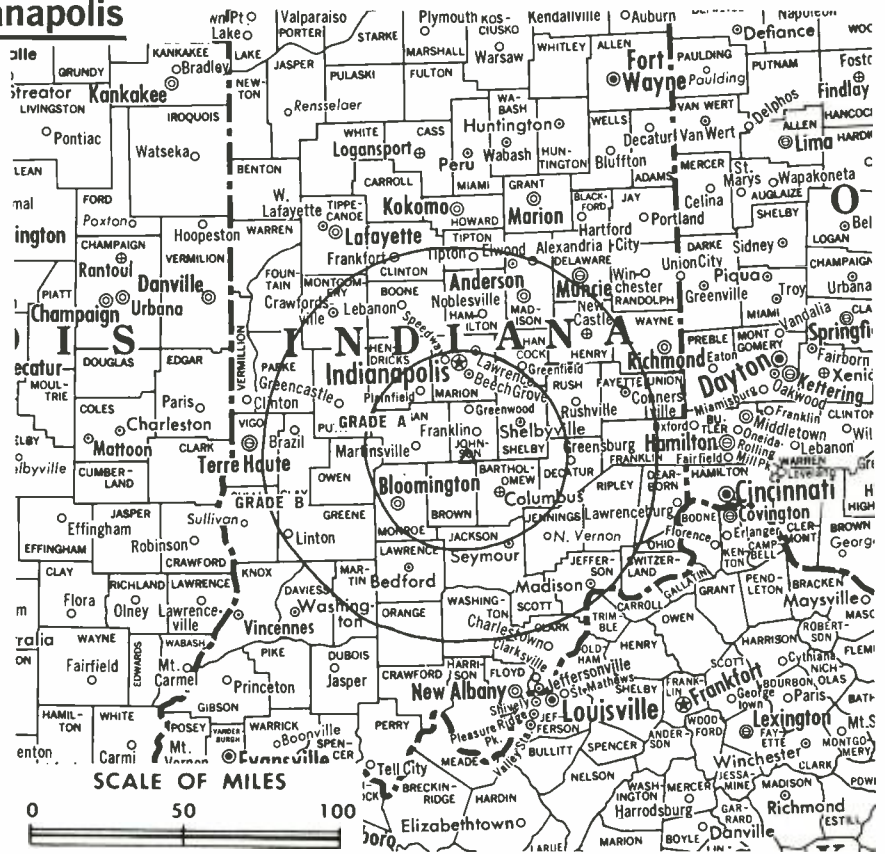
Transmitter: Trafalgar, Ind.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Facsimile Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WTTV Ref: FCC File No. BPCT-5061 Granted 11/14/77

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

## WTTV

Network Service: None, independent.

Licensee: Teleco Indiana 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. TWX No.: 810-341-3177.

Ownership: Teleco Inc., 100%. Harold Berry, chmn.; Harvey Grace, pres.

Began Operation: Nov. 11, 1949. Sale to present owner by Sarkes Tarzian Inc. approved by FCC May 9, 1978 (Television Digest, Vol. 17:29).

Represented (sales) by RTVR.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jules Cohen & Associates.

### Personnel:

ELMER C. SNOW, exec. vice president & general manager.

CLYDE V. DUTTON, v.p. & general sales manager.

DONALD TILLMAN, program manager.

BERNARD J. SOUERS, local sales manager.

DONALD H. MORGAN, chief engineer.

JIM LOCKWOOD, news director.

CHUCK WORKMAN, sports director.

PEGGY NICHOLSON, promotion manager.

MIKE O'ROURKE, production manager.

BOB BLOEM, public service director.

JIM HAIR, operations manager.

DICK BLAIR, manager of Bloomington operations.

### DIGEST OF RATE CARD NO. 31A

(Jan. 5, 1976)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—4:30 p.m.-midnight, Mon.-Sat.; noon-7 p.m., Sun.	\$1800	\$1000	\$800	\$400	\$400*	\$200*
					\$200*	\$100*

\*Class A, Section I—3:30 p.m.-midnight, Mon.-Fri.; noon-midnight, Sat.-Sun.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Vermilion	36,100	35,200	98
	<b>INDIANA</b>			
	Bartholomew	20,100	19,700	98
	Blackford	5,500	5,400	98
	Boone	11,500	11,300	98
	Brown	3,200	3,100	98
	Carroll	6,300	6,200	98
	Cass	13,900	13,500	97
	Clay	8,700	8,500	98
	Clinton	11,200	11,000	98
	Daviess	8,700	8,400	96
	Decatur	7,900	7,700	97
	Delaware	42,000	41,300	98
	Dubois	9,400	9,000	96
	Fayette	9,500	9,300	98
	Fountain	6,500	6,400	98
	Grant	28,500	27,800	98
	Greene	10,400	10,100	97
	Hamilton	23,900	23,500	99
	Hancock	13,500	13,300	98
	Hendricks	20,300	20,000	99
	Henry	18,500	18,200	98
	Howard	30,100	29,600	98
	Jackson	11,900	11,600	98
	Jefferson	8,900	8,700	97
	Jennings	6,400	6,200	97
	Johnson	22,600	22,400	99
	Lawrence	14,700	14,400	98
	Madison	48,000	47,300	98
	Marion	272,100	267,300	98
	Martin	3,600	3,500	97
	Miami	13,000	12,700	98
	Monroe	30,500	29,400	96
	Montgomery	12,100	11,900	98
	Morgan	15,500	15,200	98

50% & Over

(Continued on page 292-b)

Station Totals	1,832,300	1,796,400	98
Net Weekly Circulation (1976-77)			809,400
Average Daily Circulation (1976-77)			431,300

# Indiana—Lafayette-Kokomo

**WLFI-TV**

Ch. 18



Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1490-kw max. & 631-kw horizontal visual, 298-kw max. & 126-kw horizontal aural. Antenna: 780-ft. above av. terrain, 783-ft. above ground, 1553-ft. above sea level.

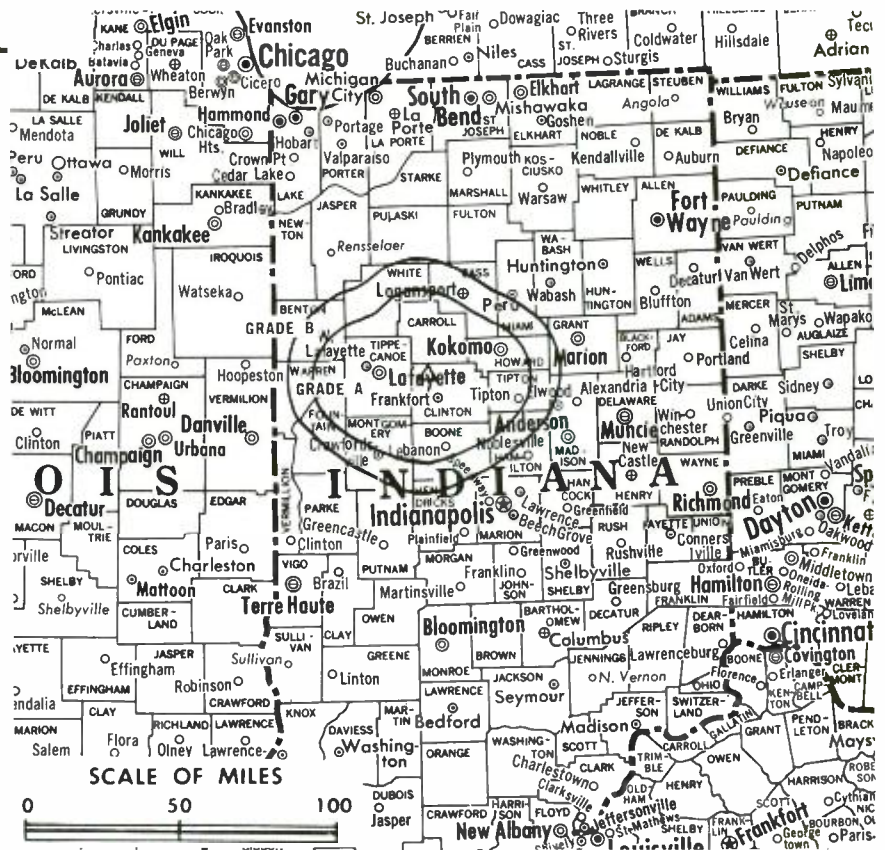
Latitude 40° 23' 20"  
Longitude 86° 36' 46"

Transmitter: 600 West Rd., Ross Twp., Ind.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Total Households: MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLFI-TV Ref: FCC File No. BMPCT-7447 Granted 3/15/73

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

## WLFI-TV

Network Service: CBS.

Licensee: RJN Broadcasting Inc., 2605 Yeager Rd., West Lafayette, Ind.

Studio: 2605 Yeager Rd., West Lafayette, Ind. (47906).

Mailing Address: P.O. Box 18, Lafayette, Ind. (47902).

Telephone: 317-463-3516.

Ownership: Richard F. Shively, pres., 90%; Harold O. Shively, v.p., 10%. R. Shively has 16.67% of Fer-Rich Bcstg. Inc. which in turn has 98.2% of KNOP-TV, North Platte, Neb. Note: Sale of WLFI-TV to Wooster Republican Printing Co. was approved by FCC July 19, 1978 (Television Digest, Vol. 18:24) but had not been consummated at date of publication.

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 Starkes Tarzian by Henry Rosenthal and associates approved June 17, 1959 by FCC; resumed operation on Ch. 18 Nov. 15, 1959 (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 Avery-Knodel.

Represented (legal) by James E. Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

HAROLD SHIVELY, v.p. & general manager.  
KEN GARDNER, chief engineer.  
DICK WADE, sales manager.  
DAVID IVERSON, news director.

### DIGEST OF RATE CARD NO. 12B—(Aug. 18, 1976)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.  
\$610 \$361 \$228 \$140 \$190 \$95 \$65

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
<b>50% &amp; Over</b>	Benton	3,700	3,600	98
	Carrroll	6,300	6,200	98
	Cass	13,900	13,500	97
	Clinton	11,200	11,000	98
	Miami	13,000	12,700	98
	Tippecanoe	36,300	35,200	97
	Warren	2,500	2,400	97
	White	7,300	7,100	98
<b>INDIANA</b>				
<b>Between 25-49%</b>	Fountain	6,500	6,400	98
	Howard	30,100	29,600	98
	Montgomery	12,100	11,900	98
<b>ILLINOIS</b>				
	Iroquois	12,000	11,700	97
<b>INDIANA</b>				
<b>Between 5-24%</b>	Boone	11,500	11,300	98
	Fulton	6,200	6,100	98
	Grant	28,500	27,800	98
	Jasper	7,500	7,300	97
	Newton	4,700	4,600	98
	Pulaski	4,500	4,300	96
	Tipton	5,800	5,700	98
<b>Station Totals</b>		<b>223,600</b>	<b>218,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>103,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>54,400</b>	

# Indiana

## WTHR, Indianapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
Between 25-49%	Benton	3,700	3,600	98
	Clay	8,700	8,500	98
	Fayette	9,500	9,300	98
	Jackson	11,900	11,600	98
	Jennings	6,400	6,200	97
	Lawrence	14,700	14,400	98
	Parke	5,400	5,300	98
	Vermillion	6,400	6,300	98
	Wabash	11,900	11,500	97
		<b>ILLINOIS</b>		
	Jasper	4,100	3,900	96
	<b>INDIANA</b>			
Between 5-24%	Daviess	8,700	8,400	96
	Fulton	6,200	6,100	98
	Greene	10,400	10,100	97
	Knox	14,300	13,900	97
	Newton	4,700	4,600	98
	Sullivan	7,500	7,300	97
	Union	2,400	2,300	97
	Vigo	37,500	36,700	98
	Wayne	26,300	25,700	98

## WTVW, Evansville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
Between 25-49%	Lawrence	14,700	14,400	98
	Orange	6,000	5,800	97
	<b>KENTUCKY</b>			
	Caldwell	5,500	5,300	96
Between 5-24%	Crittenden	3,700	3,600	97
	Grayson	6,800	6,500	96
	<b>ILLINOIS</b>			
	Effingham	10,000	9,500	95
	Hardin	2,100	2,000	97
	Pope	1,900	1,800	93
	Saline	11,500	11,100	96
	<b>INDIANA</b>			
	Crawford	3,000	2,800	95
	Greene	10,400	10,100	97
	Sullivan	7,500	7,300	97
	<b>KENTUCKY</b>			
Butler	3,600	3,500	97	
Christian	21,400	20,900	98	
Hardin	18,700	18,400	98	
Meade	5,100	5,000	99	

*Hogan-Feldmann, Inc.*

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# WTTV, Indianapolis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA—(Continued)</b>			
50% & Over	Owen	4,700	4,600	98
	Parke	5,400	5,300	98
	Putnam	8,800	8,600	98
	Randolph	10,300	10,100	98
	Ripley	7,900	7,700	97
	Rush	6,900	6,800	99
	Shelby	13,500	13,300	98
	Sullivan	7,500	7,300	97
	Tippecanoe	36,300	35,200	97
	Tipton	5,800	5,700	98
	Union	2,400	2,300	97
	Vermillion	6,400	6,300	98
	Vigo	37,500	36,700	98
	Warren	2,500	2,400	97
	Wayne	26,300	25,700	98
	<b>ILLINOIS</b>			
	Crawford	8,100	7,900	98
	Edgar	8,400	8,200	97
	<b>INDIANA</b>			
Between 25-49%	Benton	3,700	3,600	98
	Franklin	5,200	5,000	96
	Jay	8,700	8,400	97
	Knox	14,300	13,900	97
	Orange	6,000	5,800	97
	Scott	6,000	5,800	96
	Wabash	11,900	11,500	97
	Washington	6,700	6,400	96
	White	7,300	7,100	98

	<b>ILLINOIS</b>				
Between 5-24%	Clark	6,500	6,300	97	
	Coles	16,500	16,100	97	
	Jasper	4,100	3,900	96	
	Lawrence	6,800	6,600	97	
	Wabash	5,200	5,000	96	
		<b>INDIANA</b>			
	Allen	97,100	95,300	98	
	Clark	28,300	27,700	98	
	Crawford	3,000	2,800	95	
	Dearborn	10,600	10,400	98	
	Harrison	7,800	7,600	97	
	Huntington	12,000	11,800	98	
Pike	4,700	4,500	96		
Wells	8,500	8,300	98		
	<b>KENTUCKY</b>				
Carroll	3,300	3,200	98		
Daviess	27,600	27,100	98		
Henderson	13,200	12,900	98		
Henry	4,100	4,000	97		
Trimble	2,000	2,000	98		
	<b>OHIO</b>				
Butler	82,500	81,200	98		
Clark	52,000	51,300	99		
Franklin	301,600	297,200	99		
Greene	37,400	36,900	99		
Mercer	11,700	11,500	98		
Preble	12,300	12,100	99		

## WEHT, Evansville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
Between 5-24%	Daviess	8,700	8,400	96
	Knox	14,300	13,900	97
	<b>KENTUCKY</b>			
	Breckinridge	5,300	5,100	97
	Caldwell	5,500	5,300	96
	Christian	21,400	20,900	98
Crittenden	3,700	3,600	97	
Grayson	6,800	6,500	96	

# Indiana—South Bend

## WHME-TV

Ch. 46

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 891-kw visual, 178-kw aural. Antenna: 1000-ft. above av. terrain, 983-ft. above ground, 1828-ft. above sea level.

Latitude 41° 35' 43"  
Longitude 86° 09' 38"

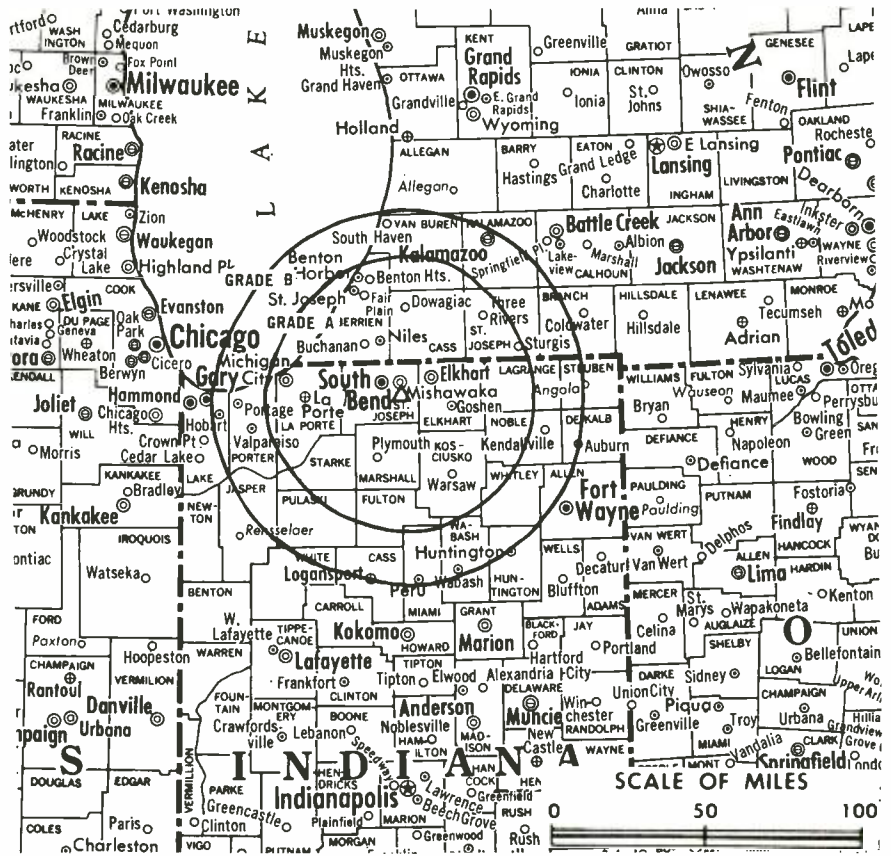
Transmitter: Intersection of Fern & Roosevelt Rd.

TV tape: Recording facilities.

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

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Arbitron Data: Not available.



WHME-TV Ref: FCC File No. BNPCT-7479 Granted 7/25/73

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

## WHME-TV

Network Service: None, independent.

Licensee: Lester Sumrall Evangelistic Association Inc., Box 12, South Bend, Ind. (46624).

Studio: 61300 S. Ironwood Rd., South Bend.

Telephone: 219-291-8200.

Ownership: See WHMB-TV, Indianapolis.

Began Operation: July 25, 1974; left air April 6, 1976. Sale to present owner approved by FCC June 10, 1977. Resumed operation Sept. 10, 1977 (Television Digest, Vol. 17:38).

Represented (sales) by Spot Time Ltd.

Personnel:

LESTER SUMRALL, president.

RAY DAVIS, vice president, group, & general manager.

Highest 30 Sec. Rate: \$60.

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151

# Indiana—South Bend

## WNDU-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3770-kw max. & 1955-kw horizontal visual, 754-kw max. & 390-kw horizontal aural. Antenna: 1069-ft. above av. terrain, 1068-ft. above ground, 1913-ft. above sea level.

Latitude 41° 36' 20.0"  
Longitude 86° 12' 44.5"

Transmitter: Ironwood & Kern Rds.

AM Affiliate: WNDU, 1-kw (.25-kw N), 1490 kHz (ABC).

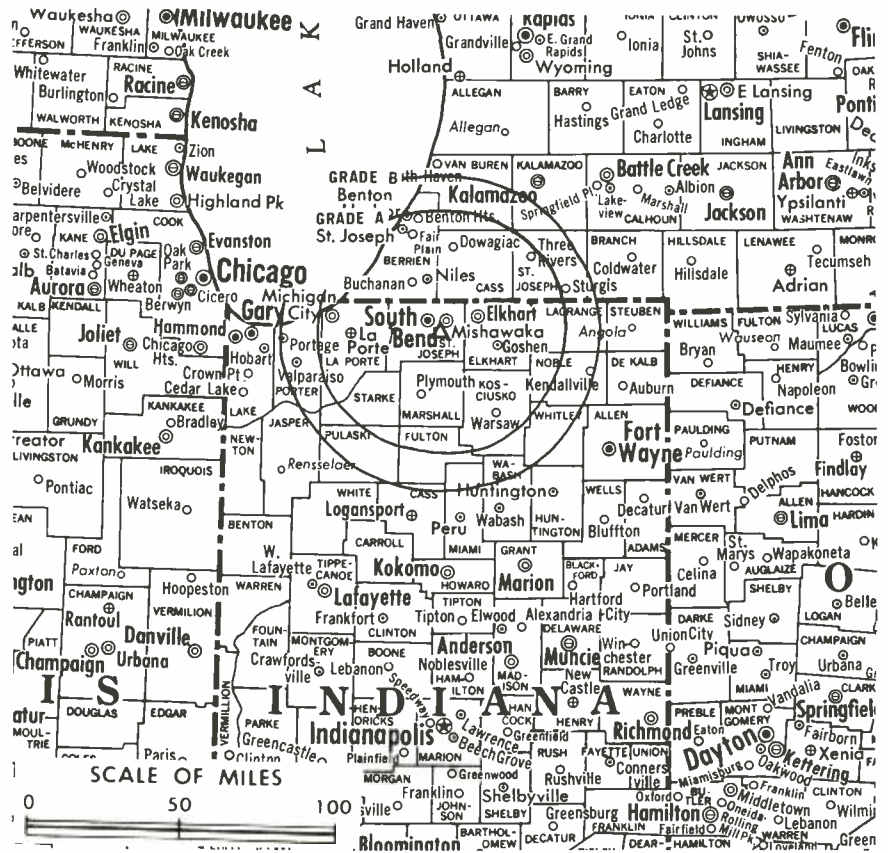
FM Affiliate: WNDU-FM, 20-kw, 92.9 MHz (No. 225), 485-ft.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WNDU-TV Ref: FCC File No. BPCT-4222 Granted 12/10/69

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

## WNDU-TV

Network Service: NBC.

Licensee: Michiana Telecasting Corp., University of Notre Dame, Notre Dame, Ind. (46556).

Studio: P.O. Box 1616, South Bend, Ind. (46634).

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 A.D. Ring & Associates.

Personnel:

WILLIAM THOMAS HAMILTON, executive vice president.  
BAZIL O'HAGAN, vice president & general manager.  
DAVID L. O'SHEA, sales manager.  
PAUL E. WALTON JR., dir. of program operations.  
BILL SIMINSKI, production manager.  
GREGORY J. GICZI, promotion manager.  
THOMAS DENNIN, sports director.  
MIKE COLLINS, news director.  
RUSS SUMMERVILLE, chief engineer.

### DIGEST OF RATE CARD NO. 26

(Sept. 18, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$900	\$500	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Elkhart	44,700	43,500	97
	Fulton	6,200	6,100	98
	Kosciusko	18,200	17,700	98
	La Grange	7,000	6,600	94
	Marshall	12,800	12,500	98
	Miami	13,000	12,700	98
<b>50% &amp; Over</b>	Pulaski	4,500	4,300	96
	St Joseph	79,800	78,500	98
	Starke	7,000	6,800	97
<b>MICHIGAN</b>				
	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
	St Joseph	19,300	19,000	98
<b>INDIANA</b>				
	Benton	3,700	3,600	98
	Cass	13,900	13,500	97
	La Porte	33,900	33,400	99
	Noble	10,700	10,400	97
<b>Between 25-49%</b>	Steuben	8,200	8,000	98
	Wabash	11,900	11,500	97
<b>MICHIGAN</b>				
	Branch	12,800	12,600	98
	Van Buren	22,300	21,900	98
<b>INDIANA</b>				
	De Kalb	10,500	10,300	98
	Jasper	7,500	7,300	97
	Porter	30,000	29,500	98
<b>Between 5-24%</b>	White	7,300	7,100	98
	Whitley	8,500	8,300	98
<b>MICHIGAN</b>				
	Allegan	24,400	24,000	98
<b>Station Totals</b>		<b>494,900</b>	<b>484,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>299,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>188,400</b>	

For Colleges & Universities Offering Degrees in Radio & TV, see Services Volume



# 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: WWJY, 9.4-kw, 101.5 MHz (No. 268), 967-ft.

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

News Wire Service: AP.

News Film Service: CBS.

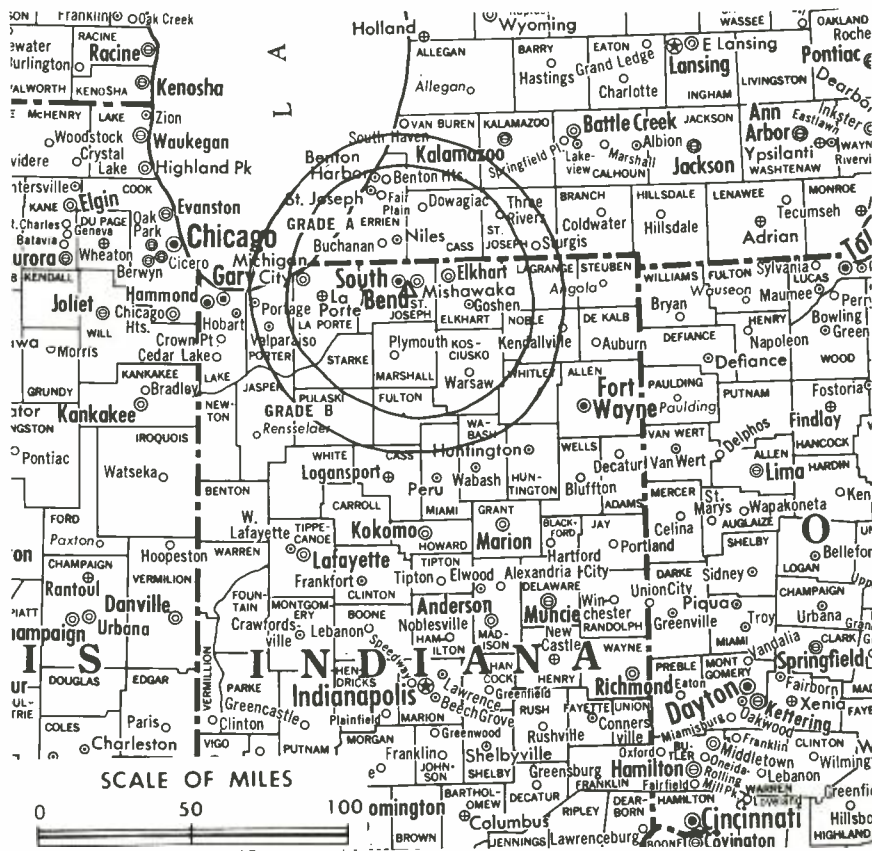
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: CBS.

Licensee: WSBT Inc.

Studio: 300 West Jefferson Blvd. (46601).

Telephone: 219-233-3141.

TWX No.: 810-299-2500.

Ownership: Schurz Communications Inc. which also owns WDBJ-TV, Roanoke, Va.

Began Operation: Dec. 21, 1952.

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by Hogan & Hartson.

Represented (sales) by Katz Television.

Personnel:

JACK E. DOUGLAS, president & general manager.  
 NORBERT J. GASSENSMITH, v.p., program director & film buyer.  
 JERRY BLECK, v.p. & national sales manager.  
 JAMES D. FREEMAN, v.p., local & regional sales manager.  
 WALTER A. SWEITZER, business manager.  
 RODERICK S. JOHNSON, community affairs director.  
 ROBERT W. BELL, chief engineer.  
 JUSTIN R. MEACHAM, promotion manager.  
 FRANK DEANER, news director.  
 DUNLAP A. SIMS, operations director.

### DIGEST OF RATE CARD NO. A42 & P32 (April 30, 1978)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—6:30-10 p.m., daily.	\$950	\$710	\$250	\$400*	\$400*
				\$400*	\$240*

\*Prime Time—7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun. (May-Oct.); one hour later (Nov.-April).

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>INDIANA</b>			
	Elkhart	44,700	43,500	97
	Fulton	6,200	6,100	98
	Kosciusko	18,200	17,700	98
	La Grange	7,000	6,600	94
	Marshall	12,800	12,500	98
	Pulaski	4,500	4,300	96
St Joseph	79,800	78,500	98	
Starke	7,000	6,800	97	
<b>MICHIGAN</b>	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
	St Joseph	19,300	19,000	98
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Cass	13,900	13,500	97
	La Porte	33,900	33,400	99
	Miami	13,000	12,700	98
Noble	10,700	10,400	97	
Wabash	11,900	11,500	97	
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Grant	28,500	27,800	98
	Jasper	7,500	7,300	97
	Porter	30,000	29,500	98
Steuben	8,200	8,000	98	
Whitley	8,500	8,300	98	
<b>MICHIGAN</b>	Kalamazoo	68,400	67,200	98
	Van Buren	22,300	21,900	98
<b>Station Totals</b>		<b>533,100</b>	<b>521,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>288,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>191,200</b>

# Indiana—Elkhart-South Bend

**WSJV**

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1510-kw max. & 410-kw horizontal visual, 274-kw max. & 75-kw horizontal aural. Antenna: 1090-ft. above av. terrain, 1044-ft. above ground, 1914-ft. above sea level.

Latitude 41° 36' 58"  
Longitude 86° 11' 38"

Transmitter: Grass Rd., 3-mi. SW of Mishawaka, Ind.

TV tape: Recording facilities.

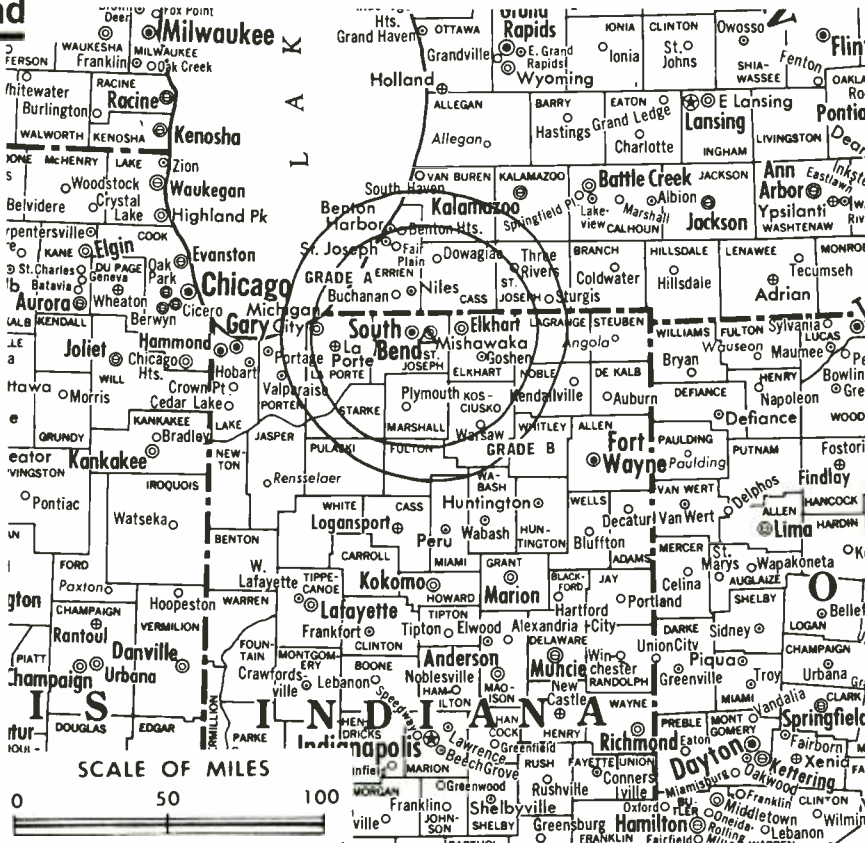
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

TWX No.: 810-294-2242.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSJV Ref: FCC File No. BPC4-4494 Granted 5/17/72

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

## WSJV

Network Service: ABC.

Licensee: WSJV-TV Inc., 58096 County Rd. 7 South, Elkhart.

Mailing Address: P.O. Box 1646, Elkhart, Ind. (46515).

Studio: 58096 County Rd. 7 South, Elkhart (46514).

Telephone: 219-293-8616, Elkhart; 219-674-5106, South Bend.

Ownership: Quincy Newspapers, 100%. For other interests, see WGEM-TV, Quincy, Ill.

Began Operation: March 15, 1954. Sale to present owner by Truth Publishing Co. (John F. Dille Jr. et al.) approved by FCC March 31, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by Blair Television.

Personnel:

DON E. FULLER, vice president & general manager.  
ANDY RINALDI, general sales manager.  
JUDY HOLAWAY, operations manager.  
MARTHA SIMS, program director.  
WENDY CLEM, promotion manager.  
WAYNE LOVELY, chief engineer.

### DIGEST OF RATE CARD (Aug. 7, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.			
\$1200	\$750	Graded rates apply*	

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>INDIANA</b>			
	Elkhart	44,700	43,500	97
	Fulton	6,200	6,100	98
	Kosciusko	18,200	17,700	98
	La Grange	7,000	6,600	94
	Marshall	12,800	12,500	98
<b>50% &amp; Over</b>	Pulaski	4,500	4,300	96
	St Joseph	79,800	78,500	98
	Starke	7,000	6,800	97
	<b>MICHIGAN</b>			
	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
	St Joseph	19,300	19,000	98
	<b>INDIANA</b>			
	La Porte	33,900	33,400	99
	Noble	10,700	10,400	97
<b>Between 25-49%</b>	Steuben	8,200	8,000	98
	<b>MICHIGAN</b>			
	Branch	12,800	12,600	98
	Van Buren	22,300	21,900	98
	<b>INDIANA</b>			
	Cass	13,900	13,500	97
	Jasper	7,500	7,300	97
<b>Between 5-24%</b>	Miami	13,000	12,700	98
	Wabash	11,900	11,500	97
	White	7,300	7,100	98
	Whitley	8,500	8,300	98
<b>Station Totals</b>		<b>426,300</b>	<b>416,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>271,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>170,800</b>

# Indiana—Terre Haute

## WBAK-TV

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 2310-kw visual, 191-kw aural. Antenna: 976-ft. above av. terrain, 1004-ft. above ground, 1545-ft. above sea level.

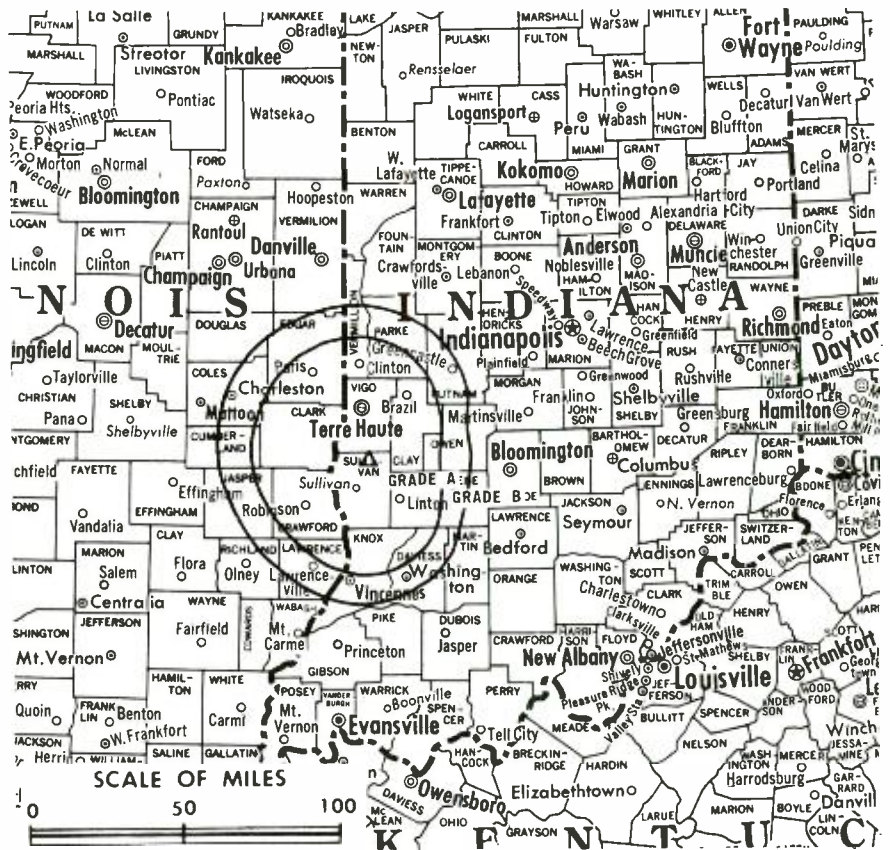
Latitude 39° 13' 58"  
Longitude 87° 23' 49"

Transmitter: W side of Hwy. 41, 1.3-mi. SW of Farmersburg, Ind.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WBAK-TV Ref: FCC File No. BPCT-4117 Granted 4/3/73

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

## WBAK-TV

Network Service: ABC.

Licensee: KXEL Broadcasting Co. Inc., P.O. Box 719, Terre Haute, Ind. (47808).

Studio: 2nd & Poplar St., Terre Haute.

Telephone: 812-238-1515. TWX No.: 810-356-2131.

Ownership: Cy N. Bahakel, 100%. For other interests, see WCCB (TV), Charlotte, N.C.

Began Operation: April 3, 1973. Sale to present owner by John M. House, et al., approved by FCC Feb. 28, 1977.

Represented (legal) by Brown & Bernstein.

Represented (sales) by Savalli/Gates Inc.; J. C. Gates & Co. (Los Angeles).

Personnel:

CY N. BAHAKEL, president.  
MILTON DEMPSEY, general manager.  
BRYAN BAKER, chief engineer.  
NANCY RAFTIS, national sales manager.  
DOUG PARKER, program director.  
BRUCE McLELLAN, news director.

### DIGEST OF RATE CARD (May 29, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
\$700	\$350	\$175	Graded rates apply*	

\*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$150.

For ABC Network listing,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ILLINOIS</b>			
	Clark	6,500	6,300	97
	Crawford	8,100	7,900	98
	Edgar	8,400	8,200	97
	Jasper	4,100	3,900	96
<b>Between 25-49%</b>	<b>INDIANA</b>			
	Sullivan	7,500	7,300	97
	Vermillion	6,400	6,300	98
	Vigo	37,500	36,700	98
	<b>ILLINOIS</b>			
	Cumberland	4,000	3,800	96
	Effingham	10,000	9,500	95
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Clay	8,700	8,500	98
	Daviess	8,700	8,400	96
	Greene	10,400	10,100	97
	Parke	5,400	5,300	98
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Coles	16,500	16,100	97
	Lawrence	6,800	6,600	97
	Richland	6,600	6,300	96
<b>Between 5-24%</b>	<b>INDIANA</b>			
	Fountain	6,500	6,400	98
	Knox	14,300	13,900	97
	Martin	3,600	3,500	97
	Montgomery	12,100	11,900	98
	Owen	4,700	4,600	98
	Putnam	8,800	8,600	98

Station Totals	205,600	200,100	97
Net Weekly Circulation (1976-77)			86,400
Average Daily Circulation (1976-77)			44,100

# 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, 5-kw (1-kw night), 1480 kHz (NBC).

FM Affiliate: WTHI-FM, 20-kw, 99.9 MHz (No. 260), 420-ft.

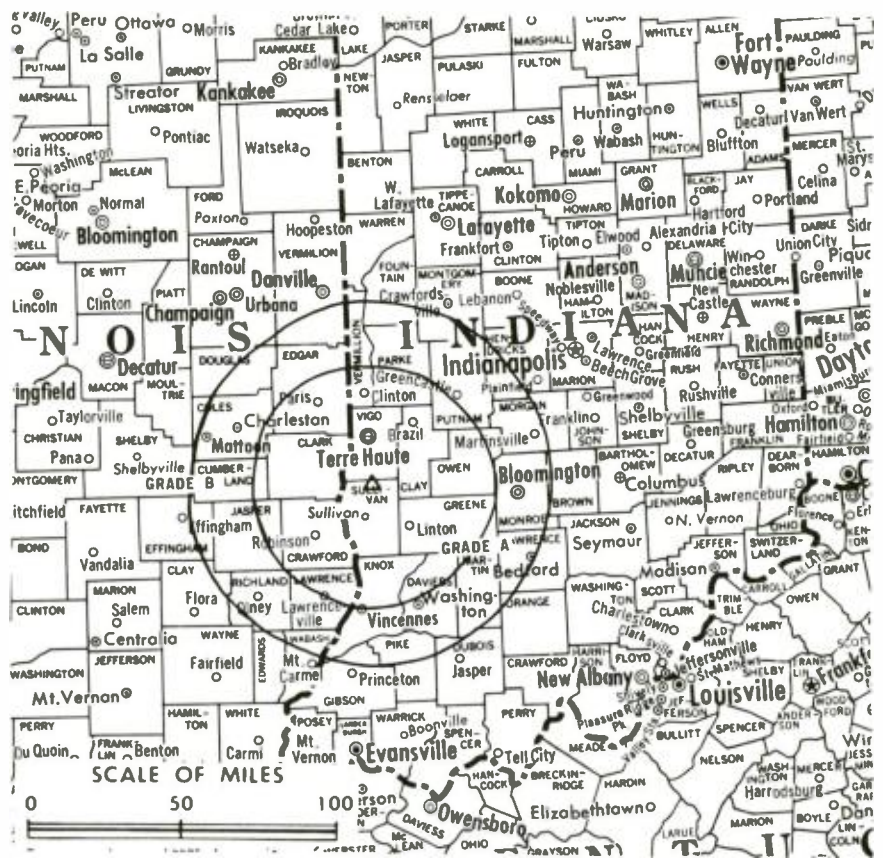
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Represented (engineering) by Cohen & Dippell.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTHI-TV Ref: FCC File No. BPCT-3289 Granted 6/18/64

©American Map Co., Inc., N.Y., No. 14214

## WTHI-TV

Network Service: CBS.

Licensee: Wabash Valley Bcstg. Corp., 918 Ohio St. (47808).

Telephone: 812-232-9481. TWX No.: 810-356-2137.

Ownership: Mary Fendrich Hulman, executrix, 60.5%; J. R. Cloutier, 23%; Henry P. Smith, 4%; Grace Hulman Descendants Trust, 12.5%. Wabash Valley also owns WKJG-TV, Fort Wayne, Ind.

Began Operation: July 22, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

J. R. CLOUTIER, exec. vice president & treasurer.  
RUSS ARNOLD, vice president & general manager.  
DAVID BAILEY, general sales manager.  
LOU FROEB, personnel & public relations director.

Highest 30 Sec. Rate (May 2, 1978): \$360.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Clark	6,500	6,300	97
	Clay	5,800	5,500	95
	Coles	16,500	16,100	97
	Crawford	8,100	7,900	98
	Cumberland	4,000	3,800	96
	Edgar	8,400	8,200	97
	Effingham	10,000	9,500	95
	Jasper	4,100	3,900	96
	Lawrence	6,800	6,600	97
Richland	6,600	6,300	96	
<b>INDIANA</b>				
Clay	8,700	8,500	98	
Daviess	8,700	8,400	96	
Fountain	6,500	6,400	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA—(Continued)</b>			
	Greene	10,400	10,100	97
	Knox	14,300	13,900	97
	Lawrence	14,700	14,400	98
	Martin	3,600	3,500	97
	Monroe	30,500	29,400	96
	Owen	4,700	4,600	98
	Parke	5,400	5,300	98
	Pike	4,700	4,500	96
	Putnam	8,800	8,600	98
	Sullivan	7,500	7,300	97
	Vermillion	6,400	6,300	98
	Vigo	37,500	36,700	98
Between 25-49%	<b>ILLINOIS</b>			
	Vermillion	36,100	35,200	98
	Wayne	6,900	6,500	94
Between 5-24%	<b>INDIANA</b>			
	Dubois	9,400	9,000	96
	Montgomery	12,100	11,900	98
	Warren	2,500	2,400	97
Between 5-24%	<b>ILLINOIS</b>			
	Douglas	6,700	6,500	98
	Edwards	3,100	2,900	95
	Fayette	7,500	7,200	96
	Shelby	8,800	8,400	96
	Wabash	5,200	5,000	96
	<b>INDIANA</b>			
	Boone	11,500	11,300	98
Brown	3,200	3,100	98	
Gibson	11,100	10,800	97	
Morgan	15,500	15,200	98	
Orange	6,000	5,800	97	
<b>Station Totals</b>		<b>394,800</b>	<b>383,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>235,100</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>154,700</b>	

# 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, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.

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

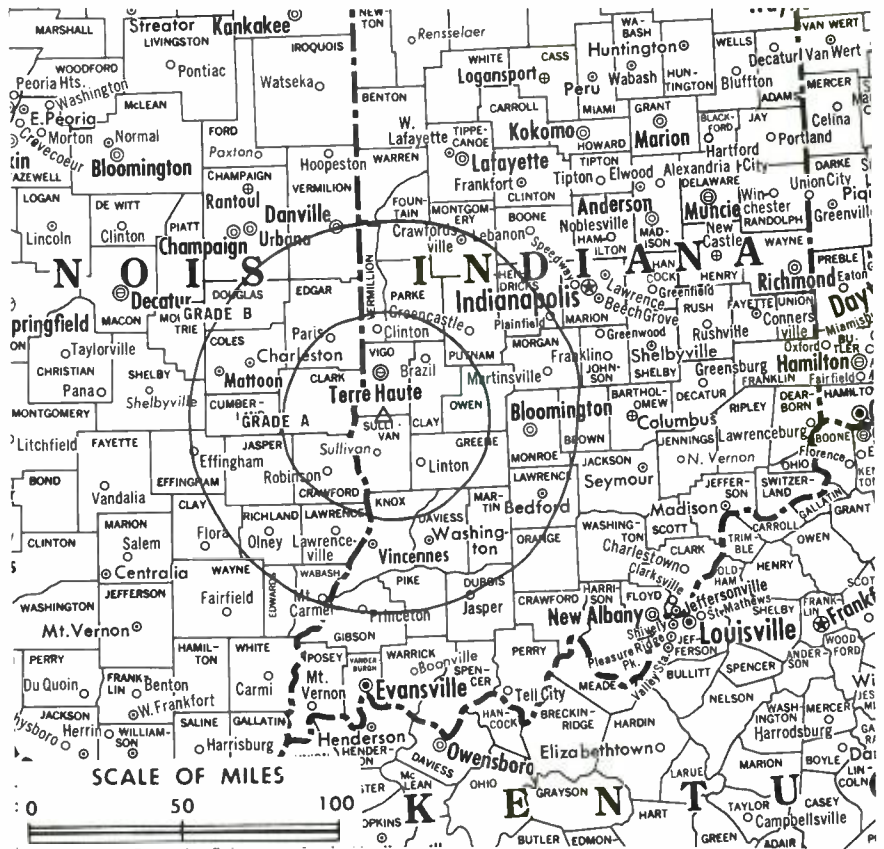
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WTWO Ref: FCC File No. BMPCT-6077 Granted 4/2/65

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

## WTWO

Network Service: NBC.

Licensee: Illiana Telecasting Corp., Box 299.

Studio: P.O. Box 299 (47808). Telephone: 812-232-9504.

Ownership: Fabri Development Corp. Malcolm I. Glazer, pres., 100%; John T. Gelder, v.p.; Carl E. Brasley, secy.-treas. Glazer is buying WRBL-TV, Columbus, Ga.

Began Operation: Sept. 1, 1965. Sale to present owner by Booth Newspapers Inc. approved by FCC July 18, 1975 (Television Digest, Vol. 15:9). Sale to Booth by J. R. Livesay, John T. Gelder, et al., approved by FCC Jan. 6, 1971.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOHN T. GELDER JR., exec. v.p. & general manager.  
ROBERT B. BEALL, asst. gen. mgr. & sales manager.  
JAMES A. UNDERWOOD, operations manager.  
ARDEN RAMSEY, chief engineer.  
JOHN PALMER, news director.

### DIGEST OF RATE CARD—(April 24, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$900	\$500	\$325	Graded rates apply*	

\*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Clark	6,500	6,300	97
	Clay	5,800	5,500	95
	Coles	16,500	16,100	97
<b>50% &amp; Over</b>	Crawford	8,100	7,900	98
	Cumberland	4,000	3,800	96
	Edgar	8,400	8,200	97
	Effingham	10,000	9,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS—(Continued)</b>				
	Jasper	4,100	3,900	96
	Lawrence	6,800	6,600	97
	Richland	6,600	6,300	96
<b>INDIANA</b>				
	Clay	8,700	8,500	98
	Daviess	8,700	8,400	96
	Fountain	6,500	6,400	98
	Greene	10,400	10,100	97
	Knox	14,300	13,900	97
<b>50% &amp; Over</b>	Lawrence	14,700	14,400	98
	Martin	3,600	3,500	97
	Monroe	30,500	29,400	96
	Owen	4,700	4,600	98
	Parke	5,400	5,300	98
	Pike	4,700	4,500	96
	Putnam	8,800	8,600	98
	Sullivan	7,500	7,300	97
	Vermillion	6,400	6,300	98
	Vigo	37,500	36,700	98
	Warren	2,500	2,400	97

<b>INDIANA</b>				
<b>Between 25-49%</b>	Dubois	9,400	9,000	96
	Montgomery	12,100	11,900	98
<b>ILLINOIS</b>				
<b>Between 5-24%</b>	Douglas	6,700	6,500	98
	Edwards	3,100	2,900	95
	Vermillion	36,100	35,200	98
	Wabash	5,200	5,000	96
	Wayne	6,900	6,500	94

(Continued on next page)

<b>Station Totals</b>	<b>367,000</b>	<b>356,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>	<b>214,400</b>		
<b>Average Daily Circulation (1976-77)</b>	<b>137,100</b>		

## Indiana

### WTWO, Terre Haute

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
Between 5-24%	Brown	3,200	3,100	98
	Gibson	11,100	10,800	97
	Morgan	15,500	15,200	98
	Orange	6,000	5,800	97

## Television Digest with Consumer Electronics

read it before  
you read  
anything else!

Since 1945, **Television Digest** has covered trends and developments of every phase of the broadcast and consumer electronics industries. In time-saving newsletter style — mailed **first class** every Saturday — no words are wasted to report precisely and concisely what's new and what's important each week in TV/Cable/Consumer Electronics and allied fields. **You're first on the scene with Television Digest.**

An order card-form — #8 — is bound inside the **Stations Volume** for your convenience.

## WISH-TV, Indianapolis

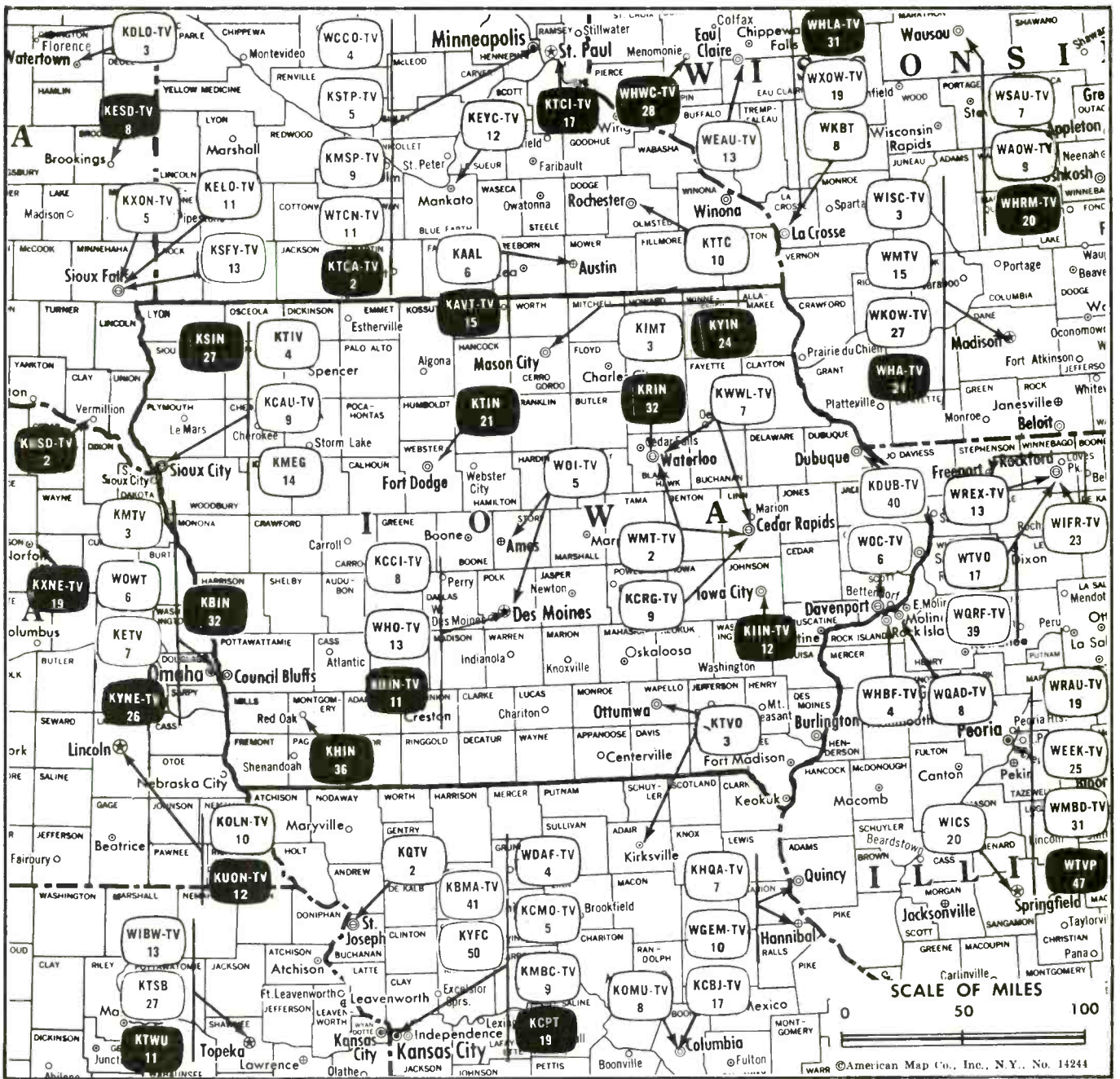
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>INDIANA—(Continued)</b>					
Between 25-49%	Wayne	26,300	25,700	98	
	White	7,300	7,100	98	
<b>ILLINOIS</b>					
Between 5-24%	Edgar	8,400	8,200	97	
	<b>INDIANA</b>				
	Franklin	5,200	5,000	96	
	Fulton	6,200	6,100	98	
	Greene	10,400	10,100	97	
	Jefferson	8,900	8,700	97	
	Newton	4,700	4,600	98	
	Scott	6,000	5,800	96	
	Union	2,400	2,300	97	
	Vermillion	6,400	6,300	98	
	Vigo	37,500	36,700	98	
Warren	2,500	2,400	97		

## WRTV, Indianapolis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>INDIANA</b>					
Between 25-49%	Clay	8,700	8,500	98	
	Fayette	9,500	9,300	98	
	Greene	10,400	10,100	97	
	Jackson	11,900	11,600	98	
	Jay	8,700	8,400	97	
	Jennings	6,400	6,200	97	
	Lawrence	14,700	14,400	98	
	Vermillion	6,400	6,300	98	
	Wabash	11,900	11,500	97	
Wayne	26,300	25,700	98		
<b>ILLINOIS</b>					
Between 5-24%	Clark	6,500	6,300	97	
	Crawford	8,100	7,900	98	
	Edgar	8,400	8,200	97	
	<b>INDIANA</b>				
	Daviess	8,700	8,400	96	
	Franklin	5,200	5,000	96	
	Knox	14,300	13,900	97	
	Orange	6,000	5,800	97	
	Sullivan	7,500	7,300	97	
	Union	2,400	2,300	97	
	Vigo	37,500	36,700	98	



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Des Moines	205,000	64	335,000	62
Davenport-Rock Island-Moline (Quad City)	178,000	71	306,100	69
Cedar Rapids-Waterloo	173,000	72	278,700	73
Rochester-Mason City-Austin	91,000	116	135,500	124
Sioux City	90,000	118	159,100	109
Ottumwa-Kirkville	28,000	174	28,600	200
Dubuque	*	*	*	*

# Iowa

Iowa Station Status as of September 1, 1978

	VHF	UHF	TOTAL
☐ Commercial Television Stations	11	2	13
● Educational Television Stations	2	6	8
			21

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

### KBIN

#### Council Bluffs

Ch. 32

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board, Box 1758, Des Moines (50306).

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 571-kw max. & 247-kw horizontal visual, 57.1-kw max. & 24.7-kw horizontal aural. Antenna: 317-ft. above av. terrain, 163-ft. above ground, 1417-ft. above sea level.

Latitude	41°	15'	14.5"
Longitude	95°	50'	07.0"

### KDIN-TV

#### Des Moines

Ch. 11

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw max. & 221-kw horizontal visual, 31.6-kw max. & 22.1-kw horizontal aural. Antenna: 1973-ft. above av. terrain, 2000-ft. above ground, 2988-ft. above sea level.

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

### KTIN

#### Fort Dodge

Ch. 21

Non-Commercial Educational Station

Grantee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1580-kw max. & 759-kw horizontal visual, 158-kw max. & 75.9-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1206-ft. above ground, 2362-ft. above sea level.

Latitude	42°	49'	02.8"
Longitude	94°	24'	40.9"

### KIIN-TV

#### Iowa City

Ch. 12

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

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"

### KYIN

#### Mason City

Ch. 24

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1740-kw max. & 513-kw horizontal visual, 174-kw max. & 51.3-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1565-ft. above ground, 2799-ft. above sea level.

Latitude	43°	22'	25"
Longitude	92°	51'	00"

### KHIN

#### Red Oak

Ch. 36

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 36 (602-698 MHz). Authorized power: 2040-kw max. & 490-kw horizontal visual, 204-kw max. & 49-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1503-ft. above ground, 2833-ft. above sea level.

Latitude	41°	20'	40"
Longitude	95°	15'	21"

### KSIN

#### Sioux City

Ch. 27

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 4040-kw max. & 1507-kw horizontal visual, 404-kw max. & 150.7-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 875-ft. above ground, 2416-ft. above sea level.

Latitude	42°	30'	53"
Longitude	96°	18'	13"

### KRIN

#### Waterloo

Ch. 32

Non-Commercial Educational Station

Licensee: State Educational Radio & TV Facility Board.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw max. & 1986-kw horizontal visual, 1000-kw max. & 397-kw horizontal aural. Antenna: 1851-ft. above av. terrain, 1795-ft. above ground, 2812-ft. above sea level.

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



**CATV & Microwave • Earth Stations  
Design and Field Service**

Telephone 602/961-1186

**KOENICK ELECTRONICS COMPANY**  
7650 Mercury Way, Chandler, AZ 85224



## KWWL-TV, Waterloo-Cedar Rapids

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>IOWA</b>			
	Floyd	7,900	7,700	98
	Hardin	8,300	8,100	98
	Jefferson	5,500	5,300	97
	<b>WISCONSIN</b>			
	Lafayette	5,800	5,600	97
<b>Between 5-24%</b>	<b>IOWA</b>			
	Appanoose	6,000	5,800	97
	Clinton	20,900	20,600	99
	Des Moines	17,300	17,000	98
	Jackson	7,200	7,000	97
	Louisa	4,100	4,000	98
	Lucas	4,300	4,100	96
	Mahaska	8,400	8,200	97
	Monroe	3,600	3,500	98
	Muscatine	14,600	14,400	98
	Wright	6,100	6,000	98
	<b>WISCONSIN</b>			
	Iowa	6,400	6,200	97
	Vernon	8,900	8,600	97

## WMT-TV, Cedar Rapids

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	IOWA—(Continued)			
	Howard	4,000	3,800	96
	Muscatine	14,600	14,400	98
	Wapello	15,200	14,900	98
	<b>WISCONSIN</b>			
	Crawford	5,700	5,500	97
<b>Between 5-24%</b>	<b>IOWA</b>			
	Appanoose	6,000	5,800	97
	Clinton	20,900	20,600	99
	Davis	3,200	3,100	98
	Louisa	4,100	4,000	98
	Lucas	4,300	4,100	96
	Mahaska	8,400	8,200	97
	Monroe	3,600	3,500	98
	Van Buren	3,400	3,300	97
	Wright	6,100	6,000	98
	<b>MINNESOTA</b>			
	Houston	5,400	5,300	98
	<b>WISCONSIN</b>			
	La Crosse	29,500	29,000	98
	Lafayette	5,800	5,600	97
Vernon	8,900	8,600	97	

## KIMT, Mason City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	MINNESOTA—(Continued)			
	Martin	9,300	9,100	97
	Wabasha	6,400	6,300	98
	Winona	14,700	14,300	97
	<b>WISCONSIN</b>			
	Buffalo	4,800	4,700	97
La Crosse	29,500	29,000	98	

**Iowa**

## State Cross Reference List

Communities That Receive Programs of Stations That Are Located Elsewhere

### WOI-TV, Ames

(See Des Moines, Ia.)

### WOWT, Council Bluffs

(See Omaha, Neb.)

### WHBF-TV, Davenport

(See Rock Island, Ill.)

### WQAD-TV, Davenport

(See Moline, Ill.)

### KAAL & KTTC, Mason City

(See Austin & Rochester, Minn.)

### KCRG-TV, WMT-TV & KWWL-TV, Waterloo

(See Cedar Rapids, Ia.)

### KCRG-TV, Cedar Rapids-Waterloo

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	IOWA—(Continued)			
	Jackson	7,200	7,000	97
	Louisa	4,100	4,000	98
	Marshall	16,000	15,800	99
	Muscatine	14,600	14,400	98
	Wapello	15,200	14,900	98
<b>Between 5-24%</b>	<b>IOWA</b>			
	Appanoose	6,000	5,800	97
	Clinton	20,900	20,600	99
	Davis	3,200	3,100	98
	Mahaska	8,400	8,200	97
	Monroe	3,600	3,500	98
Wright	6,100	6,000	98	
<b>WISCONSIN</b>				
Iowa	6,400	6,200	97	
Lafayette	5,800	5,600	97	

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

**Arbitron  
Information  
On Demand**



# Iowa—Cedar Rapids-Waterloo

## KCRG-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 257-kw visual, 51.3-kw aural. Antenna: 2000-ft. above av. terrain, 1926-ft. above ground, 2940-ft. above sea level.

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

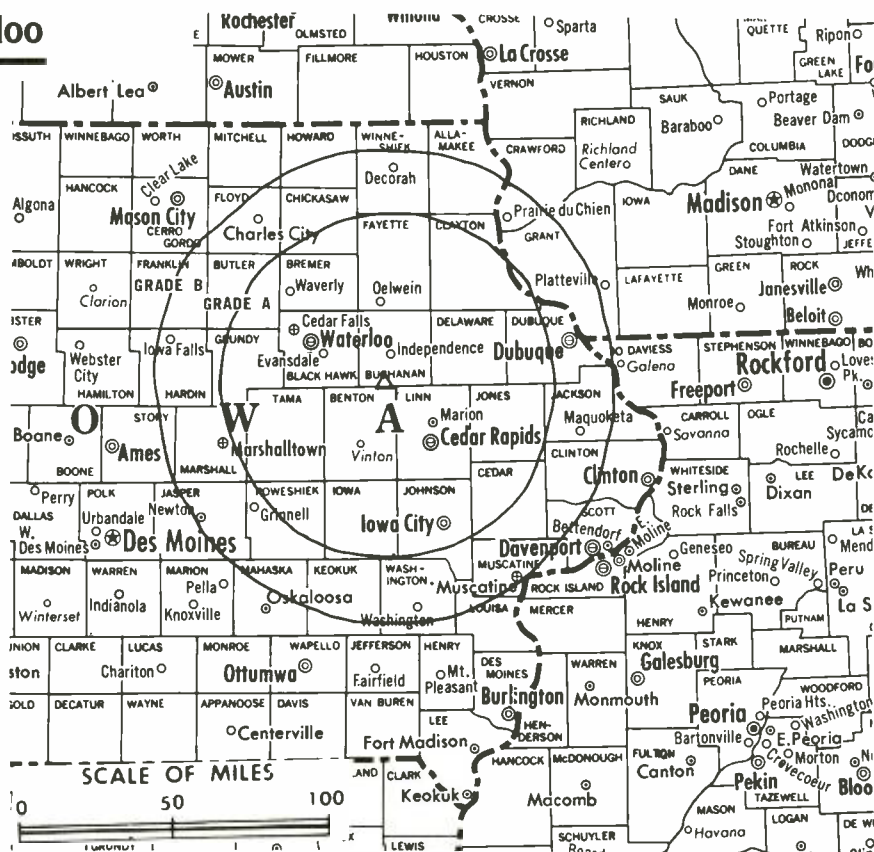
Transmitter: 4.5-mi. NW of Walker.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

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

Represented (engineering) by Lohnes & Culver.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KCRG-TV Ref: FCC File No. BMPCT-6432 Granted 1/11/67

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

## KCRG-TV

Network Service: ABC.

Licensee: Cedar Rapids Television Co., 500 Third Ave. SE, Cedar Rapids, Ia. (52406).

Studio: 2nd Ave. at 5th St. S.E.

Telephone: 319-398-8422. 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 H-R Television Inc.; Hyett/Ramsland Inc. (Minn.).

Represented (legal) by Kirkland & Ellis.

Personnel:

JOSEPH F. HLADKY JR., president.  
ED LASKO, vice president & general manager.  
RONALD L. STACK, general sales manager.  
EDNA A. HERBST, vice president, public affairs.  
WALTER ALLISS, chief engineer/operations manager.  
ALDY SWANSON, news director.

### DIGEST OF RATE CARD—(April 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AAA—6-10:30 p.m., daily.	\$1200	\$720	\$435	Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$875.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
50% & Over	Allamakee	5,400	5,300	98
	Benton	8,400	8,300	99
	Black Hawk	45,400	44,800	99
	Bremer	8,200	8,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
50% & Over	Buchanan	7,200	7,000	98
	Butler	6,600	6,400	97
	Cedar	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Clayton	7,800	7,500	97
	Delaware	6,300	6,200	98
	Dubuque	28,300	27,500	97
	Fayette	9,700	9,500	98
	Grundy	5,200	5,100	99
	Howard	4,000	3,800	96
	Iowa	5,300	5,200	98
	Jefferson	5,500	5,300	97
	Johnson	27,600	26,700	97
	Jones	6,900	6,800	98
	Keokuk	5,800	5,600	97
	Linn	59,200	58,400	99
Poweshiek	7,300	7,200	98	
Tama	7,700	7,500	98	
Washington	6,700	6,500	97	
Winneshiek	6,600	6,400	97	
<b>WISCONSIN</b>				
	Crawford	5,700	5,500	97
	Grant	15,400	14,800	96
<b>ILLINOIS</b>				
	Jo Daviess	7,500	7,200	96
<b>IOWA</b>				
Between 25-49%	Floyd	7,900	7,700	98
	Franklin	5,400	5,300	98
	Hardin	8,300	8,100	98
	Henry	6,500	6,300	96

(Continued on page 303-b)

Station Totals	466,900	456,400	97
Net Weekly Circulation (1976-77)	300,500		
Average Daily Circulation (1976-77)	193,400		

# Iowa—Waterloo-Cedar Rapids

## KWWL-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-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.

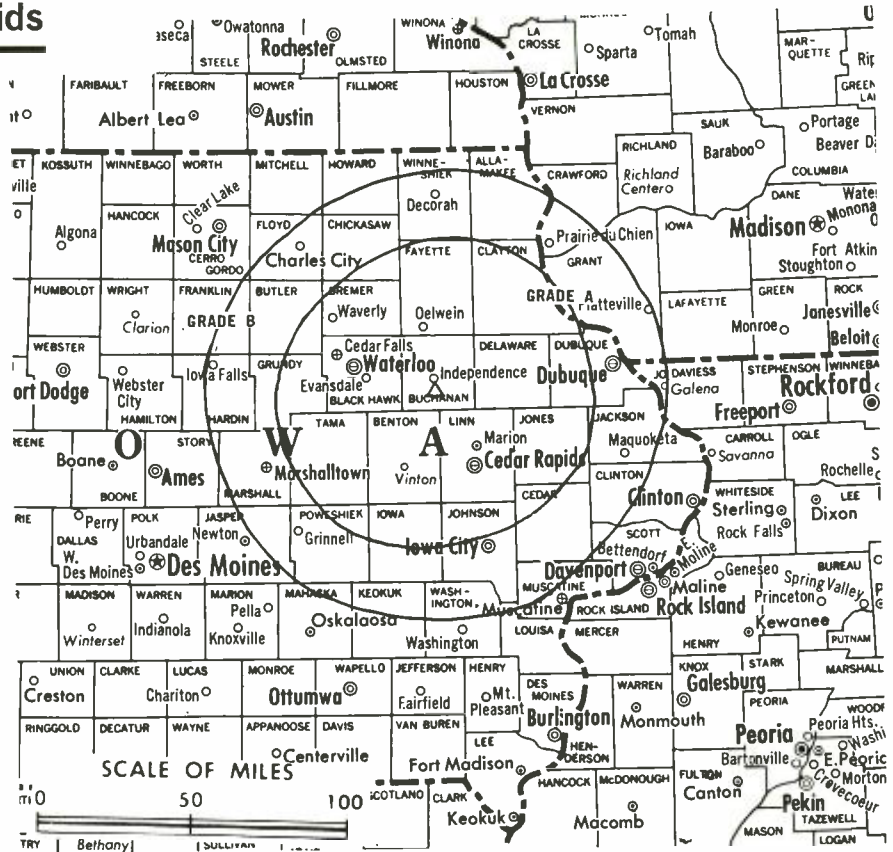
News Wire Service: AP.

AM Affiliate: KWWL, 5-kw, 1330 kHz.

FM Affiliate: KFMW, 100-kw, 107.9 MHz (No. 300), 1800-ft.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Black Hawk Bcstg. Co., E. Fourth & Franklin Sts., Waterloo, Iowa (50703).

Studio: 500 E. 4th St.

Telephone: 319-291-1200. TWX No.: 910-525-1271.

Ownership: R. J. McElroy Trust (Thomas L. Trunnell, Robert A. Young & Robert Buckmaster, Trustees), 29.7%; Robert Buckmaster, chmn., 9.5%; Harry G. Slife, pres.; Donald M. Graham, v.p., 3%; Robert Young, treas., 4.9%; T. L. Trunnell, secy., 2.8%; Robert J. McCoy, 2.4%; William Bolster Trust, 7%; others, none with as much as 2%. Black Hawk also owns KTIV(TV), Sioux City, Ia.; KAAL(TV), Austin, Minn.; KWWL(AM) & KFMW(FM), Waterloo, Ia.; KLWW(AM), Cedar Rapids and KCBC(AM), Des Moines.

Began Operation: Nov. 25, 1953.

Represented (sales) by Blair Television.

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

Personnel:

ROBERT BUCKMASTER, chairman.  
HARRY SLIFE, president.  
JAMES A. BRADLEY, executive vice president.  
WILLIAM L. BOLSTER, vice president & general manager.  
EDWARD M. TINK, vice president & dir. of engineering.  
JOE GOLENIOWSKI, vice president, television sales.  
TIM NOONAN, vice president, programming.  
GRANT PRICE, vice president, news & public affairs.

### DIGEST OF RATE CARD NO. 35 (Feb. 1, 1977)

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

Class AA—6-11 p.m., daily.

Program rates on request

Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$725.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Allamakee	5,400	5,300	98
	Benton	8,400	8,300	99
	Black Hawk	45,400	44,800	99
	Bremer	8,200	8,000	98
	Buchanan	7,200	7,000	98
	Butler	6,600	6,400	97
	Cedar	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Clayton	7,800	7,500	97
	Delaware	6,300	6,200	98
	Dubuque	28,300	27,500	97
	Fayette	9,700	9,500	98
	Franklin	5,400	5,300	98
	Grundy	5,200	5,100	99
	Howard	4,000	3,800	96
	Iowa	5,300	5,200	98
	Johnson	27,600	26,700	97
	Jones	6,900	6,800	98
	Keokuk	5,800	5,600	97
	Linn	59,200	58,400	99
	Marshall	16,000	15,800	99
	Poweshiek	7,300	7,200	98
	Tama	7,700	7,500	98
	Washington	6,700	6,500	97
	Winneshiak	6,600	6,400	97
<b>WISCONSIN</b>				
	Crawford	5,700	5,500	97
	Grant	15,400	14,800	96
<b>ILLINOIS</b>				
	Jo Daviess	7,500	7,200	96

50% & Over

Between 25-49%

(Continued on page 303-b)

Station Totals	472,500	461,800	97
Net Weekly Circulation (1976-77)	289,800		
Average Daily Circulation (1976-77)	190,400		

# 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.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

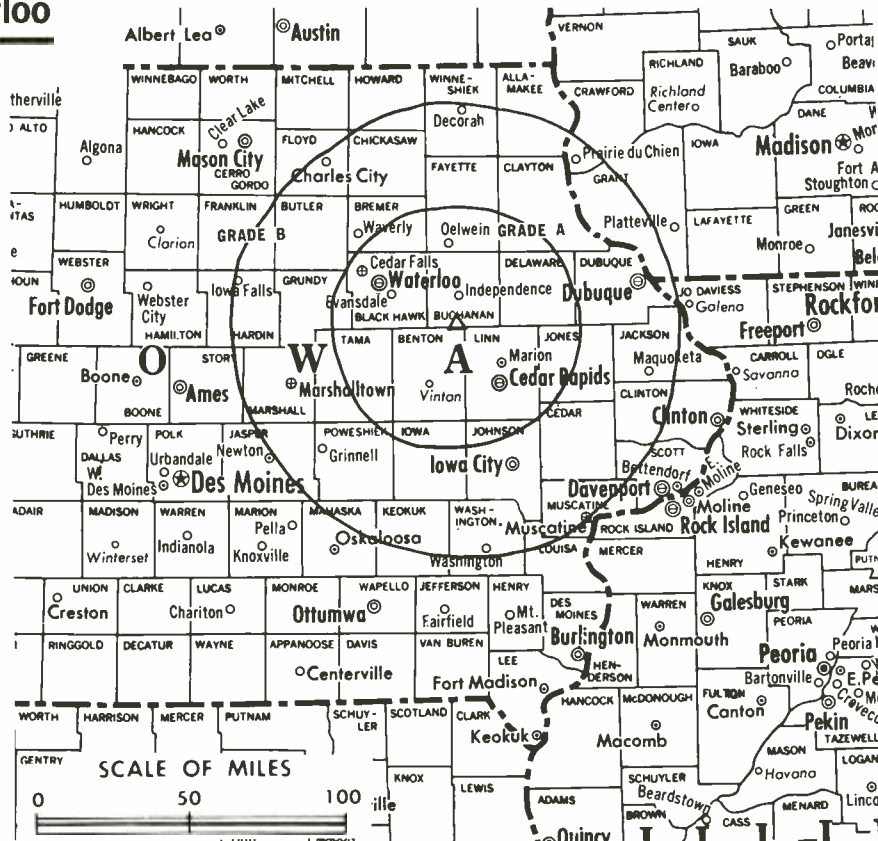
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WMT-TV Ref: FCC File No. BPCT-2102 Granted 5/29/56

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

## WMT-TV

Network Service: CBS.

Licensee: WMT Inc., Box 2147, Cedar Rapids (52406).

Studio: 600 Old Marion Rd., NE.

Telephone: 319-395-6000. TWX No.: 910-525-1326.

AM Affiliate: WMT, 5-kw, 600 kHz (CBS).

FM Affiliate: WMT-FM, 50-kw, 96.5 MHz (No. 243), 540-ft.

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. Quarton & others, approved by FCC June 12, 1968 (Television Digest, Vol. 8:25).

Represented (sales) by Katz Television.

Represented (legal) by Covington & Burling.

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

Personnel:

KELLY ATHERTON, president & general manager.

RALPH S. JACKSON, vice president.

T. BALLARD MORTON JR., secretary-treasurer.

JOHN STOCK, assistant secretary-treasurer.

MIKE MURRAY, director, television operations.

BOB JACKSON, director of news.

JIM OETKEN, general sales manager.

JOHN E. SHINE, production manager.

BOB KUCERA, chief engineer.

BARRY NORRIS, public interest director.

PHIL ARRINGTON, promotion manager.

Highest 30 Sec. Rate (April 3, 1978): \$400.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
50% & Over	Allamakee	5,400	5,300	98
	Benton	8,400	8,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
	Black Hawk	45,400	44,800	99
	Bremer	8,200	8,000	98
	Buchanan	7,200	7,000	98
	Butler	6,600	6,400	97
	Cedar	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Clayton	7,800	7,500	97
	Delaware	6,300	6,200	98
	Dubuque	28,300	27,500	97
	Fayette	9,700	9,500	98
	Grundy	5,200	5,100	99
	Iowa	5,300	5,200	98
50% & Over	Jackson	7,200	7,000	97
	Jefferson	5,500	5,300	97
	Johnson	27,600	26,700	97
	Jones	6,900	6,800	98
	Keokuk	5,800	5,600	97
	Linn	59,200	58,400	99
	Marshall	16,000	15,800	99
	Poweshiek	7,300	7,200	98
	Tama	7,700	7,500	98
	Washington	6,700	6,500	97
Winneshiek	6,600	6,400	97	
<b>WISCONSIN</b>				
	Grant	15,400	14,800	96
<b>ILLINOIS</b>				
	Jo Daviess	7,500	7,200	96
<b>IOWA</b>				
Between 25-49%	Floyd	7,900	7,700	98
	Franklin	5,400	5,300	98
	Hardin	8,300	8,100	98
	Henry	6,500	6,300	96

(Continued on page 303-b)

Station Totals	512,000	500,500	97
Net Weekly Circulation (1976-77)	308,100		
Average Daily Circulation (1976-77)	214,200		

**FREE**

# FOUR WEEK TRIAL

## Television Digest

... the Cable Industry's Most Authoritative Source  
for News, Trends & Developments.

Every week, Television Digest brings you via first class mail the hard facts on events, activities, issues and people in the world of cable & pay television. Facts that are presented precisely and concisely with professional insight and skill that come with 33 years of editorial expertise.

In 20 minutes reading time you are able to spot and follow trends and changes as rapidly as they occur—or even before they occur—in cable & pay TV, television, consumer electronics and associated fields.

Each week you get fresh news on Federal policies and regulations, financial and business developments, key court decisions. You'll know what's happening on Capitol Hill and at the FCC, what's new in cable franchises and applications, how equipment manufacturers, program suppliers and system operators are innovating and affecting the cable television community and its future.

Television Digest takes you behind the scenes, beneath the surface and gives you the real meaning of the news in simple, easy-to-read, crisp newsletter style.

You will enjoy — and benefit from — reading Television Digest every week. It will keep you alert and cut hours off your regular reading, giving you more time to evaluate, plan and act.

**FREE: A complimentary 4-week subscription to Television Digest is yours for the asking. Have your secretary call collect — 202 — 872-9200 and we'll take it from there. Or write:**

## Television Digest

1836 Jefferson Place, N.W.  
Washington, D. C. 20036

(Also publishers of Television Factbook,  
Cable & Station Coverage Atlas, Weekly Cable,  
TV & AM-FM Addenda Services and Public Broadcasting  
Report)

# 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.

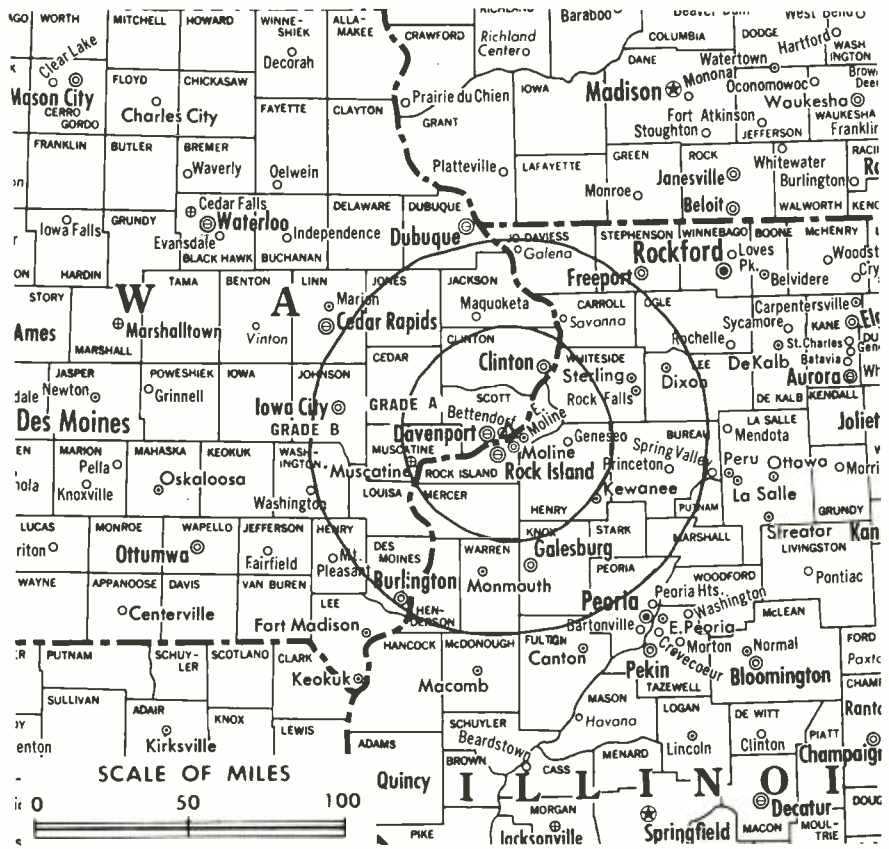
News Film Service: NBC.

AM Affiliate: WOC, 5-kw, 1420 kHz (NBC).

FM Affiliate: KIIK, 100-kw, 103.7 MHz (No. 279), 860-ft.

Studio: 805 Brady St.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Palmer Broadcasting Co., 805 Brady St., Davenport, Ia. (52808).

Telephone: 319-383-7000. TWX No.: 910-525-1189.

Ownership: Palmer Bcstg. Co. also 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:

ROBERT HARTER, president.  
WAYNE BLICK, v.p., secretary & treasurer.  
LEE MARTS, vice president & general manager.  
HAROLD R. HEATH, sales manager.  
ED ZACK, program director.  
JACK THOMSEN, news director.  
COY BULLARD, director of engineering.

Highest 30 Sec. Rate (April 24, 1978): \$475.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Bureau	13,200	12,900	98
	Carroll	7,400	7,200	98
	Henderson	3,100	3,000	97
	Henry	20,500	20,200	98
	Jo Daviess	7,500	7,200	96
	Knox	22,600	22,200	98
	Lee	11,100	10,900	98
	Mercer	6,500	6,400	98
	Rock Island	60,000	59,300	99
	Stark	3,100	3,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS—(Continued)</b>				
	Warren	7,600	7,500	98
	Whiteside	21,900	21,400	98
	<b>IOWA</b>			
	Cedar	6,300	6,200	98
	Clinton	20,900	20,600	99
50% & Over	Des Moines	17,300	17,000	98
	Henry	6,500	6,300	96
	Jackson	7,200	7,000	97
	Louisa	4,100	4,000	98
	Muscatine	14,600	14,400	98
	Scott	53,200	52,400	99
	<b>ILLINOIS</b>			
	Putnam	2,100	2,000	96
	<b>IOWA</b>			
Between 25-49%	Jefferson	5,500	5,300	97
	Johnson	27,600	26,700	97
	Lee	15,100	14,800	98
	Washington	6,700	6,500	97
	<b>ILLINOIS</b>			
	Fulton	16,800	16,400	97
	Hancock	7,900	7,700	98
	La Salle	38,800	37,800	97
	Mc Donough	12,000	11,700	98
	Marshall	4,600	4,500	97
Between 5-24%	Ogle	15,100	14,800	98
	<b>IOWA</b>			
	Dubuque	28,300	27,500	97
	Jones	6,900	6,800	98
	Wapello	15,200	14,900	98
	<b>WISCONSIN</b>			
	Grant	15,400	14,800	96
Station Totals		532,600	521,300	97
Net Weekly Circulation (1976-77)			315,600	
Average Daily Circulation (1976-77)			218,800	

# Iowa—Des Moines

## KCCI-TV

Ch. 8



Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1953-ft. above av. terrain, 1997-ft. above ground, 2967-ft. above sea level.

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

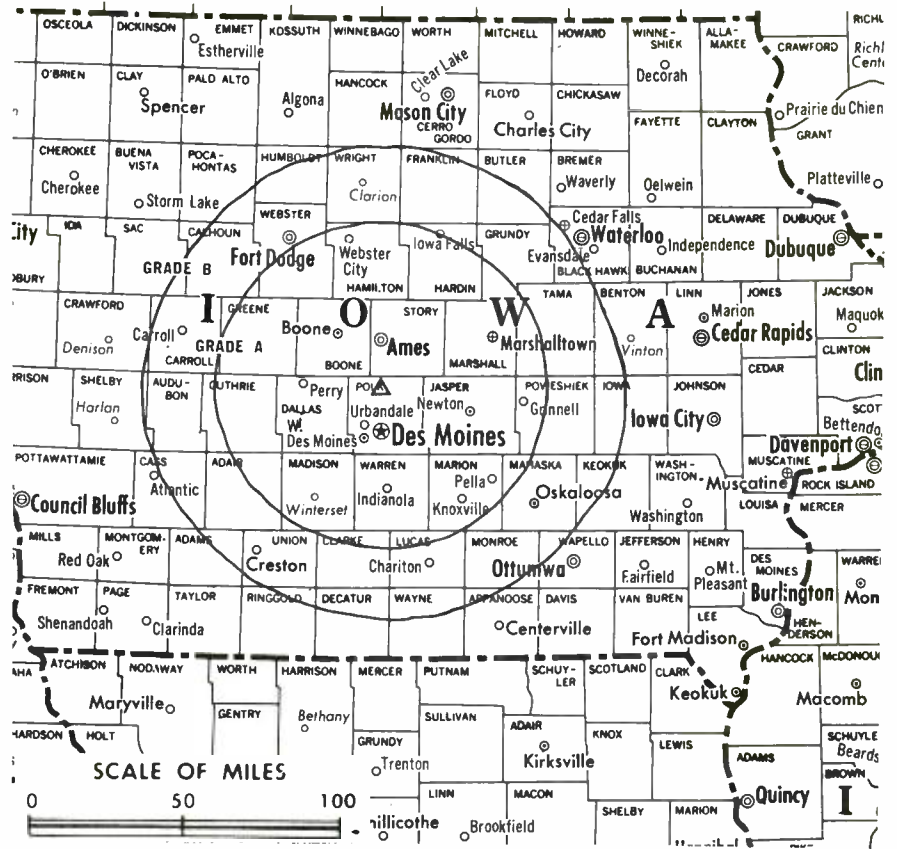
Transmitter: 1-mi. SW of Alleman, Iowa.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Total Households: ① MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KCCI-TV Ref: FCC File No. BMPCT-7477 Granted 7/31/73

©American Map Co., Inc., N.Y., No. 14241

## KCCI-TV

Network Service: CBS.

Licensee: Cowles Broadcasting Inc., 9th & Pleasant Sts.

Studio: Ninth & Pleasant Sts. (50308).

Telephone: 515-247-8800.

Ownership: Cowles Communications Inc., the parent of Cowles Broadcasting Inc., 100%. It also owns 100% of WESH-TV, Daytona Beach-Orlando, Fla.

Began Operation: July 31, 1955.

Represented (sales) by Katz Television.

Represented (engineering) by Smith & Powstenko.

Represented (legal) by Marmet Professional Corp.

Personnel:

WILLIAM HIPPEE, president & general manager.  
JOE HUDGENS, v.p., program director & film buyer.  
NOLAN QUAM, v.p. & general sales manager.  
GUY KOENIGSBERGER, v.p. & advertising & promotion manager.  
JAKE SNELLER, v.p., chief engineer.  
PAUL FREDERICKSEN, treasurer & business manager.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
	Adair	3,800	3,700	98
	Appanoose	6,000	5,800	97
	Boone	9,800	9,600	98
<b>50% &amp; Over</b>	Calhoun	5,300	5,200	98
	Carroll	7,400	7,300	99
	Clarke	3,400	3,300	97
	Dallas	10,000	9,800	98
	Davis	3,200	3,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA—(Continued)</b>			
	Decatur	3,600	3,400	95
	Greene	4,700	4,600	99
	Guthrie	5,600	5,500	98
	Hamilton	6,800	6,700	98
	Hardin	8,300	8,100	98
	Humboldt	4,300	4,200	97
	Jasper	13,500	13,300	98
	Lucas	4,300	4,100	96
	Madison	5,100	5,000	99
	Mahaska	8,400	8,200	97
	Marion	10,000	9,800	98
	Marshall	16,000	15,800	99
<b>50% &amp; Over</b>	Monroe	3,600	3,500	98
	Pocahontas	4,400	4,300	98
	Polk	109,500	107,900	99
	Poweshiek	7,300	7,200	98
	Ringgold	2,700	2,600	98
	Story	22,100	21,600	98
	Union	5,400	5,300	97
	Wapello	15,200	14,900	98
	Warren	10,600	10,400	98
	Wayne	4,100	3,900	96
	Webster	16,700	16,400	98
	Wright	6,100	6,000	98
	<b>MISSOURI</b>			
	Mercer	2,000	1,900	95
	<b>IOWA</b>			
<b>Between 25-49%</b>	Audubon	3,300	3,200	98
	Franklin	5,400	5,300	98
	Grundy	5,200	5,100	99
	Keokuk	5,800	5,600	97
	(Continued on page 315-b)			
<b>Station Totals</b>		<b>463,300</b>	<b>453,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>336,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>243,000</b>

# Iowa—Des Moines

## WHO-TV

Ch. 13

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

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

Transmitter: 1-mi. S of Alleman.

TV tape: Recording facilities.

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

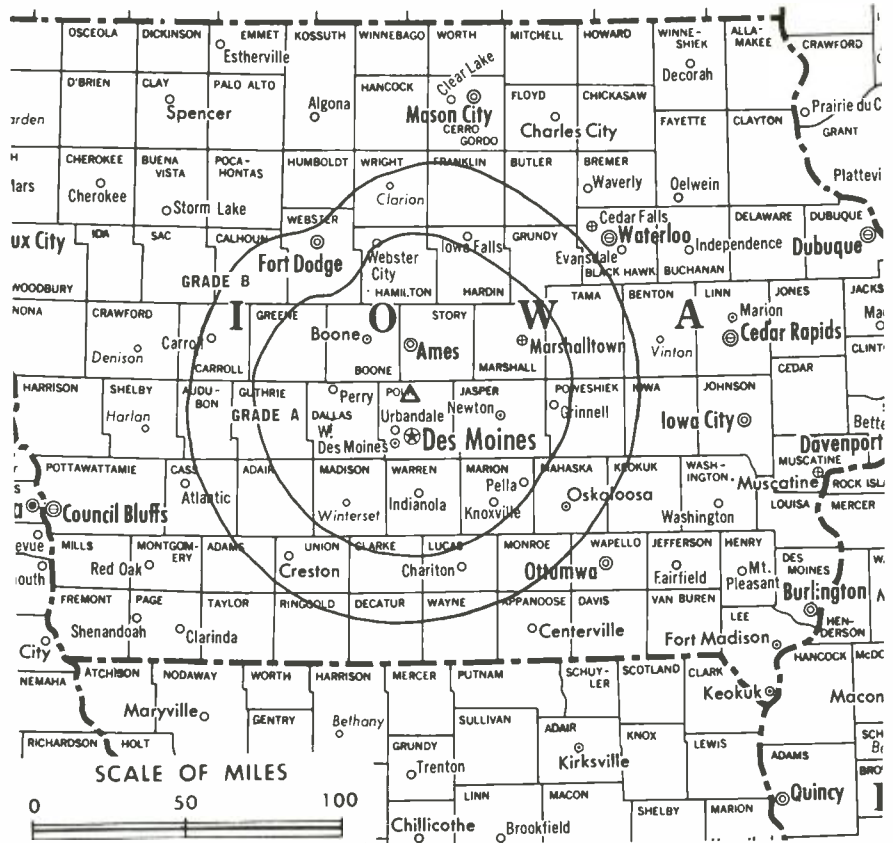
News Wire Service: AP, UPI.

News Film Service: NBC.

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

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WHO-TV Ref: FCC File No. BPCT--5011 Granted 7/27/77

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

## WHO-TV

Network Service: NBC.

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: Estate of Dr. D. D. Palmer, 77.59%; Robert H. Harter, pres.; Wayne J. Blick, v.p.; 19.23% in Palmer family trusts. Palmer Bcstg. also owns WOC Broadcasting Co., Davenport, Iowa, WOC-TV, WOC & KIK (FM); WNOG & WCVU (FM), Naples, Fla. For CATV interests, see CATV Group Ownership. Note: Palmer Bcstg. is buying KDAL-TV, Duluth, Minn.

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:

ROBERT H. HARTER, president.  
GEORGE C. CARPENTER, general manager.  
ALVIN H. BARCHESKI, program director.  
TALMAGE THOMPSON, sales manager.  
CELESTE WOLTER, promotion manager.  
WAYNE J. BLICK, secretary & auditor.  
ROBERT G. ENGELHARDT, chief engineer.

DIGEST OF RATE CARD NO. 78-G—(April 24, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.	
Class AA—6:30-10 p.m., daily.	\$1250	\$740	\$490	\$370	\$470	\$235

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,800	3,700	98
	Appanoose	6,000	5,800	97
	Boone	9,800	9,600	98

310-b

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA—(Continued)				
	Calhoun	5,300	5,200	98
	Carroll	7,400	7,300	99
	Clarke	3,400	3,300	97
	Dallas	10,000	9,800	98
	Davis	3,200	3,100	98
	Decatur	3,600	3,400	95
	Greene	4,700	4,600	99
	Guthrie	5,600	5,500	98
	Hamilton	6,800	6,700	98
	Hardin	8,300	8,100	98
	Humboldt	4,300	4,200	97
	Jasper	13,500	13,300	98
	Jefferson	5,500	5,300	97
	Lucas	4,300	4,100	96
	Madison	5,100	5,000	99
50% & Over	Mahaska	8,400	8,200	97
	Marion	10,000	9,800	98
	Marshall	16,000	15,800	99
	Monroe	3,600	3,500	98
	Polk	109,500	107,900	99
	Poweshiek	7,300	7,200	98
	Ringgold	2,700	2,600	98
	Story	22,100	21,600	98
	Union	5,400	5,300	97
	Wapello	15,200	14,900	98
	Warren	10,600	10,400	98
	Wayne	4,100	3,900	96
	Webster	16,700	16,400	98
	Wright	6,100	6,000	98
MISSOURI				
	Mercer	2,000	1,900	95
	Putnam	2,800	2,700	98
(Continued on page 315-b)				
Station Totals		485,800	475,700	97
Net Weekly Circulation (1976-77)			333,200	
Average Daily Circulation (1976-77)			221,900	

TV Factbook No. 48



# 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: 1850-ft. above av. terrain, 1995-ft. above ground, 2980-ft. above sea level.

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

Transmitter: 1-mi. S of Alleman.

Studio: WOI-TV Bldg.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, Reuters.

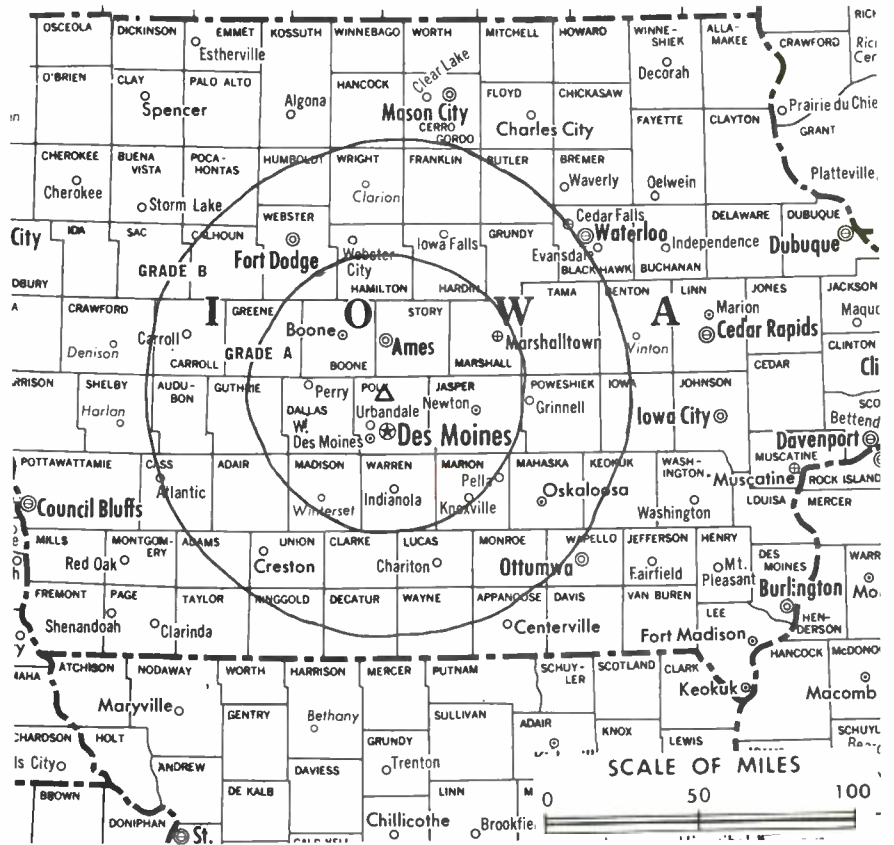
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see Page 4-b).



WOI-TV Ref: FCC File No. BMPCT-7324 Granted 12/20/71

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

## WOI-TV

Network Service: ABC.

Licensee: Iowa State University of Science & Technology, Ames, Ia. (50010).

Telephone: 515-294-5555. TWX No.: 910-520-1152.

AM Affiliate: WOI, 5-kw, 640 kHz.

FM Affiliate: WOI-FM, 100-kw, 90.1 MHz (No. 211), 530-ft.

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.  
TED TOSTLEBE, commercial manager.  
BOB HELMERS, promotion/merchandising manager.  
TOM WHEELER, sales service manager.  
JANIS MARVIN, programming coordinator.  
BETTY LOU VARNUM, public affairs coordinator.  
KEITH KETCHAM, chief engineer.

DIGEST OF RATE CARD NO. 20—(April 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$1600	\$970	\$650	\$480	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
50% & Over	Adair	3,800	3,700	98
	Appanoose	6,000	5,800	97
	Boone	9,800	9,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
50% & Over	Calhoun	5,300	5,200	98
	Carroll	7,400	7,300	99
	Clarke	3,400	3,300	97
	Dallas	10,000	9,800	98
	Decatur	3,600	3,400	95
	Franklin	5,400	5,300	98
	Greene	4,700	4,600	99
	Grundy	5,200	5,100	99
	Guthrie	5,600	5,500	98
	Hamilton	6,800	6,700	98
	Hardin	8,300	8,100	98
	Humboldt	4,300	4,200	97
	Jasper	13,500	13,300	98
	Lucas	4,300	4,100	96
	Madison	5,100	5,000	99
	Mahaska	8,400	8,200	97
	Marion	10,000	9,800	98
	Marshall	16,000	15,800	99
	Monroe	3,600	3,500	98
	Polk	109,500	107,900	99
Poweshiek	7,300	7,200	98	
Ringgold	2,700	2,600	98	
Story	22,100	21,600	98	
Tama	7,700	7,500	98	
Union	5,400	5,300	97	
Warren	10,600	10,400	98	
Wayne	4,100	3,900	96	
Webster	16,700	16,400	98	
Wright	6,100	6,000	98	
<b>MISSOURI</b>				
	Mercer	2,000	1,900	95

(Continued on page 315-b)

Station Totals	499,000	488,500	97
Net Weekly Circulation (1976-77)	334,600		
Average Daily Circulation (1976-77)	209,700		

# Iowa—Dubuque

## KDUB-TV

Ch. 40

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

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

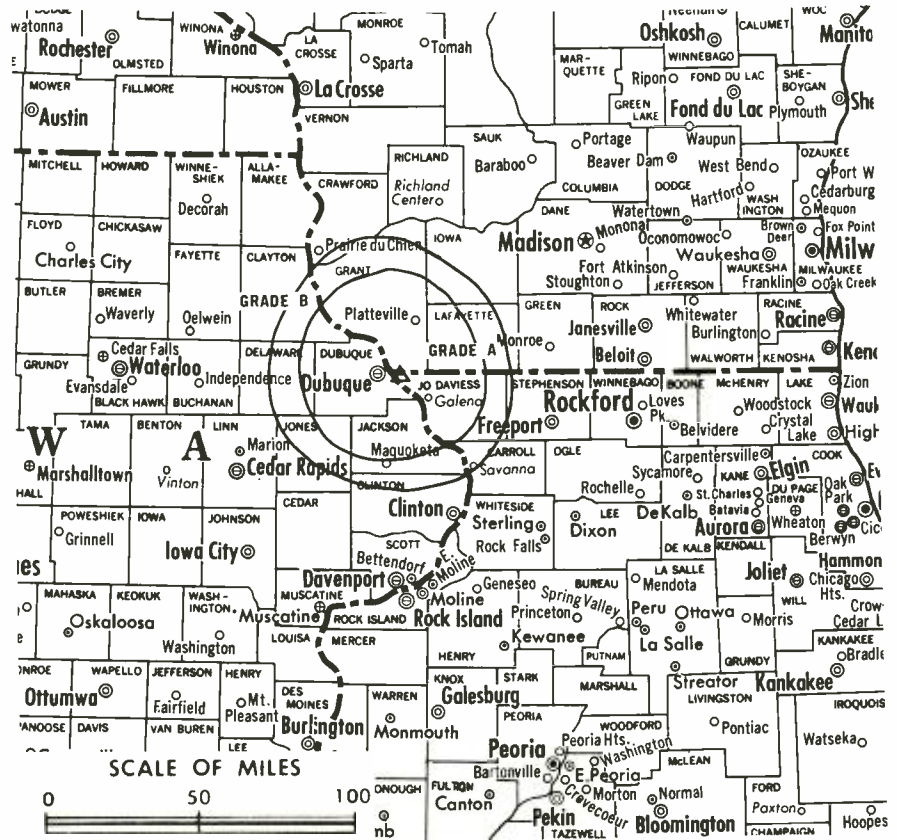
Transmitter: 0.7-mi. N of Ill. state line, 0.75-mi. W of Hwy. 35, Grant County, Wis.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KDUB-TV Ref: FCC File No. BPCT-4978 Granted 2/11/77

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

### KDUB-TV

Network Service: ABC.

Licensee: Lloyd Hearing Aid Corp., 128 Kishwaukee St., Rockford, Ill. (61110).

Studio: 9th Floor, 1 Dubuque Plaza, Dubuque (52001).

Telephone: 319-556-4040.

Ownership: Marvin E. Palmquist, pres.-treas. & Elizabeth L. Palmquist, 50% jointly; Christine & Andrew Palmquist, 16.67% each; Mary Palmquist, 16.66%. Lloyd Hearing Aid Corp. holds CP for WQRF-TV, Ch. 39, Rockford, Ill.

Began Operation: June 1, 1970; left air Oct. 3, 1974. Sale to present owners approved by FCC June 29, 1976. Resumed operation Sept. 12, 1976.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Cordon & Jacob.

Personnel:

MARVIN E. PALMQUIST, president & treasurer.  
CHUCK CYBERSKI, station manager.  
JOHN SLOAN, sales manager.  
NEIL BLACK, production manager.  
JOHN BARTON, news director.  
PHIL GRAHAM, chief engineer.

Highest 30 Sec. Rate: \$60.

NETWORK BASE HOURLY RATE: \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Jo Daviess	7,500	7,200	96
<b>Between 25-49%</b>	<b>IOWA</b>			
	Dubuque	28,300	27,500	97
	<b>WISCONSIN</b>			
	Grant	15,400	14,800	96
	<b>IOWA</b>			
	Clayton	7,800	7,500	97
	Jackson	7,200	7,000	97
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Crawford	5,700	5,500	97
	Iowa	6,400	6,200	97
	Lafayette	5,800	5,600	97
<b>Station Totals</b>		<b>84,100</b>	<b>81,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>20,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>12,600</b>	

For UHF Penetration by Market,  
see Services Volume

# Now we can Zip you the answers to these questions:

- 1** How does your early news perform in upper income zip code areas?
- 2** Does your prime-access program reach two-car families?
- 3** Do you reach more professional and managerial people than your competition?
- 4** Do you attract more educated viewers than your competitors?

AID (Arbitron Information on Demand) Zip Codes take you beyond sex/age demographics and give you viewing by income, education, occupation and 18 more demographic characteristics.

AID Zip Codes mean you're no longer limited to whole counties, groups of counties or sex/age demographics.

You can build custom pieces of geography based on selected "zips" to identify key customers for department stores or any other retail prospects.

AID Zip Codes is another industry first from Arbitron Television.

So take advantage of it...now.

## THE ARBITRON ADVANTAGE

# Iowa—Mason City

**KIMT**

Ch. 3

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

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

Transmitter: 4.5-mi. E of St. Ansgar, Ia.

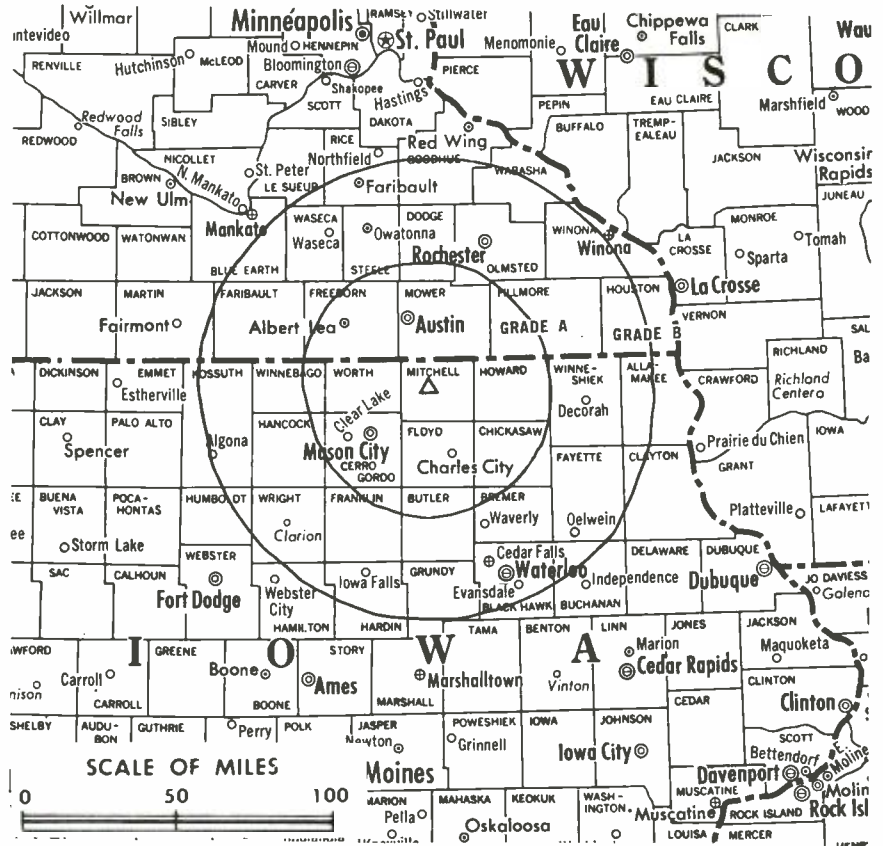
Studio: 2nd & Pennsylvania Ave.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KIMT Ref: FCC File No. BMPCT-7648 Granted 8/31/76

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

## KIMT

Network Service: CBS.

Licensee: Lee Enterprises Inc., 2nd & Pennsylvania Ave. (50401).

Telephone: 515-423-2540. TWX No.: 910-523-6966.

Ownership: Lee Enterprises Inc. For officers & other interests, see KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: May 15, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

DONALD G. HARRER, general manager.  
EARL SCHOBORG, general sales manager.  
BART CURRAN, program director.  
MAX LEE SMITH, news director.  
DAVID R. SAPPENFIELD, chief engineer.

DIGEST OF RATE CARD NO. A9—(April 24, 1978)

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

Class 1—6:59-10:01 p.m., daily.

\$650 \$440 \$325 \$270 Graded rates apply\*

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$475.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Butler	6,600	6,400	97
	Cerro Gordo	18,100	17,800	98
	Chickasaw	5,300	5,200	98
	Floyd	7,900	7,700	98
	Franklin	5,400	5,300	98
	Hancock	5,400	5,300	98
Howard	4,000	3,800	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA—(Continued)				
	Kossuth	8,200	8,100	98
	Mitchell	4,100	4,000	98
	Winnebago	5,100	5,000	98
	Winneshiek	6,600	6,400	97
	Worth	3,200	3,100	98
50% & Over	MINNESOTA			
	Dodge	4,300	4,200	97
	Fillmore	8,100	7,900	98
	Freeborn	12,900	12,600	98
	Mower	14,100	13,900	98
	Olmsted	30,300	29,800	98
	IOWA			
	Wright	6,100	6,000	98
Between 25-49%	MINNESOTA			
	Faribault	7,200	7,000	98
	Steele	10,500	10,300	98
	Waseca	5,700	5,600	98
	IOWA			
	Bremner	8,200	8,000	98
	Clayton	7,800	7,500	97
	Emmet	5,200	5,000	96
	Grundy	5,200	5,100	99
	Hardin	8,300	8,100	98
Between 5-24%	Humboldt	4,300	4,200	97
	Palo Alto	4,700	4,500	96
	MINNESOTA			
	Blue Earth	17,600	17,100	97
	Goodhue	13,600	13,300	98
	Houston	5,400	5,300	98
(Continued on page 303-b)				
Station Totals		324,100	316,900	97
Net Weekly Circulation (1976-77)				145,200
Average Daily Circulation (1976-77)				91,100

# WOI-TV, Ames-Des Moines

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
	Audubon	3,300	3,200	98
	Butler	6,600	6,400	97
	Cass	6,500	6,400	98
	Emmet	5,200	5,000	96
	Keokuk	5,800	5,600	97
<b>Between 25-49%</b>	Kossuth	8,200	8,100	98
	Palo Alto	4,700	4,500	96
	Pocahontas	4,400	4,300	98
	Sac	6,100	5,900	98
	Taylor	3,500	3,400	96
	Wapello	15,200	14,900	98
	<b>IOWA</b>			
	Adams	2,700	2,600	96
	Benton	8,400	8,300	99
	Buena Vista	8,000	7,800	98
	Chickasaw	5,300	5,200	98
	Clay	7,300	7,100	97
	Crawford	6,800	6,700	98
	Davis	3,200	3,100	98
<b>Between 5-24%</b>	Floyd	7,900	7,700	98
	Hancock	5,400	5,300	98
	Iowa	5,300	5,200	98
	Jefferson	5,500	5,300	97
	Montgomery	5,500	5,400	98
	Washington	6,700	6,500	97
	<b>MISSOURI</b>			
	Harrison	4,000	3,900	97
	Putnam	2,800	2,700	98

# WHO-TV, Des Moines

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
	Audubon	3,300	3,200	98
	Cass	6,500	6,400	98
	Franklin	5,400	5,300	98
	Grundy	5,200	5,100	99
<b>Between 25-49%</b>	Keokuk	5,800	5,600	97
	Kossuth	8,200	8,100	98
	Palo Alto	4,700	4,500	96
	Sac	6,100	5,900	98
	Tama	7,700	7,500	98
	<b>IOWA</b>			
	Adams	2,700	2,600	96
	Benton	8,400	8,300	99
	Buena Vista	8,000	7,800	98
	Butler	6,600	6,400	97
	Crawford	6,800	6,700	98
	Hancock	5,400	5,300	98
	Iowa	5,300	5,200	98
<b>Between 5-24%</b>	Montgomery	5,500	5,400	98
	Page	8,000	7,800	97
	Pocahontas	4,400	4,300	98
	Taylor	3,500	3,400	96
	Washington	6,700	6,500	97
	<b>MISSOURI</b>			
	Harrison	4,000	3,900	97
	Sullivan	3,200	3,100	97
	Worth	1,300	1,300	98

# Iowa

# KCCI-TV, Des Moines

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA—(Continued)</b>			
	Kossuth	8,200	8,100	98
	Palo Alto	4,700	4,500	96
	Sac	6,100	5,900	98
<b>Between 25-49%</b>	Tama	7,700	7,500	98
	Taylor	3,500	3,400	96
	<b>MISSOURI</b>			
	Putnam	2,800	2,700	98
	Worth	1,300	1,300	98
	<b>IOWA</b>			
	Adams	2,700	2,600	96
	Buena Vista	8,000	7,800	98
	Cass	6,500	6,400	98
	Clay	7,300	7,100	97
	Crawford	6,800	6,700	98
<b>Between 5-24%</b>	Emmet	5,200	5,000	96
	Hancock	5,400	5,300	98
	Jefferson	5,500	5,300	97
	Montgomery	5,500	5,400	98
	<b>MISSOURI</b>			
	Harrison	4,000	3,900	97
	Sullivan	3,200	3,100	97

# KTVO, Ottumwa

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA—(Continued)</b>			
	Poweshiek	7,300	7,200	98
	Washington	6,700	6,500	97
	<b>MISSOURI</b>			
	Audrain	9,800	9,600	98
	Caldwell	3,900	3,800	98
<b>Between 5-24%</b>	Chariton	3,800	3,600	95
	Harrison	4,000	3,900	97
	Livingston	6,100	5,900	96
	Marion	10,700	10,500	98
	Ralls	3,400	3,300	98
	Saline	8,400	8,100	97

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Iowa—Ottumwa-Kirksville, Mo.

**KTVO**

Ch. 3

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.; Hwy. 63 North, Kirksville, Mo.

TXW No.: 910-777-7950.

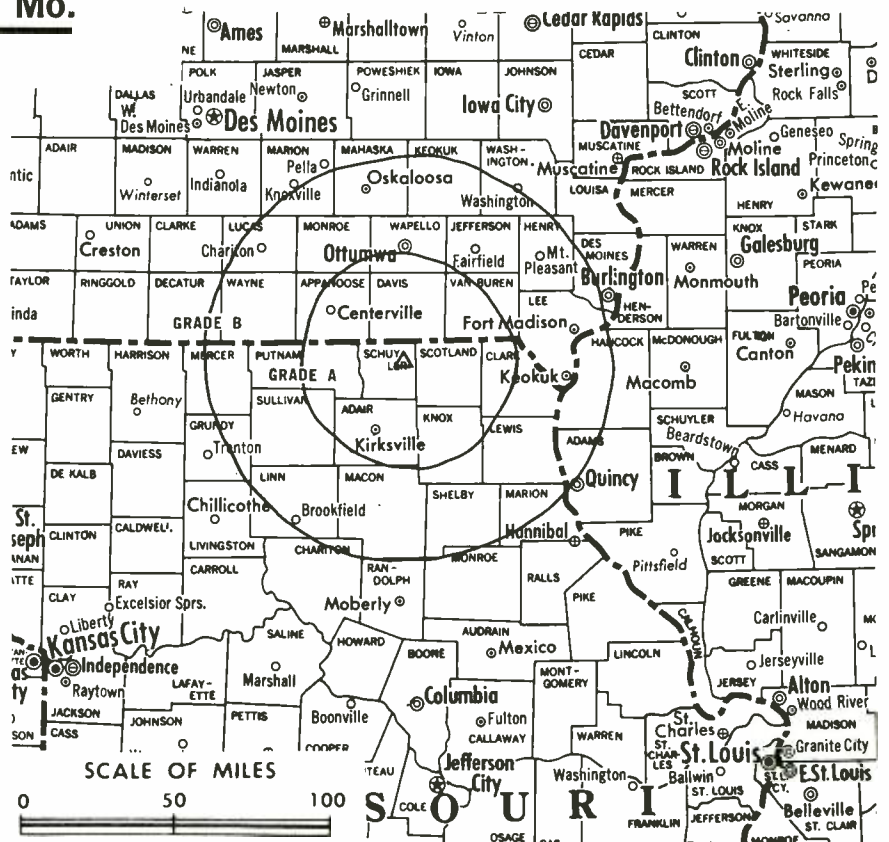
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

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

Represented (engineering) by Cohen & Dippell.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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.

Licensee: KTVO Inc., P.O. Box 945, Kirksville, Mo. (63501).

Telephones: 515-682-4535, Ottumwa; 816-665-7781, Kirksville.

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.; Elmo Reed, v.p. & 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.

Personnel:

ALVINA BRITZ, general manager.  
JACK PARIS, station/sales manager.  
GARY CUNNINGHAM, film buyer.  
GERALD F. DREGER, chief engineer.

### DIGEST OF RATE CARD NO. 5—(Sept. 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.	\$1200	\$600	\$300	Graded rates apply*	

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$651.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Appanoose	6,000	5,800	97
	Davis	3,200	3,100	98
	Henry	6,500	6,300	96
	Jefferson	5,500	5,300	97
	Lee	15,100	14,800	98
	Monroe	3,600	3,500	98
	Van Buren	3,400	3,300	97
	Wapello	15,200	14,900	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Adair	9,100	8,900	97
	Clark	3,100	3,000	97
	Knox	2,100	2,000	97
	Lewis	3,800	3,700	97
	Linn	6,400	6,200	96
	Macon	6,600	6,400	97
	Mercer	2,000	1,900	95
	Putnam	2,800	2,700	98
	Schuyler	2,300	2,200	95
	Scotland	2,400	2,300	97
Shelby	3,000	2,900	97	
Sullivan	3,200	3,100	97	
<b>Between 25-49%</b>	<b>ILLINOIS</b>			
	Adams	25,500	25,000	98
	Hancock	7,900	7,700	98
	<b>IOWA</b>			
	Keokuk	5,800	5,600	97
Lucas	4,300	4,100	96	
Mahaska	8,400	8,200	97	
Wayne	4,100	3,900	96	
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	Grundy	4,300	4,100	96
	Monroe	3,700	3,600	98
	<b>ILLINOIS</b>			
Henderson	3,100	3,000	97	
<b>IOWA</b>				
Decatur	3,600	3,400	95	
Des Moines	17,300	17,000	98	
Marion	10,000	9,800	98	

(Continued on page 315-b)

Station Totals	267,400	260,100	97
Net Weekly Circulation (1976-77)		122,300	
Average Daily Circulation (1976-77)		74,800	

# Iowa—Sioux City

**KCAU-TV**

Ch. 9



THE FORWARD GROUP



THE MEEKER CO. INC.

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.

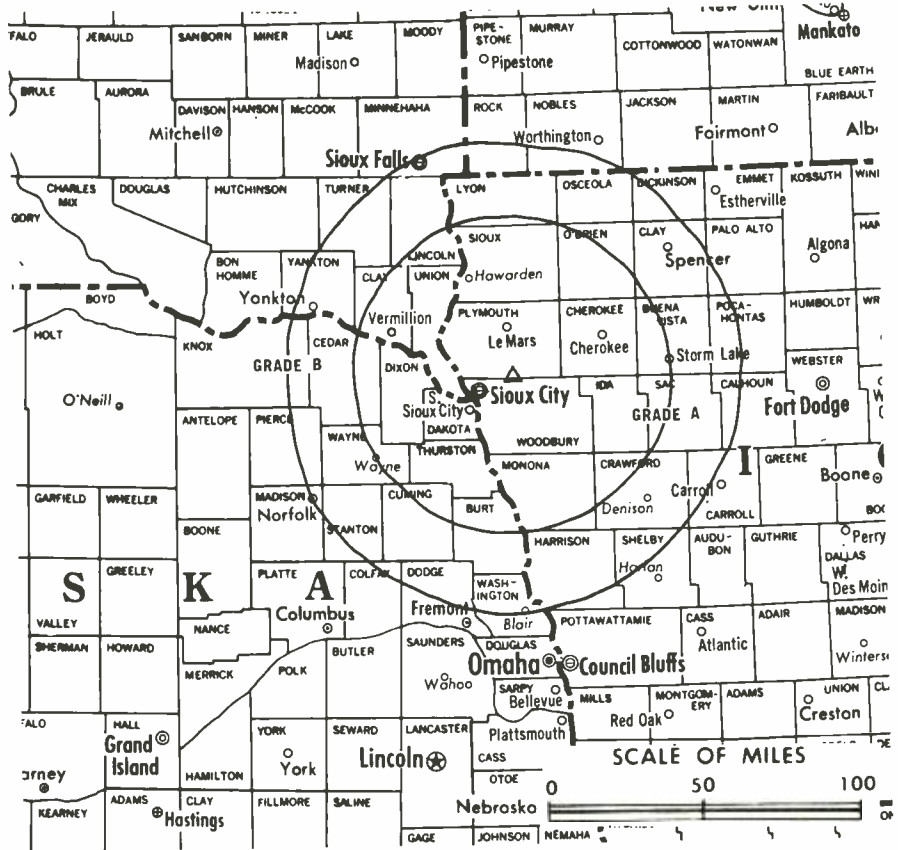
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KCAU-TV Ref: FCC File No. BPCT-3128 Granted 1/19/65

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

## KCAU-TV

Network Service: ABC.

Licensee: Forward Communications Corp., 7th & Douglas Sts. (51101).

Studio: 7th & Douglas Sts. Telephone: 712-277-2345.

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

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

TV tape: Recording facilities.

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.; Hyett/Ramsland Inc. (Minneapolis); Busby, Finch, Lathom & Widman (South & SW); Bob Hix Co. Inc. (Mountain States).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- WILLIAM F. TURNER, president & general manager.
- PAUL J. O'BRYAN, asst. general manager & sales manager.
- JACK GILBERT, station manager.
- CLAIR W. GILES, comptroller.
- BOB DOVICHAK, local sales manager.
- DAVID L. SLATER, operations manager.
- BILL HARLING, production director.
- DON KEELER, news director.
- GLEN LARSEN, technical director.
- RAY COLE, business manager.
- PAUL McCAYE, director, editorial research.
- JIM HENRY, promotion manager.
- PAT FRANCIS, traffic manager.
- GENE SHERMAN, sports director.
- GEORGE LINDBLADE, director of creative services.
- DANA HOLLAND, dir. of community affairs programming.
- MARTY IKER, director of editorial research.

DIGEST OF RATE CARD NO. 31—(March 29, 1977)

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

Class A—7-10 p.m., daily.

\$900.00 \$540.00 \$360.00 \$270.00 \$240.00 \$120.00

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Buena Vista	8,000	7,800	98
	Cherokee	6,100	6,000	98
	Clay	7,300	7,100	97
	Dickinson	5,300	5,100	97
	Ida	3,200	3,100	98
	Lyon	4,400	4,300	97
	Monona	4,800	4,700	98
	O'Brien	6,400	6,300	98
	Osceola	3,000	2,900	98
	Palo Alto	4,700	4,500	96
	Plymouth	8,100	8,000	98
	Pocahontas	4,400	4,300	98
	Sac	6,100	5,900	98
	Sioux	9,600	9,200	96
	Woodbury	38,400	37,800	98
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Nobles	7,700	7,600	98
	Rock	4,000	3,900	99
	<b>NEBRASKA</b>			
	Cedar	3,600	3,500	98
	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Knox	4,000	3,800	95
	Madison	11,000	10,600	96
	Pierce	3,300	3,200	97
	Stanton	2,300	2,200	96
	Thurston	2,300	2,200	97
	Wayne	2,800	2,800	99
	<b>SOUTH DAKOTA</b>			
	Bon Homme	3,000	2,900	96
	Clay	4,400	4,300	98
	Lincoln	4,800	4,700	98

(Continued on page 321-b)

Station Totals	337,000	329,000	97
Net Weekly Circulation (1976-77)			197,300
Average Daily Circulation (1976-77)			136,300

# Iowa—Sioux City

**KMEG**

Ch. 14

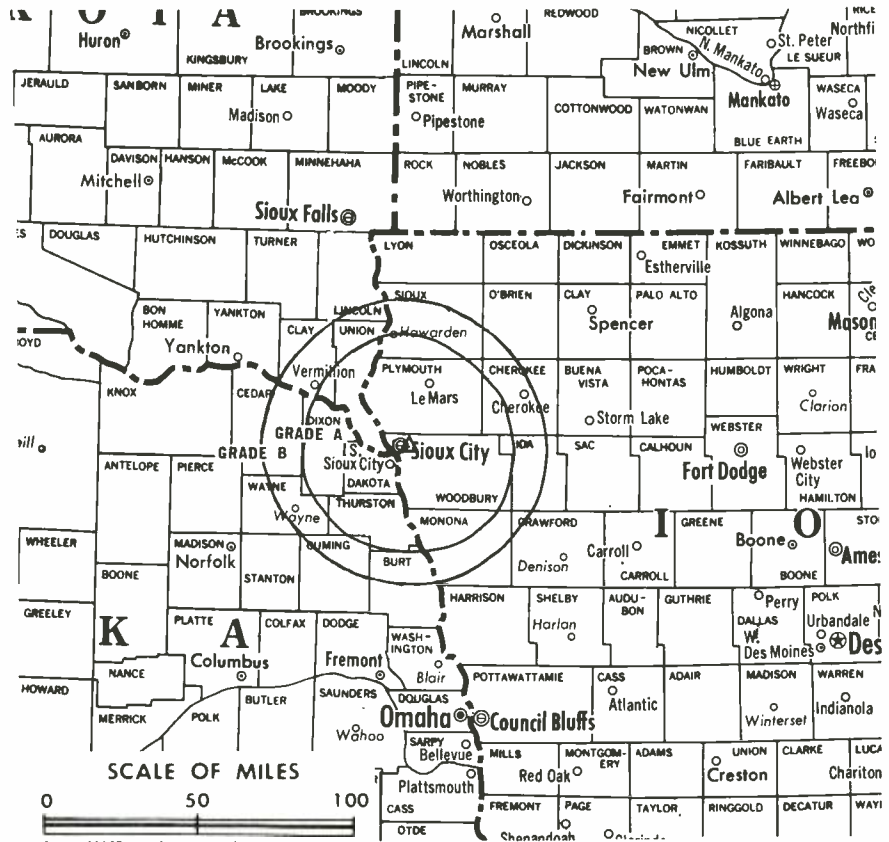


Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw max. & 380-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural, 1152-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level. Latitude 42° 30' 53" Longitude 96° 18' 14"

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: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron 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: 700 Floyd Blvd., Sioux City.

Telephone: 712-277-3554.

TWX No.: 910-968-1742.

Ownership: Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, Mich.

Began Operation: Sept. 5, 1967. Sale to present owner by Medalion 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:  
 A. JAMES EBEL, president.  
 ROBERT B. DONOVAN, vice president & general manager.  
 JACK PARRIS, station manager.  
 BRUCE LEWIS, local sales manager.  
 ROBB GRAY, national sales manager.  
 LYLE JOHNSON, chief engineer.  
 GREG FUNK, business manager.  
 JOHN ZIMMERMAN, production manager.  
 DAVE ALBERTSON, public affairs director.  
 PAUL KLICK, promotion manager.

Highest 30 Sec. Rate (April 24, 1978): \$130.

NETWORK BASE HOURLY RATE: \$160.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	8,000	7,800	98
	Cherokee	6,100	6,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
IOWA—(Continued)				
	Ida	3,200	3,100	98
	Plymouth	8,100	8,000	98
	Woodbury	38,400	37,800	98
<b>NEBRASKA</b>				
50% & Over	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Madison	11,000	10,600	96
	Thurston	2,300	2,200	97
	Wayne	2,800	2,800	99
<b>SOUTH DAKOTA</b>				
	Clay	4,400	4,300	98
	Union	3,800	3,800	99
<b>IOWA</b>				
Between 25-49%	Monona	4,800	4,700	98
	O'Brien	6,400	6,300	98
	Sac	6,100	5,900	98
	Sioux	9,600	9,200	96
<b>IOWA</b>				
Between 5-24%	Carroll	7,400	7,300	99
	Cass	6,500	6,400	98
	Clay	7,300	7,100	97
	Crawford	6,800	6,700	98
	<b>NEBRASKA</b>			
	Burt	3,100	3,100	98
	Cedar	3,600	3,500	98
	Cuming	4,000	3,900	97
	Stanton	2,300	2,200	96
<b>SOUTH DAKOTA</b>				
	Yankton	5,400	5,300	97
Station Totals		169,100	165,600	97
Net Weekly Circulation (1976-77)			83,800	
Average Daily Circulation (1976-77)			50,000	



# What have we got against their news?



Six Million Dollar Man,  
Sanford & Son, Sha Na Na,  
Next Step Beyond —



While the other Sioux City stations program local news KMEG-TV supplies the entertainment alternative. KMEG-TV programs a top-notch entertainment line-up that's attracting more of the market's viewers than ever before plus News and Weather Updates 44 times weekly. If you thought your choice was limited to news or more news, think again! KMEG-TV provides a choice, a real alternative to the other station's news.

**Solid  
Entertainment  
8 days a week**



### *The Felger Stations*

RADIO  
WKZO KALAMAZOO BATTLE CREEK  
WJFM GRAND RAPIDS-KALAMAZOO  
WWAM/WKJF (FM) CADILLAC  
TELEVISION  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTW / 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-Knode Television 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.

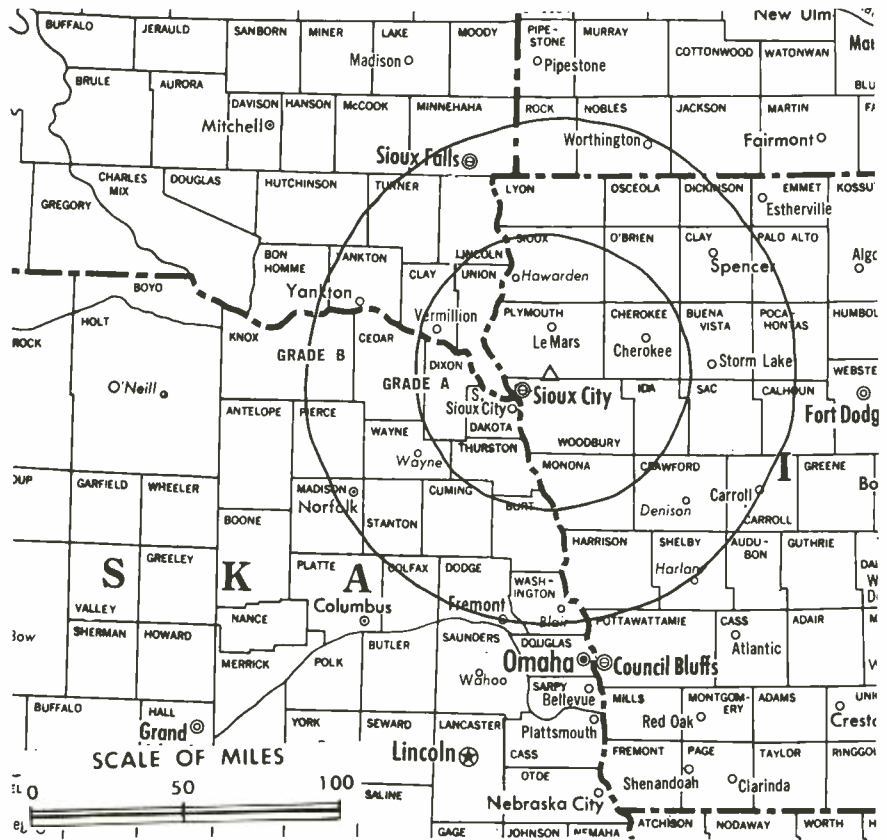
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTIV Ref: FCC File No. BPC1-3127 Granted 1/19/65

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

## KTIV

Network Service: NBC.

Licensee: KTIV Television Co., Box 87, Sioux City, Iowa (51103).

Studio: Signal Hill, Sioux City, Iowa.

Telephone: 712-258-0545. TWX No.: 910-968-1708.

Ownership: Black Hawk Bcstg. Co. For other interests, see KWWL-TV, Waterloo-Cedar Rapids, Iowa.

Began Operation: Oct. 9, 1954. FCC approved sale to present owner by Perkins Bros. Co. March 28, 1974. Sale of 50%, giving Perkins Bros. 100% control, approved May 26, 1965 by FCC (Television Digest, Vol. 5:24).

Represented (sales) by Blair Television.

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

Personnel:

ROBERT BUCKMASTER, president, Black Hawk Broadcasting.  
JAMES BRADLEY, exec. v.p., Black Hawk Broadcasting.  
LYN P. STOYER, exec. vice president & general manager.  
RAY MASELLI, vice president & general sales manager.  
DAVE JENNINGS, vice president & chief engineer.  
BOB PAYNE, program director.  
JAN POULSEN, promotion director.  
MIKE BEECHER, news director.

Highest 30 Sec. Rate (April 24, 1978): \$300.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
50% & Over	Buena Vista	8,000	7,800	98
	Cherokee	6,100	6,000	98
	Clay	7,300	7,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
	Dickinson	5,300	5,100	97
	Emmet	5,200	5,000	96
	Ida	3,200	3,100	98
	Monona	4,800	4,700	98
	O'Brien	6,400	6,300	98
	Osceola	3,000	2,900	98
	Palo Alto	4,700	4,500	96
	Plymouth	8,100	8,000	98
	Pocahontas	4,400	4,300	98
	Sac	6,100	5,900	98
	Sioux	9,600	9,200	96
	Woodbury	38,400	37,800	98
<b>NEBRASKA</b>				
50% & Over	Antelope	3,600	3,400	96
	Cedar	3,600	3,500	98
	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Holt	4,500	4,200	93
	Knox	4,000	3,800	95
	Madison	11,000	10,600	96
	Pierce	3,300	3,200	97
	Stanton	2,300	2,200	96
Thurston	2,300	2,200	97	
Wayne	2,800	2,800	99	
<b>SOUTH DAKOTA</b>				
	Clay	4,400	4,300	98
	Union	3,800	3,800	99
	Yankton	5,400	5,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>IOWA</b>			
	Crawford	6,800	6,700	98

(Continued on next page)

Station Totals	312,100	304,800	97
Net Weekly Circulation (1976-77)	168,400		
Average Daily Circulation (1976-77)	105,100		

## KCAU-TV, Sioux City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA—(Continued)</b>				
50% & Over	Turner	3,600	3,500	98
	Union	3,800	3,800	99
	Yankton	5,400	5,300	97
<b>IOWA</b>				
	Crawford	6,800	6,700	98
	Emmet	5,200	5,000	96
	Humboldt	4,300	4,200	97
<b>MINNESOTA</b>				
	Jackson	5,000	4,800	97
	Murray	3,800	3,700	98
Between 25-49%	<b>NEBRASKA</b>			
	Antelope	3,600	3,400	96
	Burt	3,100	3,100	98
	Cuming	4,000	3,900	97
	Holt	4,500	4,200	93
<b>SOUTH DAKOTA</b>				
	Hutchinson	3,400	3,300	96
	Minnehaha	34,200	33,800	99
<b>IOWA</b>				
	Calhoun	5,300	5,200	98
	Carroll	7,400	7,300	99
	Cass	6,500	6,400	98
	Harrison	6,200	6,100	98
	Kossuth	8,200	8,100	98
<b>MINNESOTA</b>				
	Pipestone	4,200	4,100	98
Between 5-24%	Redwood	6,500	6,200	95
	<b>NEBRASKA</b>			
	Boyd	1,200	1,100	96
	Platte	9,600	9,400	98
	Washington	5,500	5,400	99
<b>SOUTH DAKOTA</b>				
	Charles Mix	3,700	3,500	94
	Douglas	1,300	1,200	95

Iowa

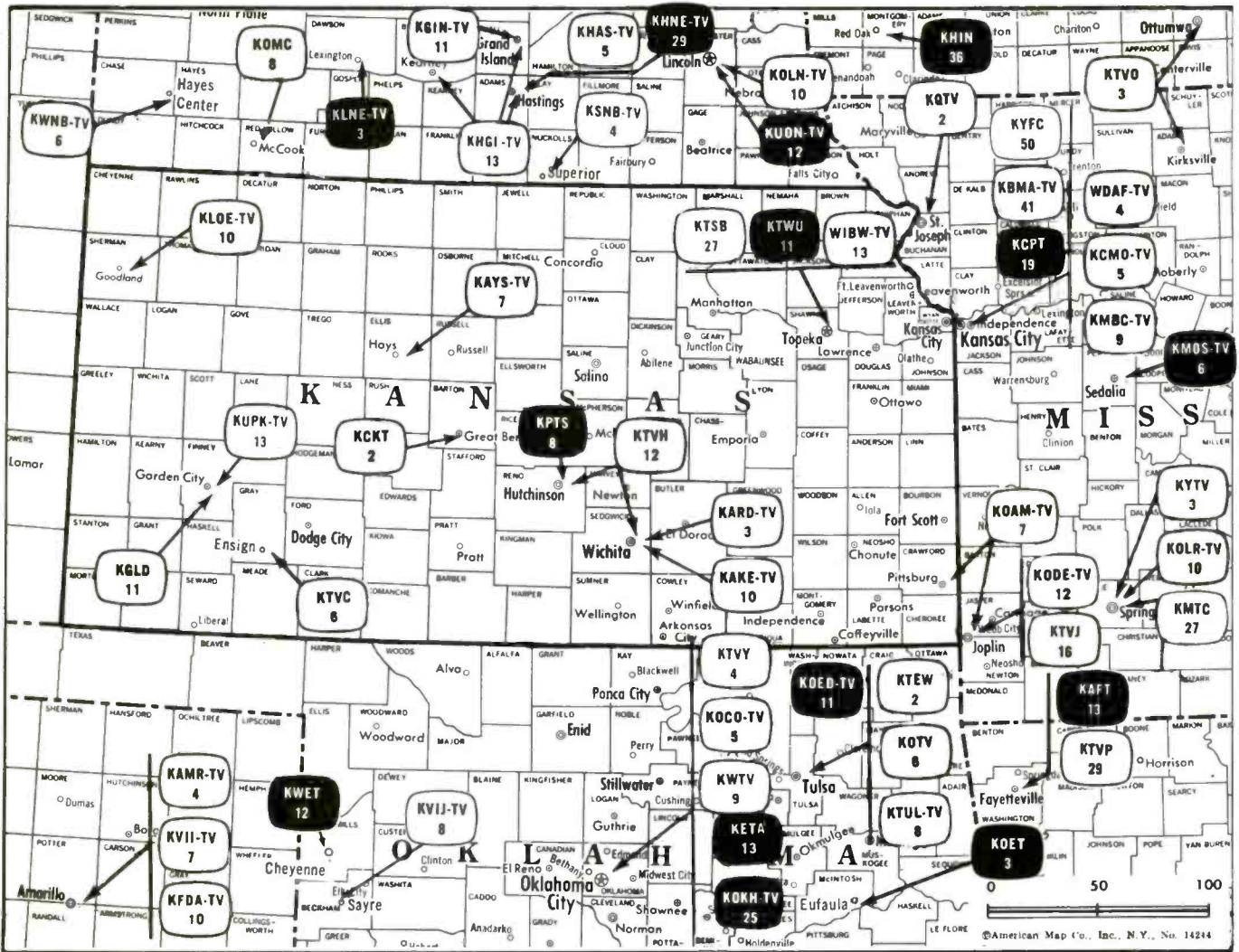
## KTIV, Sioux City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
	Lyon	4,400	4,300	97
<b>MINNESOTA</b>				
	Nobles	7,700	7,600	98
<b>NEBRASKA</b>				
Between 25-49%	Cuming	4,000	3,900	97
	<b>SOUTH DAKOTA</b>			
	Bon Homme	3,000	2,900	96
	Lincoln	4,800	4,700	98
	Turner	3,600	3,500	98
<b>IOWA</b>				
	Carroll	7,400	7,300	99
	Cass	6,500	6,400	98
	Harrison	6,200	6,100	98
	Taylor	3,500	3,400	96
<b>MINNESOTA</b>				
	Jackson	5,000	4,800	97
	Murray	3,800	3,700	98
	Pipestone	4,200	4,100	98
Between 5-24%	Rock	4,000	3,900	99
	<b>NEBRASKA</b>			
	Boyd	1,200	1,100	96
	Burt	3,100	3,100	98
	Platte	9,600	9,400	98
<b>SOUTH DAKOTA</b>				
	Davison	6,400	6,200	96
	Hutchinson	3,400	3,300	96
	Minnehaha	34,200	33,800	99

For Index to Contents, see Services Volume

# Kansas



Market	Arbitron Prime Time TV Households	Rank
Wichita-Hutchinson	224,000	59
Joplin-Pittsburg	105,000	107
Topeka	62,000	142

Arbitron ADI TV Households	Rank
381,400	56
152,300	115
126,900	135

## Kansas Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	11	1	12
Educational Television Stations	2	0	2
			14



**CATV & Microwave • Earth Stations**  
**Design and Field Service**

Telephone 602/961-1186

**KOENICK ELECTRONICS COMPANY**  
7650 Mercury Way, Chandler, AZ 85224

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

**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"

**KPTS**  
**Wichita-Hutchinson**  
Ch. 8

Non-Commercial Educational Station

Licensee: Sunflower ETV Corp., 352 N. Broadway, 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"

**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.)

**KOAM-TV, Pittsburg**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OKLAHOMA—(Continued)			
	Washington	15,100	14,900	99
	<b>ARKANSAS</b>			
	Carroll	5,800	5,500	95
	Madison	3,700	3,400	91
	<b>KANSAS</b>			
	Elk	1,600	1,500	95
	<b>MISSOURI</b>			
Between 5-24%	Benton	5,300	5,000	94
	Henry	8,100	7,800	97
	Polk	7,100	6,800	96
	St Clair	4,000	3,800	95
	Taney	7,200	7,000	97
	<b>OKLAHOMA</b>			
	Adair	5,400	5,100	94
	Mayer	11,000	10,700	97

*Media Brokerage Specialist*  
*Radio and TV*

**THE**  
**TED HEPBURN**  
**COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Kansas—Ensign

## KTVG

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"

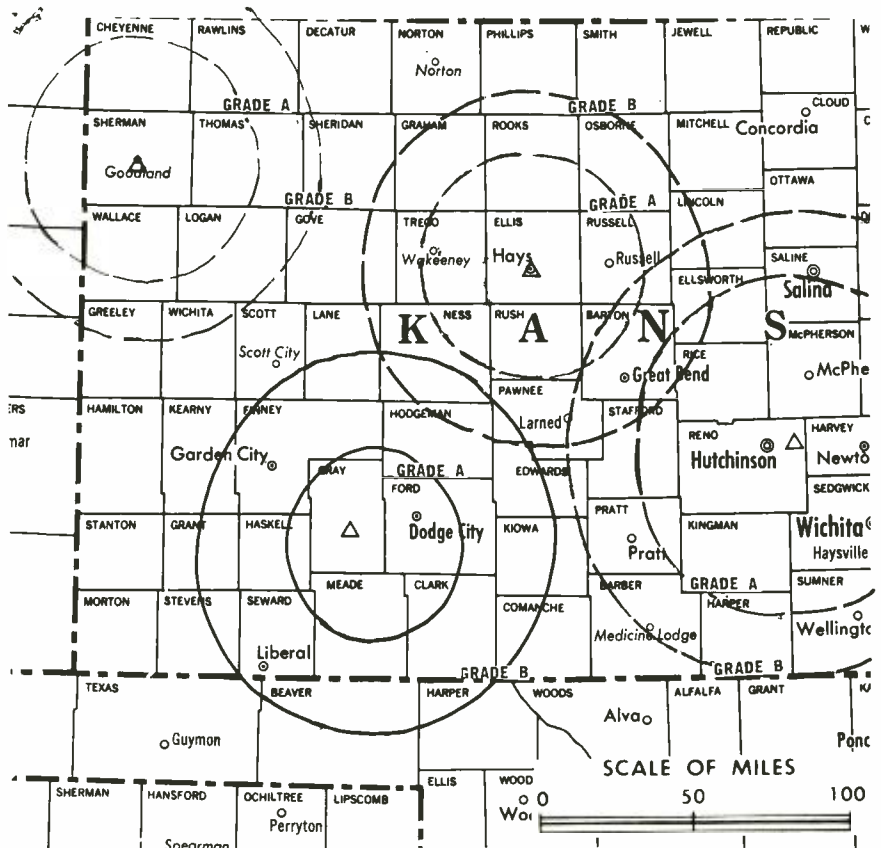
Transmitter: State Hwy. 23, 20-mi.  
SW of Dodge City.

Telephone: 316-227-3121.

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

News Wire Service: AP.

Represented (legal) by Wilner &  
Scheiner.



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

KTVG Ref: FCC File No. BPCT-3474 Granted 1/20/65

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

## KTVG

Network Service: CBS.

Licensee: Southwest Kansas Television Co. Inc., Cimarron, Kan.

Office: Box 157, Dodge City, Kan. (67801).

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

Ownership: Leigh Warner, 55.32%; Sidny 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 Edward F. Lorentz & Associates.

### Personnel:

W. H. BAILEY, general manager.  
BEN DAVIDSON, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$250.00	\$163.50	\$106.00	\$86.50	\$68.00	\$43.00
NETWORK BASE HOURLY RATE:	\$150.					

Arbitron Data: Included with KTVH,  
Hutchinson-Wichita.

# EQUIPMENT MANUFACTURERS, SUPPLIERS, SERVICES . . . HAVE YOU TRIED TELEVISION DIGEST ADDENDA SERVICES

ADVERTISERS IN THE ADDENDA SERVICES REACH THE "CREAM OF THE CROP" EVERY WEEK—The top industry decision-makers with the top buying power in Cable, TV, AM-FM.

Learn more about this outstanding advertising buy. For complete advertising details, call collect: 202/872-9200.

# 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, 24.5-kw aural. An-  
tenna: 800-ft. above av. terrain,  
834-ft. above ground, 3711-ft.  
above sea level.

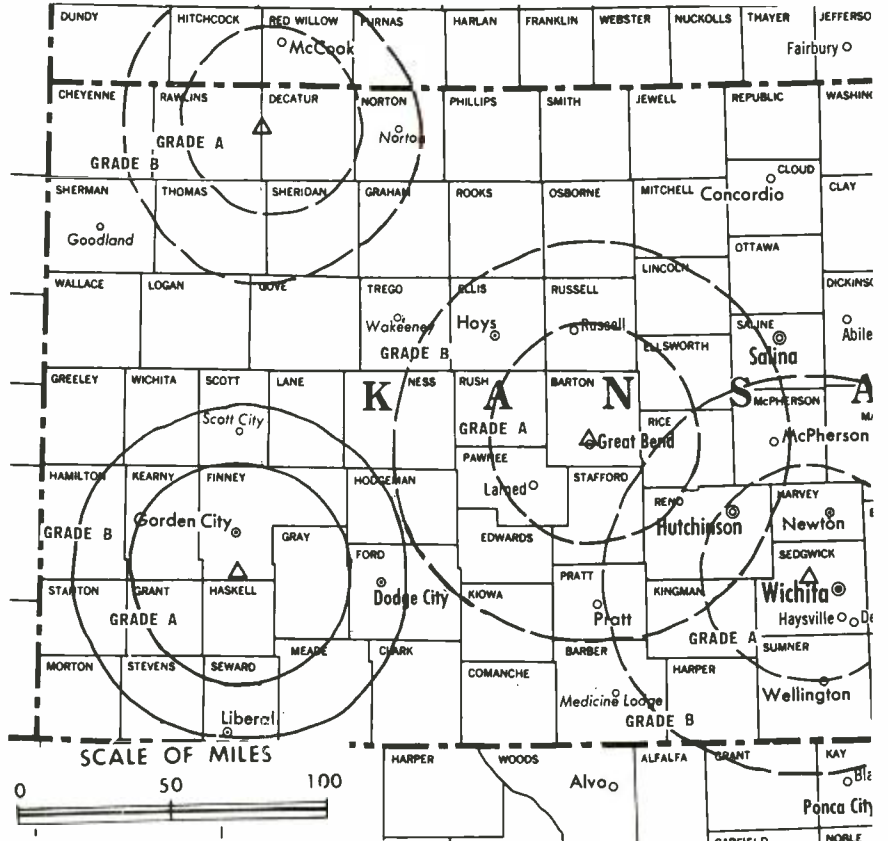
Latitude 37° 46' 40"  
Longitude 100° 52' 08"

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

Telephone: 316-276-2311.

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

News Wire Service: UPI.



County coverage based on Arbitron 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.

Licensee: Kansas State Network Inc., P.O. Box 333, Wichita, Kan.  
(67201).

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

Ownership: See KARD-TV, Wichita, Kan.

Began Operation: Nov. 5, 1958. For sale to present owners, see  
KCKT, Great Bend, Kan.

Represented (sales) by TeleRep.

Represented (legal) by Koteen & Burt.

### Personnel:

JIM AUSTIN, station manager.  
DOYLE BOHANAN, news director.  
MORRIS GWYNN, 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.

Arbitron Data for this Station Included with Parent  
KARD-TV, Wichita, Kan.

# 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"

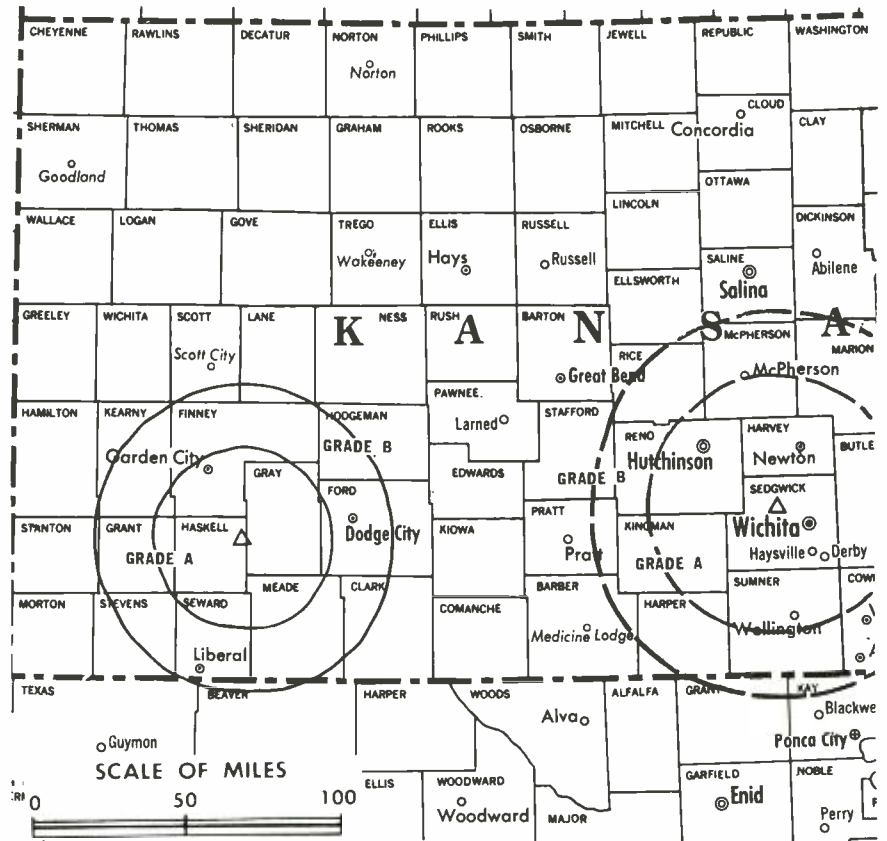
Transmitter: 8-mi. NW of Copeland, Kan.

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

News Wire Service: UPI.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.



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

KUPK-TV Ref: FCC File No. BPCT-2901 Granted 5/6/64

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

## KUPK-TV

Network Service: ABC.

Licensee: KAKE-TV & Radio Inc., Box 10, Wichita, Kan. (67201).

Studio: Box 216, Copeland, Kan. (67837).

Ownership: See KAKE-TV, Wichita, Kan.

Began Operation: Oct. 28, 1964.

Represented (sales) by Katz Television.

Personnel:

MARTIN UMANSKY, president.

BOB SURBER, vice president & general manager.

BRYCE BAKER, sales manager.

ANITA McDANIEL, news director.

PAUL HINDERLITER, chief engineer.

JOHN STRAUSS, program director & farm director.

Highest 30 Sec. Rate: \$42.

Combination rates with KAKE-TV, Wichita, also available.

NETWORK BASE HOURLY RATE: Bonus to KAKE-TV, Wichita.

Arbitron Data for this Station Included with Parent  
KAKE-TV, Wichita, Kan.



# Kansas—Goodland

## KLOE-TV

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"

Holds CP for change to 316-kw visual, 63.2-kw aural, 923-ft. above av. terrain, 976-ft. above ground, 4526-ft. above sea level, lat. 39° 28' 09", long. 101° 33' 20"; transmitter to 9-mi. N of Edson; studio to S. Route 27, Goodland. BPCT-5222.

Transmitter: 17th St. & Broadway Ave.

Studio: 17th St. & Broadway Ave.

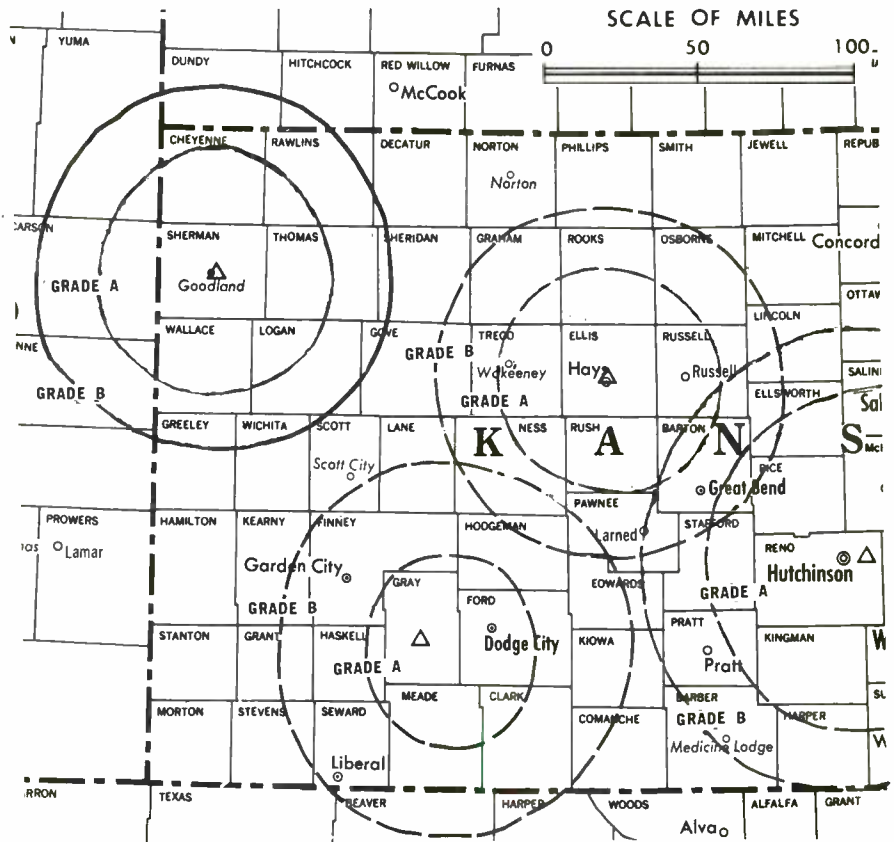
Telephone: 913-625-2578.

Color: Network, live, film & slide.

AM Affiliate: KLOE, 1-kw, 730 kHz.

News Wire Service: AP.

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



KLOE-TV Ref: FCC File No. BMPCT-3818 Granted 4/20/56  
CP: BPCT-5222 Granted 9/1/78

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

## KLOE-TV

Network Service: CBS, ABC.

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 in combination with KAYS-TV, Hays, Kan. and as part of Kansas Bcstg. System which includes KTVH, Hutchinson-Wichita; KTVC, Ensign; KAYS-TV, Hays.

NETWORK BASE HOURLY RATE: \$102. Combination rate with KAYS-TV, Hays: \$352.

Arbitron Data for this Station Included with Report of KTVH, Hutchinson-Wichita, Kan.

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

## Cable Television Management and Engineering Consultants

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# Kansas—Great Bend

## KCKT

Ch. 2

[Satellite of KARD-TV,  
Wichita, Kan.]

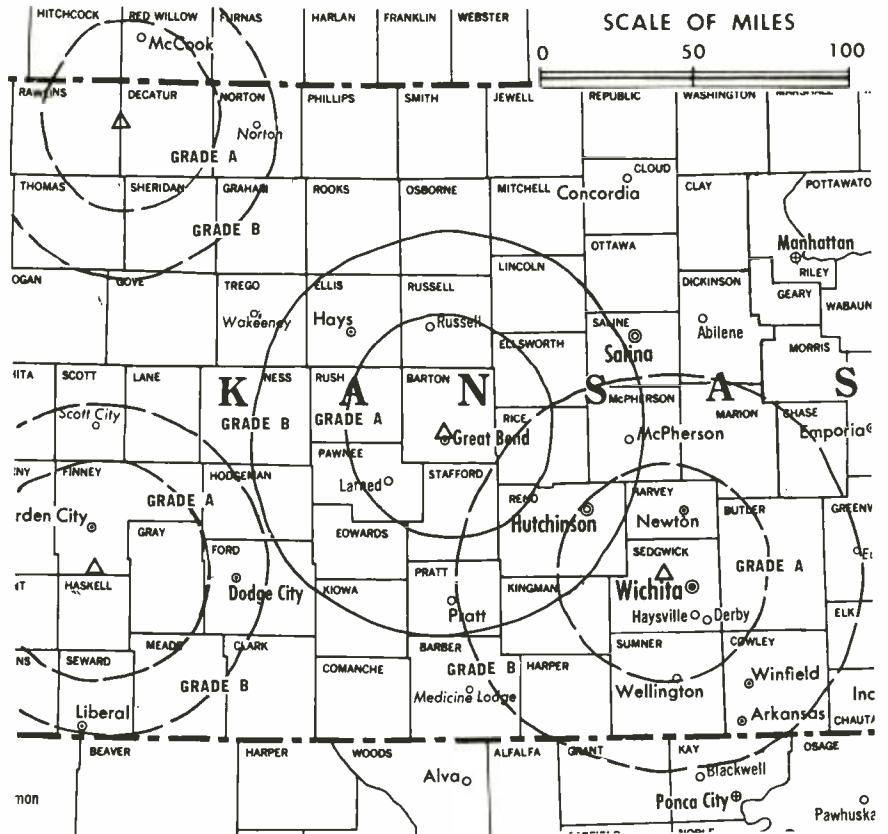
Technical Facilities: Channel No. 2  
(54-60 MHz). Authorized power:  
100-kw visual, 17.8-kw aural. An-  
tenna: 970-ft. above av. terrain,  
1006-ft. above ground, 2875-ft.  
above sea level.

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

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

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

News Wire Service: UPI.



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

KCKT Ref: FCC File No. BPCT-1838 Granted 3/3/54

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

## 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 TeleRep.

Represented (legal) by Koteen & Burt.

### Personnel:

BILL RANKER, station manager.  
BOB DUNDAS, news director.  
JAMES BOWERS, 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: \$400.

Arbitron Data for this Station Included with Report  
of Parent KARD-TV, Wichita, Kan.

# 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. An-  
tenna: 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, live, film, slide &  
tape.

News Wire Service: AP.

Arbitron Data: Included with KTVH,  
Hutchinson-Wichita.

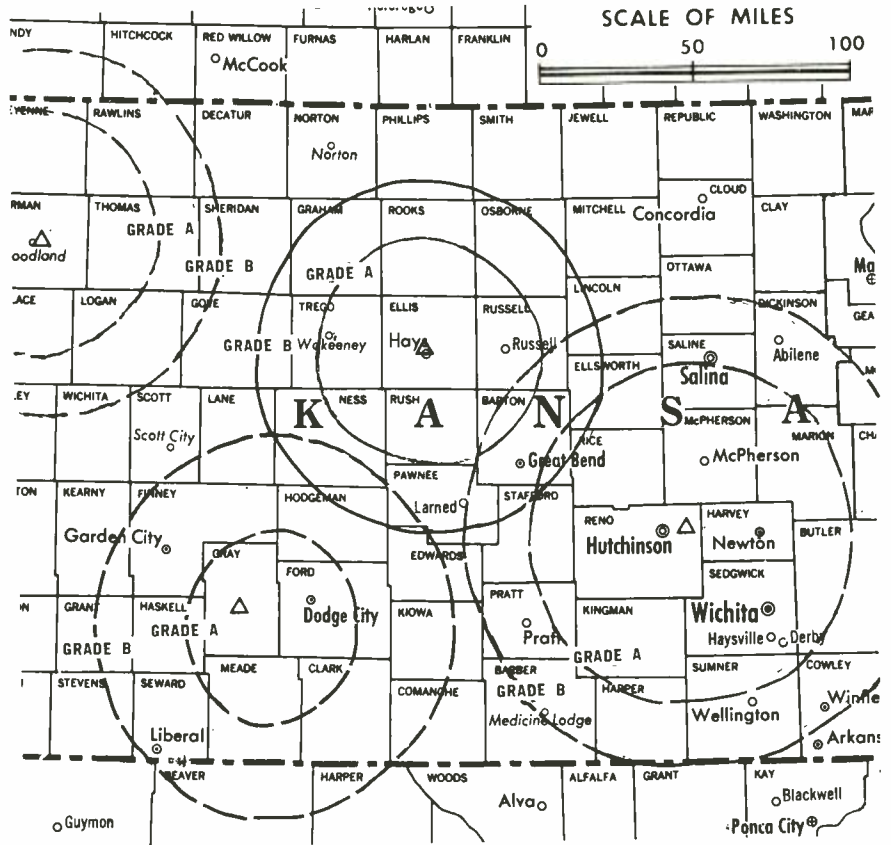
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KAYS-TV Ref: FCC File No. BPCT-4033 Granted 10/16/67

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

## KAYS-TV

Network Service: CBS, ABC.

Licensee: KAYS Inc., Box 817, Hays, Kan. (67601).

Studio: 2300 Hall St.

Telephone: 913-625-2578.

Ownership: Ross Beach, 50 $\frac{2}{3}$ %; Robert E. Schmidt, v.p.-gen. mgr.,  
49 $\frac{1}{3}$ %. Also operates satellite KLOE-TV, Goodland, Kan. Beach  
has 60%, Schmidt 40% of KLOE Inc. which owns KLOE Good-  
land, Kan. & KCOW, Alliance, Neb. Each also has interest in  
KFEQ(AM), St. Joseph, Mo.

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.  
DENNIS MASSIER, director of engineering.

### DIGEST OF RATE CARD NO. 8\*

(May 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$300	\$200	\$165	\$90	\$90	\$60
					\$60	\$30

\*Includes KLOE-TV, Goodland.

NETWORK BASE HOURLY RATE: \$250.

The Next Time You Have a  
Programming, Sales or Promotion Problem

Think of  
Arbitron Information on Demand

Arbitron  
Information  
On Demand



AID®

We Haven't Been Stumped Yet!

ARBITRON TELEVISION

New York Chicago Atlanta  
Los Angeles San Francisco Dallas Washington

# 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).

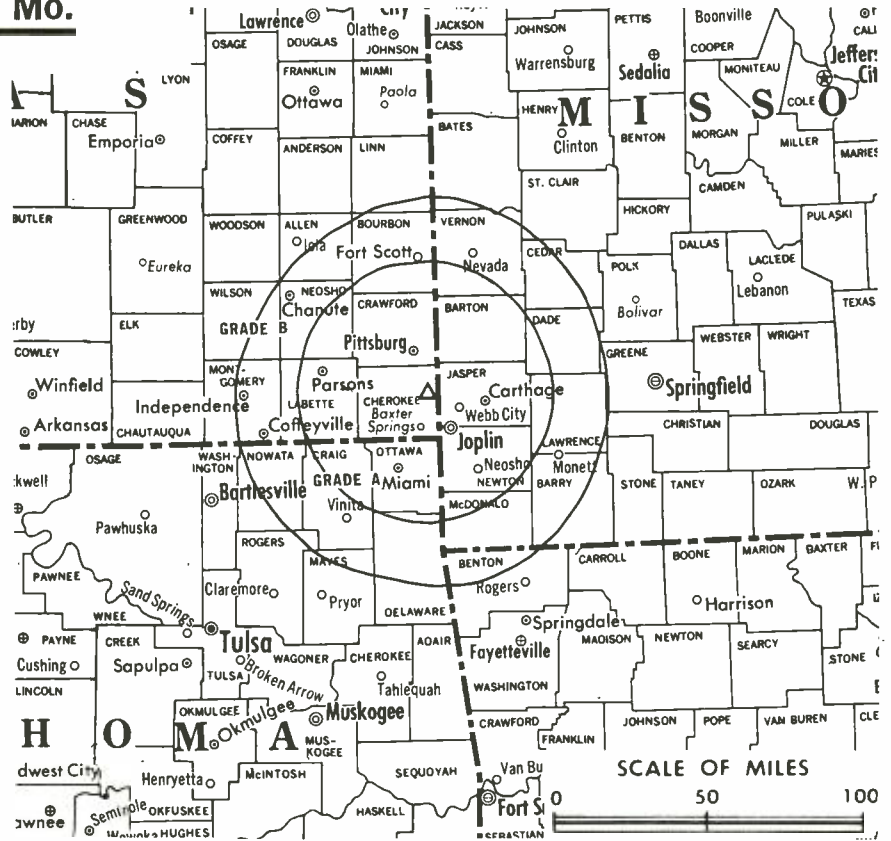
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KOAM-TV Ref: FCC File No. BPCT—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.: 910-740-1392.

Ownership: Pittsburg Bcstg. Co. (KOAM), 66.53%; Lang Rogers, 16.73%; Fred Hughes, 16.73%. Officers: Francis Baxter, chmn.; Lester L. Cox, pres.; Bill Bengtson, v.p. & gen. mgr.; Mildred Cox, v.p.; Lang Rogers, v.p.; Fred Hughes, secy. E. V. Baxter estate owns 50% of Pittsburg Bcstg.; Lester L. Cox owns 37.5%; Mildred Cox, 12.5%. Mildred Cox also is part owner of radio KCIJ, Shreveport, La.

Began Operation: Dec. 5, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

BILL BENGTON, v.p., general manager & film buyer.  
LOUIS R. MARTIN, v.p., programming & operations.  
BILL WARD, sales manager.  
JACK LAWRENCE, chief engineer.

DIGEST OF RATE CARD NO. A27 REV.—(Jan. 31, 1977)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.				
\$650	\$440	\$185*	\$185*	\$111*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Benton	23,000	21,900	95
	Washington	32,900	31,300	95
	KANSAS			
	Allen	5,900	5,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Bourbon	6,900	6,700	97	
	Cherokee	8,400	8,200	98	
	Crawford	14,900	14,500	98	
	Labette	9,700	9,400	97	
	Montgomery	16,100	15,600	97	
	Neosho	6,900	6,700	97	
	Wilson	4,900	4,700	95	
	Woodson	1,800	1,700	95	
	MISSOURI				
	Barry	8,400	8,100	96	
Barton	4,400	4,300	97		
Cedar	4,300	4,100	96		
Dade	3,000	2,900	97		
Jasper	32,100	31,300	97		
Lawrence	10,800	10,400	96		
Mc Donald	6,000	5,800	97		
Newton	13,400	13,100	98		
Vernon	7,300	7,000	96		
OKLAHOMA					
Craig	5,300	5,100	97		
Delaware	7,700	7,300	94		
Ottawa	11,600	11,300	98		
Between 25-49%	KANSAS				
	Anderson	3,200	3,100	97	
	Coffey	3,300	3,100	95	
	Greenwood	3,900	3,800	97	
Linn	3,600	3,500	97		
MISSOURI					
Bates	6,200	5,900	96		
OKLAHOMA					
Nowata	4,100	4,000	98		

(Continued on page 323-b)

Station Totals	344,300	332,000	96
Net Weekly Circulation (1976-77)			216,000
Average Daily Circulation (1976-77)			147,500

# 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.

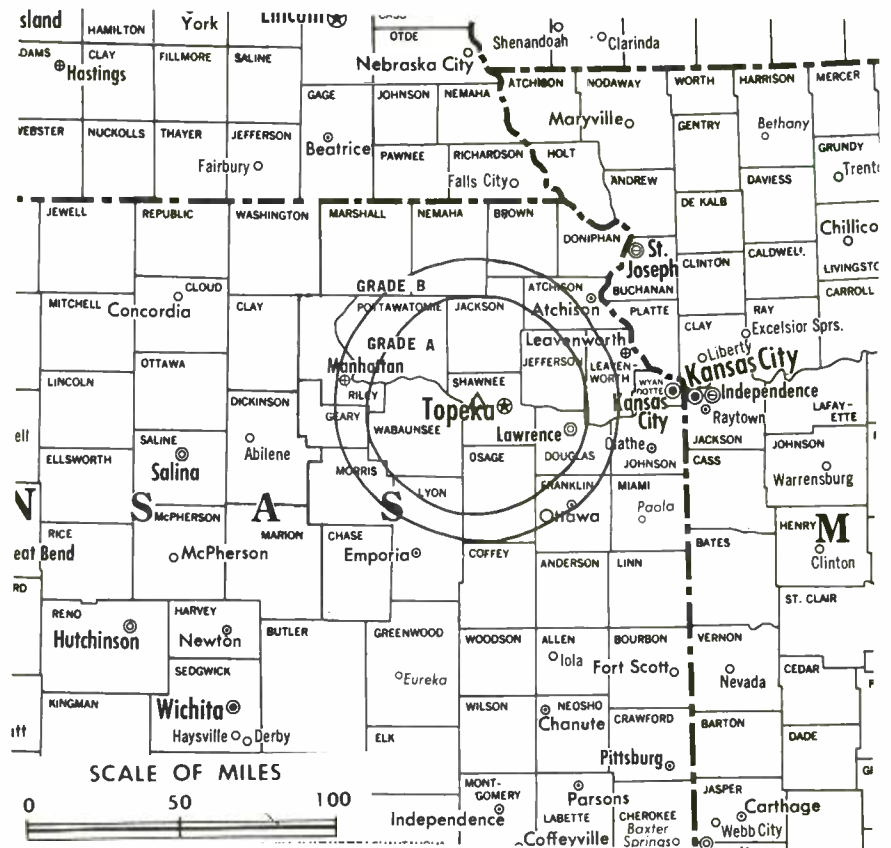
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTSB Ref: FCC File No. BMPCT-6498 Granted 10/12/66

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

## KTSB

Network Service: NBC; ABC on per program basis.

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 Industries Inc.). Ralph C. Wilson Jr., pres.

Began Operation: Dec. 28, 1967.

Represented (sales) by H-R Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

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

Personnel:

WILLIAM R. HIRSHHEY, vice president & general manager.  
HARRY L. STRADER, asst. manager, operations & production.  
HERBERT L. BROWN, general sales manager.  
T. WILLIAM KEEGAN, director of engineering.  
SCOTT McIVER, director of accounting.

### DIGEST OF RATE CARD

Hour 30 Min. Min. 30 Sec.

Class AA—6-10 p.m., daily.

\$700 \$490 \$190 \$95

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS Coffey	3,300	3,100	95
	Geary	10,500	10,300	98
	Jackson	4,300	4,200	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>KANSAS—(Continued)</b>					
50% & Over	Jefferson	4,700	4,600	97	
	Lyon	11,900	11,400	96	
	Marshall	5,800	5,600	96	
	Nemaha	3,900	3,800	97	
	Osage	5,100	4,900	97	
	Pottawatomie	4,800	4,600	97	
	Riley	17,700	17,100	96	
Between 25-49%	Shawnee	54,300	53,300	98	
	Wabaunsee	2,300	2,200	96	
	<b>KANSAS</b>				
	Brown	4,800	4,700	97	
	Clay	4,000	3,800	95	
Between 5-24%	Cloud	4,900	4,700	95	
	Dickinson	8,300	8,000	97	
	Douglas	22,200	21,500	97	
	Morris	2,700	2,600	96	
	Washington	3,600	3,400	95	
<b>KANSAS</b>					
Between 5-24%	Allen	5,900	5,700	96	
	Anderson	3,200	3,100	97	
	Atchison	6,700	6,600	98	
	Chase	1,400	1,300	96	
	Doniphan	3,300	3,200	97	
	Franklin	7,600	7,400	97	
	Greenwood	3,900	3,800	97	
	Johnson	78,000	77,300	99	
	Leavenworth	16,900	16,600	98	
	Woodson	1,800	1,700	95	
	Wyandotte	65,200	64,000	98	

(Continued on page 335-b)

Station Totals	422,600	412,800	97
Net Weekly Circulation (1976-77)			148,100
Average Daily Circulation (1976-77)			79,200

# 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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

News Film Service: CBS.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

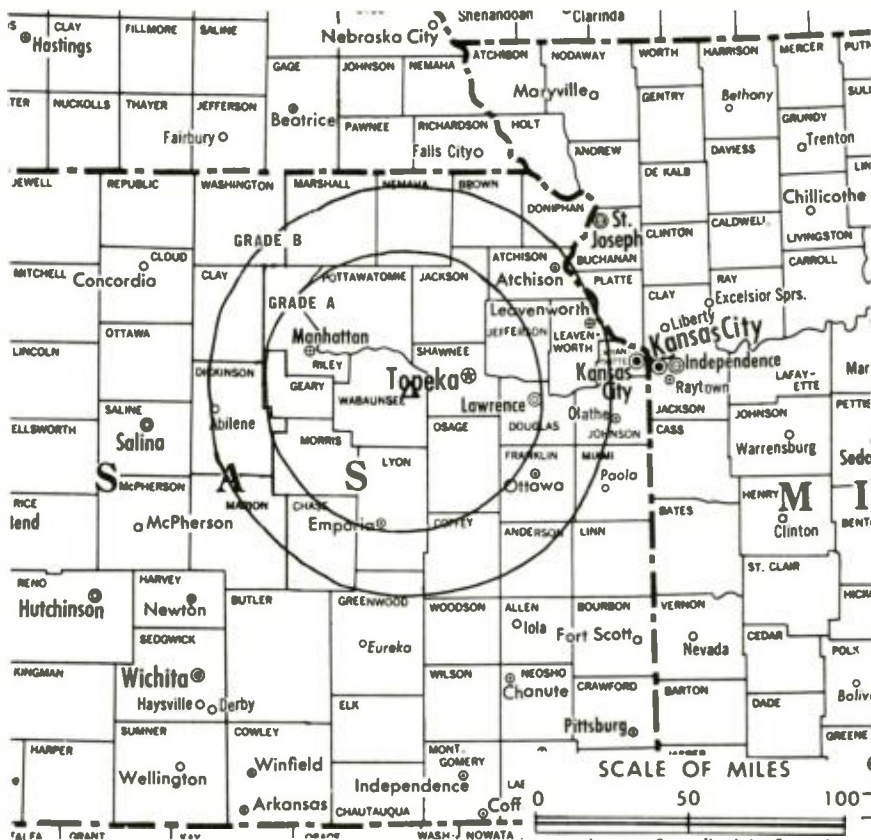
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WIBW-TV Ref: FCC File No. BPCT—2743 Granted 8/1/62

©American Map Co., Inc., N.Y., No. 14214

## WIBW-TV

Network Service: CBS.

Licensee: Stauffer Communications Inc., Box 119 (66601).

Studio: 5600 W. Sixth.

Telephone: 913-272-3456. TWX No.: 910-744-6709.

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

FM Affiliate: WIBW-FM, 47-kw, 97.3 MHz (No. 247), 1220-ft.

Ownership: Stauffer Communications Inc. Oscar Stauffer, chmn.; Stanley H. Stauffer, pres. Stauffer also operates radio stations, KSOK, Arkansas City, Kan.; KGFF, Shawnee, Okla. Stauffer publishes Topeka Daily Capital and State Journal. Stauffer owns KRNT & KRNQ (FM), Des Moines, Iowa; KGNC-AM-FM, Amarillo, Tex.; KGBX, Springfield, Mo. For other Stauffer newspapers, see Newspaper Ownership of TV Stations.

Began 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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JERRY HOLLEY, vice president, broadcasting.

GEORGE LOGAN, general manager.

RAY C. SENATE, national sales manager.

PAUL WINDERS, director of engineering.

DICK SILEY, program director.

RICH HULL, farm director.

RON PARADIS, sports director.

TOM PARMLEY, news director.

LARRY SLAWSON, creative director.

MIKE CROUCH, business manager.

DON MORGAN, promotion manager.

DIGEST OF RATE CARD NO. A2—(Jan. 1, 1978)

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

Class AA—6-10:30 p.m., daily.

\$925 \$700 \$600 \$350 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$800.

332-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Anderson	3,200	3,100	97
	Brown	4,800	4,700	97
	Clay	4,000	3,800	95
	Coffey	3,300	3,100	95
	Dickinson	8,300	8,000	97
	Douglas	22,200	21,500	97
	Geary	10,500	10,300	98
	Jackson	4,300	4,200	97
	Jefferson	4,700	4,600	97
	Lyon	11,900	11,400	96
50% & Over	Marshall	5,800	5,600	96
	Morris	2,700	2,600	96
	Nemaha	3,900	3,800	97
	Osage	5,100	4,900	97
	Pottawatomie	4,800	4,600	97
	Riley	17,700	17,100	96
	Shawnee	54,300	53,300	98
	Wabaunsee	2,300	2,200	96
	Washington	3,600	3,400	95
	Woodson	1,800	1,700	95
<b>NEBRASKA</b>				
	Pawnee	1,400	1,300	95
<b>KANSAS</b>				
	Allen	5,900	5,700	96
	Atchison	6,700	6,600	98
	Chase	1,400	1,300	96
Between 25-49%	Cloud	4,900	4,700	95
	Doniphan	3,300	3,200	97
	Franklin	7,600	7,400	97
	Greenwood	3,900	3,800	97
(Continued on page 335-b)				
<b>Station Totals</b>		<b>570,900</b>	<b>557,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>211,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>133,400</b>

TV Factbook No. 48

# WE CAN HELP



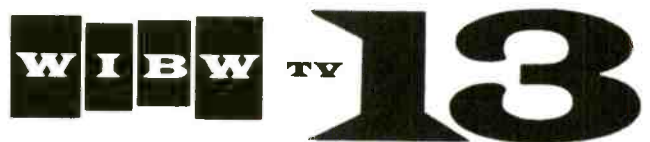
That's right. We CAN help. And we do. We help keep all of northeast Kansas well-informed with the largest broadcast news staff in the area.

We must be doing a good job. We've got the Associated Press Broadcast Best Weekend and Best Overall Coverage Awards as well as the National Headliner Awards to prove it. We also have more than twice the share of television news audience than our local competition at both six and ten.\*

We can help you, too, by telling your story to thousands of Kansas consumers. Give us a call.

\*ARB Apr/May '78, ADI share avg. Mon-Fri.

Represented Nationally by



CAUTION: Rating projections are estimates only, subject to defects and limitations of source material and methods. They may or may not be accurate measures of true audience.

Topeka, Kansas (913) 272-3456

BROADCAST SERVICES OF STAUFFER COMMUNICATIONS, INC.

WIBW TV-AM-FM  
CBS - Topeka

KGNC-AM-FM  
CBS - Amarillo

KRNT-KRNQ  
CBS - Des Moines

KGBX RADIO  
CBS - Springfield, Mo.

KSOK RADIO  
Arkansas City, Ks.

KGFF RADIO  
ABC - Shawnee, Ok.

TOTAL TELEVISION  
CATV - Amarillo

ALL AMERICAN NETWORK - Televising the World's Richest Horse Race on Labor Day - Originating Kansas City Royals Baseball Network

# Kansas—Wichita

## KAKE-TV

Ch. 10

[Operates satellite KUPK-TV, Garden City, Kan.]



KATZ TELEVISION

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"

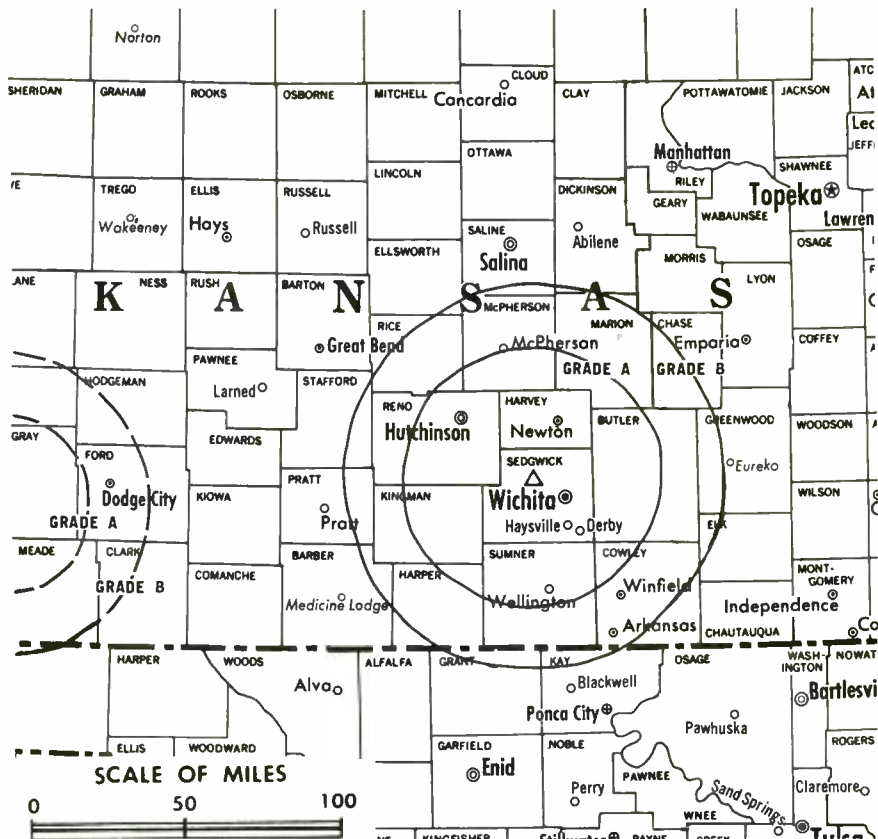
Transmitter: W. 53rd St.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KAKE-TV Ref: FCC File No. BMPCT—2215 Granted 7/10/54

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

## KAKE-TV

Network Service: ABC.

Licensee: KAKE-TV & Radio Inc., 1500 North West St., Box 10, Wichita, Kan. (67201).

Studio: 1500 North West St., Box 10 (67201).

Telephone: 316-943-4221. TWX No.: 316-554-9452.

AM Affiliate: KAKE, 1-kw (.25-kw N), 1240 kHz (ABC).

Ownership: Mark H. Adams, chmn., 2%; Martin Umansky, pres., 4%; Harold Newby, v.p., 2%; Theodore Gore, v.p., 5%; Charles E. Jones, secy., 4%; Owen McEwen, treas., 7%; Tom Palmer estate, 10%; Sherrill Corwin, 13%; H. E. Zoller Trust, 9%; Rita L. Rand, 5%; Andrew E. Gore, 3%; George Bruce, Mark H. Adams II, Wells M. Adams, Sarah G. Davidson, Laura C. Ross, Patricia Z. McEwen & L. Pickrell estate, 2% each; S. O. Beren, Allen A. Staub & David Zoller, 1% each. KAKE-TV & Radio also owns KUPK-TV, Garden City, Kan.

Began Operation: Oct. 19, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Lohnes & Culver.

Personnel:

MARTIN UMANSKY, president & general manager.  
HAROLD NEWBY, v.p. & chief engineer.  
BRYCE BENEDICT, v.p. & general sales manager.  
JACK HICKS, vice president & TV news director.  
JOSEPH R. WEBER, program manager.  
BILL ANDREWS, promotion director.  
SUSAN YERKES, public affairs director.  
PAUL THRELFALL, v.p. & manager, news.  
DENNIS CZECHANSKI, production manager.  
ARNOLD WEDEL, v.p. & comptroller.  
VICKI HECKMAN, traffic director.

Highest One Hour Rate: \$1000.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include KUPK-TV, Garden City, Kan.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Barber	2,700	2,600	96
	Barton	11,200	11,000	99
	Butler	15,000	14,700	98
	Chase	1,400	1,300	96
	Clark	1,100	1,100	98
	Comanche	1,200	1,100	94
	Cowley	13,000	12,600	97
	Dickinson	8,300	8,000	97
	Edwards	1,700	1,700	97
	Elk	1,600	1,500	95
	Ellsworth	2,300	2,200	96
	Finney	7,600	7,400	98
	Ford	8,700	8,500	98
	Grant	2,100	2,000	97
	Gray	2,000	1,900	97
	Greeley	600	600	97
<b>50% &amp; Over</b>	Greenwood	3,900	3,800	97
	Hamilton	1,300	1,200	95
	Harper	3,500	3,400	97
	Harvey	10,400	10,100	97
	Haskell	1,600	1,600	97
	Hodgeman	900	900	95
	Kearny	1,100	1,100	97
	Kingman	3,600	3,500	98
	Lane	1,200	1,200	97
	Mc Pherson	9,100	8,700	96
	Marion	5,500	5,300	96
	Meade	1,800	1,800	99
	Morton	1,000	1,000	96
	Pawnee	3,000	2,900	97
	Pratt	3,700	3,600	98
	Reno	23,900	23,500	98
	Rice	4,600	4,500	98

(Continued on next page)

Station Totals	469,100	457,100	97
Net Weekly Circulation (1976-77)		326,700	
Average Daily Circulation (1976-77)		219,500	



**KAKE-TV, Wichita**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS—(Continued)</b>			
	Saline	17,800	17,400	98
	Scott	2,200	2,100	97
	Sedgwick	122,900	120,900	98
	Seward	6,100	5,900	97
50% & Over	Stafford	2,700	2,600	97
	Stanton	700	700	95
	Stevens	1,600	1,500	94
	Sumner	9,100	8,900	98
	Wichita	1,000	1,000	95
	<b>OKLAHOMA</b>			
	Beaver	2,500	2,400	97
	Woods	4,200	4,100	97
	<b>KANSAS</b>			
	Ellis	8,700	8,500	98
	Geary	10,500	10,300	98
	Kiowa	1,700	1,600	94
	Lincoln	1,700	1,600	95
	Logan	1,500	1,400	95
Between 25-49%	Lyon	11,900	11,400	96
	Morris	2,700	2,600	96
	Ness	1,900	1,800	97
	Riley	17,700	17,100	96
	Russell	3,700	3,600	97
	Wallace	700	700	96
	Woodson	1,800	1,700	95
	<b>OKLAHOMA</b>			
	Kay	18,200	17,800	98
	Texas	6,400	6,200	97
	<b>KANSAS</b>			
	Clay	4,000	3,800	95
	Graham	1,700	1,700	98
	Ottawa	2,400	2,300	95
	Rush	2,000	1,900	97
Between 5-24%	Trego	1,800	1,700	96
	Wilson	4,900	4,700	95
	<b>OKLAHOMA</b>			
	Alfalfa	3,100	3,000	96
	Garfield	22,900	22,400	98
	Grant	2,800	2,700	97
	Harper	1,800	1,700	97
	<b>TEXAS</b>			
	Lipscomb	1,200	1,100	94

**KTSB, Topeka**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSOURI</b>			
	Buchanan	32,500	31,700	98
Between 5-24%	Johnson	10,800	10,500	97
	<b>NEBRASKA</b>			
	Johnson	2,100	2,000	97
	Richardson	4,200	4,100	97

**Kansas**

**WIBW-TV, Topeka**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS—(Continued)</b>			
	Neosho	6,900	6,700	97
Between 25-49%	Saline	17,800	17,400	98
	<b>MISSOURI</b>			
	Buchanan	32,500	31,700	98
	<b>NEBRASKA</b>			
	Richardson	4,200	4,100	97
	<b>KANSAS</b>			
	Barton	11,200	11,000	99
	Bourbon	6,900	6,700	97
	Ellis	8,700	8,500	98
	Johnson	78,000	77,300	99
	Labette	9,700	9,400	97
	Leavenworth	16,900	16,600	98
	Miami	7,400	7,300	98
	Mitchell	3,000	2,900	96
Between 5-24%	Montgomery	16,100	15,600	97
	Ottawa	2,400	2,300	95
	Pawnee	3,000	2,900	97
	Republic	3,500	3,400	96
	Russell	3,700	3,600	97
	Wilson	4,900	4,700	95
	Wyandotte	65,200	64,000	98
	<b>MISSOURI</b>			
	Atchison	3,600	3,500	97
	Holt	2,900	2,800	95
	Johnson	10,800	10,500	97
	Nodaway	7,400	7,200	97
	Platte	12,900	12,700	98
	Saline	8,400	8,100	97
	<b>NEBRASKA</b>			
	Gage	8,600	8,400	98

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# 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.

FM Affiliate: KARD, 100-kw, 107.3 MHz (No. 297), 860-ft.

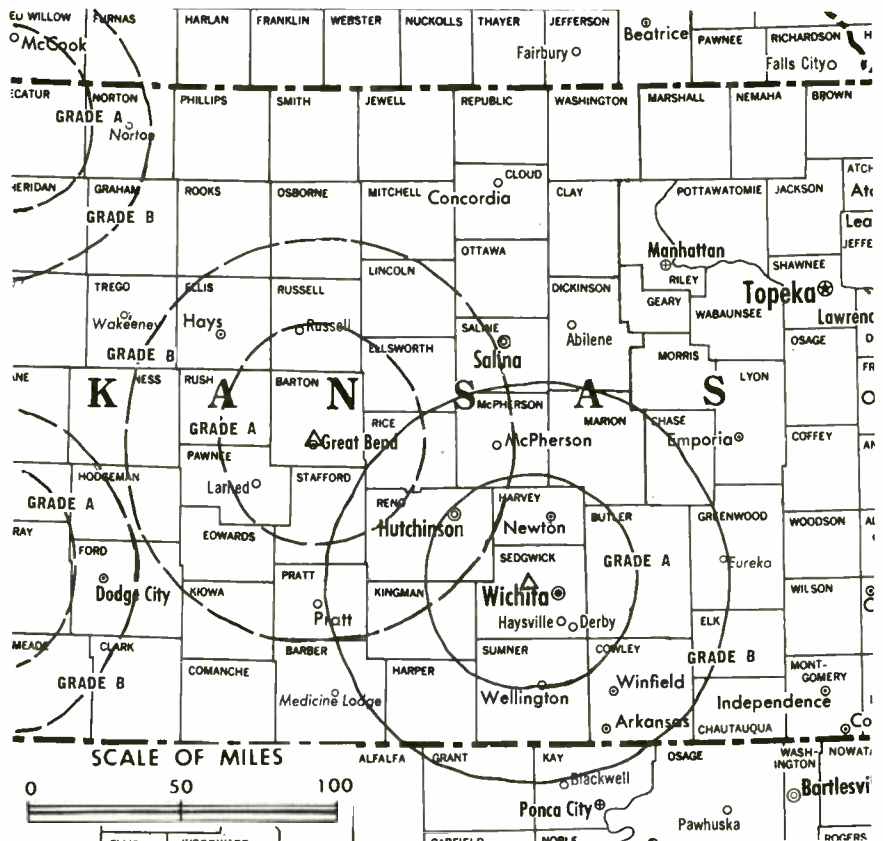
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KARD-TV Ref: FCC File No. BPCT-961 Granted 6/8/55

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

## KARD-TV

Network Service: NBC.

Licensee: Kansas State Network Inc., P.O. Box 333 (67201).

Studio: 833 N. Main St., Wichita (67203); P.O. Box 333 (67201).

Telephone: 316-265-5631. TWX No.: 910-741-6976.

Ownership: Kansas State Network Inc., 100%. Also owns KCKT, Great Bend, Kan.; KGLD, Garden City, Kan.; KOMC, McCook, Neb. (Oberlin, Kan.); KARD(FM), Wichita & KTVJ(TV), Joplin, Mo.

Began Operation: Sept. 1, 1955.

Represented (sales) by TeleRep.

Represented (legal) by Koteen & Burt.

Personnel:

CHARLES L. BROWN, chairman of board.

DON SBARRA, president.

FRANK CHAPPELL, v.p. & president, broadcast division.

RON DEEM, operations manager.

GLENN BELL, chief engineer, KSN.

DON HOGG, chief engineer.

LARRY PROFFITT, national sales manager.

ROBERT TRAEGER, local & regional sales manager.

BILL SIKES, program director.

JERRYANNE HADLEY, promotion director.

RICK PROUSE, executive news producer.

GREG GAMER, news director.

Highest 30 Sec. Rate (Sept. 1, 1976): \$390.

NETWORK BASE HOURLY RATE: \$800.

Arbitron 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 Households	%
<b>KANSAS</b>				
	Barber	2,700	2,600	96
	Barton	11,200	11,000	99
	Butler	15,000	14,700	98
	Chase	1,400	1,300	96
	Cheyenne	1,800	1,700	97
	Clark	1,100	1,100	98
	Comanche	1,200	1,100	94
	Cowley	13,000	12,600	97
	Decatur	2,000	1,900	97
	Dickinson	8,300	8,000	97
	Edwards	1,700	1,700	97
	Elk	1,600	1,500	95
	Ellis	8,700	8,500	98
	Ellsworth	2,300	2,200	96
	Finney	7,600	7,400	98
	Ford	8,700	8,500	98
	Gove	1,300	1,200	95
<b>50% &amp; Over</b>	Graham	1,700	1,700	98
	Grant	2,100	2,000	97
	Gray	2,000	1,900	97
	Greeley	600	600	97
	Greenwood	3,900	3,800	97
	Hamilton	1,300	1,200	95
	Harper	3,500	3,400	97
	Harvey	10,400	10,100	97
	Haskell	1,600	1,600	97
	Hodgeman	900	900	95
	Kearny	1,100	1,100	97
	Kingman	3,600	3,500	98
	Kiowa	1,700	1,600	94
	Lane	1,200	1,200	97
	Lincoln	1,700	1,600	95
	Logan	1,500	1,400	95
	Mc Pherson	9,100	8,700	96
	Marion	5,500	5,300	96
	Meade	1,800	1,800	99
	Mitchell	3,000	2,900	96

(Continued on next page)

Station Totals	477,000	463,800	97
Net Weekly Circulation (1976-77)			367,100
Average Daily Circulation (1976-77)			248,600

# KTVH, Hutchinson-Wichita

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
	Marion	5,500	5,300	96
	Meade	1,800	1,800	99
	Mitchell	3,000	2,900	96
	Ness	1,900	1,800	97
	Norton	2,400	2,300	97
	Osborne	2,700	2,600	95
	Ottawa	2,400	2,300	95
	Pawnee	3,000	2,900	97
	Phillips	3,200	3,000	95
	Pratt	3,700	3,600	98
	Rawlins	1,500	1,400	97
	Reno	23,900	23,500	98
	Rice	4,600	4,500	98
	Rooks	3,000	2,900	97
	Rush	2,000	1,900	97
	Russell	3,700	3,600	97
50% & Over	Saline	17,800	17,400	98
	Scott	2,200	2,100	97
	Sedgwick	122,900	120,900	98
	Seward	6,100	5,900	97
	Sheridan	1,100	1,100	96
	Sherman	3,000	2,900	97
	Stafford	2,700	2,600	97
	Stanton	700	700	95
	Stevens	1,600	1,500	94
	Sumner	9,100	8,900	98
	Thomas	3,300	3,200	96
	Trego	1,800	1,700	96
	Wallace	700	700	96
	Wichita	1,000	1,000	95
<b>NEBRASKA</b>				
	Chase	1,600	1,600	98
	Dundy	1,000	1,000	96
<b>OKLAHOMA</b>				
	Beaver	2,500	2,400	97
<b>KANSAS</b>				
	Elk	1,600	1,500	95
	Lyon	11,900	11,400	96
	Morris	2,700	2,600	96
	Riley	17,700	17,100	96
Between 25-49%	<b>NEBRASKA</b>			
	Hitchcock	2,000	2,000	98
<b>OKLAHOMA</b>				
	Harper	1,800	1,700	97
	Texas	6,400	6,200	97
	Woods	4,200	4,100	97
<b>COLORADO</b>				
	Kiowa	1,000	900	93
	Phillips	1,900	1,900	98
	Washington	2,000	1,900	94
<b>KANSAS</b>				
	Clay	4,000	3,800	95
	Cloud	4,900	4,700	95
	Geary	10,500	10,300	98
	Morton	1,000	1,000	96
	Smith	2,500	2,400	97
	Woodson	1,800	1,700	95
Between 5-24%	<b>NEBRASKA</b>			
	Deuel	1,000	1,000	98
	Frontier	1,300	1,300	97
	Gosper	700	700	98
	Hayes	500	500	97
	Perkins	1,300	1,300	99
<b>OKLAHOMA</b>				
	Alfalfa	3,100	3,000	96
	Kay	18,200	17,800	98
<b>TEXAS</b>				
	Lipscomb	1,200	1,100	94

# Kansas

## KARD-TV, Wichita

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
	Morton	1,000	1,000	96
	Ness	1,900	1,800	97
	Norton	2,400	2,300	97
	Osborne	2,700	2,600	95
	Ottawa	2,400	2,300	95
	Pawnee	3,000	2,900	97
	Pratt	3,700	3,600	98
	Rawlins	1,500	1,400	97
	Reno	23,900	23,500	98
	Rice	4,600	4,500	98
	Rooks	3,000	2,900	97
	Rush	2,000	1,900	97
	Russell	3,700	3,600	97
	Saline	17,800	17,400	98
	Scott	2,200	2,100	97
	Sedgwick	122,900	120,900	98
	Seward	6,100	5,900	97
50% & Over	Sheridan	1,100	1,100	96
	Sherman	3,000	2,900	97
	Stafford	2,700	2,600	97
	Stanton	700	700	95
	Stevens	1,600	1,500	94
	Sumner	9,100	8,900	98
	Thomas	3,300	3,200	96
	Trego	1,800	1,700	96
	Wichita	1,000	1,000	95
<b>NEBRASKA</b>				
	Chase	1,600	1,600	98
	Dundy	1,000	1,000	96
	Furnas	2,700	2,600	96
	Hayes	500	500	97
	Hitchcock	2,000	2,000	98
	Red Willow	5,000	4,900	98
<b>OKLAHOMA</b>				
	Beaver	2,500	2,400	97
	Woods	4,200	4,100	97
<b>COLORADO</b>				
	Kit Carson	2,700	2,500	93
	Yuma	3,500	3,300	95
<b>KANSAS</b>				
	Clay	4,000	3,800	95
	Cloud	4,900	4,700	95
	Morris	2,700	2,600	96
	Phillips	3,200	3,000	95
	Wallace	700	700	96
	Woodson	1,800	1,700	95
Between 25-49%	<b>NEBRASKA</b>			
	Frontier	1,300	1,300	97
<b>OKLAHOMA</b>				
	Kay	18,200	17,800	98
	Texas	6,400	6,200	97
<b>COLORADO</b>				
	Baca	2,100	1,800	88
	Prowers	5,200	4,800	92
<b>KANSAS</b>				
	Lyon	11,900	11,400	96
<b>NEBRASKA</b>				
	Gosper	700	700	98
	Harlan	1,900	1,900	98
	Nuckolls	2,300	2,200	96
Between 5-24%	<b>OKLAHOMA</b>			
	Alfalfa	3,100	3,000	96
	Grant	2,800	2,700	97
<b>TEXAS</b>				
	Lipscomb	1,200	1,100	94

# Kansas—Hutchinson-Wichita

## KTVH

Ch. 12

[Operates Kansas Broadcasting System, including KTVC, Ensign; KAYS-TV, Hays & KLOE-TV, Goodland, Kan.]



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: UPI, News Film Service: CBS, Newsweek.

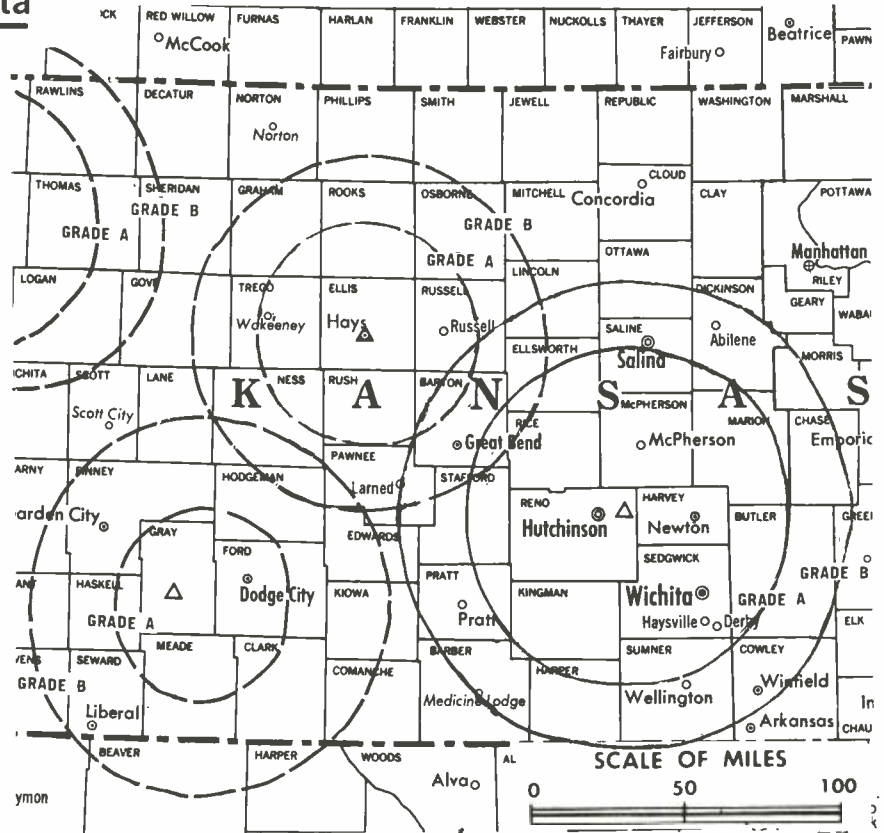
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KTVH Ref: FCC File No. BPCT-2884 Granted 8/20/82

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

## KTVH

Network Service: CBS.

Licensor: 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.: 910-741-6998.

Ownership: Minneapolis Star and Tribune, 100%. Officers (representing Minneapolis Star and Tribune Co.) are: Otto A. Silha, chmn. of the board; Paul A. Tattersall, vice chmn. of the board; M. Dale Larsen, pres.; William Beatie, treas.; Charles W. Arnason, secy. Minneapolis Star and Tribune is controlled by John Cowles & John Cowles Jr. and also owns WDRB-TV, Louisville, Ky.

Began 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 Marmet Professional Corp.

Personnel:

M. DALE LARSEN, president & general manager.  
JOHN MILEHAM, administrative assistant to president.  
PERRY CHESTER, general sales manager.  
SHARON McKITTRICK, national sales manager.  
JULIUS EFFLANDT, program director.  
LES BURNS, promotion manager.  
DALE HECKEL, director of engineering.  
JACK KEEFFE, news director.

DIGEST OF RATE CARD NO. 5-77—(May 1, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 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: \$250.

NETWORK BASE HOURLY RATE: \$750.

Arbitron Data: Figures include KTVC, Ensign;  
KAYS-TV, Hays & KLOE-TV, Goodland.

Net Weekly  
Circulation

State  
County

Total  
Households

TV Households  
Households %

### COLORADO

Cheyenne	700	700	93
Kit Carson	2,700	2,500	93
Yuma	3,500	3,300	95

### KANSAS

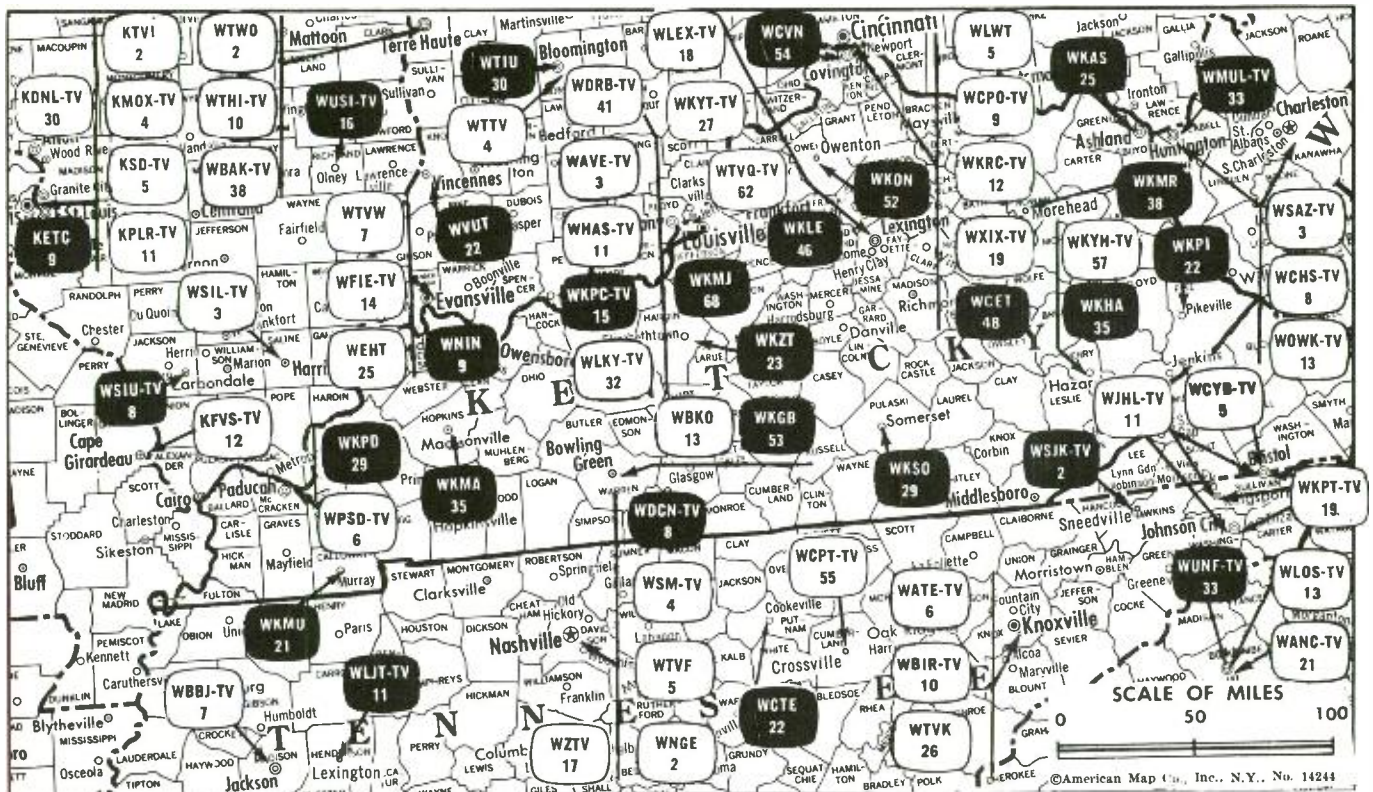
Barber	2,700	2,600	96
Barton	11,200	11,000	99
Butler	15,000	14,700	98
Chase	1,400	1,300	96
Cheyenne	1,800	1,700	97
Clark	1,100	1,100	98
Comanche	1,200	1,100	94
Cowley	13,000	12,600	97
Decatur	2,000	1,900	97
Dickinson	8,300	8,000	97
Edwards	1,700	1,700	97
Ellis	8,700	8,500	98
Ellsworth	2,300	2,200	96
Finney	7,600	7,400	98
Ford	8,700	8,500	98
Gove	1,300	1,200	95
Graham	1,700	1,700	98
Grant	2,100	2,000	97
Gray	2,000	1,900	97
Greeley	600	600	97
Greenwood	3,900	3,800	97
Hamilton	1,300	1,200	95
Harper	3,500	3,400	97
Harvey	10,400	10,100	97
Haskell	1,600	1,600	97
Hodgeman	900	900	95
Kearny	1,100	1,100	97
Kingman	3,600	3,500	98
Kiowa	1,700	1,600	94
Lane	1,200	1,200	97
Lincoln	1,700	1,600	95
Logan	1,500	1,400	95
Mc Pherson	9,100	8,700	96

50% & Over

(Continued on page 337-b)

Station Totals	495,400	482,100	97
Net Weekly Circulation (1976-77)			371,100
Average Daily Circulation (1976-77)			253,100

# Kentucky



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Louisville	287,000	44	431,900	45
Paducah-Cape Girardeau-Harrisburg	182,000	67	265,100	77
Lexington	128,000	90	212,400	88
Bowling Green	*	*	31,300	198
Hazard	*	*	*	*

Kentucky Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	4	6	10
Educational Television Stations	0	14	14
			24

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.)

## Kentucky

### 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' 43"  
Longitude 82° 37' 12"

#### 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

Licensee: Kentucky State Board of Education.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 162-kw max. & 135-kw horizontal visual, 16.2-kw max. & 13.5-kw horizontal 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

Licensee: 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: 1050-kw horizontal visual, 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"

#### WKMJ

##### Louisville

Ch. 68

Non-Commercial Educational Station

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1176-kw max. & 794-kw horizontal visual, 219-kw max. & 159-kw horizontal aural. Antenna: 820-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude 38° 22' 02"  
Longitude 85° 49' 53"

#### 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 (476-482 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"

#### 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

Licensee: 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"

**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, 602-ft. above ground, 1552-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"

Did you read  
**Television Digest**  
this week?

**Kentucky**

**WKYT-TV, Lexington**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY</b>			
	Harlan	13,700	13,200	96
	Henry	4,100	4,000	97
	Knott	4,900	4,600	93
<b>Between 25-49%</b>	Laurel	10,500	10,000	95
	Leslie	3,800	3,500	92
	Mason	5,800	5,700	98
	Owen	3,100	3,000	97
	Taylor	6,400	6,200	97

	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Boyd	18,100	17,900	99
	Bracken	2,600	2,500	98
	Carroll	3,300	3,200	98
	Carter	7,700	7,500	97
	Clay	6,300	5,900	94
	Elliott	1,900	1,900	97
	Grant	4,700	4,600	98
	Greenup	10,800	10,600	98
<b>Between 5-24%</b>	Johnson	7,200	7,000	97
	Knox	9,200	8,700	95
	Lewis	4,200	4,000	96
	Magoffin	3,600	3,400	95
	Marion	5,000	4,900	98
	Morgan	3,500	3,300	95
	Nelson	7,200	7,100	98
	Robertson	700	700	98
	Russell	4,200	4,000	96
	Shelby	7,000	6,900	98
	Washington	3,300	3,200	98
	Wayne	5,300	4,900	93
	Whitley	10,400	10,000	96

**WBKO, Bowling Green**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY—(Continued)</b>			
	Christian	21,400	20,900	98
	Daviess	27,600	27,100	98
	Hancock	2,400	2,300	97
	Hardin	18,700	18,400	98
	Marion	5,000	4,900	98
	Webster	5,500	5,300	96
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Fentress	4,500	4,300	95
	Henry	10,400	10,000	97
	Macon	5,100	5,000	97
	Montgomery	23,200	22,800	98
	Overton	5,700	5,500	96
	Pickett	1,500	1,400	95
	Putnam	15,300	14,900	97
	Robertson	11,900	11,700	98
	Sumner	25,800	25,300	98
	Wilson	17,000	16,700	98

# Kentucky—Bowling Green

**WBKO**

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 595-ft. above ground, 1335-ft. above sea level.

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

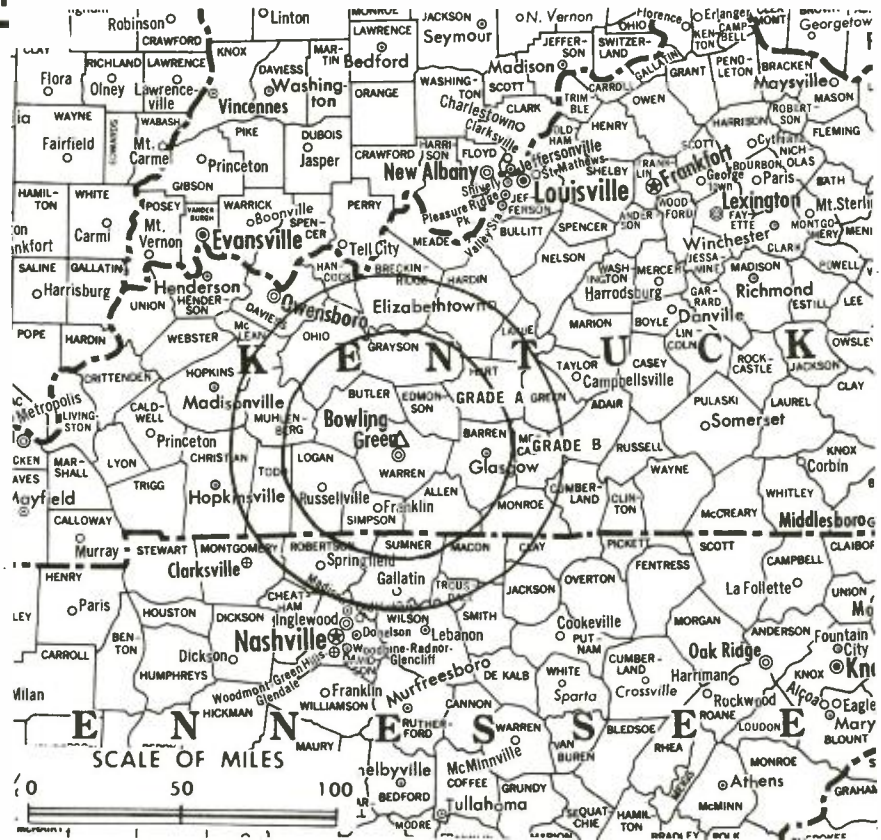
Transmitter: Off State Hwy. 67, 1/2-mi. NE of Rays Branch, Bowling Green, Ky.

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

News Wire Service: AP.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Jones, Day, Reavis & Pogue.



WBKO Ref: FCC File No. BPCT-4372 Granted 7/27/70

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes·TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WBKO

Network Service: ABC.

Licensee: Bluegrass Media Inc., Box 1198, Bowling Green (42101).

Studio: 537 E. 10th St., P.O. Box 1198, Bowling Green (42101).

Telephones: 502-781-1313 (studio); 502-777-3030 (transmitter).

TWX No.: 810-531-3667.

Ownership: Clyde Payne, pres., 20%; Charles A. Hardcastle, v.p., 10%; Charles M. Moore Jr., secy.-treas., 10%; Billy J. Bell, J. R. Bettersworth Jr., J. Joe Cheek, David Clemon Hancock, Howell Patton Jr., Powell G. Potts, dirs., 10% each.

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

Personnel:

CLYDE G. PAYNE, president & general manager.  
W. RANDALL ODIL, v.p., sales & station manager.  
DAVID L. CHUMLEY, chief engineer.  
AL KORN, operations manager.  
MRS. GENE PRATHER, program director.

### DIGEST OF RATE CARD—(Jan. 2, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$550	\$340	Graded rates apply*

\*Highest rate: \$180.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Adair	5,100	4,800	95
	Allen	5,100	5,000	97
	Barren	11,100	10,800	98
	Butler	3,600	3,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY—(Continued)</b>			
	Clinton	2,800	2,700	95
	Cumberland	2,300	2,200	95
	Edmonson	3,400	3,200	95
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Hart	5,400	5,300	97
	Logan	8,100	7,900	98
	Metcalfe	3,300	3,200	97
	Monroe	4,700	4,600	97
	Muhlenberg	11,600	11,300	98
	Ohio	7,500	7,300	97
	Russell	4,200	4,000	96
	Simpson	5,400	5,300	98
Warren	21,700	21,200	98	
Between 25-49%	<b>KENTUCKY</b>			
	Hopkins	16,100	15,700	97
	Larue	4,400	4,300	98
	Mc Lean	3,800	3,700	98
Between 25-49%	Taylor	6,400	6,200	97
	Todd	3,900	3,800	97
	Wayne	5,300	4,900	93
TENNESSEE	Clay	2,500	2,400	96
	INDIANA	Perry	5,800	5,600
Between 5-24%		<b>KENTUCKY</b>		
	Breckinridge	5,300	5,100	97
	Caldwell	5,500	5,300	96
Casey	4,800	4,500	95	
(Continued on page 341-b)				
<b>Station Totals</b>		<b>380,700</b>	<b>370,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>128,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>77,800</b>



# Kentucky—Hazard

**WKYH-TV**

Ch. 57

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 214-kw max. visual, 28.9-kw max. aural. Antenna: 800-ft. above av. terrain, 438-ft. above ground, 2118-ft. above sea level.

Latitude 37° 15' 21"  
Longitude 83° 07' 56"

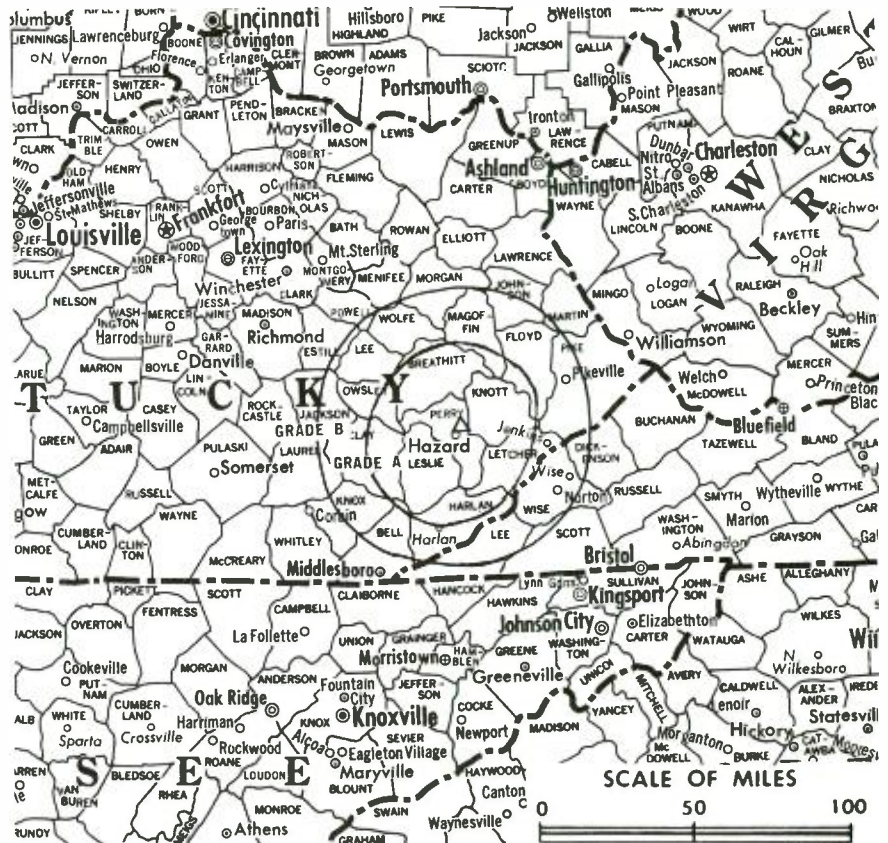
Transmitter: Tower Rd., Gorman Ridge, Hazard.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKYH-TV Ref: FCC File No. BPCT—4871 Granted 6/9/76

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

## WKYH-TV

Network Service: NBC.

Licensee: Hazard Television Co. Inc., P.O. Box 929, Hazard, Ky. (41701).

Studio: Box 929, Gorman Ridge, Hazard, Ky. (41701).

Telephones: 606-436-4444; 606-436-2522.

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 Thomas Corlett & Assoc., Detroit.

### Personnel:

WILLIAM D. GORMAN, president  
BILL HELTON, v.p., general manager/sales.  
SHARON SHEPHERD, v.p., business/programming.  
KEN JONES, news director.  
J. K. BARRINEAU, film director.  
DWANA CORNETT, traffic manager.  
RICHARD MCKINNEY, chief engineer.

### DIGEST OF RATE CARD—(April 15, 1976)

Hour	30 Min.	5 Min.	Min.	30 Sec.	10 Sec.
\$350.00	\$200.00	\$100.00	\$75.00	\$50.00	\$20.00

NETWORK BASE HOURLY RATE: Bonus.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Knott	4,900	4,600	93
	Leslie	3,800	3,500	92
	Perry	8,700	8,200	94
<b>Between 25-49%</b>	<b>KENTUCKY</b>			
	Breathitt	4,800	4,400	92
	Letcher	9,000	8,500	95
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Floyd	13,500	13,000	96
	Harlan	13,700	13,200	96
	Johnson	7,200	7,000	97
	Magoffin	3,600	3,400	95
Pike	22,200	21,400	97	
Wolfe	2,100	2,000	93	
<b>Station Totals</b>		<b>93,500</b>	<b>89,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>22,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>11,300</b>

For List of NAB TV Code Subscribers, see Services Volume

# 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"

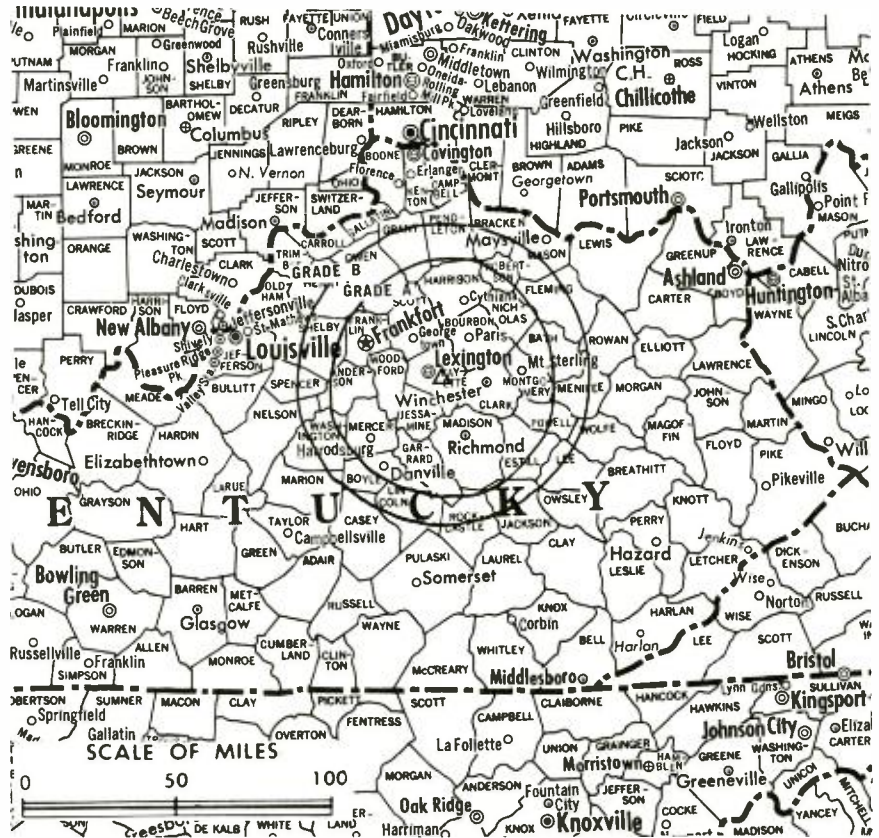
Transmitter: N side of U.S. Rt. 60, 2.8-mi. E of New Circle Rd.

TV tape: Recording facilities.

News Wire Service: AP.

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

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



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WKYT-TV Ref: FCC File No. BPCT—6938 Granted 12/6/68

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

## WKYT-TV

Network Service: CBS.

Licensee: Kentucky Central Television Inc., Box 5037, Lexington, Ky. (40505).

Studio: Rte. 4, Winchester Rd.

Mailing Address: P.O. Box 5037, Lexington, Ky. (40505).

Telephone: 606-299-0411. TWX No.: 510-476-8850.

Ownership: Mid-Central Investment Co. Inc., 100%, which in turn is owned 100% by Kentucky Central Life Insurance Co. Inc., William E. Burnett Jr., secy.-treas. Mid-Central Investment Co. has 90.46% of WVLC-AM-FM, Lexington; WHOO-AM-FM, Orlando, Fla.; WINN, Louisville, Ky. & WRBL(FM), Columbus, Ga.

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).

Represented (sales) by Avery-Knodel Inc.

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

Personnel:

RALPH W. GABBARD, vice president & general manager.  
AL TAYLOR, vice president, operations.  
JERE PIGUE, vice president, sales.  
HAROLD SCHUMACHER, director of engineering.  
BILL CRAIG, film director.  
KEN KURTZ, news director.  
MIKE KANAREK, production manager.  
STEVE ARNOLD, traffic manager.

### DIGEST OF RATE CARD NO. 21—(Jan. 17, 1977)

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

Class AA—7:30-11 p.m., daily.

\$550 \$260 \$160 \$140 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$400.

344-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Anderson	4,000	3,900	98
	Bath	3,400	3,200	95
	Bourbon	6,900	6,700	98
	Boyle	8,500	8,300	97
	Breathitt	4,800	4,400	92
	Casey	4,800	4,500	95
	Clark	9,800	9,500	97
	Estill	4,500	4,200	93
	Fayette	67,000	65,800	98
	Fleming	4,300	4,200	97
	Franklin	13,800	13,500	98
	Garrard	3,600	3,500	97
	Harrison	5,200	5,100	98
	Jackson	3,400	3,100	92
<b>50% &amp; Over</b>	Jessamine	8,100	7,800	96
	Lee	2,500	2,300	92
	Lincoln	6,200	5,900	96
	Madison	15,300	14,700	96
	Menifee	1,300	1,200	95
	Mercer	6,500	6,300	97
	Montgomery	5,900	5,600	95
	Nicholas	2,400	2,300	96
	Owsley	1,700	1,500	91
	Perry	8,700	8,200	94
	Powell	2,900	2,700	93
	Pulaski	14,900	14,100	95
	Rockcastle	4,100	3,800	93
	Rowan	4,700	4,500	96
	Scott	6,700	6,500	97
	Wolfe	2,100	2,000	93
	Woodford	6,100	5,900	97

(Continued on page 341-b)

<b>Station Totals</b>	<b>433,400</b>	<b>418,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>233,400</b>
<b>Average Daily Circulation (1976-77)</b>			<b>157,200</b>

# 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"

Transmitter: Russell Cave Pike.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC

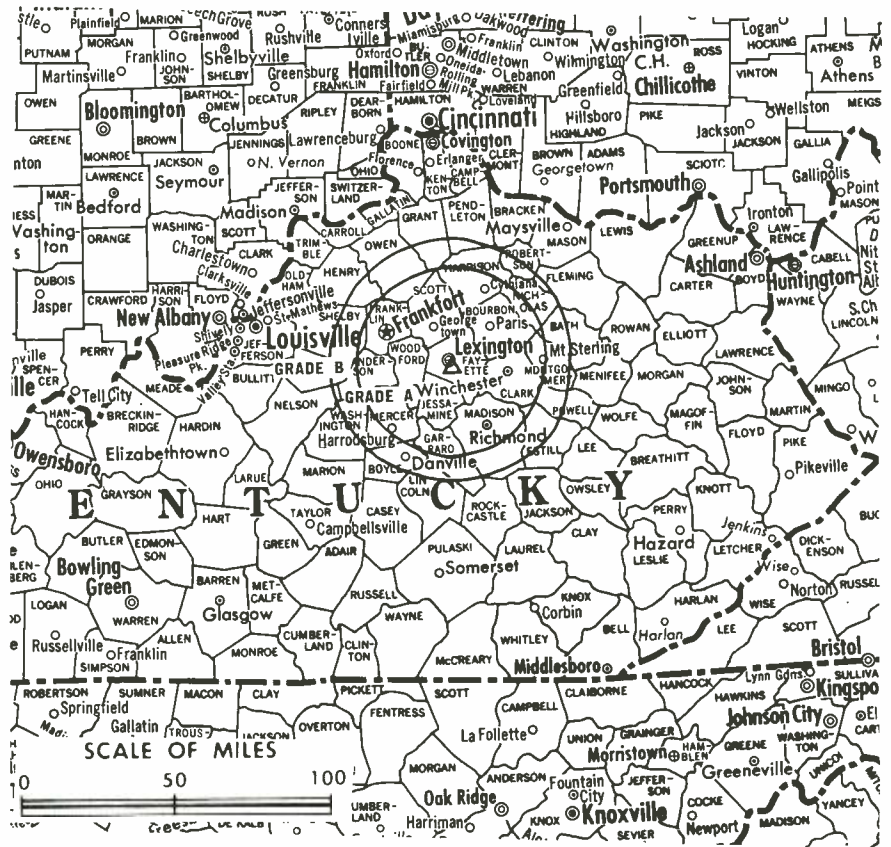
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WLEX-TV Ref: FCC File No. BPT-4123 Granted 5/27/68

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

## 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.

Ownership: J. D. Gay, chmn.-treas., 42.98%; Jean Allen Bell, et al., trustees under will of H. Guthrie Bell, 24.83%; Gay-Bell Corp., 10.66%; Corrine Gay, 7.11%; William B. Gess, 5.72%; Estate of Thomas B. Satterwhite, 3.55%; J. G. Atchison, secy., .03%; 5 others, with less than 2%. WLEX-TV Inc. also owns WCOV-TV-AM, Montgomery, Ala.

Began Operation: March 15, 1955.

Represented (sales) by The Meeker Co.

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

HARRY C. BARFIELD, president & general manager.

JOE OLIVER, national & regional sales manager.

JOHN A. DUVALL, assistant manager & film buyer.

AL ASH, production manager.

BOB DAVIDSON, vice president, local sales.

SUE WYLIE, director, public affairs.

LINDA BRADY, coordinator for station promotion.

BOB HENSLEY, news director.

ALBERT W. SCHEER, vice president, engineering.

### DIGEST OF RATE CARD

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

Class AA—8-11 p.m., daily.

\$750 \$450 \$270 \$173 Graded rates apply\*

\*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$468.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Anderson	4,000	3,900	98
	Bath	3,400	3,200	95
	Bourbon	6,900	6,700	98
	Boyle	8,500	8,300	97
	Breathitt	4,800	4,400	92
	Casey	4,800	4,500	95
	Clark	9,800	9,500	97
	Estill	4,500	4,200	93
	Fayette	67,000	65,800	98
	Fleming	4,300	4,200	97
	Franklin	13,800	13,500	98
	Garrard	3,600	3,500	97
	Harrison	5,200	5,100	98
	Jackson	3,400	3,100	92
	Jessamine	8,100	7,800	96
	Laurel	10,500	10,000	95
	Lee	2,500	2,300	92
	Lincoln	6,200	5,900	96
	Madison	15,300	14,700	96
	Menifee	1,300	1,200	95
	Mercer	6,500	6,300	97
	Montgomery	5,900	5,600	95
	Nicholas	2,400	2,300	96
	Owsley	1,700	1,500	91
	Perry	8,700	8,200	94
	Powell	2,900	2,700	93
	Pulaski	14,900	14,100	95
	Rockcastle	4,100	3,800	93
	Rowan	4,700	4,500	96
	Scott	6,700	6,500	97

50% & Over

(Continued on page 353-b)

Station Totals	453,200	437,700	96
Net Weekly Circulation (1976-77)			236,700
Average Daily Circulation (1976-77)			159,300

# Kentucky—Lexington

## WTVQ-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: 1029-ft. above av. terrain, 996-ft. above ground, 1996-ft. above sea level.

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

Transmitter: 2940 Bryant Rd.

TV tape: Recording facilities.

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

News Wire Service: AP.

Studio: 2940 Bryant Rd. (40511).

Represented (engineering) by Hammett & Edison.

Represented (sales) by Katz Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTVQ-TV Ref: FCC File No. BPCT-4264 Granted 8/21/69

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

## WTVQ-TV

Network Service: ABC.

Licensee: Starr WTVQ Inc., P.O. Box 5590, Lexington, Ky. (40505).

Telephone: 606-299-6262. TWX No.: 510-476-8806.

Ownership: Starr Bcstg. Group, 100%. Bruce Johnson, pres. Starr also owns KITV, Honolulu; KMVI-TV, Wailuku & KHVO(TV), Hilo, Hawaii; KUDL(FM), Kansas City, Kan.; KXLR, North Little Rock, Ark.; WBOK, New Orleans, La.; KYOK, Houston, Tex.; KDTX (FM), Dallas, Tex.; KABL-AM-FM, Oakland-San Francisco, Cal.; WWWW(FM), Detroit, Mich. Note: Merger with Shamrock Bcstg. pends.

Began Operation: June 2, 1968. Sale to present owner by Roy B. White Jr. & Reeves Telecom Corp. approved by FCC Nov. 14, 1973.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

CLARK W. DAVIS, president.  
CHARLES P. HARPER JR., assistant to the president.  
JEFF EVANS, vice president & general manager.  
PETE MYERS, regional sales manager.  
JERRY STAGGS, local sales manager.  
LEE NIXON, national sales manager.  
DENIS HOELKER, business manager.  
WILLIAM F. BRATTON JR., chief engineer.  
RICH GIMMEL, news director.  
JERRY FOX, program manager.

### DIGEST OF RATE CARD NO. A6—(March 14, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—8-11 p.m., daily.  
\$600 \$420 \$300 \$180 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	4,000	3,900	98
	Bath	3,400	3,200	95

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY—(Continued)				
	Bourbon	6,900	6,700	98
	Boyle	8,500	8,300	97
	Breathitt	4,800	4,400	92
	Clark	9,800	9,500	97
	Estill	4,500	4,200	93
	Fayette	67,000	65,800	98
	Franklin	13,800	13,500	98
	Garrard	3,600	3,500	97
	Harrison	5,200	5,100	98
	Jackson	3,400	3,100	92
	Jessamine	8,100	7,800	96
50% & Over	Lincoln	6,200	5,900	96
	Madison	15,300	14,700	96
	Menifee	1,300	1,200	95
	Mercer	6,500	6,300	97
	Montgomery	5,900	5,600	95
	Nicholas	2,400	2,300	96
	Powell	2,900	2,700	93
	Pulaski	14,900	14,100	95
	Rockcastle	4,100	3,800	93
	Rowan	4,700	4,500	96
	Scott	6,700	6,500	97
	Woodford	6,100	5,900	97
KENTUCKY				
	Casey	4,800	4,500	95
	Clay	6,300	5,900	94
	Fleming	4,300	4,200	97
Between 25-49%	Lee	2,500	2,300	92
	Mason	5,800	5,700	98
	Owen	3,100	3,000	97
	Owsley	1,700	1,500	91

(Continued on page 353-b)

Station Totals	423,200	408,300	96
Net Weekly Circulation (1976-77)			195,400
Average Daily Circulation (1976-77)			118,100

# 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' 48"

Transmitter: Bald Knob, New Albany, Ind.

Studios: 725 S. Floyd St. (40203).

Telephone: 502-585-2201.

TWX No.: 810-535-3142.

TV tape: Recording facilities.

AM Affiliate: WAVE, 5-kw, 970 kHz (NBC).

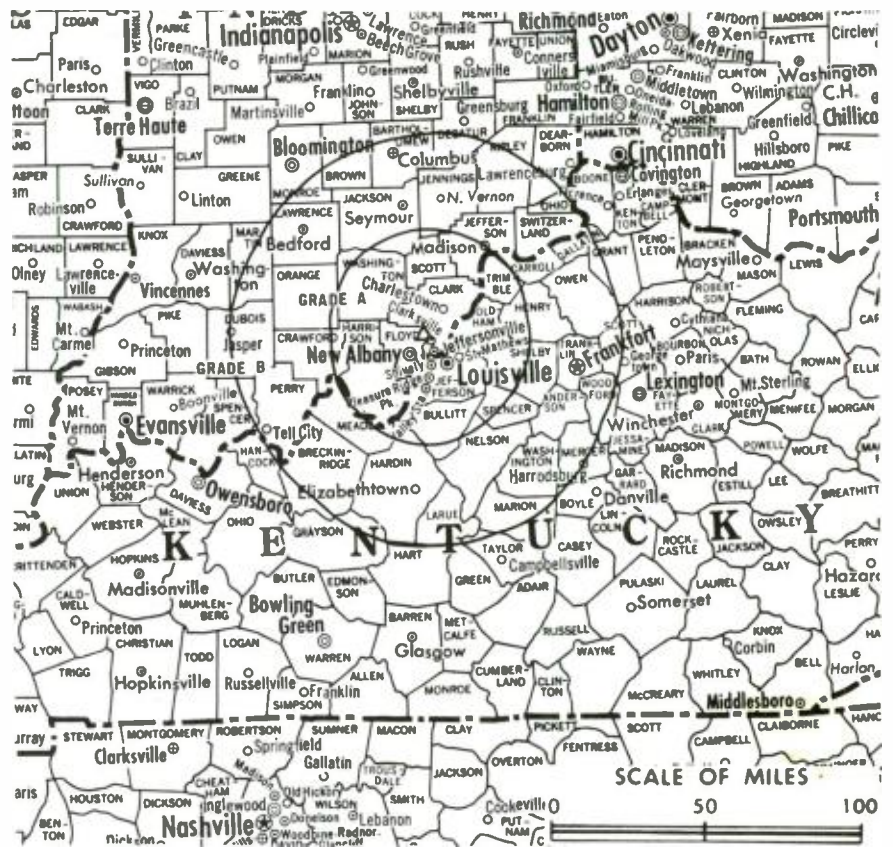
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WAVE-TV Ref: FCC File No. BPC7-756 Granted 7/11/52

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

## WAVE-TV

Network Service: NBC.

Licensee: Orion Bcstg. Inc., 725 S. Floyd St., Louisville, Ky. (40203).

Mailing Address: Box 32970, Louisville, Ky. (40232).

Ownership: Jane Morton Norton, 91.41%; 4 others, 8.59%. Orion Bcstg. Inc. also owns WAVE (AM), Louisville; WFIE-TV, Evansville, Ind.; WFRV-TV, Green Bay, Wis.; WJMN-TV, Escanaba, Mich. and WMT-TV-AM-FM, Cedar Rapids, Iowa. Orion Bcstg. officers: T. Ballard Morton Jr., pres.; Ralph S. Jackson, exec. v.p.; George D. Brown, treas.; Wilfoddyne Miller, secy.; H. B. Holtman, engineering dir.

Began Operation: Nov. 24, 1948.

Represented (sales) by Katz Television.

Represented (legal) by Covington & Burling.

Personnel:

H. LEE BROWNING, president & general manager.  
HOUSTON D. JONES, national sales manager.  
S. WHEELER RUDD, local sales manager.  
JAMES M. KEELOR, program & operations director.  
RODNEY FORD, editorial director.  
LARRY E. POND, news director.  
GARY BOCKHORST, production manager.  
J. HAROLD CULVER, chief engineer.  
SHANNA COLUMBUS, advertising/marketing director.

DIGEST OF RATE CARD NO. P-30 & A-53

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

Class AA—6:30-11 p.m., daily.

\$2000 \$1200 \$800 \$500 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	28,300	27,700	98
	Crawford	3,000	2,800	95
	Dubois	9,400	9,000	96

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
	Floyd	19,600	19,300	98
	Harrison	7,800	7,600	97
	Jackson	11,900	11,600	98
	Jefferson	8,900	8,700	97
	Jennings	6,400	6,200	97
	Lawrence	14,700	14,400	98
	Orange	6,000	5,800	97
	Perry	5,800	5,600	96
	Scott	6,000	5,800	96
	Washington	6,700	6,400	96
KENTUCKY				
	Anderson	4,000	3,900	98
	Boyle	8,500	8,300	97
	Breckinridge	5,300	5,100	97
50% & Over	Bullitt	10,700	10,500	98
	Carroll	3,300	3,200	98
	Casey	4,800	4,500	95
	Franklin	13,800	13,500	98
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Hardin	18,700	18,400	98
	Hart	5,400	5,300	97
	Henry	4,100	4,000	97
	Jefferson	238,300	235,700	99
	Larue	4,400	4,300	98
	Marion	5,000	4,900	98
	Meade	5,100	5,000	99
	Mercer	6,500	6,300	97
	Nelson	7,200	7,100	98
	Oldham	5,600	5,500	99
	Shelby	7,000	6,900	98
	Spencer	2,100	2,100	98

(Continued on page 350-b)

Station Totals	753,400	736,800	97
Net Weekly Circulation (1976-77)			491,700
Average Daily Circulation (1976-77)			343,600

# Kentucky—Louisville

## WDRB-TV

Ch. 41

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1150-kw max. & 303-kw horizontal visual, 115-kw max. & 30.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 995-ft. above ground, 1960-ft. above sea level.

Latitude 38° 21' 00"  
Longitude 85° 50' 56.5"

Requests CP for switch to Ch. 21; 1100-kw max. & 374-kw (RMS) horizontal visual, 110-kw max. & 37.4-kw (RMS) horizontal aural. BPCT-5127.

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

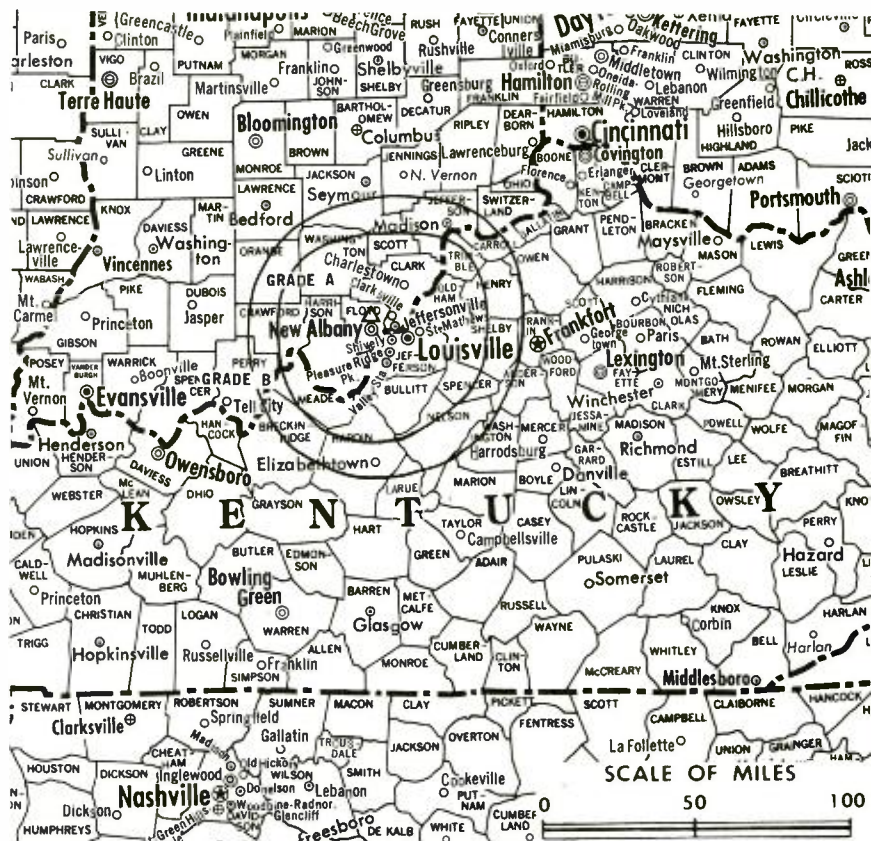
TV tape: Recording facilities.

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

New Wire Service: AP.

Represented (legal) by Marmet Professional Corp.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDRB-TV Ref: FCC File No. BMPCT-7222 Granted 11/4/70

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

## WDRB-TV

Network Service: None, independent.

Licensee: Consolidated Broadcasting Co., 1051 E. Main St., Louisville, Ky. (40206).

Studio: 1051 E. Main St.

Telephone: 502-584-9701. TWX No.: 810-535-3328.

Ownership: Minneapolis Star & Tribune Co., 100%. For other interests, see KTVH, Hutchinson-Wichita, Kan.

Began Operation: Feb. 28, 1971. Sale to present owner by Owsley & Edgerton Welch, J. P. Morgan, Arlie Howard et al., approved by FCC Oct. 25, 1977 (Television Digest, Vol. 17:21, 51).

Represented (sales) by RTVR.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ELMER F. JASPAN, president & general manager.  
JIM RIGGS, general sales manager.  
DAVID TUNG, operations manager.  
ROBERT M. CLEVELAND, chief engineer.

### DIGEST OF RATE CARD NO. 15—(Sept. 5, 1977)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.	
Class A—7-11 p.m., daily.	\$1200	\$720	\$480	\$360	\$300	\$150	\$75

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA</b>			
	Clark	28,300	27,700	98
	Floyd	19,600	19,300	98
	Harrison	7,800	7,600	97
	Jefferson	8,900	8,700	97
	<b>KENTUCKY</b>			
	Bullitt	10,700	10,500	98
	Franklin	13,800	13,500	98
	Hardin	18,700	18,400	98
	Henry	4,100	4,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KENTUCKY—(Continued)</b>				
		Jefferson	238,300	235,700	99
		Marion	5,000	4,900	98
		Meade	5,100	5,000	99
		Mercer	6,500	6,300	97
		Nelson	7,200	7,100	98
		Oldham	5,600	5,500	99
		Shelby	7,000	6,900	98
		Taylor	6,400	6,200	97
		Trimble	2,000	2,000	98
	Washington	3,300	3,200	98	
Between 25-49%	<b>INDIANA</b>				
		Crawford	3,000	2,800	95
		Perry	5,800	5,600	96
		Scott	6,000	5,800	96
		Washington	6,700	6,400	96
		<b>KENTUCKY</b>			
	Boyle	8,500	8,300	97	
	Breckinridge	5,300	5,100	97	
	Carroll	3,300	3,200	98	
	Larue	4,400	4,300	98	
	Spencer	2,100	2,100	98	
	Woodford	6,100	5,900	97	
Between 5-24%	<b>ILLINOIS</b>				
		Wabash	5,200	5,000	96
		<b>INDIANA</b>			
		Dubois	9,400	9,000	96
		Jackson	11,900	11,600	98
	Jennings	6,400	6,200	97	
	Lawrence	14,700	14,400	98	
(Continued on page 350-b)					
Station Totals		660,700	646,100	97	
Net Weekly Circulation (1976-77)			297,000		
Average Daily Circulation (1976-77)			132,200		

# 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.

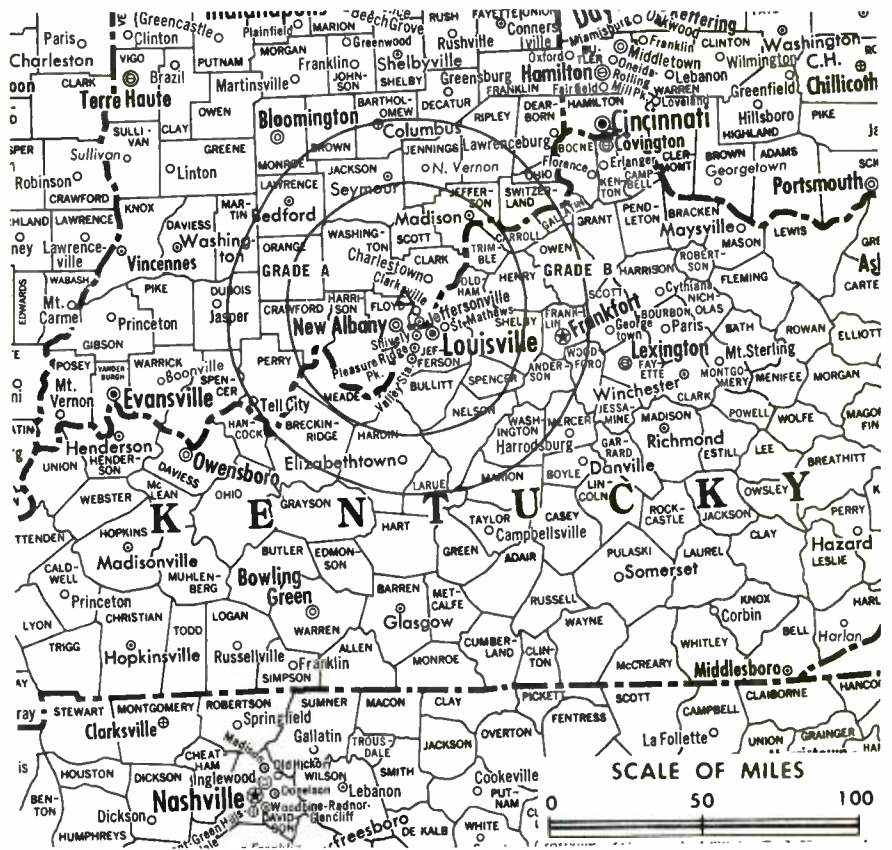
AM Affiliate: WHAS, 50-kw, 840 kHz.

FM Affiliate: WAMZ, 100-kw, 97.5 MHz (No. 248), 505-ft.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: WHAS Inc., 520 W. Chestnut St., Louisville, Ky. (40202).

Studio: 520 W. Chestnut St.

Telephone: 502-582-7840. 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 Sidley & Austin.

Personnel:

BARRY BINGHAM JR., president.  
FREDERIC B. OSLER JR., executive vice president.  
CYRUS L. MacKINNON, vice president.  
ROBERT MORSE, vice president, news.  
BIGGS TABLER, general sales manager.  
ROBERT GORDON, pres., Louisville Productions Division.  
RICHARD SWEENEY, program director.  
STEVEN H. STEINBERG, director of operations.

### DIGEST OF RATE CARD NO. 31

(Sept. 12, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., Mon.-Sat.;					
7-11 p.m., Sun.					
\$1700	\$1020	\$680	\$580	Graded rates apply*	

\*Highest rate: \$1100.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	28,300	27,700	98
	Crawford	3,000	2,800	95
	Dubois	9,400	9,000	96
	Floyd	19,600	19,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
INDIANA—(Continued)				
	Harrison	7,800	7,600	97
	Jackson	11,900	11,600	98
	Jefferson	8,900	8,700	97
	Jennings	6,400	6,200	97
	Lawrence	14,700	14,400	98
	Orange	6,000	5,800	97
	Perry	5,800	5,600	96
	Scott	6,000	5,800	96
	Washington	6,700	6,400	96
KENTUCKY				
	Adair	5,100	4,800	95
	Anderson	4,000	3,900	98
	Boyle	8,500	8,300	97
50% & Over	Breckinridge	5,300	5,100	97
	Bullitt	10,700	10,500	98
	Carroll	3,300	3,200	98
	Casey	4,800	4,500	95
	Franklin	13,800	13,500	98
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Hardin	18,700	18,400	98
	Hart	5,400	5,300	97
	Henry	4,100	4,000	97
	Jefferson	238,300	235,700	99
	Larue	4,400	4,300	98
	Marion	5,000	4,900	98
	Meade	5,100	5,000	99
	Mercer	6,500	6,300	97
	Nelson	7,200	7,100	98
	Oldham	5,600	5,500	99

(Continued on next page)

Station Totals	751,600	735,100	97
Net Weekly Circulation (1976-77)	493,600		
Average Daily Circulation (1976-77)	339,900		

# Kentucky

## WAVE-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
KENTUCKY—(Continued)					
50% & Over	Taylor	6,400	6,200	97	
	Trimble	2,000	2,000	98	
	Washington	3,300	3,200	98	
INDIANA					
Between 25-49%	Bartholomew	20,100	19,700	98	
	Martin	3,600	3,500	97	
	KENTUCKY				
	Adair	5,100	4,800	95	
	Hancock	2,400	2,300	97	
Between 5-24%	Montgomery	5,900	5,600	95	
	Owen	3,100	3,000	97	
	Woodford	6,100	5,900	97	
	INDIANA				
	Daviess	8,700	8,400	96	
	Dearborn	10,600	10,400	98	
	Ripley	7,900	7,700	97	
	Spencer	5,500	5,300	97	
	Switzerland	2,400	2,300	96	
	KENTUCKY				
	Barren	11,100	10,800	98	
	Bourbon	6,900	6,700	98	
	Clark	9,800	9,500	97	
	Fayette	67,000	65,800	98	
Gallatin	1,600	1,600	98		
Garrard	3,600	3,500	97		
Jessamine	8,100	7,800	96		
Lincoln	6,200	5,900	96		
Madison	15,300	14,700	96		
Pulaski	14,900	14,100	95		
Russell	4,200	4,000	96		
Scott	6,700	6,500	97		

## WDRB-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
INDIANA—(Continued)				
Between 5-24%	Monroe	30,500	29,400	96
	Orange	6,000	5,800	97
KENTUCKY				
Between 5-24%	Adair	5,100	4,800	95
	Anderson	4,000	3,900	98
	Barren	11,100	10,800	98
	Bourbon	6,900	6,700	98
	Casey	4,800	4,500	95
	Daviess	27,600	27,100	98
	Estill	4,500	4,200	93
	Garrard	3,600	3,500	97
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Hart	5,400	5,300	97
	Jessamine	8,100	7,800	96
	Madison	15,300	14,700	96
	Ohio	7,500	7,300	97
	Owen	3,100	3,000	97
	Russell	4,200	4,000	96
	Wayne	5,300	4,900	93

For Ky. Cable Systems, see Services Volume

## WLKY-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
KENTUCKY—(Continued)				
Between 25-49%	Mercer	6,500	6,300	97
	Owen	3,100	3,000	97
	Woodford	6,100	5,900	97
INDIANA				
Between 5-24%	Bartholomew	20,100	19,700	98
	Decatur	7,900	7,700	97
	Ripley	7,900	7,700	97
	Spencer	5,500	5,300	97
	KENTUCKY			
Between 5-24%	Adair	5,100	4,800	95
	Anderson	4,000	3,900	98
	Barren	11,100	10,800	98
	Bourbon	6,900	6,700	98
	Clinton	2,800	2,700	95
	Garrard	3,600	3,500	97
	Grayson	6,800	6,500	96
	Hart	5,400	5,300	97
	Madison	15,300	14,700	96
	Montgomery	5,900	5,600	95
	Nicholas	2,400	2,300	96
	Ohio	7,500	7,300	97
	Powell	2,900	2,700	93
	Rockcastle	4,100	3,800	93
	Russell	4,200	4,000	96
	Wayne	5,300	4,900	93

## WHAS-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
KENTUCKY—(Continued)					
50% & Over	Owen	3,100	3,000	97	
	Shelby	7,000	6,900	98	
	Spencer	2,100	2,100	98	
	Taylor	6,400	6,200	97	
	Trimble	2,000	2,000	98	
	Washington	3,300	3,200	98	
INDIANA					
Between 25-49%	Bartholomew	20,100	19,700	98	
	KENTUCKY				
	Woodford	6,100	5,900	97	
INDIANA					
Between 5-24%	Brown	3,200	3,100	98	
	Decatur	7,900	7,700	97	
	Greene	10,400	10,100	97	
	Martin	3,600	3,500	97	
	Ripley	7,900	7,700	97	
	Spencer	5,500	5,300	97	
	Switzerland	2,400	2,300	96	
	KENTUCKY				
	Barren	11,100	10,800	98	
	Bourbon	6,900	6,700	98	
Clark	9,800	9,500	97		
Clinton	2,800	2,700	95		
Edmonson	3,400	3,200	95		
Estill	4,500	4,200	93		
Fayette	67,000	65,800	98		
Garrard	3,600	3,500	97		
Hancock	2,400	2,300	97		
Lincoln	6,200	5,900	96		
Madison	15,300	14,700	96		
Montgomery	5,900	5,600	95		
Nicholas	2,400	2,300	96		
Ohio	7,500	7,300	97		
Russell	4,200	4,000	96		
Scott	6,700	6,500	97		



# Kentucky—Louisville

**WLKY-TV**

Ch. 32



COMBINED COMMUNICATIONS CORP.



PETERS, GRIFFIN, WOODWARD INC.

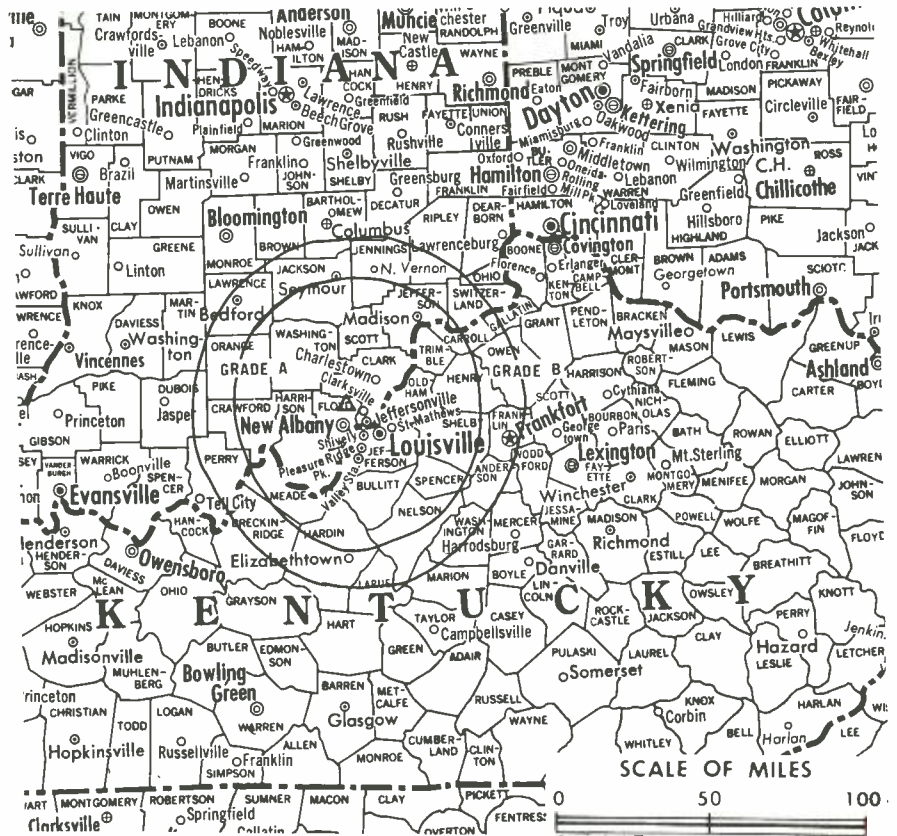
Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 4300-kw max. & 1290-kw horizontal visual, 860-kw max. & 257-kw horizontal aural. Antenna: 1260-ft. above av. terrain, 985-ft. above ground, 1945-ft. above sea level.

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

Transmitter: Floyds Knob, near New Albany, Ind.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLKY-TV Ref: FCC File No. BPCT—4811 Granted 2/18/75

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

## WLKY-TV

Network Service: ABC.

Licensee: Combined Communications of Kentucky Inc., Box 6205, Louisville, Ky. (40206).

Studio: 1918 Mellwood Ave., Louisville, Ky. (40206).

Telephone: 502-893-3671. TWX No.: 810-535-3212.

Ownership: Combined Communications Corp., 100%. For other interests, see KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: Sept. 16, 1961. Sale to present owner by Sonderling Bcstg. approved by FCC April 4, 1973. (Television Digest, Vol. 12:33, 41; 13:17). Transfer of control to Sonderling Bcstg. from George E. Egger, William S. Cutchins, Richard F. Shively, Dillman A. Rash & Archibald P. Cochran granted Dec. 13, 1967 (Vol. 7:51).

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

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- PAUL BLUE, president & general manager.
- WILLIAM W. CAMPBELL, v.p. & general sales manager.
- DICK POLGREEN, local sales manager.
- BOB JONES, program director.
- LOIS HINKLE, v.p. & promotion director.
- BRIAN NORCROSS, news director.
- PAUL KELLEY, v.p. & chief engineer.
- LORA BRADSHAW, community affairs director.

Highest 30 Sec. Rate (April 25, 1978): \$1100.

NETWORK BASE HOURLY RATE: \$780.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA</b>			
	Clark	28,300	27,700	98
	Crawford	3,000	2,800	95
	Floyd	19,600	19,300	98
	Harrison	7,800	7,600	97
Jefferson	8,900	8,700	97	

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>INDIANA—(Continued)</b>				
		Scott	6,000	5,800	96
		Washington	6,700	6,400	96
		<b>KENTUCKY</b>			
		Breckinridge	5,300	5,100	97
		Bullitt	10,700	10,500	98
		Franklin	13,800	13,500	98
		Green	3,800	3,700	96
		Hardin	18,700	18,400	98
		Henry	4,100	4,000	97
		Jefferson	238,300	235,700	99
		Larue	4,400	4,300	98
		Marion	5,000	4,900	98
		Meade	5,100	5,000	99
Between 25-49%		Nelson	7,200	7,100	98
		Oldham	5,600	5,500	99
		Shelby	7,000	6,900	98
		Spencer	2,100	2,100	98
		Taylor	6,400	6,200	97
		Trimble	2,000	2,000	98
		Washington	3,300	3,200	98
		<b>INDIANA</b>			
		Dubois	9,400	9,000	96
		Jackson	11,900	11,600	98
	Jennings	6,400	6,200	97	
	Lawrence	14,700	14,400	98	
	Orange	6,000	5,800	97	
	Perry	5,800	5,600	96	
	<b>KENTUCKY</b>				
	Boyle	8,500	8,300	97	
	Carroll	3,300	3,200	98	
	Casey	4,800	4,500	95	

(Continued on page 350-b)

<b>Station Totals</b>	<b>644,300</b>	<b>630,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>	<b>412,500</b>		
<b>Average Daily Circulation (1976-77)</b>	<b>251,800</b>		

# 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.

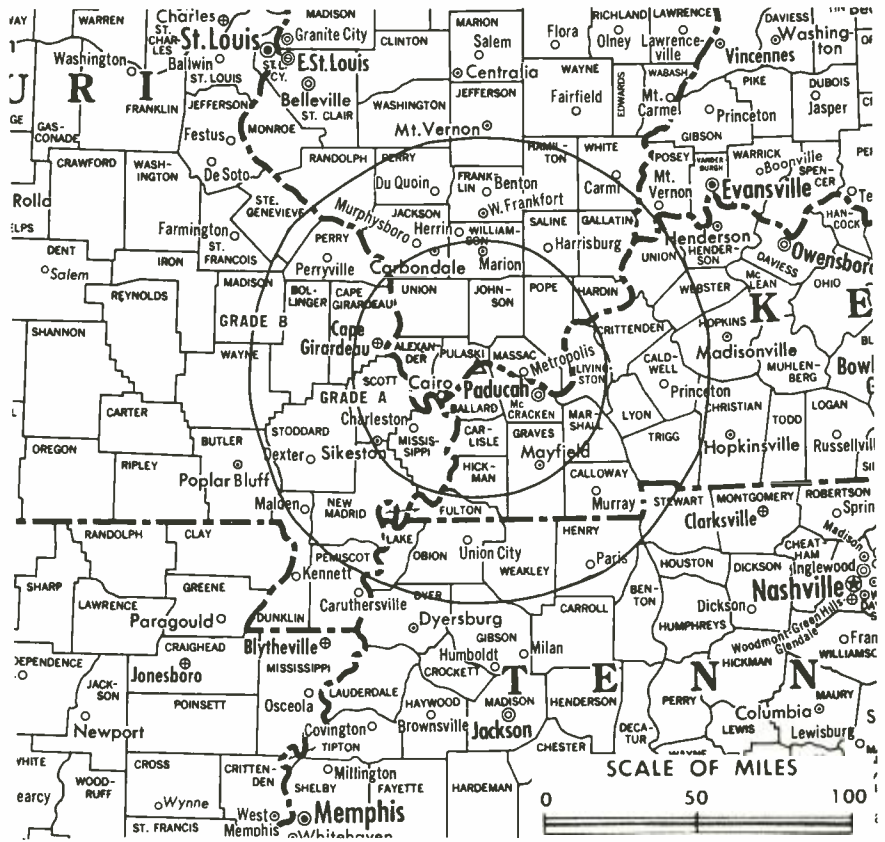
Latitude 37° 11' 31"  
Longitude 88° 58' 53"

Transmitter: Approximately 23-mi. NW of Paducah near Monkey's Eyebrow, Ky.

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

News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPSD-TV Ref: FCC File No. BPCT—2823 Granted 12/8/60

©American M&P Co., Inc., N.Y., No. 14244

## WPSD-TV

Network Service: NBC.

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. (Fred Paxton, pres.) publishes Paducah Sun-Democrat.

Began Operation: May 28, 1957.

Represented (sales) by H-R Television Inc.

Represented (legal) by Stambler & Shrinky.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

FRED PAXTON, president.  
JOHN WILLIAMS, general manager.  
CHARLES R. JONES, local sales manager.  
ANN EAVES, national sales manager.  
JAMES E. ENGLISH III, program & operations director.  
TOM BUTLER, news director.  
DON BROWN, chief engineer.

### DIGEST OF RATE CARD NO. 24—(June 1, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$900	\$540	\$360	\$315	Graded rates apply*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Alexander	5,200	4,900	95
	Franklin	17,900	17,300	96
	Gallatin	2,700	2,500	94
	Hamilton	3,600	3,400	93

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>ILLINOIS—(Continued)</b>					
	Hardin	2,100	2,000	97	
	Jackson	17,500	16,800	96	
	Johnson	3,400	3,200	96	
	Massac	5,200	5,000	96	
	Pope	1,900	1,800	93	
	Pulaski	3,500	3,300	94	
	Saline	11,500	11,100	96	
	Union	6,300	6,100	97	
	Williamson	21,000	20,300	97	
<b>KENTUCKY</b>					
	Ballard	3,400	3,300	98	
	Caldwell	5,500	5,300	96	
	Calloway	11,200	11,000	98	
	Carlisle	2,300	2,300	98	
	Crittenden	3,700	3,600	97	
	Fulton	3,500	3,400	97	
50% & Over	Graves	12,700	12,500	98	
	Hickman	2,400	2,300	98	
	Hopkins	16,100	15,700	97	
	Livingston	3,500	3,400	97	
	Lyon	2,000	1,900	97	
	Mc Cracken	23,400	23,000	98	
	Marshall	8,500	8,400	98	
	Trigg	3,000	2,900	98	
	Union	4,800	4,700	97	
	<b>MISSOURI</b>				
		Bollinger	3,400	3,200	95
		Cape Girardeau	18,100	17,600	97
	Carter	1,500	1,300	89	
	Mississippi	5,500	5,300	97	
	New Madrid	8,000	7,700	96	
	Scott	12,200	11,900	97	
	Stoddard	10,000	9,700	97	
	Wayne	4,100	3,900	94	

(Continued on next page)

Station Totals	555,600	535,800	96
Net Weekly Circulation (1976-77)		307,400	
Average Daily Circulation (1976-77)		211,100	

**WLEX-TV, Lexington**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
50% & Over	Wolfe	2,100	2,000	93
	Woodford	6,100	5,900	97
<b>KENTUCKY</b>				
Between 25-49%	Carroll	3,300	3,200	98
	Clay	6,300	5,900	94
	Grant	4,700	4,600	98
	Harlan	13,700	13,200	96
	Owen	3,100	3,000	97
	Robertson	700	700	98
	Russell	4,200	4,000	96
	Taylor	6,400	6,200	97
Wayne	5,300	4,900	93	
<b>KENTUCKY</b>				
Between 5-24%	Bell	10,800	10,400	96
	Boyd	18,100	17,900	99
	Carter	7,700	7,500	97
	Green	3,800	3,700	96
	Greenup	10,800	10,600	98
	Hardin	18,700	18,400	98
	Henry	4,100	4,000	97
	Knox	9,200	8,700	95
	Mc Creary	4,700	4,400	94
	Magoffin	3,600	3,400	95
	Marion	5,000	4,900	98
	Mason	5,800	5,700	98
	Metcalfe	3,300	3,200	97
	Morgan	3,500	3,300	95
	Nelson	7,200	7,100	98
	Pendleton	3,600	3,600	99
	Shelby	7,000	6,900	98
	Washington	3,300	3,200	98
Whitley	10,400	10,000	96	
<b>OHIO</b>				
	Brown	10,300	9,900	96

**WTVQ-TV, Lexington**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
Between 25-49%	Perry	8,700	8,200	94
	Robertson	700	700	98
	Taylor	6,400	6,200	97
	Wayne	5,300	4,900	93
	Wolfe	2,100	2,000	93
<b>KENTUCKY</b>				
Between 5-24%	Bell	10,800	10,400	96
	Boyd	18,100	17,900	99
	Bracken	2,600	2,500	98
	Carroll	3,300	3,200	98
	Carter	7,700	7,500	97
	Grant	4,700	4,600	98
	Greenup	10,800	10,600	98
	Hardin	18,700	18,400	98
	Harlan	13,700	13,200	96
	Knox	9,200	8,700	95
	Laurel	10,500	10,000	95
	Mc Creary	4,700	4,400	94
	Marion	5,000	4,900	98
	Morgan	3,500	3,300	95
	Russell	4,200	4,000	96
	Washington	3,300	3,200	98
	Whitley	10,400	10,000	96
	<b>OHIO</b>			
	Brown	10,300	9,900	96

**Kentucky**

**WPSD-TV, Paducah**  
(Arbitron Data Continued)

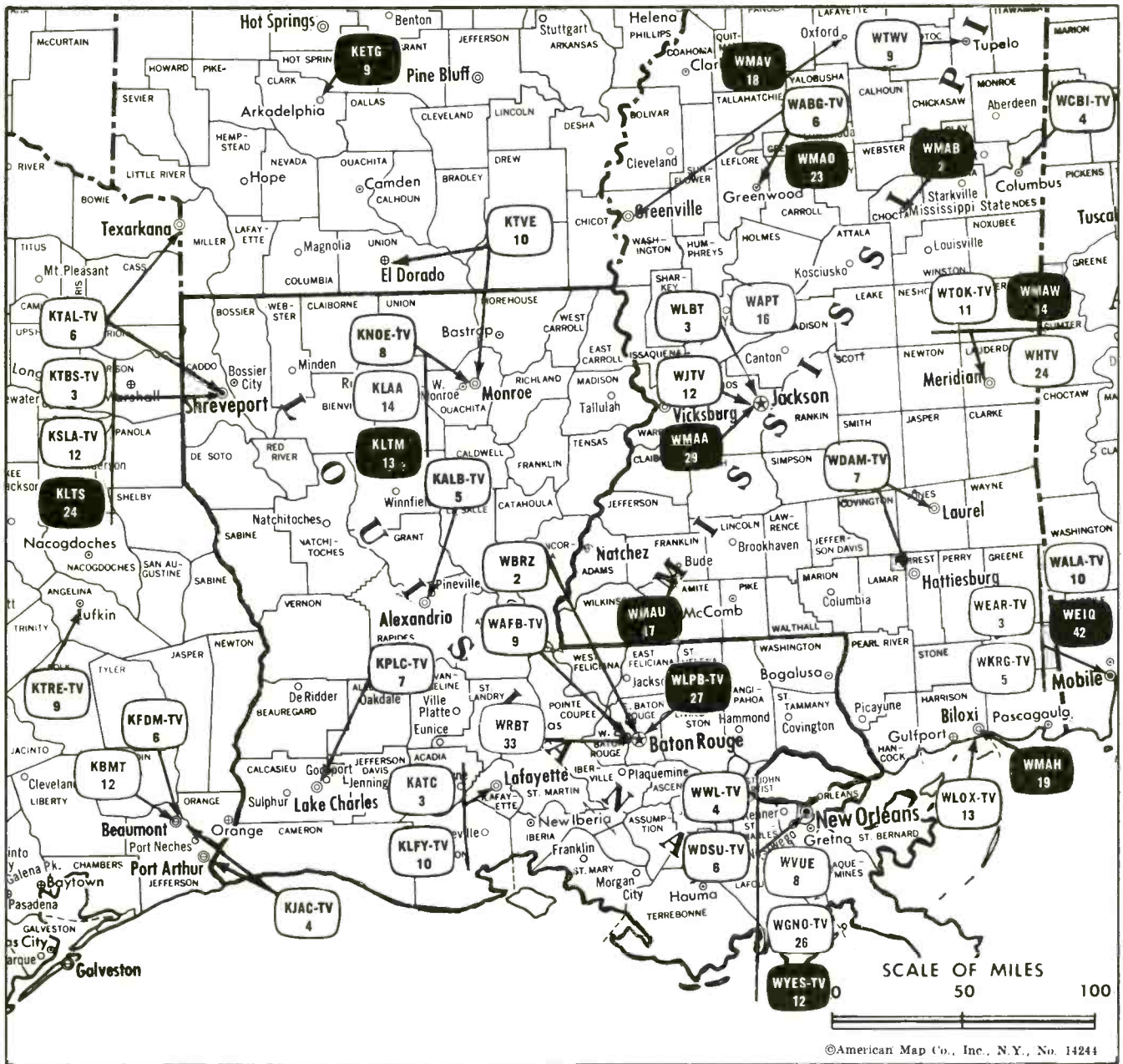
Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TENNESSEE</b>					
50% & Over	Carroll	10,300	9,900	97	
	Lake	2,400	2,300	97	
	Obion	13,100	12,800	98	
	Weakley	11,600	11,300	97	
<b>ARKANSAS</b>					
	Clay	7,900	7,600	96	
<b>ILLINOIS</b>					
Between 25-49%	Jefferson	13,300	12,800	96	
	Perry	8,100	7,800	96	
	Wayne	6,900	6,500	94	
	White	6,400	6,000	94	
	<b>KENTUCKY</b>				
		Webster	5,500	5,300	96
	<b>MISSOURI</b>				
		Butler	14,200	13,500	95
	Dunklin	13,800	13,200	96	
	Pemiscot	8,600	8,200	95	
	Perry	5,200	5,000	96	
	Ripley	5,100	4,600	90	
<b>TENNESSEE</b>					
Between 5-24%	Dyer	11,800	11,500	97	
	Gibson	17,900	17,400	97	
	Henry	10,400	10,000	97	
<b>ARKANSAS</b>					
Between 5-24%	Greene	11,200	10,800	97	
	Mississippi	20,500	19,700	96	
	Randolph	6,400	6,000	94	
<b>ILLINOIS</b>					
	Marion	15,700	15,200	97	
<b>KENTUCKY</b>					
	Christian	21,400	20,900	98	
<b>MISSOURI</b>					
	Iron	3,600	3,400	95	
	Madison	3,300	3,200	96	
	Oregon	4,000	3,600	90	
	Reynolds	2,200	2,000	92	
	St Francois	14,000	13,600	97	
	Ste Genevieve	4,300	4,200	97	
	Shannon	2,700	2,400	90	
<b>TENNESSEE</b>					
	Stewart	3,200	3,100	97	

**ON TOP**

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# Louisiana



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
New Orleans	332,000	33	504,000	36
Shreveport-Texarkana	283,000	55	368,300	59
Baton Rouge	135,000	85	182,500	99
Lafayette	105,000	107	149,900	116
Monroe-El Dorado	98,000	113	157,600	113
Alexandria	28,000	174	66,100	169
Lake Charles	23,000	181	61,400	173



**CATV & Microwave • Earth Stations  
Design and Field Service**

Telephone 602/961-1186

**KOENICK ELECTRONICS COMPANY**  
7650 Mercury Way, Chandler, AZ 85224

## Louisiana Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	14	3	17
● Educational Television Stations	2	1	3
			20

**KALB, Alexandria**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>LOUISIANA—(Continued)</b>			
	Lafayette	40,100	39,100	98
	Pointe Coupee	6,500	6,200	95
	St Martin	10,400	10,100	97
	Tensas	3,000	2,800	93
	Vermilion	15,100	14,700	97
	West Feliciana	1,600	1,500	94
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Amite	4,200	4,000	95
	Franklin	2,700	2,600	94
	Jefferson	2,400	2,200	92
	<b>TEXAS</b>			
	Jasper	9,100	8,700	96
	Newton	4,000	3,700	94

**WAFB-TV, Baton Rouge**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>LOUISIANA</b>			
	Acadia	17,200	16,600	97
	Catahoula	3,800	3,500	93
	Evangeline	11,100	10,400	94
	Jefferson Davis	9,500	9,200	97
<b>Between 5-24%</b>	La Salle	5,500	5,200	95
	Rapides	39,300	38,300	97
	Vermilion	15,100	14,700	97
	<b>MISSISSIPPI</b>			
	Lincoln	9,000	8,700	96
	Pearl River	8,900	8,600	97

**WBRZ, Baton Rouge**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>LOUISIANA—(Continued)</b>			
	Washington	14,700	14,000	95
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Adams	13,000	12,500	96
	Walthall	4,100	3,900	95
	<b>LOUISIANA</b>			
	Acadia	17,200	16,600	97
	Allen	6,600	6,300	96
	Evangeline	11,100	10,400	94
	Jefferson Davis	9,500	9,200	97
	La Salle	5,500	5,200	95
	Rapides	39,300	38,300	97
<b>Between 5-24%</b>	St Charles	9,500	9,300	98
	St Tammany	26,600	25,900	97
	Vermilion	15,100	14,700	97
	<b>MISSISSIPPI</b>			
	Franklin	2,700	2,600	94
	Jefferson	2,400	2,200	92
	Lincoln	9,000	8,700	96
	Pearl River	8,900	8,600	97

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

**WLPB-TV**

**Baton Rouge**

Ch. 27

Non-Commercial Educational Station

Grantee: Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, La (70805).

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 813-kw visual, 162-kw aural. Antenna: 940-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude 30° 22' 22"  
Longitude 91° 12' 15"

**KLTM**

**Monroe**

Ch. 13

Non-Commercial Educational Station

Grantee: Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, La. (70805).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"  
Longitude 92° 04' 10"

**WYES-TV**

**New Orleans**

Ch. 12

Non-Commercial Educational Station

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. 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"

**KLTS**

**Shreveport**

Ch. 24

Non-Commercial Educational Station

Grantee: Louisiana ETV Authority, 2618 Wooddale Blvd., Baton Rouge, La. (70805).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1620-kw max. & 1120-kw horizontal visual, 162-kw max. & 112-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1080-ft. above ground, 1330-ft. above sea level.

Latitude 32° 40' 41"  
Longitude 93° 55' 35"

# 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.

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

FM Affiliate: KSLI, 100-kw, 96.9 MHz (No. 245), 850-ft.

Represented (engineering) by Edward F. Lorentz & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KALB-TV Ref: FCC File No. BPCT-3449 Granted 1/13/65

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

## KALB-TV

Network Service: NBC, ABC.

Licensee: Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, La. (71301).

Studio: 605-21 Washington St.

Telephone: 318-445-2456. TWX No.: 510-976-5709.

Ownership: T. B. Lanford Estate, 68%; William L. Fox, 32%. Lanford also owns 100% of KCTV, San Angelo, Tex.; radios KALB & KSLI, Alexandria, La.; 74% of WYOU, Tampa and WZST, Leesburg, Fla.; 13.8% of WJTV, Jackson, Miss. & KKTU, Colorado Springs, Colo.; 13.8% of WSLI & WJFR(FM), Jackson, Miss.

Began Operation: Sept. 29, 1954.

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Personnel:

ROBERT E. MILLER, v.p. & general manager.  
BERT CHAUDOIR, general sales manager.  
DOWELL BUSHNELL, sales manager.  
SUSAN GAMBURG, program director.  
RON SAUNDERS, manager of creative services.  
WILLIAM T. HOLT, chief engineer.

DIGEST OF RATE CARD NO. A-17—(March 7, 1977)

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

Class AA—6:30-10 p.m., daily.

\$550 \$400 \$320 \$240 Graded rates apply\*

\*Highest rate: \$320.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Allen	6,600	6,300	96
	Avoyelles	12,200	11,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA—(Continued)			
	Caldwell	3,000	2,800	95
	Catahoula	3,800	3,500	93
	Concordia	6,600	6,200	94
	Evangeline	11,100	10,400	94
	Grant	5,300	5,000	95
	La Salle	5,500	5,200	95
	Natchitoches	11,600	10,800	93
	Rapides	39,300	38,300	97
	Sabine	6,800	6,300	93
	St Landry	25,100	23,800	95
	Vernon	11,700	11,100	94
	Winn	5,900	5,600	95
MISSISSIPPI	Adams	13,000	12,500	96
	TEXAS			
	Sabine	2,800	2,600	92
Between 25-49%	LOUISIANA			
	Acadia	17,200	16,600	97
	Beauregard	9,300	8,800	95
Jackson	5,700	5,500	96	
MISSISSIPPI	Wilkinson	2,800	2,600	93
	Between 5-24%	LOUISIANA		
Assumption		6,000	5,700	95
Bienville		6,100	5,800	95
East Feliciana		4,000	3,700	93
Franklin		7,500	7,200	96
Iberia	20,300	19,700	97	
Jefferson Davis	9,500	9,200	97	

(Continued on page 355-b)

Station Totals	357,800	342,500	95
Net Weekly Circulation (1976-77)			162,500
Average Daily Circulation (1976-77)			95,400

# Louisiana—Baton Rouge

## WAFB-TV

Ch. 9

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.

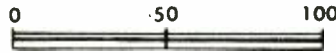
Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WAFB-FM, 100-kw, 98.1 MHz (No. 251), 1550-ft.



SCALE OF MILES



\*Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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

WAFB-TV Ref: FCC File No. BPT-3437 Granted 1/22/65

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

## WAFB-TV

Network Service: CBS.

Licensee: Guaranty Bcstg. Corp., Box 2671, Baton Rouge, La. (70821).

Studio: 844 Government St.

Telephone: 504-383-9999. TWX No.: 510-993-3406.

Ownership: Guaranty Broadcasting Corp., 100%.

Began Operation: April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960. (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 Katz Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

TOM E. GIBBENS, president & general manager.  
MERYVN RHYS, v.p. & commercial manager.  
DONALD K. ALLAN, v.p., chief engineer & operations manager.  
ED LAMY JR., v.p., program director.  
GRACE McELVEEN, v.p., promotion & merchandising director.  
CARLTON CREMEENS, v.p., news director.  
BILLY TAYLOR, asst. v.p. & dir. of minority affairs.

Highest 30 Sec. Rate (Jan. 2, 1978): \$625.

NETWORK BASE HOURLY RATE: \$845.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Ascension	13,000	12,400	96
	Assumption	6,000	5,700	95
	Avoyelles	12,200	11,700	96
	East Baton Rouge	100,200	98,100	98
	East Feliciana	4,000	3,700	93

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Iberia	20,300	19,700	97
	Iberville	9,500	9,100	96
	Livingston	14,000	13,400	96
	Pointe Coupee	6,500	6,200	95
	St Helena	2,600	2,400	93
	St James	5,100	4,900	96
	St Landry	25,100	23,800	95
	St Martin	10,400	10,100	97
	St Mary	18,700	18,200	97
	Tangipahoa	23,900	22,900	96
	West Baton Rouge	5,400	5,200	96
	West Feliciana	1,600	1,500	94
	<b>MISSISSIPPI</b>			
	Adams	13,000	12,500	96
Amite	4,200	4,000	95	
Pike	11,400	10,900	96	
Wilkinson	2,800	2,600	93	
Between 25-49%	<b>LOUISIANA</b>			
	Concordia	6,600	6,200	94
	Lafayette	40,100	39,100	98
	Lafourche	21,800	21,300	98
	St John The Baptist	6,800	6,500	96
Terrebonne	25,600	24,900	97	
Washington	14,700	14,000	95	
<b>MISSISSIPPI</b>				
Franklin	2,700	2,600	94	
Walthall	4,100	3,900	95	

(Continued on page 355-b)

Station Totals	551,700	532,700	96
Net Weekly Circulation (1976-77)		292,800	
Average Daily Circulation (1976-77)		177,300	

# Louisiana—Baton Rouge

**WRBT**

Ch. 33



Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1014-kw max. & 871-kw horizontal visual, 200.9-kw max. & 174-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1030-ft. above ground, 1050-ft. above sea level.

Latitude 30° 22' 22"  
Longitude 91° 12' 15"

Transmitter: 1.35-mi. E of River Rd. in Sect. 46, T8S, R1W.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP. News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRBT Ref: FCC File No. BMPCT-7119 Granted 2/4/71

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

## WRBT

Network Service: NBC.  
Licensee: Rush Bcstg. Corp., 5220 Essen Lane, Baton Rouge, La.  
Studio: 5220 Essen Lane, Baton Rouge (70808).  
Mailing Address: P.O. Box 14685, Baton Rouge (70808).  
Telephone: 504-766-3233.  
Ownership: Cyril E. Vetter, pres., 100%.  
Began Operation: Oct. 16, 1971. Sale to present owner by Richard O. Rush, et al., approved by FCC March 12, 1976.  
Represented (legal) by Glaser, Fletcher & Johnson.  
Personnel:  
CYRIL E. VETTER, president & general manager.  
SALLY L. BRINKLEY, vice president & corporate counsel.  
WILLIAM HATHORN, vice president & general sales manager.  
COURTNEY B. WESTBROOK, vice president, administration.  
JOYCE HARVEY, program director.  
MARC I. GOLDSTEIN, news director.  
PHILIP CARY, chief engineer.  
FELTON COLEMAN, public affairs.  
SARDY J. BERNARD, promotion manager.

### DIGEST OF RATE CARD NO. 6

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AAA—7-10 p.m., daily.				
\$900	\$600	\$400	\$300	\$200

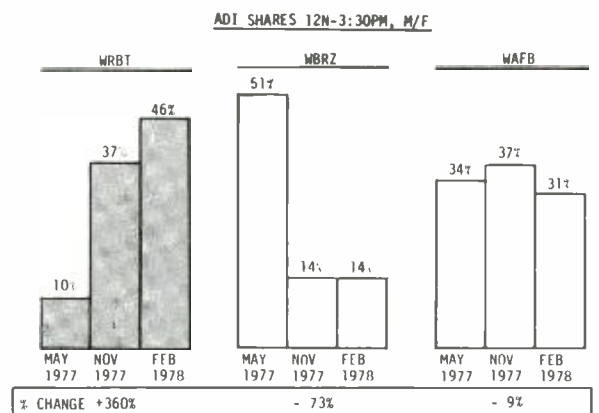
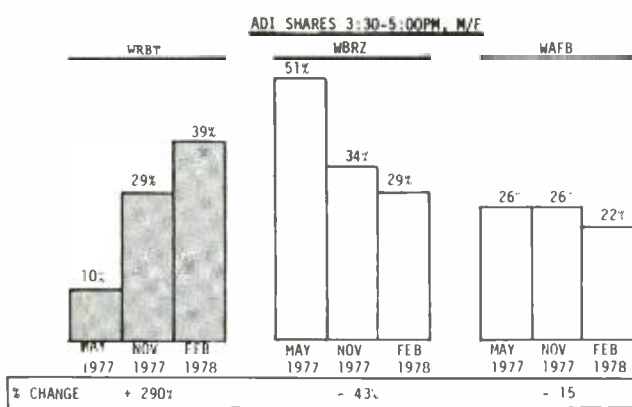
NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	13,000	12,400	96
	Assumption	6,000	5,700	95

Net Weekly Circulation	State County	Total Households	TV Households	%
LOUISIANA—(Continued)				
50% & Over	East Baton Rouge	100,200	98,100	98
	East Feliciana	4,000	3,700	93
	Iberville	9,500	9,100	96
	Livingston	14,000	13,400	96
	Pointe Coupee	6,500	6,200	95
	West Baton Rouge	5,400	5,200	96
	West Feliciana	1,600	1,500	94
Between 25-49%	LOUISIANA			
	St Helena	2,600	2,400	93
	St Mary	18,700	18,200	97
Between 5-24%	LOUISIANA			
	Avoyelles	12,200	11,700	96
	Concordia	6,600	6,200	94
	Iberia	20,300	19,700	97
	Lafayette	40,100	39,100	98
	Lafourche	21,800	21,300	98
	St James	5,100	4,900	96
	St Landry	25,100	23,800	95
	St Martin	10,400	10,100	97
	Tangipahoa	23,900	22,900	96
Terrebonne	25,600	24,900	97	
Washington	14,700	14,000	95	
MISSISSIPPI	Amite	4,200	4,000	95
	Wilkinson	2,800	2,600	93
Station Totals		394,300	381,100	96
Net Weekly Circulation (1976-77)			156,100	
Average Daily Circulation (1976-77)			89,500	

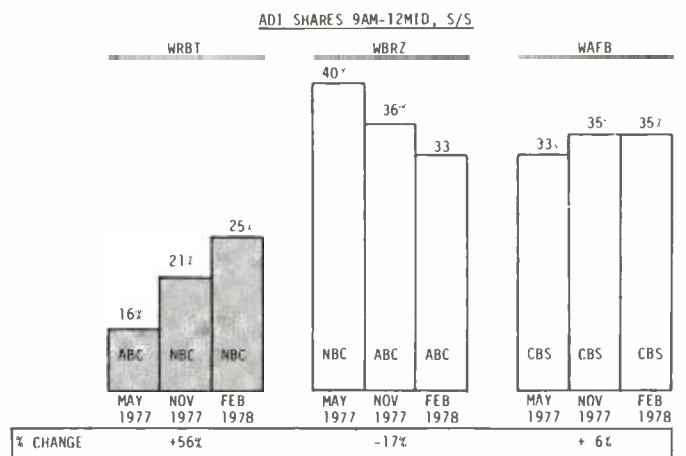
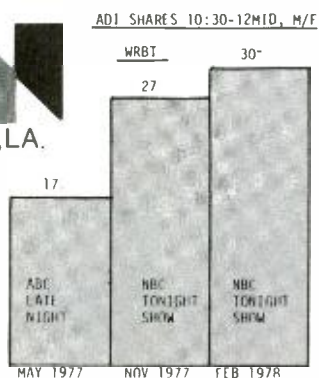


# One of the most remarkable stories in the history of local television ratings occurred in Baton Rouge, Louisiana in September 1977 when WRBT switched its network affiliation to the NBC Television Network.



**33**  
WRBT BATON ROUGE, L.A.

**+76%**



**WRBT DEMONSTRATES A DRAMATIC AND CONSISTENT GROWTH PATTERN IN ONE OF AMERICA'S MOST DYNAMIC TELEVISION MARKETS.**

# Louisiana—Baton Rouge

**WBRZ**

Ch. 2



**BLAIR TELEVISION**

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1685-ft. above av. terrain, 1724-ft. above ground, 1749-ft. above sea level.

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

Transmitter: Plaquemine Pt., La.

TV tape: Recording facilities.

AM Affiliate: WJBO, 5-kw, 1150 kHz (NBC).

FM Affiliate: WFMF, 100-kw, 102.5 MHz (No. 251), 730-ft.

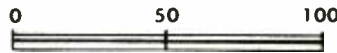
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.



SCALE OF MILES



Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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

WBRZ Ref: FCC File No. BPCT-4173 Granted 3/5/70

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

## WBRZ

Network Service: ABC.

Licensee: Louisiana Television Bcstg. Corp., 1650 Highland Rd., Box 2906 (70821).

Studio: 1650 Highland Rd. (70802).

Telephone: 504-387-2222. TWX No.: 504-993-3576.

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; 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 Blair Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

DOUGLAS L. MANSHIP, president.

JULES L. MAYEUX, general manager.

RICHARD MANSHIP, station manager.

ROBERT J. HEADLEE, general sales manager.

RAY ALEXANDER, program & operations manager.

PATRICIA L. CHERAMIE, sales manager.

WILLIAM YORDY, chief engineer.

ANN TREIGLE, public affairs & personnel director.

LISA EAST, promotion manager.

RAYMOND J. DRAGO, production manager.

JOHN SPAIN, news director.

Highest 30 Sec. Rate (April 10, 1978): \$600.

NETWORK BASE HOURLY RATE: \$775.

360-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
	Ascension	13,000	12,400	96
	Assumption	6,000	5,700	95
	East Baton Rouge	100,200	98,100	98
	East Feliciana	4,000	3,700	93
	Iberia	20,300	19,700	97
	Iberville	9,500	9,100	96
	Lafayette	40,100	39,100	98
	Livingston	14,000	13,400	96
	Pointe Coupee	6,500	6,200	95
	St Helena	2,600	2,400	93
<b>50% &amp; Over</b>	St James	5,100	4,900	96
	St Landry	25,100	23,800	95
	St Martin	10,400	10,100	97
	St Mary	18,700	18,200	97
	Tangipahoa	23,900	22,900	96
	West Baton Rouge	5,400	5,200	96
	West Feliciana	1,600	1,500	94
<b>MISSISSIPPI</b>				
	Amite	4,200	4,000	95
	Pike	11,400	10,900	96
	Wilkinson	2,800	2,600	93
<b>LOUISIANA</b>				
<b>Between 25-49%</b>	Avoyelles	12,200	11,700	96
	Concordia	6,600	6,200	94
	Lafourche	21,800	21,300	98
	St John The Baptist	6,800	6,500	96
	Terrebonne	25,600	24,900	97
(Continued on page 355-b)				
<b>Station Totals</b>		<b>593,000</b>	<b>572,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>309,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>194,700</b>

# Louisiana—Lafayette

## KATC

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. above sea level.

Latitude 30° 02' 19.1"  
Longitude 92° 22' 14.9"

Transmitter: 25-mi. SW of city limits.

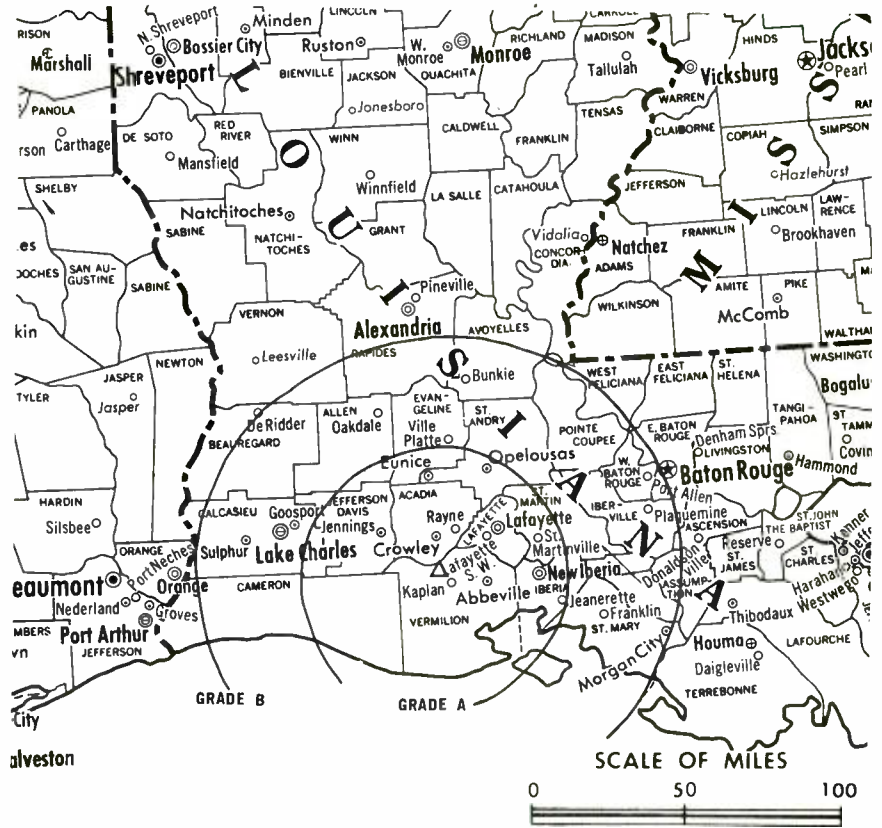
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: ABC.

Represented (legal) by Leo Resnick.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KATC Ref: FCC File No. BPCT-5012 Granted 4/15/77

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

## KATC

Network Service: ABC.

Licensee: Acadian Television Corp.

Studio: 1103 Eraste Landry Rd. (70501).

Telephone: 318-232-6111. TWX No.: 510-975-5043.

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.

Personnel:

MRS. FRANCES T. KURZWEG, president.  
WILLIAM A. PATTON, vice president & general manager.  
PAUL G. BROWN, station manager.  
ROY K. RHODES, sales manager.

Highest 30 Sec. Rate (Jan. 1, 1978): \$300.

NETWORK BASE HOURLY RATE: \$512.

Find out how a station got a shot at a \$6500 order for \$80.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand



Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
	Acadia	17,200	16,600	97
	Allen	6,600	6,300	96
	Avoyelles	12,200	11,700	96
	Beauregard	9,300	8,800	95
	Calcasieu	50,800	49,700	98
	Cameron	3,000	2,900	96
	Evangeline	11,100	10,400	94
<b>50% &amp; Over</b>	Iberia	20,300	19,700	97
	Jefferson Davis	9,500	9,200	97
	Lafayette	40,100	39,100	98
	St Landry	25,100	23,800	95
	St Martin	10,400	10,100	97
	St Mary	18,700	18,200	97
	Vermilion	15,100	14,700	97
	Vernon	11,700	11,100	94
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Rapides	39,300	38,300	97
<b>Between 5-24%</b>	<b>LOUISIANA</b>			
	Assumption	6,000	5,700	95
	Catahoula	3,800	3,500	93
	Grant	5,300	5,000	95
	Lafourche	21,800	21,300	98
	La Salle	5,500	5,200	95
	Pointe Coupee	6,500	6,200	95
	Red River	3,200	3,000	93
	West Feliciana	1,600	1,500	94
	<b>TEXAS</b>			
	San Augustine	2,900	2,700	93
<b>Station Totals</b>		<b>357,000</b>	<b>344,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>219,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>146,700</b>	

# Louisiana—Lafayette

## KLFY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 302-kw visual, 44.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"  
Longitude 92° 22' 41"

Holds CP for change to 309-kw visual, 45.7-kw aural. BPCT-5211.

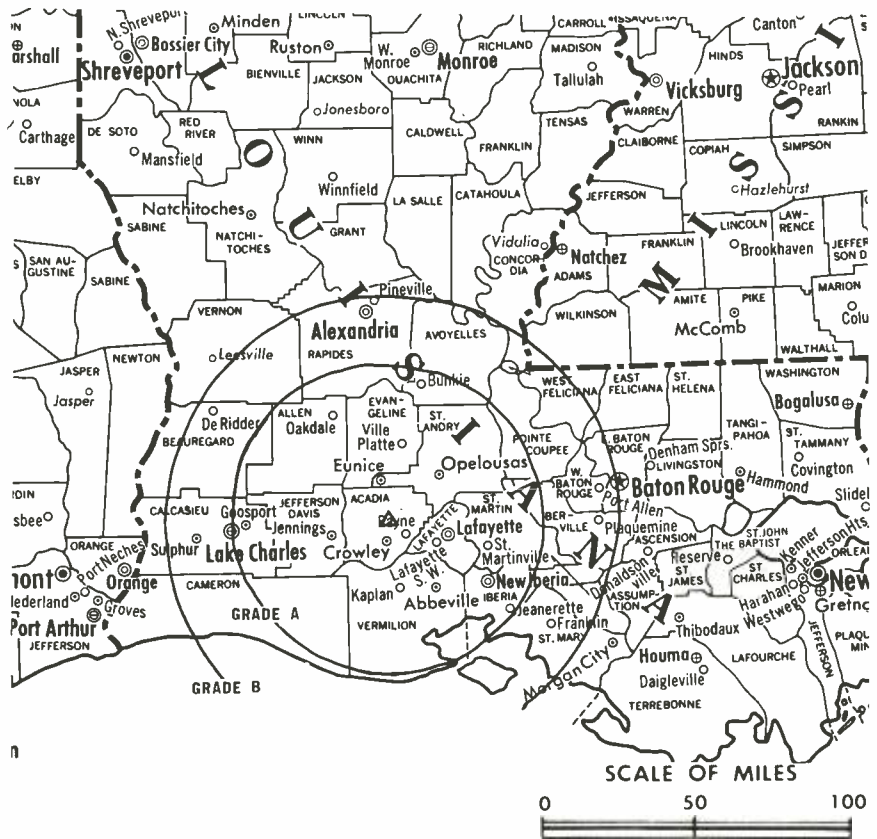
Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, La.

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

News Wire Service: UPI.

Represented (sales) by H-R Television.

Represented (legal) by Cordon & Jacob.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KLFY-TV Ref: FCC File No. BPCT-4241 Granted 9/5/69  
CP: BPCT-5211 Granted 8/7/78

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

## KLFY-TV

Network Service: CBS.

Licensee: Texoma Broadcasters Inc., Box 3687, Lafayette, La. (70502).

Studio: 2410 Eraste Landry Road, Box 3687 (70502).

Telephone: 318-981-4823. TWX No.: 510-975-5052.

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 KWTX-TV, Waco.

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX 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).

Personnel:

THOMAS G. PEARS, general manager.  
TERRY DOVER, operations manager.  
KEITH TOWNSDIN, chief engineer.

### DIGEST OF RATE CARD NO. 21—(Jan. 23, 1978)

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

\$1000 \$600 \$400 \$275 \$250\* \$250\* \$125\*

\*Class AA—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	17,200	16,600	97
	Allen	6,600	6,300	96
	Avoyelles	12,200	11,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Beauregard	9,300	8,800	95
	Calcasieu	50,800	49,700	98
	Cameron	3,000	2,900	96
	Evangeline	11,100	10,400	94
	Iberia	20,300	19,700	97
	Jefferson Davis	9,500	9,200	97
	Lafayette	40,100	39,100	98
	Rapides	39,300	38,300	97
	St Landry	25,100	23,800	95
	St Martin	10,400	10,100	97
	St Mary	18,700	18,200	97
	Vermilion	15,100	14,700	97
Vernon	11,700	11,100	94	
Between 25-49%	MISSISSIPPI			
	Adams	13,000	12,500	96
Between 5-24%	LOUISIANA			
	Assumption	6,000	5,700	95
	Catahoula	3,800	3,500	93
	Concordia	6,600	6,200	94
	Grant	5,300	5,000	95
	Iberville	9,500	9,100	96
	Lafourche	21,800	21,300	98
	La Salle	5,500	5,200	95
	Pointe Coupee	6,500	6,200	95
	Sabine	6,800	6,300	93
	Terrebonne	25,600	24,900	97
	West Feliciana	1,600	1,500	94
MISSISSIPPI	Jefferson	2,400	2,200	92
	Wilkinson	2,800	2,600	93
TEXAS	Sabine	2,800	2,600	92
Station Totals		420,400	405,400	96
Net Weekly Circulation (1976-77)			246,100	
Average Daily Circulation (1976-77)			164,900	

# Louisiana—Lake Charles

## KPLC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 55-kw aural. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"  
Longitude 93° 00' 08"

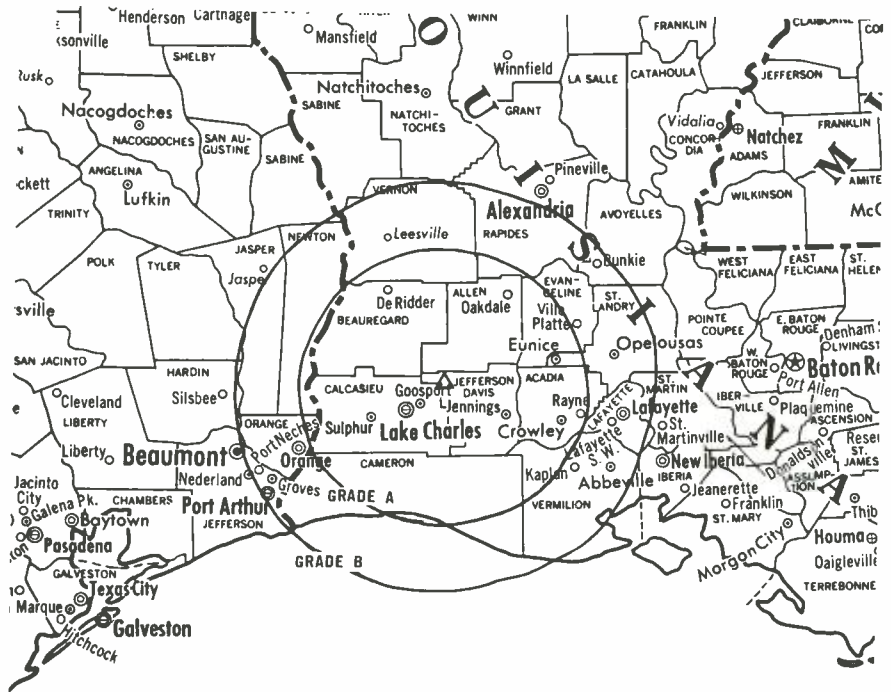
Transmitter: Near Fenton, La.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KPLC-TV Ref: FCC File No. BPCT-4012 Granted 12/12/67

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

## KPLC-TV

Network Service: NBC.

Licensee: Calcasieu TV & Radio Inc., Box 1488, Lake Charles, La. (70601).

Studio: 320 Division St. (70601).

Telephone: 318-439-9071. TWX No.: 510-971-7570.

Ownership: Calcasieu Television & Radio Inc., G. Russell Chambers, pres. & secy., 100%; Albert H. Smith, exec. v.p. & gen. mgr.; Jonathan Golden, v.p. & corp. counsel; Russell C. Chambers, v.p. & treas. G. Russell Chambers also owns 50% of KITT(FM), San Diego, Cal.; 30% of KSYL(AM), Alexandria, La.

Began Operation: Sept. 29, 1954. Sale to present owners by Calcasieu TV & Radio Inc. approved by FCC Feb. 18, 1971. Previous sale to Calcasieu by T. B. Lanford and L. M. Sepaugh Sr. & Jr. approved June 30, 1964 by FCC (Television Digest, 4:18, 27).

Represented (sales) by Katz Television.

Represented (engineering) by G. Russell Chambers.

Represented (legal) by Cohn & Marks.

Personnel:

G. RUSSELL CHAMBERS, president.  
ALBERT H. SMITH, executive vice president & general manager.  
JERRY SMITHWICK, vice president, sales.  
EUNICE CARROLL, vice president & controller.  
ART ANGELO, vice president, news.  
FRED EBERHART, chief engineer.

Highest 30 Sec. Rate (May 15, 1978): \$332.

NETWORK BASE HOURLY RATE: \$225.

For Consulting Engineers,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>LOUISIANA</b>				
		Acadia	17,200	16,600	97
		Allen	6,600	6,300	96
		Beauregard	9,300	8,800	95
		Calcasieu	50,800	49,700	98
		Cameron	3,000	2,900	96
		Jefferson Davis	9,500	9,200	97
		St Landry	25,100	23,800	95
		Vermilion	15,100	14,700	97
		Vernon	11,700	11,100	94
Between 25-49%	<b>LOUISIANA</b>				
		Evangeline	11,100	10,400	94
		Lafayette	40,100	39,100	98
	<b>TEXAS</b>				
		Newton	4,000	3,700	94
		Sabine	2,800	2,600	92
Between 5-24%	<b>LOUISIANA</b>				
		Avoyelles	12,200	11,700	96
		Iberia	20,300	19,700	97
		Rapides	39,300	38,300	97
		Sabine	6,800	6,300	93
		St Martin	10,400	10,100	97
		<b>TEXAS</b>			
		Hardin	12,200	11,800	97
		Jasper	9,100	8,700	96
		Jefferson	81,900	80,600	98
	Orange	25,100	24,600	98	
	Polk	6,900	6,500	94	
	San Augustine	2,900	2,700	93	
<b>Station Totals</b>		<b>433,400</b>	<b>419,900</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>149,200</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>87,900</b>	

# Louisiana—Monroe-El Dorado, Ark.

**KTVE**

Ch. 10



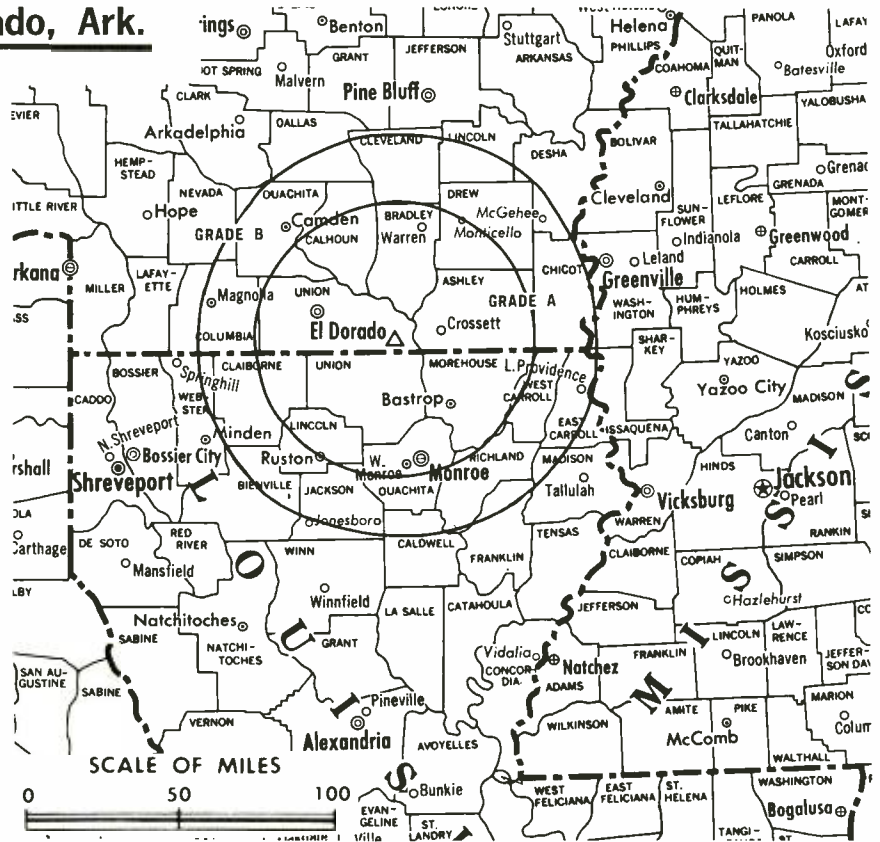
Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1320-ft. above av. terrain, 1352-ft. above ground, 1478-ft. above sea level.

Latitude 33° 04' 41.0"  
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.



KTVE Ref: FCC File No. BMPCT-4620 Granted 1/22/58

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KTVE

Network Service: ABC.

Licensee: KTVE Inc., Box 791, El Dorado, Ark. (71730).

Studio: 400 W. Main, El Dorado, Ark. (71730).

Telephone: 501-862-6651, El Dorado. TWX No.: 910-720-7881.

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.

### Personnel:

JAMES S. TIGHE, v.p., general manager & national sales manager.  
ROBERT WEAVER, local sales manager.  
PETE SPARKS, chief engineer.  
JOHN RALSTON, news director.  
BOB LLOYD, production manager.

Highest 30 Sec. Rate (April 28, 1978): \$165.

NETWORK BASE HOURLY RATE: \$700.

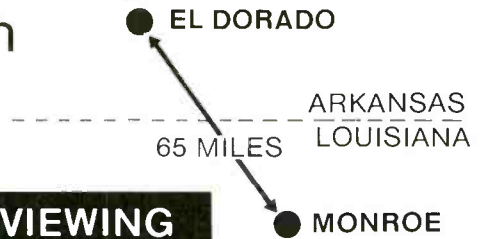
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>ARKANSAS</b>			
	Ashley	8,600	8,200	95
	Bradley	4,600	4,400	95
	Calhoun	2,100	2,000	95
	Chicot	5,800	5,400	92
	Ouachita	10,800	10,300	95
Union	16,400	15,800	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>			
	Caldwell	3,000	2,800	95
	East Carroll	3,700	3,400	93
	Franklin	7,500	7,200	96
	Jackson	5,700	5,500	96
	La Salle	5,500	5,200	95
	Lincoln	11,400	11,100	97
	Morehouse	10,600	10,200	96
	Ouachita	43,700	42,700	98
	Richland	7,200	6,900	95
Union	6,500	6,300	97	
West Carroll	4,400	4,200	95	
<b>Between 25-49%</b>	<b>ARKANSAS</b>			
	Cleveland	2,500	2,300	94
	Desha	6,000	5,700	95
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Winn	5,900	5,600	95
	<b>MISSISSIPPI</b>			
Bolivar	13,900	12,900	93	
Sunflower	9,700	9,000	93	
Washington	21,200	20,200	95	
<b>Between 5-24%</b>	<b>ARKANSAS</b>			
	Columbia	8,900	8,500	95
	Dallas	3,300	3,200	95
	Hempstead	7,100	6,800	95
Lincoln	4,100	3,900	94	
Nevada	4,000	3,800	94	
<b>LOUISIANA</b>	Bienville	6,100	5,800	95
(Continued on page 372-b)				
<b>Station Totals</b>		<b>298,400</b>	<b>285,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>156,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>97,300</b>	

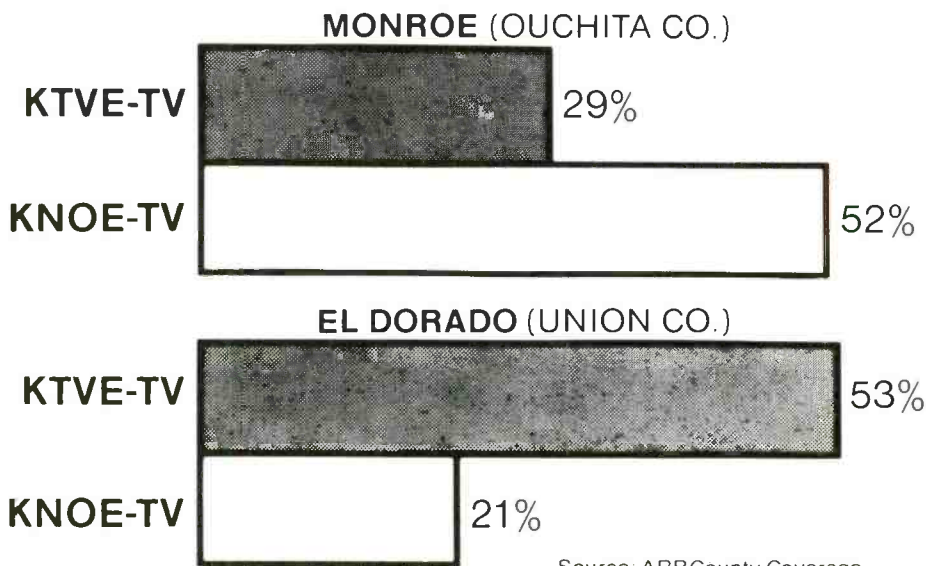
# WHY BUY HALF A MARKET

The rich Monroe-El Dorado market can only be reached through a two station buy—

Here are the facts:



## PRIME TIME SHARE OF COUNTY VIEWING



Source: ARBCounty Coverage

# KTVE-TV 10

EL DORADO, ARKANSAS  
MONROE, LOUISIANA



REPRESENTED BY THE MEEKER COMPANY

GRAY COMMUNICATIONS SYSTEMS, INC.

# Louisiana—Monroe-West Monroe

## KNOE-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-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, 100-kw, 101.9 MHz (No. 270), 1670-ft.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

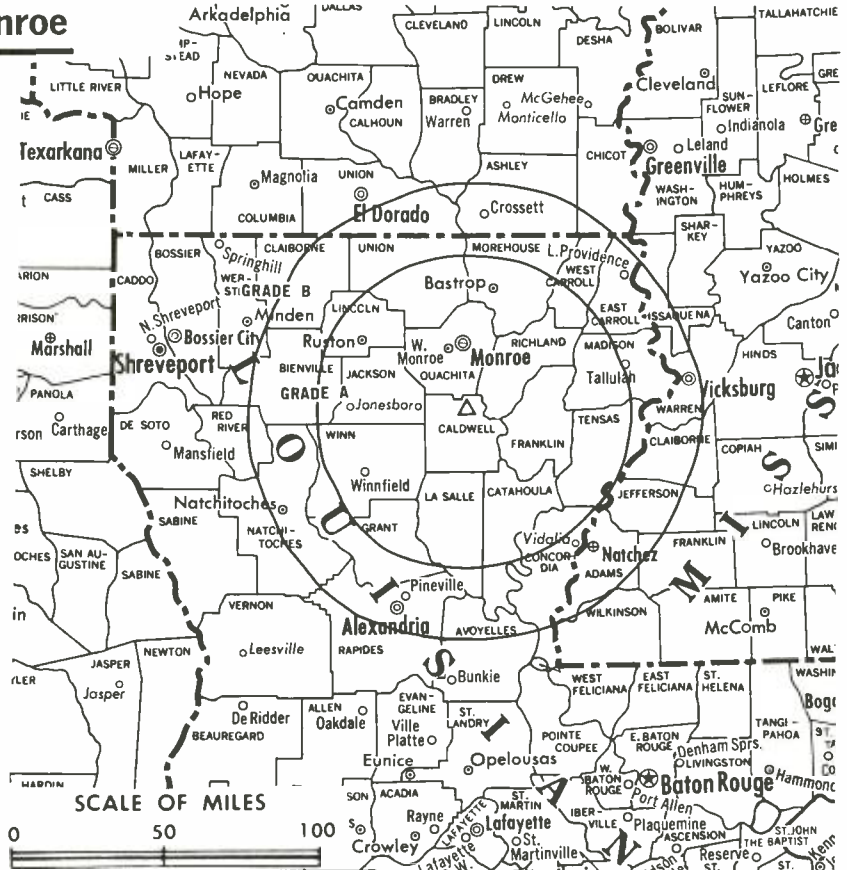
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



KNOE-TV Ref: FCC File No. BPCT-3313 Granted 10/2/84

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

## KNOE-TV

Network Service: 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%. Also owns WNOE, New Orleans.

Began Operation: Sept. 27, 1953.

Represented (sales) by Katz Television.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Cohn & Marks.

Personnel:

JAMES A. NOE JR., president.  
JOE ALLEN BOOTHE, vice president & sales manager.  
ALLEN JONES, vice president & asst. sales manager.  
JACK McCALL, vice president, programs.  
RAY BOYD, v.p. & technical director.  
PATRICIA TANNER, v.p., sales service, promotion & copy.  
ANSEL SMITH, v.p., operations & production.  
GERALD WILLIAMS, vice president & news director.  
LEON NOLAND JR., chief photographer.  
FREDDY ROBERTS, chief engineer.

### DIGEST OF RATE CARD NO. 23—(May 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class AAA—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.	\$1250	\$800	\$600	\$350*	\$350*	\$125*

\*Class AAA—6:59-9:59 p.m., Mon.-Fri.; 5:59-9:59 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Ashley	8,600	8,200	95
	Chicot	5,800	5,400	92
	Union	16,400	15,800	96
<b>LOUISIANA</b>				
	Caldwell	3,000	2,800	95
	Catahoula	3,800	3,500	93
	Concordia	6,600	6,200	94
	East Carroll	3,700	3,400	93
	Franklin	7,500	7,200	96
	Grant	5,300	5,000	95
	Jackson	5,700	5,500	96
	La Salle	5,500	5,200	95
	Lincoln	11,400	11,100	97
50% & Over	Madison	4,900	4,600	93
	Morehouse	10,600	10,200	96
	Natchitoches	11,600	10,800	93
	Ouachita	43,700	42,700	98
	Rapides	39,300	38,300	97
	Richland	7,200	6,900	95
	Tensas	3,000	2,800	93
	Union	6,500	6,300	97
	West Carroll	4,400	4,200	95
	Winn	5,900	5,600	95
<b>MISSISSIPPI</b>				
	Adams	13,000	12,500	96
	Warren	16,300	15,700	96
	Washington	21,200	20,200	95

(Continued on page 372-b)

Station Totals	377,800	361,300	95
Net Weekly Circulation (1976-77)			233,400
Average Daily Circulation (1976-77)			168,800



# Louisiana—West Monroe

## KLAA

Ch. 14

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 79.4-kw aural. Antenna: 600-ft. above av. terrain, 644-ft. above ground, 713-ft. above sea level.

Latitude 32° 30' 21"

Longitude 92° 08' 54"

Transmitter: 701 Parkwood Dr.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b)



KLAA Ref: FCC File No. BPCT-4598 Granted 11/15/73

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

## KLAA

Network Service: NBC.

Licensee: Monroe Television Inc., Box 1596, West Monroe, La. (71291).

Studio: 701 Parkwood Dr., West Monroe, La. (71291).

Telephone: 318-388-0114.

Ownership: S. K. & Elizabeth Abul-Haj, 24%; Kenneth E. Meyer, 19.3%; Charles R. Meyer, 10%; S. K. Abul-Haj, 8.3%; Mark Pettaway, 8%; H. C. Wattner, 6.8%; Larry Robinson, 6.8%; Robert Seifert, 5%; Jane A. Meyer, 4.9%; Richard Lindman, 4.2%; John Noennig, 2.2%; George Baldrige, 0.5%. The Meyers, Abul-Hajs, Seifert & Baldrige own KMTC(TV), Springfield, Mo. Kenneth Meyer has interest in KTXR-FM, Springfield; KFAL & KKCA, Fulton & KLEX, Lexington, all Mo. Franklin has interest in KFAL, KKCA & KLEX. Lindman has 33-1/3% of KCHL-AM-FM, Chillicothe, Mo.

Began Operation: Aug. 19, 1967 on Ch. 39 as KUZN-TV, left air Dec. 12, 1968; resumed operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971. Resumed operation Oct. 6, 1974. Transfer of control to present owners approved by FCC Jan. 31, 1978.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Personnel:

KENNETH E. MEYER, president.  
 DON NEIL, general sales manager.  
 CLARENCE MATTSO, chief engineer.

Highest 30 Sec. Rate: \$80.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b> Ouachita	43,700	42,700	98
	<b>LOUISIANA</b> Caldwell	3,000	2,800	95
Between 25-49%	Jackson	5,700	5,500	96
	La Salle	5,500	5,200	95
	Lincoln	11,400	11,100	97
	Morehouse	10,600	10,200	96
Between 5-24%	<b>ARKANSAS</b> Ashley	8,600	8,200	95
	<b>LOUISIANA</b> Franklin	7,500	7,200	96
	Richland	7,200	6,900	95
	Winn	5,900	5,600	95
<b>Station Totals</b>		<b>115,600</b>	<b>111,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>48,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>20,200</b>

For NBC Network Listing,  
 see Services Volume

# 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.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

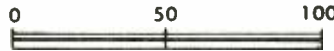
News Film Service: NBC.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.



SCALE OF MILES



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 520 Royal St., New Orleans, La. (70130).

Studio: 520 Royal St.

Telephone: 504-588-9378. TWX No.: 504-822-6166.

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

Began Operation: Dec. 18, 1948. Sale to present owner by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49).

Represented (sales) by Blair Television.

Personnel:

K. JAMES YAGER, senior vice president & general manager.  
JOHN SANDER, assistant general manager.  
RICHARD LEVY, sales manager.  
JOSEPH P. GILL, chief engineer.  
DOUGLAS RAMSEY, news director.  
HAL EDWARDS, production supervisor.  
C. STEPHEN CURRIE, program/promotion manager.  
FARRELL MEISELL, promotion director.

DIGEST OF RATE CARD NO. 29—(Feb. 2, 1977)

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

\$2800 \$1900 \$1300 \$1000 Graded rates apply\*

\*Highest rate: \$850.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Jefferson	134,600	132,800	99
	Lafourche	21,800	21,300	98
	Orleans	206,400	201,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA—(Continued)</b>				
50% & Over	Plaquemines	7,600	7,400	97
	St Bernard	18,000	17,900	99
	St Charles	9,500	9,300	98
	St James	5,100	4,900	96
	St John The Baptist	6,800	6,500	96
	St Tammany	26,600	25,900	97
	Tangipahoa	23,900	22,900	96
	Terrebonne	25,600	24,900	97
	Washington	14,700	14,000	95
	<b>MISSISSIPPI</b>			
Between 25-49%	Hancock	6,200	6,000	97
	Harrison	46,400	45,500	98
	Pearl River	8,900	8,600	97
	Walthall	4,100	3,900	95
<b>LOUISIANA</b>				
Between 25-49%	Assumption	6,000	5,700	95
	St Mary	18,700	18,200	97
	<b>MISSISSIPPI</b>			
Between 25-49%	Jackson	33,400	32,700	98
	Pike	11,400	10,900	96
	Stone	2,600	2,500	97
<b>LOUISIANA</b>				
Between 5-24%	Ascension	13,000	12,400	96
	Livingston	14,000	13,400	96
	St Helena	2,600	2,400	93
<b>MISSISSIPPI</b>				
Between 5-24%	Amite	4,200	4,000	95
	Marion	8,000	7,600	96
	Perry	2,900	2,800	96
<b>Station Totals</b>		<b>683,000</b>	<b>666,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>526,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>349,300</b>	

# Louisiana—New Orleans

## WGNO-TV

Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 479-kw max. & 340-kw horizontal visual, 50.2-kw horizontal 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 & tape.

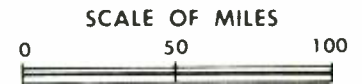
News Wire Service: AP.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WGNO-TV Ref: FCC File No. BPCT-4908 Granted 5/28/76



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

## WGNO-TV

Network Service: None, independent.

Licensee: Greater New Orleans Television Inc., 2 Canal St., New Orleans, La. (70130).

Studio: International Trade Mart, Canal St.

Telephone: 504-581-2600. TWX No.: 810-954-6158.

Ownership: General Media Corp., 100%. Edward B. Holt, chmn.; Earl W. Hickerson, pres.; David S. Paddock, secy.; Roger W. Erkert, treas. General Media has multiple cable system interests & is an applicant for Ch. 34, Oklahoma City.

Began Operation: Oct. 14, 1967. Sale to present owner by Seymour Smith et al. approved by FCC June 30, 1978. Previous sale by Receiver in Bankruptcy approved by FCC Dec. 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

Represented (sales) by Bolton Broadcasting Ltd.

Personnel:

EARL HICKERSON, president.  
DEAN WARD, vice president & general manager.  
RICK DRINGEL, general sales manager.  
PAUL KRIMSIER, program-promotion manager.  
BILL BRISTER, chief engineer.  
STEVE MOHAMMED, business manager.  
BOB CREMILLION, production manager.

DIGEST OF RATE CARD NO. 13  
(Jan. 15, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$880	\$645	\$395	\$85	\$85	\$42

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Jefferson	134,600	132,800	99
Between 25-49%	<b>LOUISIANA</b>			
	Lafourche	21,800	21,300	98
	Orleans	206,400	201,600	98
	Plaquemines	7,600	7,400	97
	St Bernard	18,000	17,900	99
Between 5-24%	<b>LOUISIANA</b>			
	Assumption	6,000	5,700	95
	East Baton Rouge	100,200	98,100	98
	St James	5,100	4,900	96
	St John The Baptist	6,800	6,500	96
	St Tammany	26,600	25,900	97
	Tangipahoa	23,900	22,900	96
	Terrebonne	25,600	24,900	97
Washington	14,700	14,000	95	
MISSISSIPPI	Harrison	46,400	45,500	98
	Pearl River	8,900	8,600	97
<b>Station Totals</b>		<b>662,100</b>	<b>647,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>218,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>92,800</b>

# Louisiana—New Orleans

## WVUE

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 1046-ft. above ground, 1049-ft. above sea level.

Latitude 29° 57' 14"  
Longitude 89° 56' 58"

Transmitter: Paris Rd., near Chalmette, La.

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

News Wire Service: AP.

News Film Service: ABC.

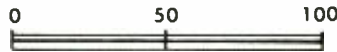
Studio: 1025 S. Jefferson Davis Parkway.

Telephone: 504-486-6161.

Represented (sales) by Petry Television Inc.



SCALE OF MILES



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WVUE Ref: FCC Doc. 18390

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

## WVUE

Network Service: ABC.

Licensee: Gaylord Broadcasting Co., Box 25125, Oklahoma City, Okla. (73125).

Ownership: Gaylord Bcstg. Co. For other interests, see Group Ownership of TV Stations.

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). Switched to Ch. 8 June 8, 1970. Sale to present owner approved by FCC June 30, 1977 (Vol 16:26; 17:28).

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ROBERT M. OLSON, vice president & general manager.  
JACK C. LONG, asst. general manager & general sales manager.  
DONALD B. WILBURN, program & promotion manager.  
ALLEN GUNDERSON, chief engineer.  
MEL LEAVITT, public affairs director.  
BEN CANADA, local sales manager.  
ALEC GIFFORD, news director.

DIGEST OF RATE CARD NO. 22—(Jan. 9, 1978)

Hour 30 Min. 15 Min. 10 Min. 5 Min. 30 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$3000 \$2200 \$1400 \$1000 \$750 Graded rates apply\*

\*Highest rate: \$1400.

NETWORK BASE HOURLY RATE: \$1168.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>LOUISIANA</b>			
	Jefferson	134,600	132,800	99
	Lafourche	21,800	21,300	98
	Orleans	206,400	201,600	98
	Plaquemines	7,600	7,400	97
	St Bernard	18,000	17,900	99
	St Charles	9,500	9,300	98
	St James	5,100	4,900	96
	St John The Baptist	6,800	6,500	96
<b>50% &amp; Over</b>	St Tammany	26,600	25,900	97
	Tangipahoa	23,900	22,900	96
	Terrebonne	25,600	24,900	97
	Washington	14,700	14,000	95
	<b>MISSISSIPPI</b>			
	Hancock	6,200	6,000	97
	Harrison	46,400	45,500	98
	Pearl River	8,900	8,600	97
	Pike	11,400	10,900	96
	<b>LOUISIANA</b>			
<b>Between 25-49%</b>	Assumption	6,000	5,700	95
	St Mary	18,700	18,200	97
	<b>MISSISSIPPI</b>			
	Walthall	4,100	3,900	95
	<b>LOUISIANA</b>			
<b>Between 5-24%</b>	Ascension	13,000	12,400	96
	Livingston	14,000	13,400	96
	St Helena	2,600	2,400	93
(Continued on page 372-b)				
<b>Station Totals</b>		<b>680,100</b>	<b>663,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>514,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>345,800</b>

# 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. (70176).

Telephone: 504-529-4444.

TV tape: Recording facilities.

AM Affiliate: WWL, 50-kw, 870 kHz (CBS).

FM Affiliate: WWL-FM, 95-kw, 101.9 MHz (No. 270), 830-ft.

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

News Wire Service: AP, UPI.

Facsimile Service: UPI.

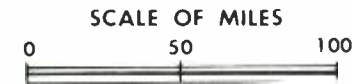
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WWL-TV Ref: FCC File No. BPCT-3071 Granted 11/1/62

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

## WWL-TV

Network Service: CBS.

Licensee: Loyola University, 6363 St. Charles Ave., New Orleans, La. (70118).

Ownership: Loyola University. Rev. James Carter, S.J., pres.

Began Operation: Sept. 7, 1957.

Represented (sales) by Katz Television Inc.

Represented (legal) by Marmet Professional Corp.

Personnel:

J. MICHAEL EARLY, v.p., broadcasting & general manager.  
MAURICE GUILLERMAN, asst. gen. mgr. & gen. sales manager.  
JOHN PELA, dir. of creative services & film buyer.  
JERROLD WHALEY, national sales manager.  
JAMES DABOVAL, local sales manager.  
PHIL JOHNSON, news director.  
HUGH BURNEY, chief engineer.  
RICHARD J. AKIN, promotion director.

DIGEST OF RATE CARD NO. A35—(Feb. 16, 1976)

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

Class AA—7-10 p.m., daily.

\$1550.00 \$950.00 \$700.00 \$600.00 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Assumption	6,000	5,700	95
	Jefferson	134,600	132,800	99
	Lafourche	21,800	21,300	98
	Orleans	206,400	201,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Plaquemines	7,600	7,400	97
	St Bernard	18,000	17,900	99
	St Charles	9,500	9,300	98
	St James	5,100	4,900	96
	St John The Baptist	6,800	6,500	96
	St Tammany	26,600	25,900	97
	Tangipahoa	23,900	22,900	96
	Terrebonne	25,600	24,900	97
	Washington	14,700	14,000	95
	<b>MISSISSIPPI</b>			
Hancock	6,200	6,000	97	
Harrison	46,400	45,500	98	
Pearl River	8,900	8,600	97	
Pike	11,400	10,900	96	
Walthall	4,100	3,900	95	
<b>LOUISIANA</b>				
	Ascension	13,000	12,400	96
St Mary	18,700	18,200	97	
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Jackson	33,400	32,700	98
	Stone	2,600	2,500	97
<b>LOUISIANA</b>				
	Livingston	14,000	13,400	96
St Helena	2,600	2,400	93	
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Adams	13,000	12,500	96
	Lamar	6,300	6,100	97
	Marion	8,000	7,600	96
	Perry	2,900	2,800	96
<b>Station Totals</b>		<b>698,100</b>	<b>680,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>541,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>389,800</b>

## Louisiana

### KTVE, Monroe-El Dorado

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	LOUISIANA—(Continued)			
	Claiborne	6,000	5,700	95
	Madison	4,900	4,600	93
	<b>MISSISSIPPI</b>			
Between 5-24%	Humphreys	3,800	3,600	95
	Issaquena	700	700	93
	Jefferson	2,400	2,200	92
	Warren	16,300	15,700	96
	Yazoo	8,700	8,300	96

### WVUE, New Orleans

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSISSIPPI</b>			
	Amite	4,200	4,000	95
Between 5-24%	Jackson	33,400	32,700	98
	Marion	8,000	7,600	96
	Stone	2,600	2,500	97

### KNOE-TV, Monroe

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARKANSAS</b>			
	Bradley	4,600	4,400	95
	<b>LOUISIANA</b>			
	Avoyelles	12,200	11,700	96
	Bienville	6,100	5,800	95
	<b>MISSISSIPPI</b>			
Between 25-49%	Claiborne	3,300	3,100	94
	Franklin	2,700	2,600	94
	Humphreys	3,800	3,600	95
	Issaquena	700	700	93
	Jefferson	2,400	2,200	92
	<b>ARKANSAS</b>			
	Calhoun	2,100	2,000	95
	Columbia	8,900	8,500	95
	Desha	6,000	5,700	95
	<b>LOUISIANA</b>			
Between 5-24%	Claiborne	6,000	5,700	95
	Sabine	6,800	6,300	93
	Vernon	11,700	11,100	94
	<b>MISSISSIPPI</b>			
	Amite	4,200	4,000	95
	Bolivar	13,900	12,900	93
	Wilkinson	2,800	2,600	93
	Yazoo	8,700	8,300	96

The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
Information  
On Demand



**ARBITRON TELEVISION**

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# Louisiana—Shreveport

## KSLA-TV

Ch. 12

**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.

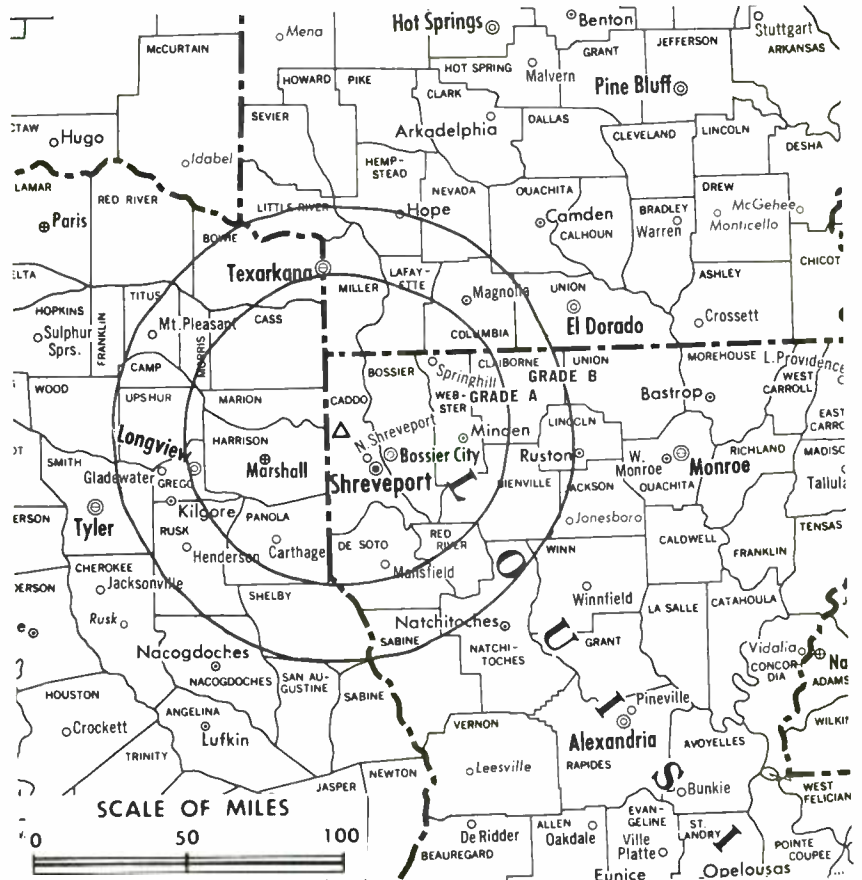
**News Wire Service:** AP, UPI.

**News Tape Service:** CBS.

**Represented (engineering)** by Jules Cohen & Associates.

**Represented (legal)** by Cordon & Jacob.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KSLA-TV Ref: FCC File No. BM1CT-5970 Granted 5/5/64 ©American M&P Co., Inc., N.Y., No. 14244

## KSLA-TV

**Network Service:** CBS.

**Licensee:** KSLA-TV Inc., Box 4812, Shreveport, La. (71104).

**Studio:** 1812 Fairfield Ave., Box 4812 (71104).

**Telephone:** 318-222-1212. TWX No.: 510-973-4013.

**Ownership:** Mrs. Dolores G. LaVigne, chmn., 36.32%; Attaway Investments, 25.14%; Winston B. Linam, pres. & mgr., 9.23%; Jeanne R. Linam, 9.23%; O. P. Avinger, treas.; Barbara Franklin, secy.; 22 others, none with as much as 5%.

**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.

**Personnel:**

- WINSTON B. LINAM, general manager.
- BEN B. McLAUGHLIN, sales manager.
- JOHN RENSHAW, program director.
- ROBERT WEIMAR, production manager.
- JOHN HITT, chief engineer.
- DON OWEN, news director.

**Highest 30 Sec. Rate (April 12, 1978):** \$450.

**NETWORK BASE HOURLY RATE:** \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Columbia	8,900	8,500	95
	Hempstead	7,100	6,800	95
	Howard	5,100	4,900	96
	Lafayette	3,200	3,100	96
	Little River	4,000	3,800	94
	Miller	12,100	11,700	97
	Nevada	4,000	3,800	94
	Sevier	5,200	5,000	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>LOUISIANA</b>			
	Bienville	6,100	5,800	95
	Bossier	22,800	22,200	98
	Caddo	86,600	84,400	98
	Claiborne	6,000	5,700	95
	De Soto	7,800	7,400	95
	Natchitoches	11,600	10,800	93
	Red River	3,200	3,000	93
	Sabine	6,800	6,300	93
	Webster	14,400	13,900	96
	<b>OKLAHOMA</b>			
	Mc Curtain	13,000	12,300	94
	<b>TEXAS</b>			
	Bowie	25,100	24,400	97
	Camp	2,900	2,700	94
	Cass	9,500	9,200	96
	Franklin	2,600	2,500	95
	Gregg	30,200	29,400	97
	Harrison	15,700	15,100	96
	Marion	2,700	2,600	95
	Morris	4,600	4,500	97
	Nacogdoches	14,400	13,600	95
	Panola	6,100	5,900	96
	Red River	5,300	4,900	93
	Rusk	14,100	13,600	97
	San Augustine	2,900	2,700	93
	Shelby	7,500	7,100	95
	Titus	7,000	6,700	96
	Upshur	9,300	9,000	96
	Wood	8,900	8,600	96

Between 25-49%	Arkansas	Total Households	TV Households	%
	Ouachita	10,800	10,300	95

(Continued on page 375-b)

<b>Station Totals</b>	<b>590,200</b>	<b>568,500</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>381,200</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>269,900</b>	

# 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).

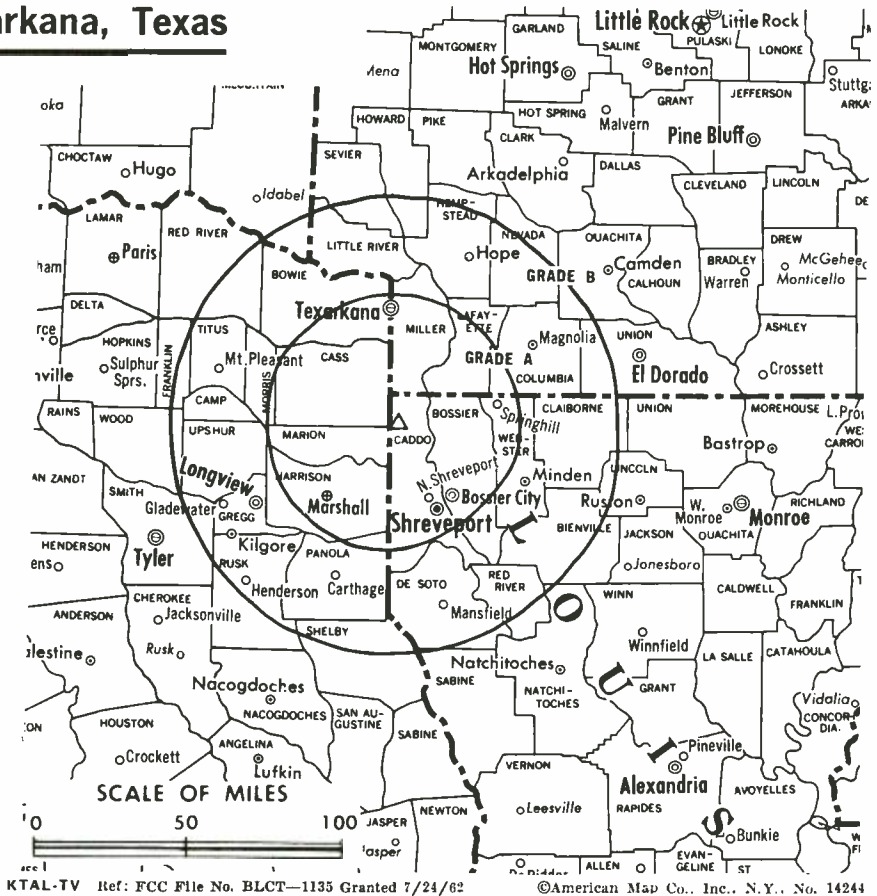
FM Affiliate: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

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

News Wire Service: AP.

News Film Service: Newsweek.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTAL-TV Ref: FCC File No. BLCT-1135 Granted 7/24/62

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

## KTAL-TV

Network Service: NBC.

Licensee: KCMC Inc., 3227 Summerhill Rd., Texarkana, Tex.

Studios & Offices: 3227 Summerhill Rd., Texarkana, Tex.; 3150 N. Market St., Shreveport, La. (71107).

Telephones: 214-793-1133 (Texarkana); 318-425-2422 (Shreveport).

TWX No.: 510-973-4169 (Shreveport).

Ownership: Camden News Publishing Co., publisher of Camden (Ark.) News, 49.93% (Walter E. Hussman individually & as trustee holds 46.8% of Camden News, Betty P. Hussman holds 46.8%); Walter E. Hussman, pres., 20.28%; Texarkana Newspapers Inc., 6%; many others, none with as much as 2%. Ownership interlocks with KCMC, Texarkana; KAMD & KWEH-FM, Camden, Ark.; 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. For CATV interests, see WEHCO Video Inc. under CATV Group Ownership.

Began Operation: Aug. 16, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Covington & Burling.

Personnel:

WALTER E. HUSSMAN, president.  
H. LEE BRYANT, vice president & general manager.  
STEPHEN McDONALD, sales manager.  
JEAN BYRD, program director.  
JAY BERTUCCI, news director.  
RUBIN L. MASTERS, chief engineer.

### DIGEST OF RATE CARD

(Jan. 1, 1975)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$800.00	\$500.00	\$300.00	\$225.00	\$240.00	\$120.00

NETWORK BASE HOURLY RATE: \$750.

374-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Columbia	8,900	8,500	95
	Hempstead	7,100	6,800	95
	Howard	5,100	4,900	96
	Lafayette	3,200	3,100	96
	Little River	4,000	3,800	94
	Miller	12,100	11,700	97
	Nevada	4,000	3,800	94
	Sevier	5,200	5,000	96
	Union	16,400	15,800	96
<b>LOUISIANA</b>				
	Bienville	6,100	5,800	95
	Bossier	22,800	22,200	98
	Caddo	86,600	84,400	98
	Claiborne	6,000	5,700	95
	De Soto	7,800	7,400	95
	Red River	3,200	3,000	93
	Webster	14,400	13,900	96
<b>OKLAHOMA</b>				
	Mc Curtain	13,000	12,300	94
<b>TEXAS</b>				
	Bowie	25,100	24,400	97
	Camp	2,900	2,700	94
	Cass	9,500	9,200	96
	Franklin	2,600	2,500	95
	Gregg	30,200	29,400	97
	Harrison	15,700	15,100	96
	Marion	2,700	2,600	95
	Morris	4,600	4,500	97
	Panola	6,100	5,900	96
	Red River	5,300	4,900	93
(Continued on next page)				
<b>Station Totals</b>		<b>576,600</b>	<b>555,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>354,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>216,400</b>



**KTBS-TV, Shreveport**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TEXAS—(Continued)</b>					
<b>50% &amp; Over</b>	Red River	5,300	4,900	93	
	Rusk	14,100	13,600	97	
	Sabine	2,800	2,600	92	
	San Augustine	2,900	2,700	93	
	Shelby	7,500	7,100	95	
	Titus	7,000	6,700	96	
	Upshur	9,300	9,000	96	
<b>ARKANSAS</b>					
<b>Between 25-49%</b>	Ouachita	10,800	10,300	95	
	Polk	6,200	5,800	94	
	Union	16,400	15,800	96	
	<b>TEXAS</b>				
	Hopkins	8,200	7,900	96	
	Smith	39,000	37,800	97	
	Wood	8,900	8,600	96	
<b>ARKANSAS</b>					
<b>Between 5-24%</b>	Pike	3,600	3,400	95	
	<b>LOUISIANA</b>				
	Grant	5,300	5,000	95	
	La Salle	5,500	5,200	95	
	Ouachita	43,700	42,700	98	
	Union	6,500	6,300	97	
	Vernon	11,700	11,100	94	
<b>TEXAS</b>					
	Anderson	11,700	11,200	96	
	Angelina	19,500	18,900	97	
	Cherokee	11,900	11,300	95	
	Van Zandt	10,600	10,200	96	

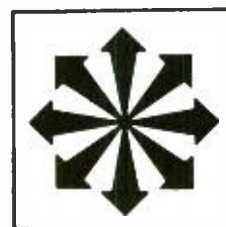
**KSLA-TV, Shreveport**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>ARKANSAS—(Continued)</b>					
<b>Between 25-49%</b>	Union	16,400	15,800	96	
	<b>LOUISIANA</b>				
	Jackson	5,700	5,500	96	
	Lincoln	11,400	11,100	97	
	Winn	5,900	5,600	95	
	<b>TEXAS</b>				
	Angelina	19,500	18,900	97	
	Sabine	2,800	2,600	92	
<b>ARKANSAS</b>					
<b>Between 5-24%</b>	Pike	3,600	3,400	95	
	Polk	6,200	5,800	94	
	<b>LOUISIANA</b>				
	La Salle	5,500	5,200	95	
	Ouachita	43,700	42,700	98	
	<b>TEXAS</b>				
	Cherokee	11,900	11,300	95	
	Hopkins	8,200	7,900	96	
	Smith	39,000	37,800	97	
	Trinity	2,900	2,700	92	

**KTAL-TV, Shreveport**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TEXAS—(Continued)</b>					
<b>50% &amp; Over</b>	Rusk	14,100	13,600	97	
	Shelby	7,500	7,100	95	
	Titus	7,000	6,700	96	
	Upshur	9,300	9,000	96	
	Wood	8,900	8,600	96	
<b>ARKANSAS</b>					
<b>Between 25-49%</b>	Ouachita	10,800	10,300	95	
	Pike	3,600	3,400	95	
	<b>LOUISIANA</b>				
	Jackson	5,700	5,500	96	
	Lincoln	11,400	11,100	97	
	Natchitoches	11,600	10,800	93	
	Sabine	6,800	6,300	93	
	Winn	5,900	5,600	95	
<b>TEXAS</b>					
<b>Between 5-24%</b>	Hopkins	8,200	7,900	96	
	Nacogdoches	14,400	13,600	95	
	San Augustine	2,900	2,700	93	
	<b>ARKANSAS</b>				
	Polk	6,200	5,800	94	
	<b>LOUISIANA</b>				
Ouachita	43,700	42,700	98		
Union	6,500	6,300	97		
<b>TEXAS</b>					
	Cherokee	11,900	11,300	95	
	Smith	39,000	37,800	97	
	Van Zandt	10,600	10,200	96	

**BLACKBURN  
& COMPANY, INC.**



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# Louisiana—Shreveport

## KTBS-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-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.

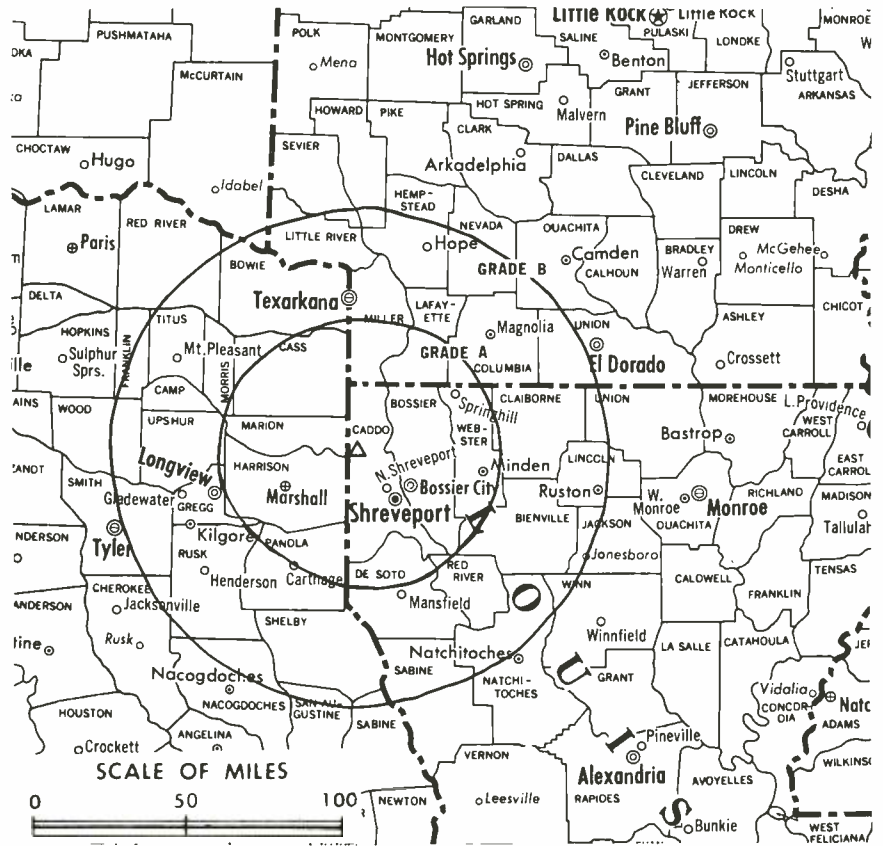
News Wire Service: AP, UPI.

News Film Service: ABC.

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

Represented (sales) by Katz Television Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTBS-TV Ref: FCC File No. BMPCT-5808 Granted 12/18/62

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

## KTBS-TV

Network Service: ABC.

Licensee: KTBS Inc., 312 East Kings Hwy., Shreveport, La. (71104).

Studio: 312 East Kings Hwy., P.O. Box 4367, Shreveport (71104).

Telephone: 318-868-3644. TWX No.: 510-973-4076.

Ownership: E. Newton Wray, pres., 37.500%; George D. Wray Jr., v.p., 26.388%; Charles W. Wray, secy.-treas., 26.388%; Evelyn Wray Smith, 4.166%; Lois Wray Rowe & Edwin N. Wray Jr., 2.777% each.

Began Operation: Sept. 3, 1955.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

E. NEWTON WRAY, president & general manager.  
EDWIN N. WRAY JR., station manager.  
ALLAN STOLL, national sales manager.  
ORAL LINK, production manager.  
MARVIN L. PERRY JR., program & promotion manager.  
CLAUDE R. SCOTT, chief engineer.  
SAM ELLIS, news director.  
STELLA HALLMAN, traffic manager.  
ROSIE JONES, building maintenance manager.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$1000 \$600 \$400 \$250 Graded rates apply\*

\*Highest rate: \$600.

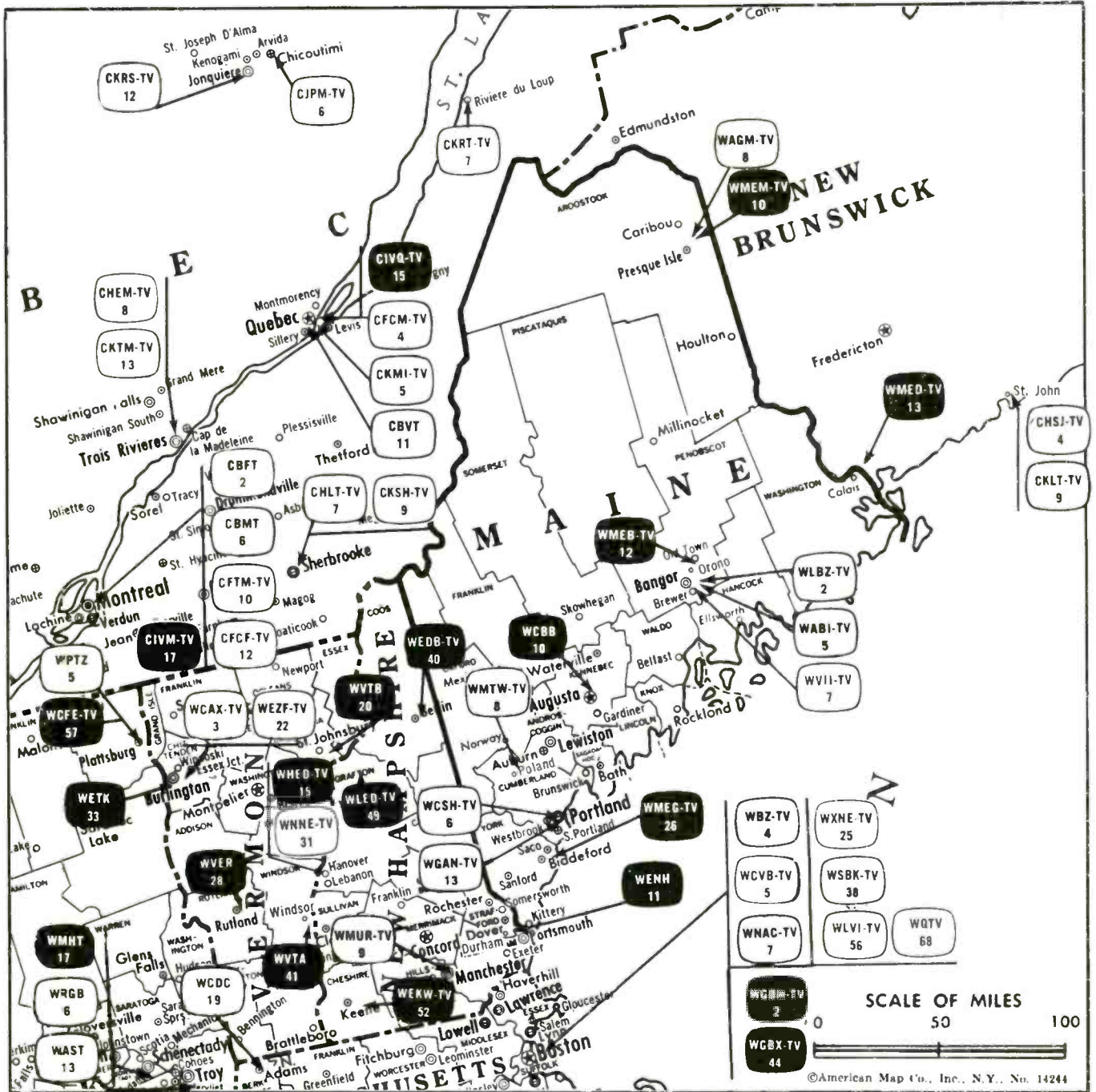
NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	8,900	8,500	95
	Hempstead	7,100	6,800	95
	Howard	5,100	4,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
ARKANSAS—(Continued)				
	Lafayette	3,200	3,100	96
	Little River	4,000	3,800	94
	Miller	12,100	11,700	97
	Nevada	4,000	3,800	94
	Sevier	5,200	5,000	96
LOUISIANA				
	Bienville	6,100	5,800	95
	Bossier	22,800	22,200	98
	Caddo	86,600	84,400	98
	Claiborne	6,000	5,700	95
	De Soto	7,800	7,400	95
	Jackson	5,700	5,500	96
	Lincoln	11,400	11,100	97
	Natchitoches	11,600	10,800	93
	Red River	3,200	3,000	93
	Sabine	6,800	6,300	93
	Webster	14,400	13,900	96
	Winn	5,900	5,600	95
OKLAHOMA				
	Mc Curtin	13,000	12,300	94
TEXAS				
	Bowie	25,100	24,400	97
	Camp	2,900	2,700	94
	Cass	9,500	9,200	96
	Franklin	2,600	2,500	95
	Gregg	30,200	29,400	97
	Harrison	15,700	15,100	96
	Marion	2,700	2,600	95
	Morris	4,600	4,500	97
	Nacogdoches	14,400	13,600	95
	Panola	6,100	5,900	96

(Continued on page 375-b)

Station Totals	633,100	609,600	96
Net Weekly Circulation (1976-77)			388,200
Average Daily Circulation (1976-77)			254,500



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Portland-Poland Spring	167,000	76	274,800	74
Bangor	64,000	140	112,200	146
Presque Isle	9,000	198	28,400	201

# Maine

Maine Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	7	0	7
● Educational Television Stations	4	1	5
	12		

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

## WMTW-TV

Portland

(See Poland Spring, Me.)

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

## WCBB

Augusta-Lewiston-Portland

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: 309-kw visual, 63-kw aural. Antenna: 1000-ft. above av. terrain, 640-ft. above ground, 1330-ft. above sea level.

Latitude	44°	09'	16"
Longitude	70°	00'	37"

## WMEG-TV

Biddeford

Ch. 26

Non-Commercial Educational Station

Licensee: University of Maine, Alumni Hall, Orono, Me. (04473).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 589-kw visual, 117-kw aural. Antenna: 800-ft. above av. terrain, 555-ft. above ground, 1208-ft. above sea level.

Latitude	43°	25'	00"
Longitude	70°	48'	09"

## 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 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"

## WMTW-TV, Poland Spring

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MAINE</b>			
	Penobscot	45,000	43,700	97
	Piscataquis	6,200	6,000	97
	Waldo	9,800	9,400	96
	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	Hillsborough	84,500	82,700	98
	Rockingham	53,800	52,700	98
Between 5-24%	<b>NEW YORK</b>			
	Clinton	25,300	24,800	98
	Hamilton	2,000	1,900	96
	<b>VERMONT</b>			
	Addison	7,700	7,400	96
	Bennington	10,900	10,500	96
	Chittenden	33,900	33,000	97
	Grand Isle	1,200	1,200	99

**TELEVISION DIGEST ADDENDA SERVICES - Cable, TV, AM-FM**

**EXPOSURE PLUS FOR ADVERTISERS.**

Your ad in the Addenda Services guarantees you repeated exposure at no extra cost, because industry leaders keep the weekly Addenda Services for reference throughout the year. For complete advertising information, call COLLECT-2021872-9200.

# 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.

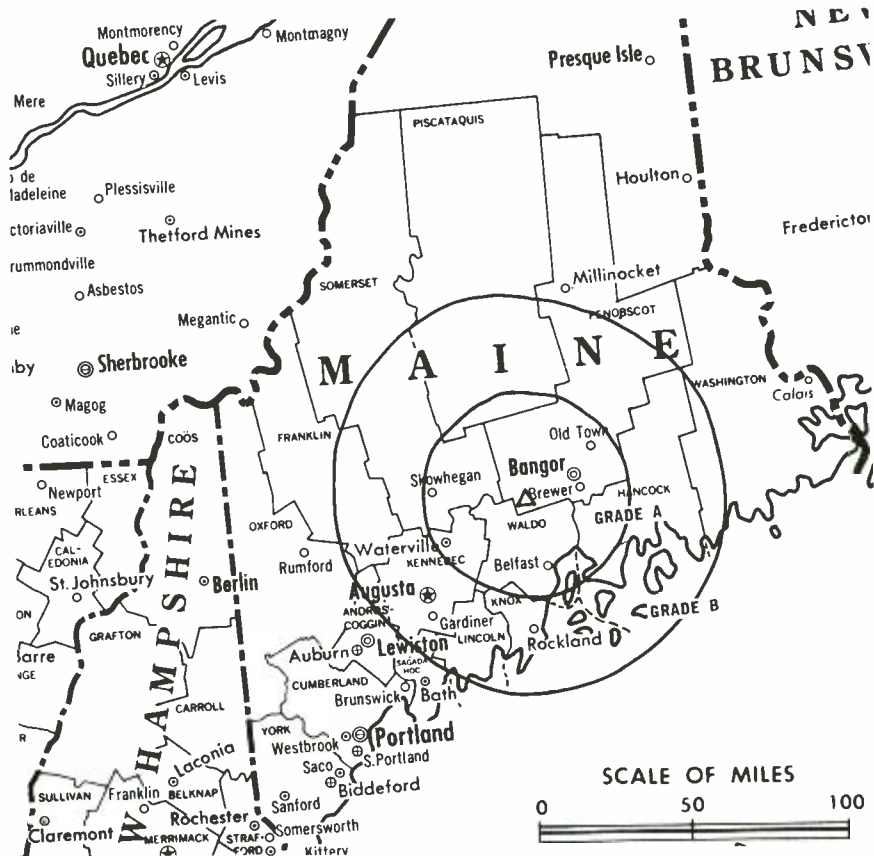
AM Affiliate: WABI, 5-kw, 910 kHz (ABC).

FM Affiliate: WBGW, 5-kw, 97.1 MHz (No. 246), 1250-ft.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WABI-TV Ref: FCC File No. BPCT-3508 Granted 7/29/65

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

## WABI-TV

Network Service: CBS.

Licensee: Community Broadcasting Service, 35 Hildreth St., Bangor, Me. (04401).

Studio: 35 Hildreth St.

Telephone: 207-947-8321. TWX No.: 207-989-4550.

Ownership: Diversified Communications Inc. (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, 7.21%. WABI-TV officers: Horace A. Hildreth, chmn.; W. L. Dickson, pres. Operates WAGM-TV-AM, Presque Isle, Me. and WCJB(TV), Gainesville, Fla.

Began Operation: Jan. 25, 1953.

Represented (sales) by H-R Television; Kettell-Carter.

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

Represented (engineering) by Cohen & Dippell.

Personnel:

WALTER L. DICKSON, president.  
GEORGE GONYAR, vice president & manager.  
GEORGE F. SPRING, vice president, business development.  
JIM MacFARLANE, asst. operations manager.  
GORDON MANUEL, news director.  
DALE CARTER, chief engineer.

For Group Ownership of TV Stations,  
see Services Volume

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—7-11 p.m., daily.	\$750	\$450	.....	.....	.....	Graded rates apply*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$850.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MAINE</b>				
		Franklin	8,400	7,900	95
		Hancock	15,100	14,700	97
		Kennebec	34,400	33,300	97
		Knox	12,300	11,700	95
		Penobscot	45,000	43,700	97
		Piscataquis	6,200	6,000	97
		Somerset	15,500	15,000	96
Between 25-49%	<b>MAINE</b>				
		Lincoln	9,000	8,700	97
Between 5-24%	<b>MAINE</b>				
		Oxford	16,300	15,800	97
		Androscoggin	33,400	32,600	98
		Aroostook	29,600	28,400	96
	Sagadahoc	9,900	9,500	96	
<b>Station Totals</b>			<b>257,200</b>	<b>248,400</b>	<b>96</b>
Net Weekly Circulation (1976-77)					147,200
Average Daily Circulation (1976-77)					101,800

# Maine—Bangor

## WLBZ-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: Riders Peak, near Holden, Me.

AM Affiliate: WLBZ, 5-kw, 620 kHz (NBC).

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Represented (sales) by Katz Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLBZ-TV Ref: FCC File No. BPCT-2555 Granted 12/22/58

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

## WLBZ-TV

Network Service: NBC.

Licensee: WLBZ Television Inc., Box 934, Bangor, Me. (04401).

Studio: Mt. Hope Ave. (04401).

Telephone: 207-942-4822. TWX No.: 207-989-4658.

Ownership: Maine Broadcasting Co. (Mary Rines Thompson, principal stockholder). 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 (legal) by Wilkinson, Cragun & Barker.

Personnel:

MARY RINES THOMPSON, president.  
DON POWERS, executive vice president.  
MARGO COBB, general manager.  
BRUCE K. SCOTT, chief engineer.

Highest 30 Sec. Rate (April 26, 1978): \$200.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MAINE</b>			
	Hancock	15,100	14,700	97
	Knox	12,300	11,700	95
	Penobscot	45,000	43,700	97
<b>50% &amp; Over</b>	Piscataquis	6,200	6,000	97
	Somerset	15,500	15,000	96
	Waldo	9,800	9,400	96
	Washington	12,300	11,700	95
	<b>MAINE</b>			
<b>Between 25-49%</b>	Aroostook	29,600	28,400	96
	Kennebec	34,400	33,300	97
	<b>MAINE</b>			
<b>Between 5-24%</b>	Franklin	8,400	7,900	95
	Oxford	16,300	15,800	97
<b>Station Totals</b>		<b>204,900</b>	<b>197,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>115,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>77,700</b>

# Maine—Bangor

## WV7I-TV

Ch. 7

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 818-ft. above av. terrain, 183-ft. above ground, 1180-ft. above sea level.

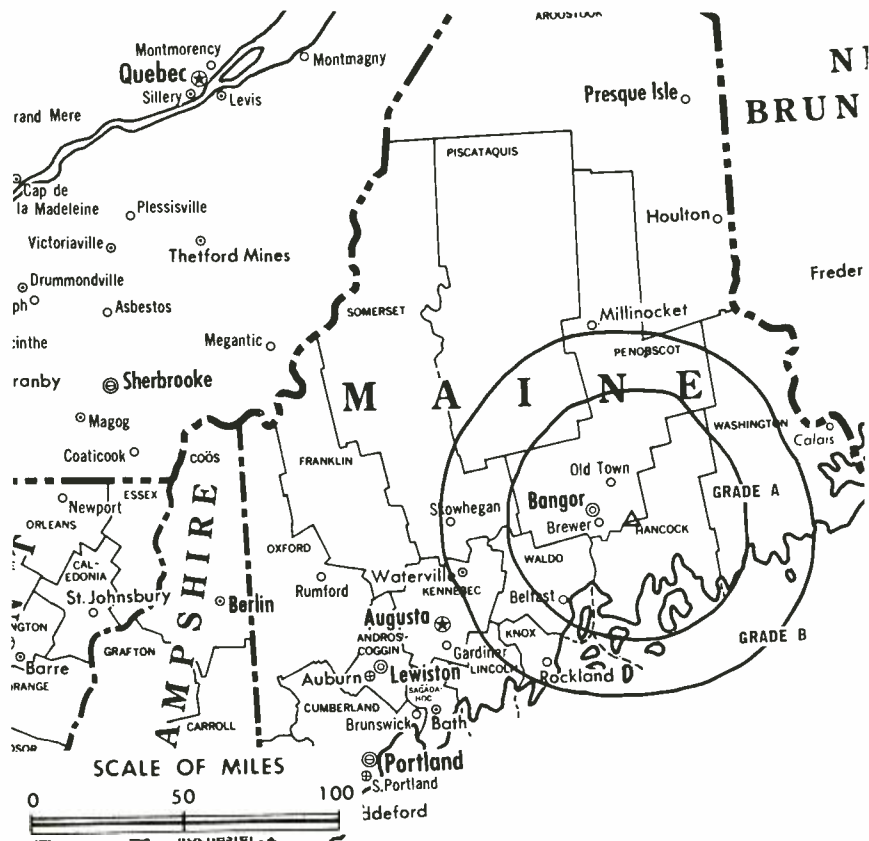
Latitude 44° 45' 35"  
Longitude 68° 34' 01"

**Transmitter:** Black Cap Mt., Eddington, Me.

**TV tape:** Recording facilities.

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

**News Wire Service:** UPI.



Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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

WV7I-TV Ref: FCC File No. BPCT-4464 Granted 12/27/71

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

## WV7I-TV

**Network Service:** ABC.

**Licensee:** Eastern Maine Broadcasting System Inc., 41 Farm Rd., Bangor, Me. (04401).

**Studio:** 41 Farm Rd., Bangor (04401).

**Telephone:** 207-954-6457. **TWX No.:** 710-222-1742.

**Ownership:** Valley Communications Inc. John J. Pineau, pres., 50%; Gerald R. Pineau, treas., 50%; Clinton B. Townsend, clerk. The Pineaus also own WSKS & WTOS-FM, Skowhegan; WPNO(AM), Auburn, Me.

**Began Operation:** Oct. 15, 1965. Sale to present owners by Down-east TV Inc., Debtor in Possession, approved by FCC Jan. 20, 1976.

**Represented (sales) by:** Avery-Knodel Inc.; Creed Assoc. (Boston).

**Represented (legal) by:** Mullin, Connor & Rhyne.

**Personnel:**

JOHN J. PINEAU, president.

JAMES A. DeBOLD, general manager & program director.

PAUL NICHOLS, national sales manager.

ARTHUR L. SHIELDS, regional & Canadian sales manager.

ROGER LaMAY, news director.

JAMES CHADWICK, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
A-Time—8-11 p.m., daily.				
\$500	\$300			

Graded rates apply\*

\*Highest rate: \$140.

**NETWORK BASE HOURLY RATE:** \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MAINE</b>			
	Hancock	15,100	14,700	97
	Knox	12,300	11,700	95
	Penobscot	45,000	43,700	97
	Piscataquis	6,200	6,000	97
	Somerset	15,500	15,000	96
	Waldo	9,800	9,400	96
Washington	12,300	11,700	95	
Between 25-49%	<b>MAINE</b>			
	Aroostook	29,600	28,400	96
	Kennebec	34,400	33,300	97
Between 5-24%	<b>MAINE</b>			
	Franklin	8,400	7,900	95
	Oxford	16,300	15,800	97
<b>Station Totals</b>		<b>204,900</b>	<b>197,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>108,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>63,800</b>

## Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219

Encino, California 91436

(213) 986-3201

# Maine—Poland Spring

## WMTW-TV

Ch. 8

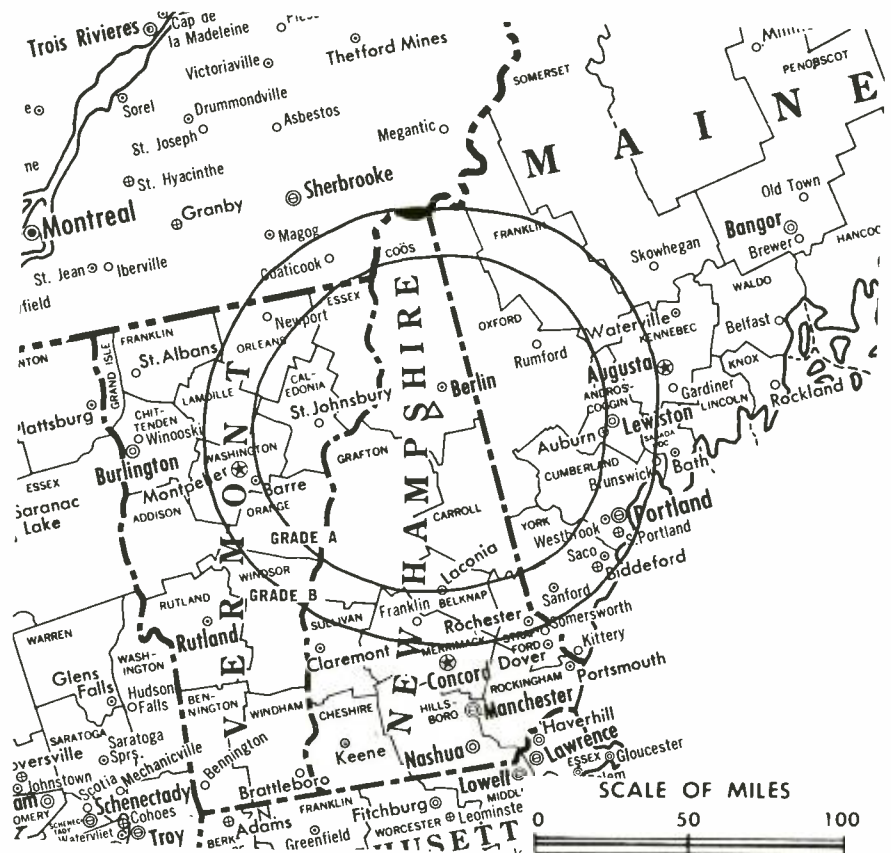
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"  
Longitude 71° 18' 13"

Transmitter: Mt. Washington, N.H.  
Color: Network, live, film, slide & tape.

New Wire Service: AP.

TWX No.: Portland 207-781-5539.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Harron Communications Corp., Poland Spring, Me. (04274).

Sales Office: Lafayette Town House, P. O. Box 4075, Station A, Portland, Me. (04101).

Studio: Riccar Inn, Poland Spring.

Telephones: Portland (sales) 207-773-5664; Poland Spring (studio) 207-998-4311.

Ownership: Harron Communications 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 Peters, Griffin, Woodward Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

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.

Highest 30 Sec. Rate (April 23, 1978): \$350.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
50% & Over	Androscoggin	33,400	32,600	98
	Cumberland	72,300	70,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE—(Continued)</b>				
	Franklin	8,400	7,900	95
	Kennebec	34,400	33,300	97
	Knox	12,300	11,700	95
	Lincoln	9,000	8,700	97
	Oxford	16,300	15,800	97
	Sagadahoc	9,900	9,500	96
	Somerset	15,500	15,000	96
	York	43,700	42,800	98
50% & Over	<b>NEW HAMPSHIRE</b>			
	Belknap	12,900	12,600	98
	Carroll	8,600	8,300	97
	Coos	12,200	11,900	97
	Grafton	19,800	18,800	95
	Merrimack	30,700	29,700	97
	Strafford	25,900	25,200	97
	Sullivan	12,200	11,600	95
	<b>VERMONT</b>			
	Caledonia	8,700	8,400	97
Essex	2,200	2,100	97	
Orange	6,900	6,600	96	
Orleans	7,400	7,200	97	
Windsor	16,600	15,900	95	
Between 25-49%	<b>NEW YORK</b>			
	Essex	12,100	11,800	97
	<b>VERMONT</b>			
	Franklin	11,100	10,900	98
	Lamoille	4,900	4,800	97
Rutland	18,200	17,500	96	
Washington	16,700	16,200	97	
Windham	12,500	11,600	93	

(Continued on page 378-b)

Station Totals	794,600	770,800	97
Net Weekly Circulation (1976-77)	371,700		
Average Daily Circulation (1976-77)	218,100		



# 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: AP.

News Film Service: NBC.

Represented (sales) by Katz Television.

Represented (legal) by Wilkinson, Cragun & Barker.

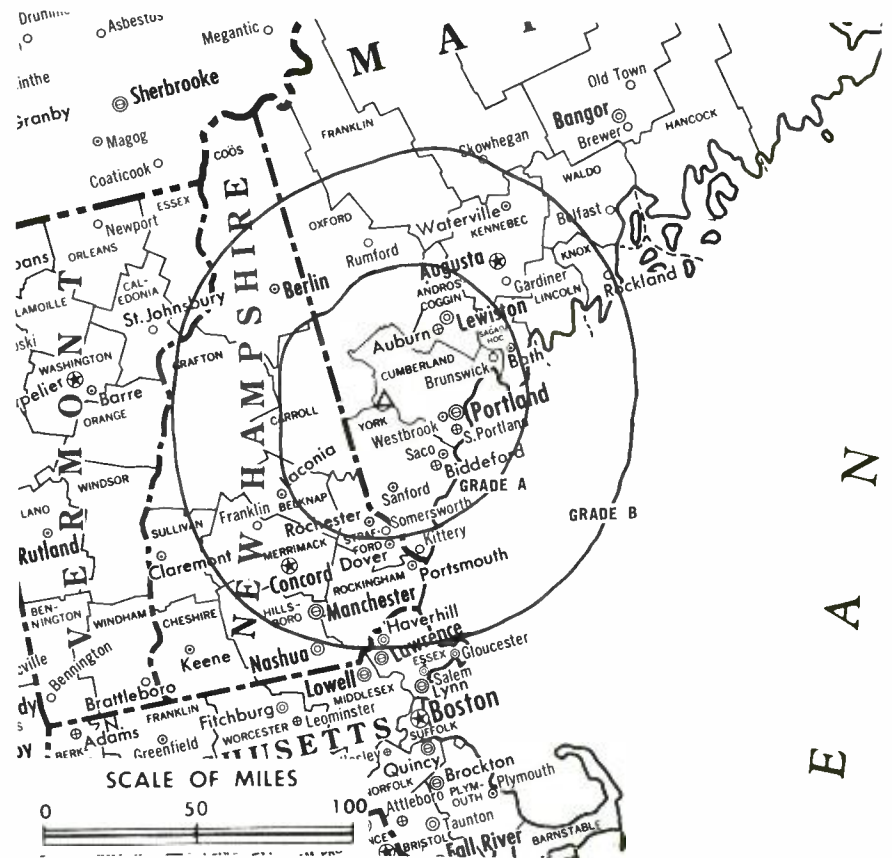
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WCSH-TV Ref: FCC File No. BMPCT-5800 Granted 7/14/65

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

## WCSH-TV

Network Service: NBC.

Licensee: Maine Radio & Television Co., One Congress Square, Portland, Me. (04101).

Studio: One Congress Square.

Telephone: 207-772-0181. TWX No.: 710-221-1988.

Ownership: Estate of Henry P. Rines, 100% (Mary R. Thompson, trustee). Rines estate and Mary R. Thompson are the two principal stockholders of WLBY-AM-TV, Bangor, Maine.

Began Operation: Dec. 1, 1953.

Represented (engineering) by Jules Cohen and Associates.

Personnel:

MARY RINES THOMPSON, president.  
DON POWERS, executive vice president.  
BRUCE McGORRILL, general manager.  
FRED NUTTER, news director.  
CLEM PAYEUR, chief engineer.  
LEW COLBY, operations manager.  
KENNETH H. GILMAN, film director.

### DIGEST OF RATE CARD NO. A32

(Jan. 3, 1974)

Hour	30 Min.	30 Sec.	20 Sec.	8 Sec.
Class A—6-11 p.m., daily.				
\$800.00	\$480.00		Graded rates apply*	

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	33,400	32,600	98
	Cumberland	72,300	70,500	98
	Franklin	8,400	7,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%	
MAINE—(Continued)					
50% & Over	Kennebec	34,400	33,300	97	
	Knox	12,300	11,700	95	
	Lincoln	9,000	8,700	97	
	Oxford	16,300	15,800	97	
	Sagadahoc	9,900	9,500	96	
	York	43,700	42,800	98	
NEW HAMPSHIRE					
Between 25-49%	Belknap	12,900	12,600	98	
	Carroll	8,600	8,300	97	
	Coos	12,200	11,900	97	
	Merrimack	30,700	29,700	97	
	Strafford	25,900	25,200	97	
MAINE					
Between 25-49%	Somerset	15,500	15,000	96	
	NEW HAMPSHIRE				
	Grafton	19,800	18,800	95	
Between 25-49%	Rockingham	53,800	52,700	98	
	VERMONT				
Between 25-49%	Caledonia	8,700	8,400	97	
	Essex	2,200	2,100	97	
MAINE					
Between 5-24%	Waldo	9,800	9,400	96	
	NEW HAMPSHIRE				
	Cheshire	19,500	18,600	96	
Between 5-24%	Hillsborough	84,500	82,700	98	
	Sullivan	12,200	11,600	95	
VERMONT					
Between 5-24%	Lamoille	4,900	4,800	97	
	Orange	6,900	6,600	96	
	Windsor	16,600	15,900	95	
Station Totals		584,400	567,100	97	
Net Weekly Circulation (1976-77)				319,100	
Average Daily Circulation (1976-77)				205,500	

# Maine—Portland

**WGAN-TV**

Ch. 13



BLAIR TELEVISION



**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

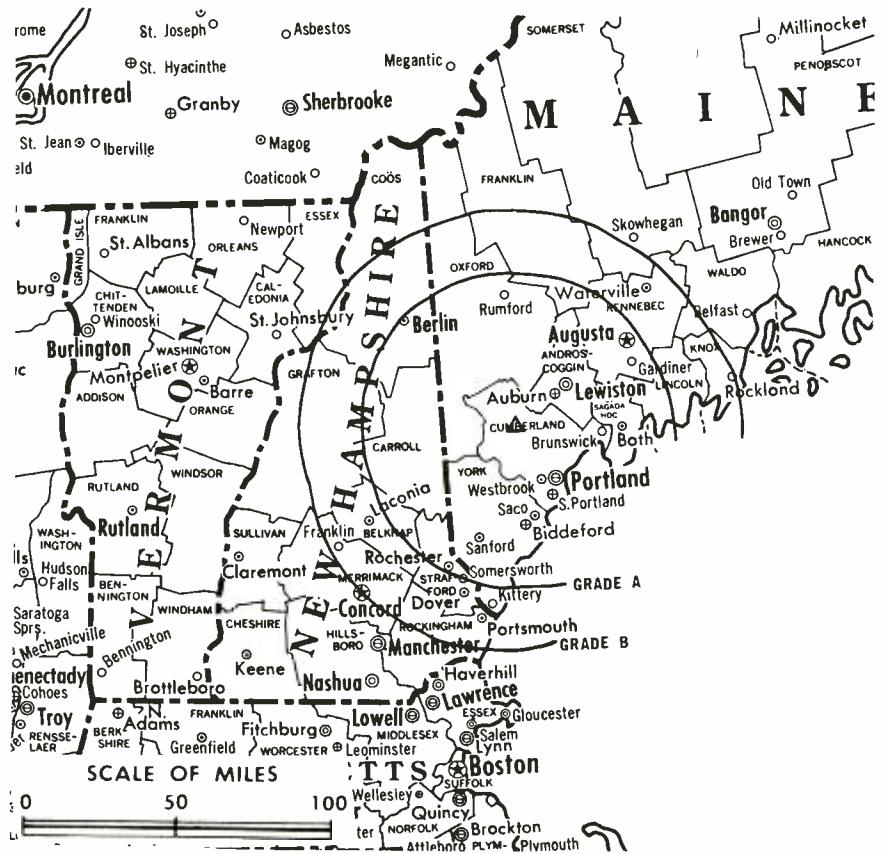
Latitude 43° 55' 28"  
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Guy Gannett Bcstg. Services, Broadcast Center, Northport Plaza, Portland, Me. (04104).

Studio: Broadcast Center, North Port Plaza, Portland, Me. (04104)

Telephone: 207-797-9330.

AM Affiliate: WGAN, 5-kw, 560 kHz.

FM Affiliate: WGAN-FM, 100-kw, 102.9 MHz (No. 275), 1460-ft.

Ownership: Guy Gannett Publishing Co. Officers: Jean Gannett Hawley, pres.; Robert Gilbertson, exec. v.p.; Alvin F. Wright, asst. treas. Guy Gannett Publishing Co. publishes Portland Press Herald, Evening Express and Maine Sunday Telegram, Augusta Kennebec Journal and Waterville Sentinel, all in Maine. Gannett also owns WHYN-TV-AM-FM, Springfield-Holyoke, Mass.; WINZ-AM-FM, Miami-Miami Beach, Fla.

Began Operation: May 16, 1954.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JEAN GANNETT HAWLEY, president.  
ROBERT L. GILBERTSON, executive vice president.  
DAVID KING, general manager.  
ED REID, chief engineer.  
THOMAS ROSENBAUM, news director.  
KENNETH MacKENZIE, operations manager.

Highest 30 Sec. Rate (May 15, 1978): \$340.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MAINE</b>				
		Androscoggin	33,400	32,600	98
		Cumberland	72,300	70,500	98
		Franklin	8,400	7,900	95
		Kennebec	34,400	33,300	97
		Knox	12,300	11,700	95
		Lincoln	9,000	8,700	97
		Oxford	16,300	15,800	97
		Sagadahoc	9,900	9,500	96
		York	43,700	42,800	98
		<b>NEW HAMPSHIRE</b>			
		Belknap	12,900	12,600	98
	Carroll	8,600	8,300	97	
	Coos	12,200	11,900	97	
	Strafford	25,900	25,200	97	
Between 25-49%	<b>MAINE</b>				
	Somerset	15,500	15,000	96	
Between 5-24%	<b>MAINE</b>				
	Waldo	9,800	9,400	96	
	<b>NEW HAMPSHIRE</b>				
	Grafton	19,800	18,800	95	
	Merrimack	30,700	29,700	97	
	Rockingham	53,800	52,700	98	
	Sullivan	12,200	11,600	95	
	<b>VERMONT</b>				
	Essex	2,200	2,100	97	
<b>Station Totals</b>		<b>443,300</b>	<b>430,100</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>256,500</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>168,100</b>		

# Maine—Presque Isle

## WAGM-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 5.37-kw aural. Antenna: 355-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

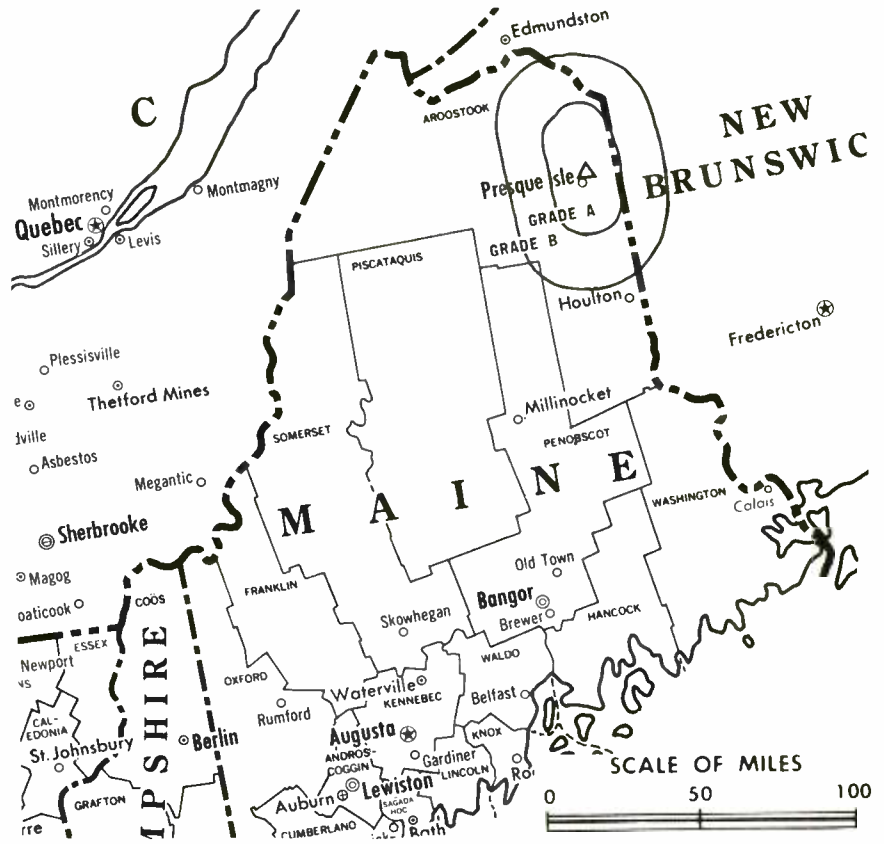
Latitude 46° 43' 44"  
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

AM Affiliate: WAGM, 5-kw, 950 kHz.

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

News Wire Service: AP.



Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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: CBS; also NBC & ABC.

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. 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, Boros & Schulkind.

Represented (engineering) by Cohen & Dippell.

Personnel:

HORACE A. HILDRETH, chairman.  
WALTER DICKSON, president.  
RUSSELL W. BRACE, chief operating officer.  
KEITH H. FOWLES, vice president & manager.  
NORMAN JOHNSON, engineering supervisor.  
RON MADORE, sales manager, northern district.

DIGEST OF RATE CARD NO. 19  
(May 1, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AAA, AA—6-10 p.m., daily.			
\$360	\$235	Graded rates apply*	

\*Highest rate: \$70.

NETWORK BASE HOURLY RATE: \$200.

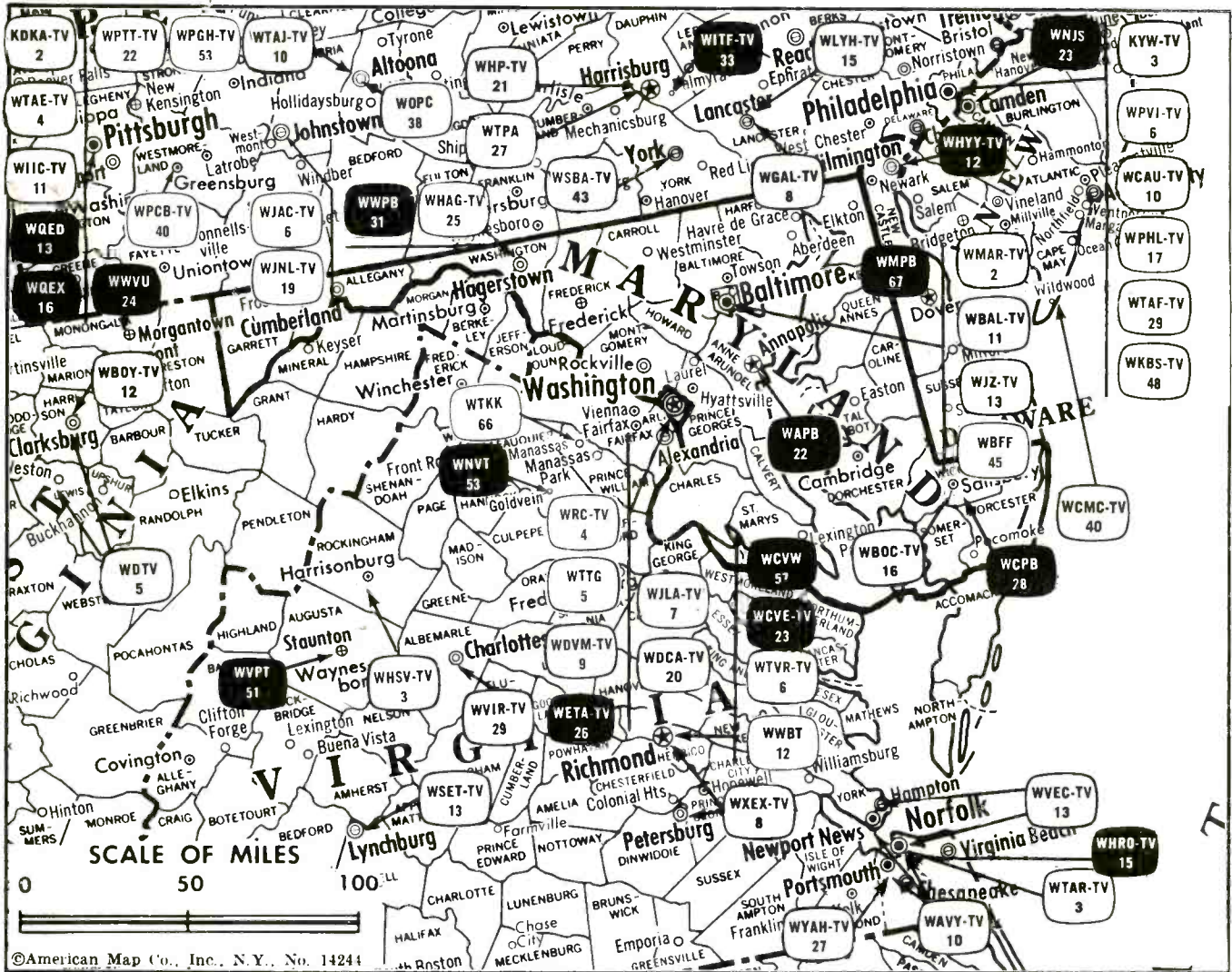
Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
<b>50% &amp; Over</b>	Aroostook	29,600	28,400	96
<b>Station Totals</b>		<b>29,600</b>	<b>28,400</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>25,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>21,900</b>	
(Station also received in Canadian Markets)				

## Repetition breeds

### • REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Maryland



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Baltimore	510,000	18	791,300	19
Salisbury	23,000	181	70,100	166

## Maryland Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	3	3	6
Educational Television Stations	0	4	4
			10

**STATE EDUCATIONAL TECHNICAL FACILITIES**

(Complete Data in Educational Directory)

**WAPB**

**Annapolis**

Ch. 22

Non-Commercial Educational Station

Licensee: Maryland Public Bcstg. Commission, Owings Mills, Md. (21117).

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 3890-kw horizontal visual, 389-kw horizontal aural. Antenna: 870-ft. above av. terrain, 852-ft. above ground, 1000-ft. above sea level.

Latitude	39°	00'	36"
Longitude	76°	36'	33"

**WMPB**

**Baltimore**

Ch. 67

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 118-kw max. & 75.9-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"

**WWPB**

**Hagerstown**

Ch. 31

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1070-kw max. & 479-kw horizontal visual, 51.3-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 410-ft. above ground, 1850-ft. above sea level.

Latitude	39°	39'	04.0"
Longitude	77°	58'	14.7"

**WCPB**

**Salisbury**

Ch. 28

Non-Commercial Educational Station

Licensee: Maryland Public Broadcasting Commission.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 786-kw max. & 708-kw horizontal visual, 91-kw max. & 81.3-kw horizontal aural. Antenna: 513-ft. above av. terrain, 551-ft. above ground, 575-ft. above sea level.

Latitude	38°	23'	09.0"
Longitude	75°	35'	32.5"

**The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.**

**We Haven't Been Stumped Yet!**

**Arbitron  
Information  
On Demand**



**ARBITRON TELEVISION**

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# 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' 05"  
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Avenue.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

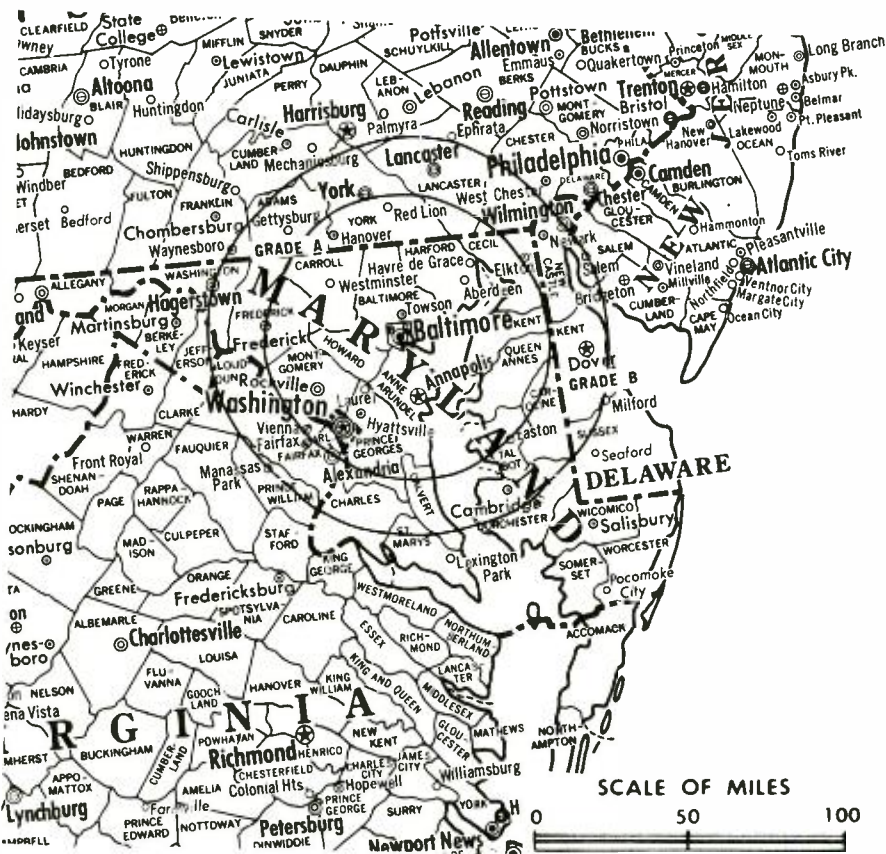
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WBAL-TV Ref: FCC File No. BMPCT-5141 Granted 8/5/58

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

## WBAL-TV

Network Service: NBC.

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.: 710-234-1086.

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 & WIYY(FM), Baltimore; WISN-AM-FM, Milwaukee; WTAE-AM & WXKY(FM), Pittsburgh. Hearst Corp. also owns radio WAPA, San Juan.

Began Operation: March 11, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

FRANKLIN C. SNYDER, vice president & general manager, Hearst Broadcasting Stations.

LAWRENCE CARINO, vice president & general manager.

JOHN FRANKENFIELD, asst. station mgr. & program director.

WILLIAM J. KATSAFANAS, vice president, sales.

JACK GILMORE, general sales manager.

EUGENE E. KEENAN JR., local sales manager.

PAT BYRNE, sales service manager.

JOHN S. COOKE, advertising & promotion director.

WES POTTER, assistant program director.

J. SYDNEY KING, community service manager.

TOM BECHERER, news director.

OTTO CLAUS, chief engineer.

Highest 30 Sec. Rate (May 1, 1978): \$3000.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Anne Arundel	105,100	103,900	99
	Baltimore	510,500	504,600	99
	Calvert	8,600	8,300	97
	Caroline	8,300	8,000	97
	Carroll	27,700	27,400	99
	Cecil	17,000	16,800	99
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Harford	43,100	42,500	99
	Howard	35,300	34,900	99
	Kent	6,000	5,900	98
	Queen Annes	7,400	7,200	97
	Talbot	10,100	9,900	98
	Wicomico	21,600	21,100	98
	Worcester	9,800	9,400	96
	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	<b>MARYLAND</b>			
	Prince Georges	223,700	221,800	99
	St Marys	14,800	14,500	98
	Somerset	6,900	6,600	96
	Washington	38,500	37,700	98
	<b>PENNSYLVANIA</b>			
	Franklin	36,700	35,100	96
	York	105,600	103,000	97

(Continued on page 393-b)

Station Totals	2,884,700	2,831,700	98
Net Weekly Circulation (1976-77)		1,091,100	
Average Daily Circulation (1976-77)		601,200	

For Newspaper Ownership of TV Stations, see Services Volume

# Maryland—Baltimore

**WBFF**

Ch. 45

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1580-kw max. & 1350-kw horizontal visual, 158-kw aural. Antenna: 900-ft. above av. terrain, 706-ft. above ground, 1249-ft. above sea level.

Latitude 39° 17' 13"  
Longitude 76° 45' 16"

Holds CP for change to 5000-kw max. & 4170-kw horizontal visual, 500-kw max. & 417-kw horizontal aural. BPCT-5031.

Transmitter: 1200 N. Rolling Rd.

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

News Wire Service: AP.

TV tape: Recording facilities.

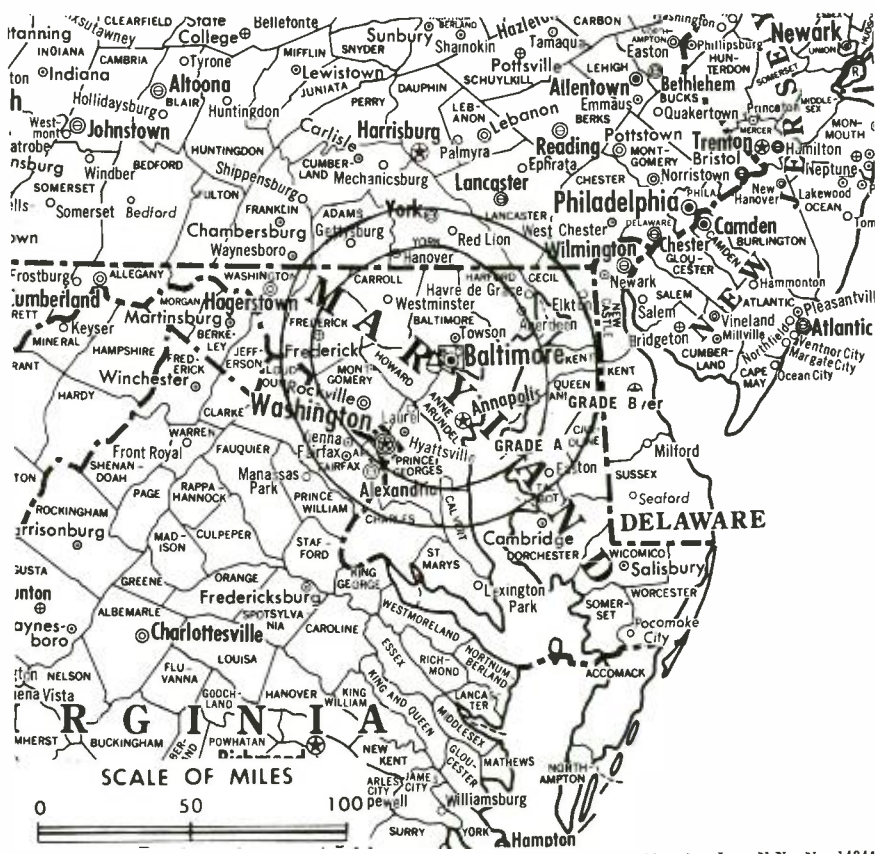
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WBFF Ref: FCC File No. BMPCT-6980 Granted 5/29/69  
CP: BPCT-5031 Granted 7/13/77

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

## WBFF

Network Service: None, independent.

Licensee: Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore (21211).

Studio: 3500 Parkdale Ave., Baltimore (21211).

Telephone: 301-462-4500.

Ownership: Julian S. Smith, 49.019%; Frederick M. Himes Jr., 3.921%; Raymond E. Hoop, Daniel D. Moore Jr., Jules R. Clemens, Stanley Resnick, 1.960% each; Commercial Radio Institute Inc., 39.215%. The above (except Moore & Clemens) have interest in WPTT-TV, Pittsburgh, Pa.

Began Operation: April 11, 1971.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Carl T. Jones Associates.

Personnel:

JULIAN S. SMITH, general manager.  
FREDERICK M. HIMES JR., operations manager.  
ROBERT SIMMONS, general sales manager.  
BRUCE LUMPKIN, sales manager.  
WILLIAM LeFEVRE, program manager.  
DWIGHT WEEMS, production manager.  
AUGUSTINE LEVERO, marketing manager.  
DAVID SMITH, engineering director.  
ERNEST BOSTON, news director.  
GEORGE LEWIS, special programs manager.

### DIGEST OF RATE CARD 6B—(April 1, 1978)

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

Class A—7:30-11 p.m., daily.

\$3000	\$1500	\$750	\$375	Graded rates apply*	
--------	--------	-------	-------	---------------------	--

\*Highest rate: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### MARYLAND

Anne Arundel	105,100	103,900	99
Baltimore	510,500	504,600	99
<b>Between 25-49%</b>			
Carroll	27,700	27,400	99
Harford	43,100	42,500	99
Howard	35,300	34,900	99

### DELAWARE

New Castle	143,400	141,900	99
------------	---------	---------	----

### MARYLAND

Caroline	8,300	8,000	97
Cecil	17,000	16,800	99
Charles	17,900	17,400	97
Dorchester	10,800	10,500	97
Frederick	32,900	32,400	98
Kent	6,000	5,900	98
Prince Georges	223,700	221,800	99
Queen Annes	7,400	7,200	97
St Marys	14,800	14,500	98
Talbot	10,100	9,900	98
<b>Between 5-24%</b>			
Washington	38,500	37,700	98

### PENNSYLVANIA

Adams	20,300	19,700	97
Franklin	36,700	35,100	96
Fulton	3,800	3,600	94
York	105,600	103,000	97

### VIRGINIA

Clarke	3,100	3,000	98
Frederick	18,200	17,700	97
Warren	7,100	6,800	96

### WEST VIRGINIA

Berkeley	14,000	13,700	98
Jefferson	8,600	8,400	98

<b>Station Totals</b>	<b>1,469,900</b>	<b>1,448,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>405,500</b>
<b>Average Daily Circulation (1976-77)</b>			<b>157,800</b>

# Maryland—Baltimore

## WMAR-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, 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. (21212).

Telephone: 301-377-2222.

TWX No.: 710-232-1804.

TV tape: Recording facilities.

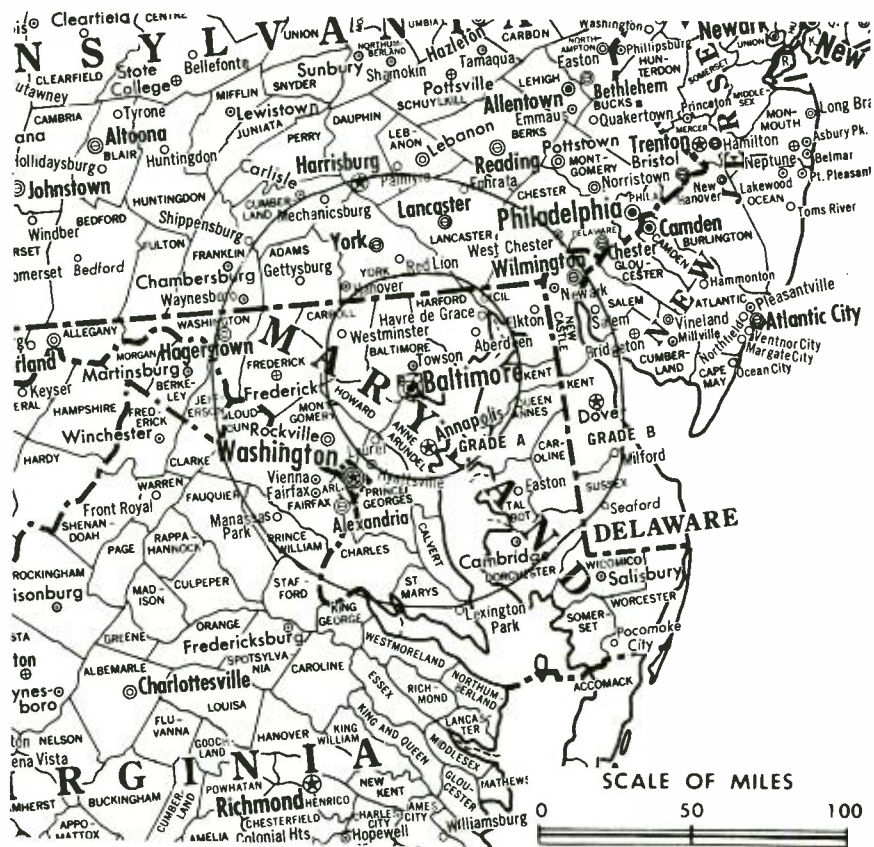
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WMAR-TV Ref: FCC File No. BPCT-3249 Granted 11/1/63

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

## WMAR-TV

Network Service: CBS.

Licensee: WMAR Inc., Box 1957, Baltimore, Md. (21203).

Ownership: Wholly-owned subsidiary of The A. S. Abell Co., publisher of the 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:

DALE WRIGHT, president & general manager.  
REYNARD CORLEY, v.p., asst. gen. mgr. & sales director.  
CHARLES HORICH, vice president & director of broadcasting.  
ROBERT O. DONAHUE, v.p. & dir. of engineering.  
PETER M. BALLARD, secretary & business manager.  
RUSSELL A. JONES, treasurer and office manager.  
EDWIN B. MICK, production manager.  
JACK MARKS, general sales manager.  
JANET B. COVINGTON, director of public affairs.  
DAVID EMERY, news director.  
BARTON LAMB, promotion & press information manager.

Rates: On request.

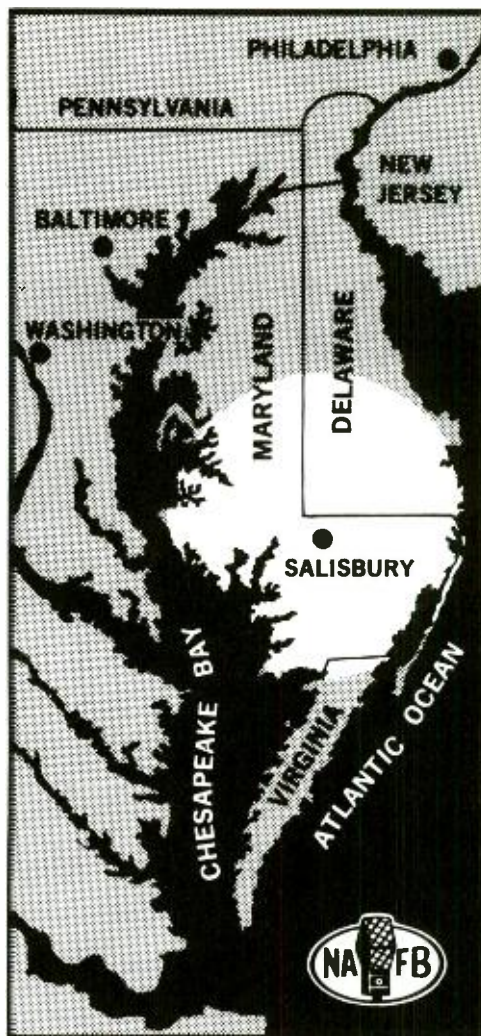
NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
50% & Over	Anne Arundel	105,100	103,900	99
	Baltimore	510,500	504,600	99
	Calvert	8,600	8,300	97
	Caroline	8,300	8,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MARYLAND—(Continued)</b>			
	Carroll	27,700	27,400	99
	Cecil	17,000	16,800	99
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Harford	43,100	42,500	99
	Howard	35,300	34,900	99
	Kent	6,000	5,900	98
50% & Over	Queen Annes	7,400	7,200	97
	Talbot	10,100	9,900	98
	Washington	38,500	37,700	98
	Wicomico	21,600	21,100	98
	Worcester	9,800	9,400	96
	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	<b>WEST VIRGINIA</b>			
	Berkeley	14,000	13,700	98
	Morgan	3,300	3,200	97
	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	<b>MARYLAND</b>			
	St Marys	14,800	14,500	98
	Somerset	6,900	6,600	96
Between 25-49%	<b>PENNSYLVANIA</b>			
	Franklin	36,700	35,100	96
	Fulton	3,800	3,600	94
	York	105,600	103,000	97
	<b>VIRGINIA</b>			
	Shenandoah	9,600	9,400	97
	Warren	7,100	6,800	96
	(Continued on page 393-b)			
Station Totals		2,477,700	2,434,300	98
Net Weekly Circulation (1976-77)			1,075,900	
Average Daily Circulation (1976-77)			605,300	



**BLANKET  
DELMARVA**  
*...the heart of  
one of America's  
fastest developing  
agricultural areas*  
*...with WBOC-TV*  
**DELMARVA'S  
"SERVICE" STATION**



*DELMARVA is a market in itself – not part of Philadelphia, Wilmington, Baltimore or Washington. And for complete coverage of the heart of this important market consider WBOC-TV as your most effective advertising medium.*

DELMARVA . . . rich and growing, especially offers one of the best markets for all kinds of agricultural products.

*DELMARVA counties rank among the top counties in the United States in the highest average income per farm and are growing every day!*

DELMARVA is a leader in broiler chicken raising

and processing with 1.6 million broilers dressed and shipped each day, 365 days per year, for 13% of total U.S. broiler production. DELMARVA in 1978 grew 42 million bushels of corn and 16 million bushels of soy beans. The area is also a big producer of barley and rye, peas, beans and other fresh vegetables for the huge eastern states market.

DELMARVA farmers rely on our weather service . . . on our help in recruiting personnel and calling them to work . . . on our reports on commodities, fresh fruit and vegetable markets. We're the farm "TV SERVICE STATION" of DELMARVA!

**PLUS: 150,000 WEEKLY POPULATION SWELL IN  
DELMARVA'S SUMMER RESORT AREA!**

**wboc-tv**

Radio TV Park • Salisbury, Maryland 21801 • 301 749-1111

ADAM YOUNG INC., National Television Representatives

# Maryland—Baltimore

**WJZ-TV**

Ch. 13

**WJZ-TV 13** GROUP

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: 301-466-0013.

TWX No.: 301-955-1178.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJZ-TV Ref: FCC File No. BPCT-2248 Granted 2/5/57

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

## WJZ-TV

Network Service: ABC.

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:

- STEPHEN H. KIMATIAN, area vice chairman.
- WILLIAM F. BAKER, vice president & general manager.
- STEVEN B. ENGLER, general sales manager.
- ALAN FRANK, program director.
- GARY D. SCARBROUGH, traffic manager.
- SCOTT GOODFELLOW, news director.
- DAVE ORPHAN, production manager.
- JAN F. ZINMAN, creative services manager.
- GLENN LAHMAN, engineering manager.
- JIM ZURATT, business manager.
- PHYLLIS SHELTON, public affairs director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Anne Arundel	105,100	103,900	99
	Baltimore	510,500	504,600	99
	Caroline	8,300	8,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MARYLAND—(Continued)</b>				
50% & Over	Carroll	27,700	27,400	99
	Cecil	17,000	16,800	99
	Dorchester	10,800	10,500	97
	Frederick	32,900	32,400	98
	Hartford	43,100	42,500	99
	Howard	35,300	34,900	99
	Kent	6,000	5,900	98
	Queen Annes	7,400	7,200	97
	Talbot	10,100	9,900	98
	Wicomico	21,600	21,100	98
Worcester	9,800	9,400	96	
<b>PENNSYLVANIA</b>				
	Adams	20,300	19,700	97
	Franklin	36,700	35,100	96
<b>MARYLAND</b>				
Between 25-49%	Allegany	30,500	29,800	98
	Calvert	8,600	8,300	97
	Somerset	6,900	6,600	96
	Washington	38,500	37,700	98
<b>PENNSYLVANIA</b>				
Between 25-49%	Lancaster	119,000	113,500	95
	York	105,600	103,000	97
<b>VIRGINIA</b>				
	Warren	7,100	6,800	96
<b>DELAWARE</b>				
Between 5-24%	New Castle	143,400	141,900	99
	<b>DISTRICT OF COLUMBIA</b>			
	District of Columbia	287,100	279,800	97
(Continued on next page)				
Station Totals		2,768,100	2,717,700	98
Net Weekly Circulation (1976-77)		1,076,000		
Average Daily Circulation (1976-77)		589,600		

**WMAR-TV, Baltimore**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WEST VIRGINIA</b>			
	Hampshire	4,700	4,400	95
	Jefferson	8,600	8,400	98
	<b>DELAWARE</b>			
	New Castle	143,400	141,900	99
	<b>MARYLAND</b>			
	Allegany	30,500	29,800	98
	Charles	17,900	17,400	97
	Montgomery	198,500	196,600	99
	Prince Georges	223,700	221,800	99
	<b>PENNSYLVANIA</b>			
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Lancaster	119,000	113,500	95
	<b>VIRGINIA</b>			
Between 5-24%	Arlington	110,500	109,000	99
	Clarke	3,100	3,000	98
	Fairfax	177,400	175,800	99
	Fauquier	9,100	8,800	97
	Frederick	18,200	17,700	97
	King George	2,800	2,700	97
	Loudoun	16,600	16,100	97
	Madison	3,400	3,200	94
	Prince William	37,700	37,100	98
	Rappahannock	1,800	1,700	96
	Stafford	9,800	9,500	97
	Westmoreland	4,800	4,500	95
	<b>WEST VIRGINIA</b>			
	Hardy	3,400	3,100	92
	Mineral	8,600	8,300	97

**WJZ-TV, Baltimore**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MARYLAND</b>			
	Charles	17,900	17,400	97
	Montgomery	198,500	196,600	99
	Prince Georges	223,700	221,800	99
	St Marys	14,800	14,500	98
	<b>PENNSYLVANIA</b>			
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Fulton	3,800	3,600	94
	Lebanon	36,300	35,200	97
	<b>VIRGINIA</b>			
	Arlington	110,500	109,000	99
	Clarke	3,100	3,000	98
	Fairfax	177,400	175,800	99
	Frederick	18,200	17,700	97
Loudoun	16,600	16,100	97	
Prince William	37,700	37,100	98	
Rappahannock	1,800	1,700	96	
Stafford	9,800	9,500	97	
Westmoreland	4,800	4,500	95	
<b>WEST VIRGINIA</b>				
Berkeley	14,000	13,700	98	
Jefferson	8,600	8,400	98	
Mineral	8,600	8,300	97	
Morgan	3,300	3,200	97	

**Maryland**

**WBAL-TV, Baltimore**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>VIRGINIA</b>			
	Clarke	3,100	3,000	98
	<b>WEST VIRGINIA</b>			
	Berkeley	14,000	13,700	98
	Morgan	3,300	3,200	97
	<b>DELAWARE</b>			
	New Castle	143,400	141,900	99
	<b>DISTRICT OF COLUMBIA</b>			
	District Of Columbia	287,100	279,800	97
	<b>MARYLAND</b>			
	Allegany	30,500	29,800	98
	Charles	17,900	17,400	97
	Montgomery	198,500	196,600	99
	<b>PENNSYLVANIA</b>			
Between 5-24%	Chester	95,500	93,600	98
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Fulton	3,800	3,600	94
	Lancaster	119,000	113,500	95
	Lebanon	36,300	35,200	97
	Mifflin	16,800	16,000	95
	Perry	11,500	11,100	97
	<b>VIRGINIA</b>			
	Arlington	110,500	109,000	99
	Fairfax	177,400	175,800	99
	Frederick	18,200	17,700	97
	King George	2,800	2,700	97
	Loudoun	16,600	16,100	97
	Northumberland	3,600	3,500	96
Prince William	37,700	37,100	98	
Rappahannock	1,800	1,700	96	
Shenandoah	9,600	9,400	97	
Warren	7,100	6,800	96	
<b>WEST VIRGINIA</b>				
Jefferson	8,600	8,400	98	

**Repetition breeds**

• REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Maryland—Hagerstown

## WHAG-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 676-kw max. & 436-kw horizontal visual, 67.6-kw max. & 43.6-kw horizontal aural. Antenna: 1229-ft. above av. terrain, 454-ft. above ground, 1894-ft. above sea level.

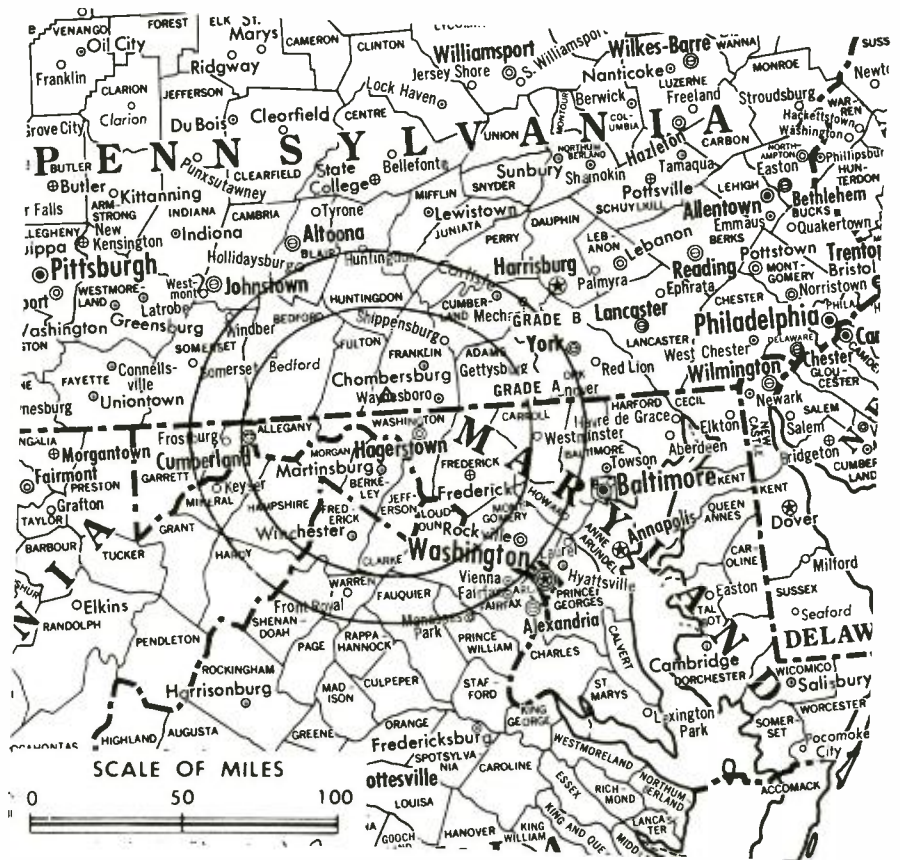
Latitude 39° 39' 35"  
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mtn.

TV tape: Recording facilities.

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

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WHAG-TV Ref: FCC File No. BPCT-4626 Granted 8/29/73

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

## WHAG-TV

Network Service: NBC.

Licensee: Henson Aviation Inc., Box 689, Hagerstown, Md. (21740).

Studio: Alexander Motor Inn, On the Square, Hagerstown, Md.

Telephone: 301-797-4400.

Ownership: Richard Henson, individually & as trustee, 67%; Samuel & Sheldon Magazine as individuals, 20%; Samuel & Sheldon Magazine as trustees, 13%.

Began Operation: Jan. 3, 1970. Transfer of control to present owners by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

ARCH H. McDONALD, general manager.

JAMES L. GRANT, chief engineer.

MICHAEL HOEHN, operations manager.

Highest 30 Sec. Rate (March 20, 1978): \$140.

NETWORK BASE HOURLY RATE: \$150.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>		<b>MARYLAND</b>			
		Allegany	30,500	29,800	98
		Washington	38,500	37,700	98
		<b>PENNSYLVANIA</b>			
		Franklin	36,700	35,100	96
<b>Between 25-49%</b>		<b>WEST VIRGINIA</b>			
		Mineral	8,600	8,300	97
		Morgan	3,300	3,200	97
		<b>VIRGINIA</b>			
		Frederick	18,200	17,700	97
Warren	7,100	6,800	96		
<b>Between 5-24%</b>		<b>WEST VIRGINIA</b>			
		Berkeley	14,000	13,700	98
		Jefferson	8,600	8,400	98
		<b>MARYLAND</b>			
		Frederick	32,900	32,400	98
		<b>PENNSYLVANIA</b>			
		Adams	20,300	19,700	97
Bedford	16,100	15,500	96		
Fulton	3,800	3,600	94		
<b>WEST VIRGINIA</b>					
Hampshire	4,700	4,400	95		
Hardy	3,400	3,100	92		
<b>Station Totals</b>			246,700	239,400	97
					104,800
					63,100

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# Maryland—Salisbury

WBOC-TV

Ch. 16

wboc-tv



Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 225-kw visual, 36.3-kw aural. Antenna: 620-ft. above av. terrain, 647-ft. above ground, 687-ft. above sea level.

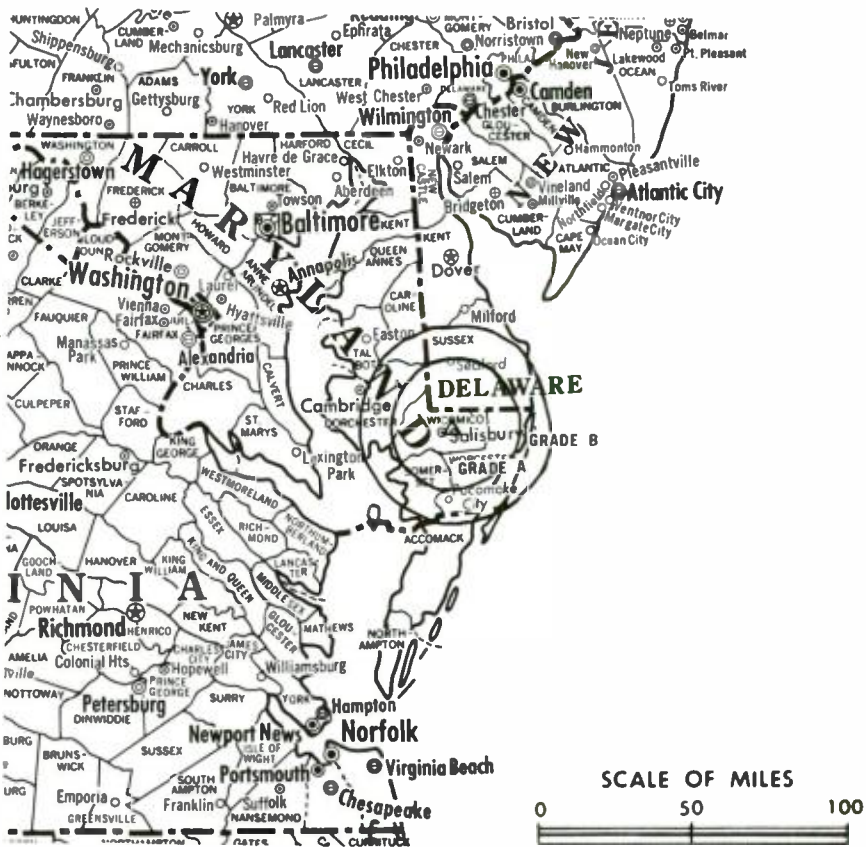
Latitude 38° 24' 15"  
Longitude 75° 34' 45"

Transmitter: Northwood Drive.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBOC-TV Ref: FCC File No. BPCT-3035 Granted 7/12/82

©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: 301-749-1111. TWX No.: 301-344-4947.

AM Affiliate: WBOC, 5-kw (1-kw night), 960 kHz.

FM Affiliate: WBOC-FM, 30-kw, 104.7 MHz (No. 284), 590-ft.

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 A. D. Ring & Associates.

Personnel:

SAMUEL S. CAREY, president & general manager.  
JACK W. WARD, vice president & operations manager.  
CHARLES B. SILVIA, general sales manager.  
LARRY B. YOUNG, program director.  
JOHN W. DOWNING JR., community service director.  
DONNA CLOYD, production manager.  
ALAN M. LANDAY, news director.  
BERNARD F. SPARKS, chief engineer.

DIGEST OF RATE CARD NO. 22A—(Sept. 1, 1978)

Hour 30 Min. 30 Sec. 10 Sec.

7:30-10:59 p.m., daily.

\$700 Graded rates apply\*

\*Highest rate: \$225.

NETWORK BASE HOURLY RATE: \$471.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Dorchester	10,800	10,500	97
	Somerset	6,900	6,600	96
Between 5-24%	Wicomico	21,600	21,100	98
	Worcester	9,800	9,400	96
Station Totals	<b>VIRGINIA</b>			
	Accomack	11,900	11,300	95
Net Weekly Circulation (1976-77)	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
Average Daily Circulation (1976-77)	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
<b>Station Totals</b>		<b>134,300</b>	<b>130,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>78,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>59,100</b>

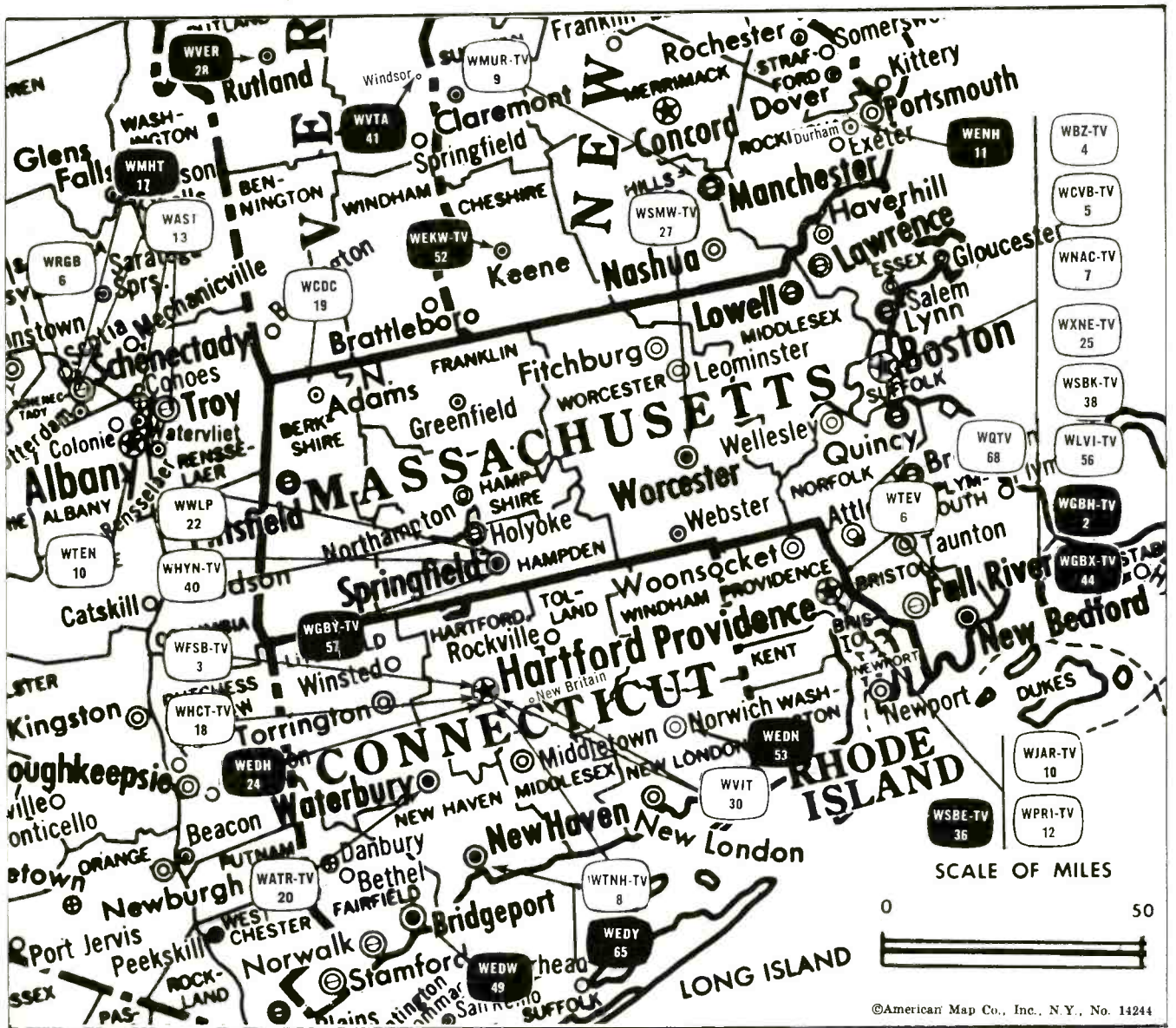
Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

Arbitron Information On Demand



# Massachusetts



Market	TV Households Arbitron Prime Time	Rank	Arbitron ADI TV Households	Rank
Boston	1,104,000	5	1,765,300	5
Springfield	127,000	91	221,000	86
Worcester	14,000	191	*	*

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WTEV, New Bedford**  
(See Providence, R.I.)

### Massachusetts Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	1	2	3
			13

**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: 87.1-kw visual, 17.4-kw aural. Antenna: 1040-ft. above av. terrain, 1034-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

**WGBX-TV**

**Boston**

Ch. 44

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston (02134).

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 393-kw max. & 251-kw horizontal visual, 78.6-kw max. & 50.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1074-ft. above ground, 1224-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

**WGBY-TV**

**Springfield**

Ch. 57

Non-Commercial Educational Station

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1200-kw max. & 776-kw horizontal visual, 240-kw max. & 155-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 119-ft. above ground, 1323-ft. above sea level.

Latitude 42° 14' 30"  
Longitude 72° 38' 54"

**Massachusetts**

**WBZ-TV, Boston**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>RHODE ISLAND</b>			
	Bristol	15,100	14,900	99
	Newport	22,300	21,800	98
Between 25-49%	Providence	213,600	209,400	98
	Washington	24,400	23,800	97
	<b>VERMONT</b>			
	Caledonia	8,700	8,400	97
	Windsor	16,600	15,900	95
	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	Tolland	34,300	33,300	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	Hampden	163,100	159,200	98
Between 5-24%	Hampshire	39,900	38,500	96
	<b>NEW HAMPSHIRE</b>			
	Carroll	8,600	8,300	97
	<b>RHODE ISLAND</b>			
	Kent	49,800	49,100	99
	<b>VERMONT</b>			
	Essex	2,200	2,100	97

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Massachusetts—Adams

## WCDC

Ch. 19

[Satellite of WTEN, Albany, N.Y.]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 538-kw max. & 316-kw horizontal visual, 108-kw max. & 63.1-kw horizontal aural. Antenna: 2090-ft. above av. terrain, 244-ft. above ground, 3684-ft. above sea level.

Latitude 42° 38' 14"  
Longitude 73° 10' 07"

Requests CP for change to 448.7-kw max. visual, 89.54-kw max. aural. BPCT-5208.

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 Arbitron study (see page 4-b).

WCDC Ref: FCC File No. BPCT-4758 Granted 9/20/74

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

## WCDC

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc.

Studio: WTEN, Albany, N.Y.

Telephone: Albany, 518-436-4822. TWX No. 710-441-8203.

Ownership: See WTEN, Albany, N.Y.

Began Operation: Feb. 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971.

Personnel: Same as WTEN, Albany, N.Y.

Rates: Sold in combination with WTEN, Albany, N.Y.

NETWORK BASE HOURLY RATE: Bonus to WTEN, Albany, N.Y.

Arbitron Data For This Station Included With Report Of Parent WTEN, Albany, N.Y.



# Massachusetts—Boston

**WCVB-TV**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 980-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, Mass.

TV tape: Recording facilities.

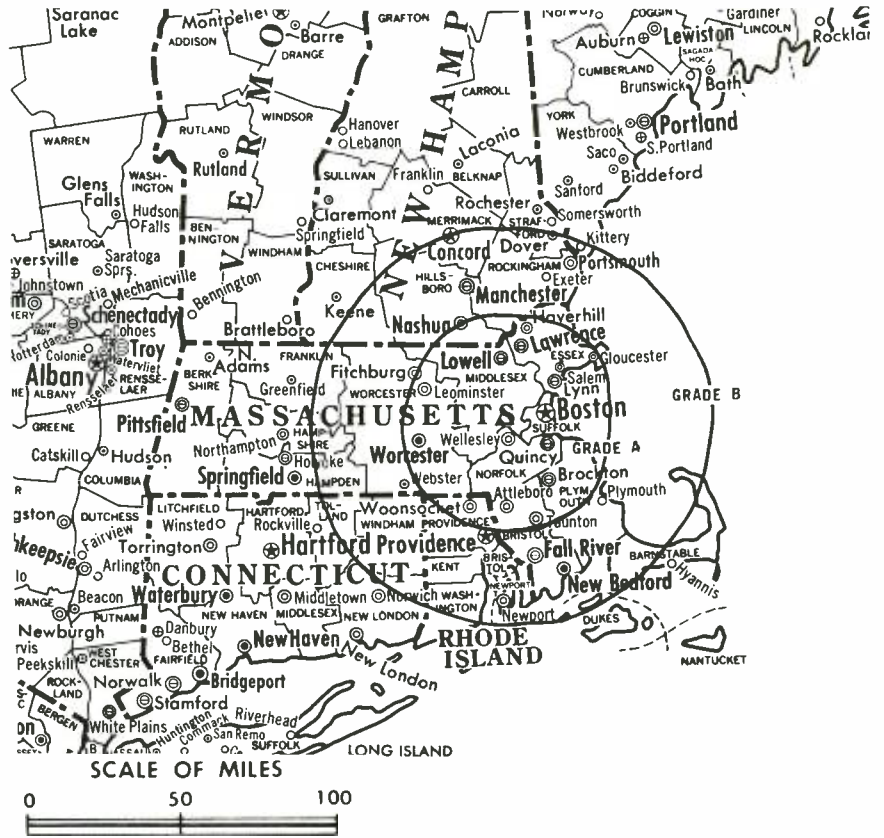
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCVB-TV Ref: FCC File No. BMPCT-7316 Granted 7/29/71

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

## WCVB-TV

Network Service: ABC.

Licensee: Boston Broadcasters Inc., 5 TV Place, Needham Branch, Boston, Mass. (02192).

Studio: 5 TV Place. Telephone: 617-449-0400.

Ownership: Boston Broadcasters Inc., Matthew Brown, chmn.; Leo L. Beranek, pres. No individual with more than 5.5%.

Began Operation: March 19, 1972.

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

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

DR. LEO L. BERANEK, president.  
ROBERT M. BENNETT, exec. vice president & general manager.  
WILLIAM J. POORVU, treasurer.  
THOMAS G. MANEY, v.p., asst. gen. mgr. & director of sales.  
JAMES P. MILLER, vice president & business manager.  
PAUL LA CAMERA, asst. v.p., dir. of community services.

GERALD J. MCGAVICK, general sales manager.  
MICHAEL J. VOLPE, sales manager.  
BRUCE MARSON, program manager.  
PHILIP BALBONI, director of public affairs.  
JAMES THISTLE, director of news.  
PAUL RICH, special asst. to gen. mgr. & dir., public relations & promotion.  
ROSS B. KAUFFMAN, director of engineering & production.  
ELIZABETH PLOVNIK, promotion manager.  
VALDO CONTE, commercial operations manager.  
PEGGY FILIS, dir. of research & sales promotion.

Highest 30 Sec. Rate (May 2, 1978): \$2400.

NETWORK BASE HOURLY RATE: \$3650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT Windham	33,100	32,100	97
(Continued on page 406-b)				
Station Totals		2,843,100	2,775,600	97
Net Weekly Circulation (1976-77)			1,927,400	
Average Daily Circulation (1976-77)			1,197,400	

# America's Number One Television Station

The Federal Communications Commission has recently published its findings showing WCVB-TV Channel 5 is the number one station in America. In its recent survey of this country's more than six hundred network affiliated stations, Channel 5 ranked number one in total hours of news, number one in public affairs programs, and number one in local programming. More local programming to serve you better . . .

Our commitment to bring you more quality programming is stronger than ever, because putting you first has made us number one in Boston . . . and number one in America.

setting a new standard

nationally represented by hrp

is right here  
in Boston.

WCVB TV  
BOSTON



# Massachusetts—Boston

**WBZ-TV**

Ch. 4



WESTINGHOUSE BROADCASTING COMPANY INC.

TELEVISION ADVERTISING REPRESENTATIVES INC.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 9.75-kw aural. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

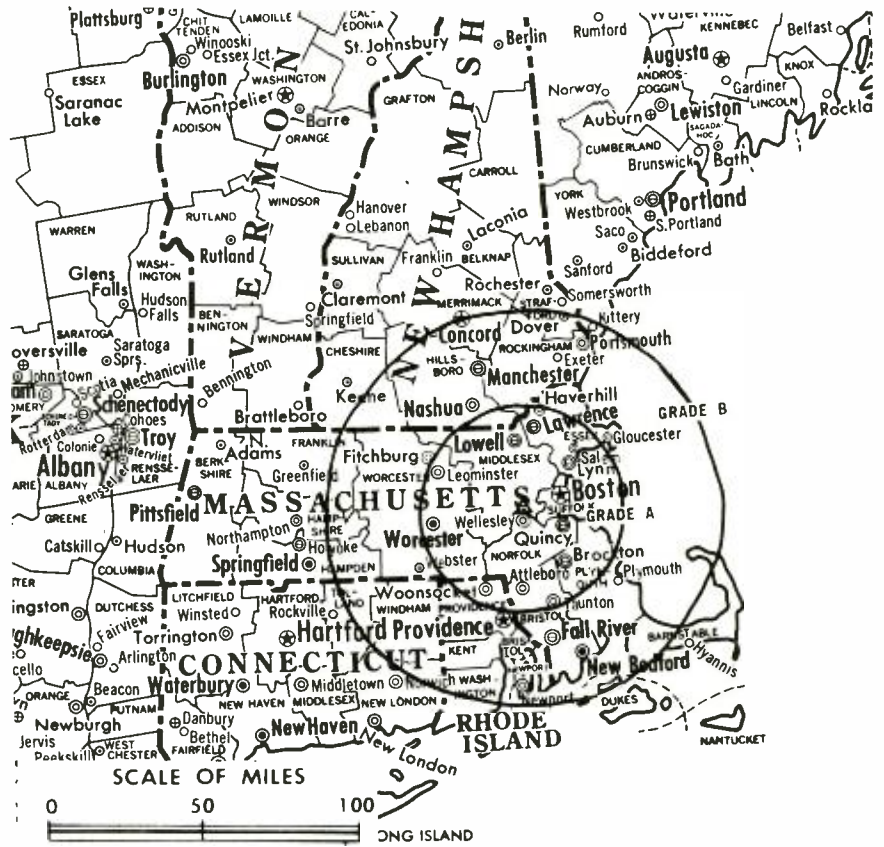
Latitude 42° 18' 37"  
Longitude 71° 14' 14"

Transmitter: 350 Cedar St., Needham Heights, Mass.

TV tape: Recording facilities.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBZ-TV Ref: FCC File No. BPCT-2072 Granted 2/8/56

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

## WBZ-TV

Network Service: NBC.

Licensee: A Group W Station, Westinghouse Bcstg. Co. Inc., 1170 Soldiers Field Rd., Boston, Mass. (02134).

Studio: 1170 Soldiers Field Rd.

Telephone: 617-787-7000. TWX No.: 710-330-0283.

AM Affiliate: WBZ, 50-kw, 1030 kHz.

FM Affiliate: WBZ-FM, 18-kw, 106.7 MHz (No. 294), 758-ft.

Ownership: Subsidiary of Westinghouse Electric Corp. Donald H. McGannon, chairman. For other Westinghouse executives & stations, see Group W under Group Ownership of Television Stations.

Began Operation: June 9, 1948.

Represented (sales) by Television Advertising Representatives Inc.

Personnel:

- LAMONT L. THOMPSON, vice president (Boston).
- SEYMOUR YANOFF, vice president & general manager.
- LEONARD GOLDMAN, local sales manager.
- JOHN J. SPINOLA, sales manager.
- RICHARD KURLANDER, program manager.
- RICHARD CREW, executive producer.
- ANN FINUCANE, information services manager.
- SUE SAMPSON, creative services director.
- BOB HOUGHTON, business manager.
- JIM JOHNSON, human resources director.
- GEORGE ST. ANDRE, engineering manager.
- JOSEPH BLAKE, assistant engineering manager.
- WILLIAM ABER, news director.

Highest 30 Sec. Rate: \$7000.

NETWORK BASE HOURLY RATE: \$3450.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
		Windham	33,100	32,100	97
	<b>MASSACHUSETTS</b>				
		Barnstable	53,000	51,500	97
		Bristol	167,000	164,000	98
		Dukes	3,700	3,500	94
		Essex	220,700	216,700	98
		Middlesex	469,600	460,900	98
		Nantucket	2,000	1,900	95
		Norfolk	204,700	201,600	98
		Plymouth	129,200	126,600	98
		Suffolk	272,400	262,300	96
		Worcester	218,400	213,600	98
		<b>NEW HAMPSHIRE</b>			
		Belknap	12,900	12,600	98
	Cheshire	19,500	18,600	96	
	Hillsborough	84,500	82,700	98	
	Merrimack	30,700	29,700	97	
	Rockingham	53,800	52,700	98	
	Strafford	25,900	25,200	97	
	Sullivan	12,200	11,600	95	
	<b>VERMONT</b>				
	Windham	12,500	11,600	93	
Between 25-49%	<b>MAINE</b>				
		York	43,700	42,800	98
	<b>MASSACHUSETTS</b>				
	Franklin	24,500	23,300	95	
	<b>NEW HAMPSHIRE</b>				
	Grafton	19,800	18,800	95	
(Continued on page 397-b)					
<b>Station Totals</b>		<b>2,843,100</b>	<b>2,775,600</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>1,917,400</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>1,192,700</b>	

# Massachusetts—Cambridge-Boston

## WLVI-TV

Ch. 56

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 1186-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

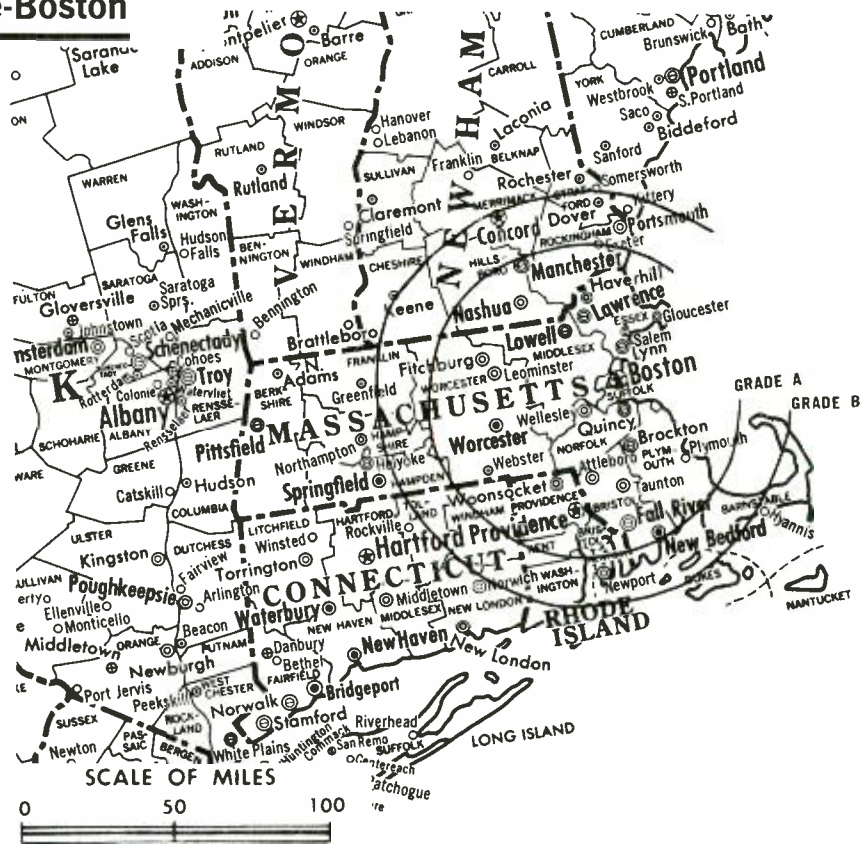
Transmitter: 140 Cabot St., Needham, Mass.

TV tape: Recording facilities.

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

News Wire Service: AP.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WLVI-TV Ref: FCC File No. BPC-4314 Granted 10/7/70

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

## WLVI-TV

Network Service: None, independent.

Licensee: Field Communications Corp., Box 56, Boston, Mass. (02101).

Studio: Box 56, 75 Wm. T. Morrissey Blvd., Boston, Mass. (02101).

Telephone: 617-288-3200.

Ownership: Field Enterprises Holdings Ltd., 100%. For other interests, see WFLD-TV, Chicago, Ill.

Began Operation: Aug. 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (Television Digest, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26).

Represented (sales) by Field Spot Sales.

Represented (legal) by Sidley & Austin.

Represented (engineering) by John F. X. Browne & Associates Inc.

Personnel:

STEVEN A. BELL, vice president & general manager.  
LUCIE SALHANY, program manager.  
JERRY WALSH, general sales manager.  
WALTER GILBRIDE, sales manager.  
RICHARD LIPSON, engineering manager.  
RICK WEIDNER, promotion manager.  
NATALIE McIVER, director of news & public affairs.

Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
	Essex	220,700	216,700	98
50% & Over	Middlesex	469,600	460,900	98
	Nantucket	2,000	1,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MAINE</b>				
	York	43,700	42,800	98
<b>MASSACHUSETTS</b>				
	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Norfolk	204,700	201,600	98
	Plymouth	129,200	126,600	98
	Suffolk	272,400	262,300	96
	Worcester	218,400	213,600	98
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>			
	Coos	12,200	11,900	97
	Hillsborough	84,500	82,700	98
	Rockingham	53,800	52,700	98
	Strafford	25,900	25,200	97
<b>RHODE ISLAND</b>				
	Bristol	15,100	14,900	99
	Newport	22,300	21,800	98
	Providence	213,600	209,400	98
	Washington	24,400	23,800	97
<b>CONNECTICUT</b>				
	New London	79,600	76,900	97
	Windham	33,100	32,100	97
<b>Between 5-24%</b>	<b>MAINE</b>			
	Androscoggin	33,400	32,600	98
	Cumberland	72,300	70,500	98
	Kennebec	34,400	33,300	97
	Oxford	16,300	15,800	97
	Sagadahoc	9,900	9,500	96
	Somerset	15,500	15,000	96

(Continued on page 406-b)

Station Totals	2,655,800	2,595,100	97
Net Weekly Circulation (1976-77)			977,400
Average Daily Circulation (1976-77)			430,400

# 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.

Facsimile Service: AP.

News Film Service: CBS.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

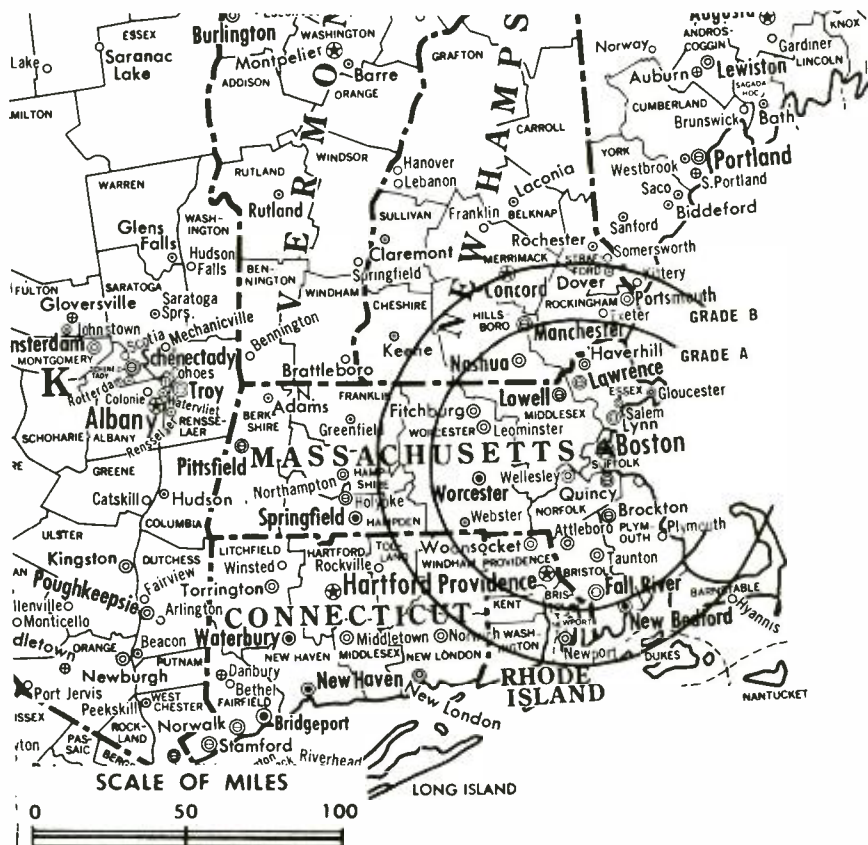
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

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



WNAC-TV Ref: FCC File No. BPCT-3057 Granted 3/27/63

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

## WNAC-TV

Network Service: CBS.

Licensee: RKO General Inc. (Yankee Division), Govt. Center, Boston, Mass. (02114).

Studio: RKO Bldg., Govt. Center.

Telephone: 617-725-2700. TWX No.: 710-321-0361.

Ownership: See WOR-TV, New York.

Began Operation: June 21, 1948. Sale to New England TV Corp. pending (Television Digest, Vol. 18:17, 36).

Represented (sales) by RTVR Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- LAD HLA VATY, v.p. & director of engineering.
- ROBERT GLASER, general manager.
- FRANK B. GREGG, general sales manager.
- JOHN ATKINSON, program director.
- EARL DAVIS, advertising & promotion director.
- JOHN D. QUINLAN, local sales manager.
- TOM CAMARDA, national sales manager.
- STEVE COHEN, news director.
- WILLIAM HAHN, vice president, community relations.
- CHARLES H. DUTCHER III, operations manager.
- BARBARA HARLAND, advertising manager.
- JOHN O. BOONE, director, urban affairs.
- KENNETH MCGOWAN, chief of engineering.

Highest 30 Sec. Rate (May 1, 1978): \$3000.

NETWORK BASE HOURLY RATE: \$3250.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
50% & Over	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Dukes	3,700	3,500	94
	Essex	220,700	216,700	98
	Middlesex	469,600	460,900	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS—(Continued)</b>				
	Nantucket	2,000	1,900	95
	Norfolk	204,700	201,600	98
	Plymouth	129,200	126,600	98
	Suffolk	272,400	262,300	96
	Worcester	218,400	213,600	98
50% & Over	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	Hillsborough	84,500	82,700	98
	Merrimack	30,700	29,700	97
	Rockingham	53,800	52,700	98
	Strafford	25,900	25,200	97
	Sullivan	12,200	11,600	95
	<b>CONNECTICUT</b>			
	Windham	33,100	32,100	97
	<b>MAINE</b>			
	York	43,700	42,800	98
	<b>MASSACHUSETTS</b>			
	Franklin	24,500	23,300	95
Between 25-49%	<b>NEW HAMPSHIRE</b>			
	Belknap	12,900	12,600	98
	<b>RHODE ISLAND</b>			
	Bristol	15,100	14,900	99
	Kent	49,800	49,100	99
	Newport	22,300	21,800	98
	Providence	213,600	209,400	98
	Washington	24,400	23,800	97

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	Tolland	34,300	33,300	97

(Continued on page 406-b)

Station Totals	2,618,000	2,556,200	97
Net Weekly Circulation (1976-77)	1,864,900		
Average Daily Circulation (1976-77)	1,115,100		

# Add zip to your news!



Now AID (Arbitron Information on Demand) can zip you a whole new way to look at your news.

You can find out how popular your news program is in upper, middle or lower income Zips. Zips that have the greatest number of managerial or professional people. Zips that have highly-educated people. Or 18 more

characteristics for each and every Zip Code in your market.

What a way to really pinpoint your news audience!

Zip Codes, another AID exclusive. Add zip to your news by contacting your Arbitron Television representative today.

AID Zip Codes...

## THE ARBITRON ADVANTAGE

# Massachusetts—Boston

## WQTV

Ch. 68

Due to begin operation late 1978

Technical Facilities: Channel No. 68 (800-806 MHz). Authorized power: 723-kw max. & 398-kw horizontal visual, 184-kw max. & 79.4-kw horizontal aural. Antenna: 720-ft. above av. terrain, 807-ft. above sea level.

Latitude 42° 20' 50"  
Longitude 71° 04' 57"

Transmitter: Prudential Center.

TV tape: Recording facilities.

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

Represented (engineering) by Cohen & Dippell.

Note: Holds subscription television authorization.



WQTV Ref: FCC File No. BMPCT-7291 Granted 3/30/73

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

## WQTV

Network Service: None, independent.

Grantee: Boston Heritage Broadcasting Inc., c/o Edward H. Mank, 239 Lewis Wharf, Boston, Mass. (02110).

Studio: Prudential Center, Boston (02199).

Telephone: 617-267-9515.

Ownership: George Fritzinger, pres., 6.06%; Daniel Hourihan, v.p., 4.44%; Edward H. Mank, treas., 7.47%; Rinaldo Brutoco, 20%; Carl B. Hilliard, 20%; Standish Bradford Jr., George Condakes, Joseph Sheffer & Robert M. Zimmerman, 5.46% each; William Fitzgerald, 4.44%; Irwin Jacobs, 4.32%; Isaac Blonder & Ben H. Tongue, 3.48% each; Roger Samet, 2.22%.

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

Personnel: JOSEPH NICCOLI, general manager.

Rates: Not available.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Massachusetts—Boston

## WSBK-TV

Ch. 38



Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 3090-kw max. & 1170-kw horizontal visual, 309-kw max. & 117-kw horizontal aural. Antenna: 1180-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

Transmitter: .33-mi. E of Highland Ave. & Rt. 128, Needham.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP.

Telephone: 617-783-3838.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSBK-TV Ref: FCC File No. BPCT-4861 Granted 12/5/75

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

## WSBK-TV

Network Service: None, independent.

Licensee: New Boston Television Inc., 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Studio: 83 Leo Birmingham Pkwy., Brighton, Mass. (02135).

Ownership: Storer Bcstg., 100%. For other interests, see Group Ownership.

Began Operation: Oct. 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved July 29, 1966 by FCC (Television Digest, Vol. 6:15, 31).

Represented (sales) by Storer Television Sales.

Personnel:

JOSEPH C. DIMINO, vice president & general manager.  
DANIEL J. BERKERY, station manager.  
VIRGINIA C. JONES, controller.  
JOHN ANDERSON, director, sales development.  
STUART TAUBER, national sales manager.  
RON PULERA, local sales manager.  
DICK BEACH, program manager.  
B. J. ANDERSON, promotion manager.  
DOUG HENDERSON, chief engineer.

DIGEST OF RATE CARD NO. 15—(Sept. 19, 1977)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 10 Sec.

Class A—5 p.m.-midnight, daily.

\$900 \$600 \$500 \$400 \$600 \$300

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
	Essex	220,700	216,700	98
	Middlesex	469,600	460,900	98
<b>50% &amp; Over</b>	Nantucket	2,000	1,900	95
	Norfolk	204,700	201,600	98
	Plymouth	129,200	126,600	98
	Suffolk	272,400	262,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>			
	Rockingham	53,800	52,700	98
	<b>MAINE</b>			
	Oxford	16,300	15,800	97
	York	43,700	42,800	98
	<b>MASSACHUSETTS</b>			
	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Dukes	3,700	3,500	94
	Worcester	218,400	213,600	98
	<b>NEW HAMPSHIRE</b>			
	Belknap	12,900	12,600	98
	Cheshire	19,500	18,600	96
<b>Between 25-49%</b>	Coos	12,200	11,900	97
	Hillsborough	84,500	82,700	98
	Merrimack	30,700	29,700	97
	Sullivan	12,200	11,600	95
	<b>RHODE ISLAND</b>			
	Bristol	15,100	14,900	99
	Kent	49,800	49,100	99
	Newport	22,300	21,800	98
	Providence	213,600	209,400	98
	<b>VERMONT</b>			
	Caledonia	8,700	8,400	97
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	Windham	33,100	32,100	97
	<b>MAINE</b>			
	Androscoggin	33,400	32,600	98
	Cumberland	72,300	70,500	98

(Continued on next page)

Station Totals	3,312,300	3,233,900	97
Net Weekly Circulation (1976-77)			1,231,100
Average Daily Circulation (1976-77)			561,000

# Massachusetts

## WSBK-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MAINE—(Continued)			
	Kennebec	34,400	33,300	97
	Knox	12,300	11,700	95
	Penobscot	45,000	43,700	97
	Sagadahoc	9,900	9,500	96
	Somerset	15,500	15,000	96
	<b>MASSACHUSETTS</b>			
Between 5-24%	Berkshire	51,100	49,700	97
	Franklin	24,500	23,300	95
	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
	<b>NEW HAMPSHIRE</b>			
	Grafton	19,800	18,800	95
	Strafford	25,900	25,200	97
	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
	Montgomery	21,100	20,500	97
	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	<b>RHODE ISLAND</b>			
	Washington	24,400	23,800	97
	<b>VERMONT</b>			
	Essex	2,200	2,100	97

## WNAC-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MASSACHUSETTS</b>			
Between 5-24%	Hampshire	39,900	38,500	96
	<b>NEW HAMPSHIRE</b>			
	Carroll	8,600	8,300	97
	Grafton	19,800	18,800	95
	<b>VERMONT</b>			
	Windham	12,500	11,600	93
	Windsor	16,600	15,900	95

## WSMW-TV, Worcester (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>RHODE ISLAND—(Continued)</b>			
Between 5-24%	Providence	213,600	209,400	98
	Washington	24,400	23,800	97
	<b>VERMONT</b>			
	Windham	12,500	11,600	93
	Windsor	16,600	15,900	95

For List of Stations Subscribing to

NAB TV Code, see Services

Volume

## WCVB-TV, Boston (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MASSACHUSETTS</b>			
	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Dukes	3,700	3,500	94
	Essex	220,700	216,700	98
	Middlesex	469,600	460,900	98
	Nantucket	2,000	1,900	95
	Norfolk	204,700	201,600	98
	Plymouth	129,200	126,600	98
	Suffolk	272,400	262,300	96
50% & Over	Worcester	218,400	213,600	98
	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	Hillsborough	84,500	82,700	98
	Merrimack	30,700	29,700	97
	Rockingham	53,800	52,700	98
	Strafford	25,900	25,200	97
	Sullivan	12,200	11,600	95
	<b>RHODE ISLAND</b>			
	Providence	213,600	209,400	98
	<b>VERMONT</b>			
	Windham	12,500	11,600	93

	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	<b>MAINE</b>			
	York	43,700	42,800	98
	<b>MASSACHUSETTS</b>			
Between 25-49%	Franklin	24,500	23,300	95
	<b>NEW HAMPSHIRE</b>			
	Belknap	12,900	12,600	98
	Grafton	19,800	18,800	95
	<b>RHODE ISLAND</b>			
	Kent	49,800	49,100	99
	<b>VERMONT</b>			
	Windsor	16,600	15,900	95

	<b>CONNECTICUT</b>			
	Tolland	34,300	33,300	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
	<b>NEW HAMPSHIRE</b>			
Between 5-24%	Carroll	8,600	8,300	97
	<b>RHODE ISLAND</b>			
	Bristol	15,100	14,900	99
	Newport	22,300	21,800	98
	Washington	24,400	23,800	97
	<b>VERMONT</b>			
	Bennington	10,900	10,500	96

## WLVI-TV, Cambridge (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MASSACHUSETTS</b>			
	Dukes	3,700	3,500	94
	<b>NEW HAMPSHIRE</b>			
Between 5-24%	Belknap	12,900	12,600	98
	Cheshire	19,500	18,600	96
	Merrimack	30,700	29,700	97
	Sullivan	12,200	11,600	95
	<b>RHODE ISLAND</b>			
	Kent	49,800	49,100	99



# Massachusetts—Boston

## WXNE-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1950-kw max. & 1380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural. Antenna: 1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 12"  
Longitude 71° 13' 08"

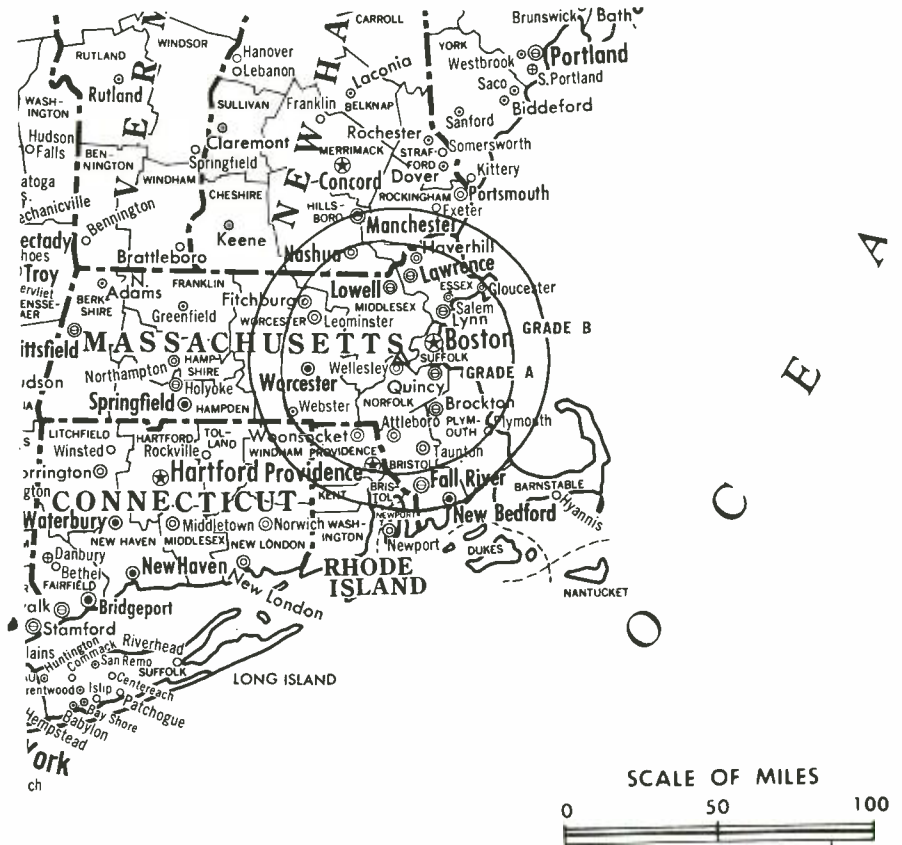
Transmitter: 0.33-mi. E of Highland Ave. & Rt. 128, Needham.

TV tape: Recording facilities.

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

News Wire Service: UPI.

Arbitron Data: Not available.



WXNE-TV Ref: FCC File No. BMPCT--7672 Granted 4/28/77

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

## WXNE-TV

Network Service: None, independent.

Licensee: Christian Broadcasting Network Inc., 1318 Spratley St., Portsmouth, Va. (23704).

Studio: 100 2nd Ave., Needham, Mass. (02192).

Telephone: 617-449-4200.

Ownership: See WYAH-TV, Portsmouth, Va.

Began Operation: Oct. 10, 1977.

Represented (sales) by CBN Spot Sales.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

M. G. ROBERTSON, president.

ROBERT E. JOHNSON, vice president.

WILLIAM B. KNIGHT, general manager.

WILLIAM T. GREGORY, chief engineer.

Highest Published 30 Sec. Rate (May 2, 1978): \$250.

The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
Information  
On Demand



ARBITRON TELEVISION

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington

# Massachusetts—Springfield-Holyoke

## WHYN-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 3680-kw visual, 368-kw aural. Antenna: 1004-ft. above av. terrain, 152-ft. above ground, 1352-ft. above sea level.

Latitude 42° 14' 30"  
Longitude 72° 38' 56"

Transmitter: Top of Mt. Tom.

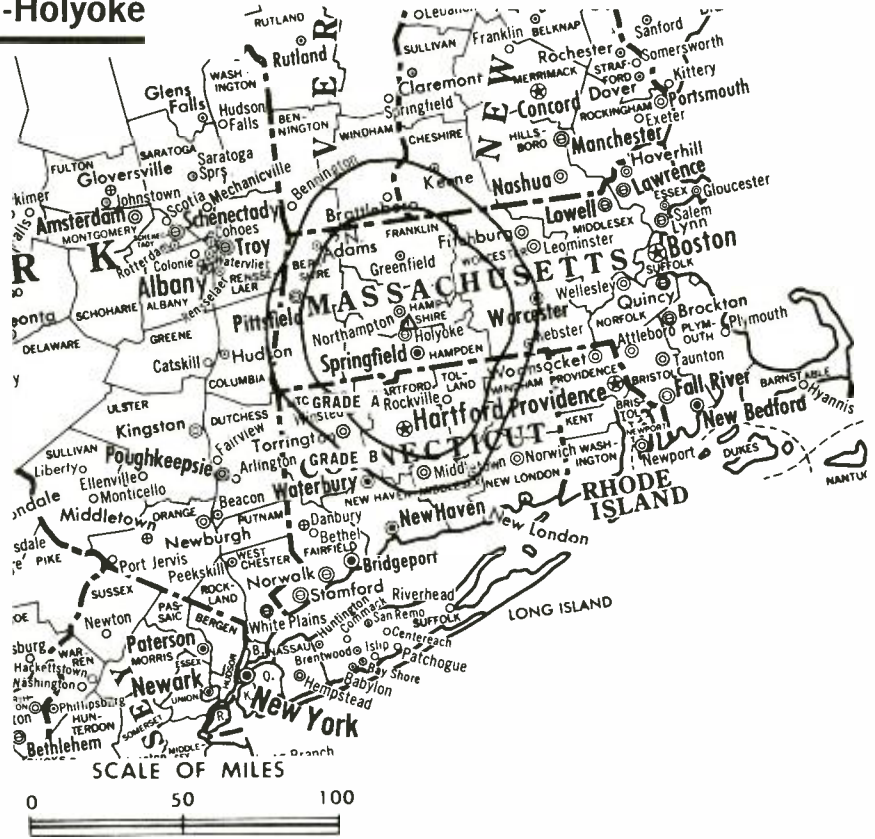
AM Affiliate: WHYN, 5-kw, 560 kHz.

FM Affiliate: WHYN-FM, 10-kw, 93.1 MHz (No. 226), 953-ft.

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

News Wire Service: AP, UPI.

News Film Service: ABC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WHYN-TV Ref: FCC File No. BPCT-4208 Granted 6/10/69

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

## WHYN-TV

Network Service: ABC.

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. (Vol. 10:10, 30).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JAMES A. KONTOLEON, vice president & general manager.  
RICHARD WYLIE, national sales manager.  
PHILIP J. RENISON, local sales manager.  
TED GRATKOWSKI, chief engineer.  
GILBERT M. LEFKOVICH, television station manager.

DIGEST OF RATE CARD NO. A-8—(Sept. 4, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., daily.					
\$3000	\$1800	\$1500	\$1200	\$600	\$300
NETWORK BASE HOURLY RATE: \$675.					

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
50% & Over	Franklin	24,500	23,300	95
	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
<b>CONNECTICUT</b>				
Between 25-49%	Hartford	285,400	278,200	97
	Tolland	34,300	33,300	97
<b>CONNECTICUT</b>				
Between 5-24%	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	<b>MASSACHUSETTS</b>			
Between 5-24%	Berkshire	51,100	49,700	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
<b>VERMONT</b>				
	Windham	12,500	11,600	93
Station Totals		726,000	705,400	97
Net Weekly Circulation (1976-77)				342,900
Average Daily Circulation (1976-77)				202,900

## INSTANT FACTBOOK

Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# Massachusetts—Springfield

**WWLP**

Ch. 22



Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 4170-kw visual, 417-kw aural. Antenna: 877-ft. above av. terrain, 530-ft. above ground, 1170-ft. above sea level.

Latitude 42° 05' 00"  
Longitude 72° 42' 16"

Transmitter: Provin Mt., Agawam, Mass.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WWLP Ref: FCC File No. BPCT-4795 Granted 12/19/75

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

## WWLP

Network Service: NBC.

Licensee: Springfield Television Corp., Box 2210, Springfield, Mass. (01101).

Studio: Provin Mt., Agawam, Mass.

Telephone: 413-786-2200. TWX No.: 710-350-1421.

Ownership: Roger L. Putnam estate, 25.09%; William L. Putnam, chmn., 4.56%; Joseph J. Deliso, dir., 6.68%; over 200 others, none owning over 2%. Springfield Television also owns WKEF(TV), Dayton, Ohio & KSTU(TV), Ch. 20, Salt Lake City, Utah.

Began Operation: March 17, 1953.

Represented (sales) by H-R Television; Kettell-Carter (Boston).

Represented (legal) by Stein, Halpert & Miller.

Personnel:

- WILLIAM L. PUTNAM, chairman.
- KATHRYN F. BROMAN, president.
- ROLAND L. FILIAULT, treasurer & comptroller.
- JAMES H. FERGUSON JR., executive vice president.
- JOHN FERGIE, vice president, engineering.
- W. BUZZ SAWYER, vice president, programming.
- THOMAS M. LAMARCHE, program director.
- E. HOLLAND LOW, national sales manager.
- DANIEL T. SULLIVAN JR., local sales manager.
- ROBERT F. DONAHUE, public relations director.
- FRANCIS KOZLOWSKI, traffic manager.
- LOUIS CHENEVERT, chief engineer.

### DIGEST OF RATE CARD NO. 7A

(June 28, 1976)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.					
\$1000	\$600				Graded rates apply*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MASSACHUSETTS</b>			
	Franklin	24,500	23,300	95
	Hampden	163,100	159,200	98
Between 25-49%	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Tolland	34,300	33,300	97
Between 5-24%	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	<b>CONNECTICUT</b>			
Station Totals	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	<b>MASSACHUSETTS</b>			
Net Weekly Circulation (1976-77)	<b>NEW HAMPSHIRE</b>			
	Worcester	218,400	213,600	98
	Sullivan	12,200	11,600	95
Average Daily Circulation (1976-77)	<b>VERMONT</b>			
	Windham	12,500	11,600	93
	Station Totals	937,100	912,000	97
Net Weekly Circulation (1976-77)			311,300	
Average Daily Circulation (1976-77)			181,000	

Find out how a station got a shot at a \$6500 order for \$80.

Call your Arbitron representative and ask about AID.

Arbitron Information On Demand



# 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"

Requests subscription television authorization.

Transmitter: Stiles Hill, Boylston, 2.6-mi. N of Shrewsbury.

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

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

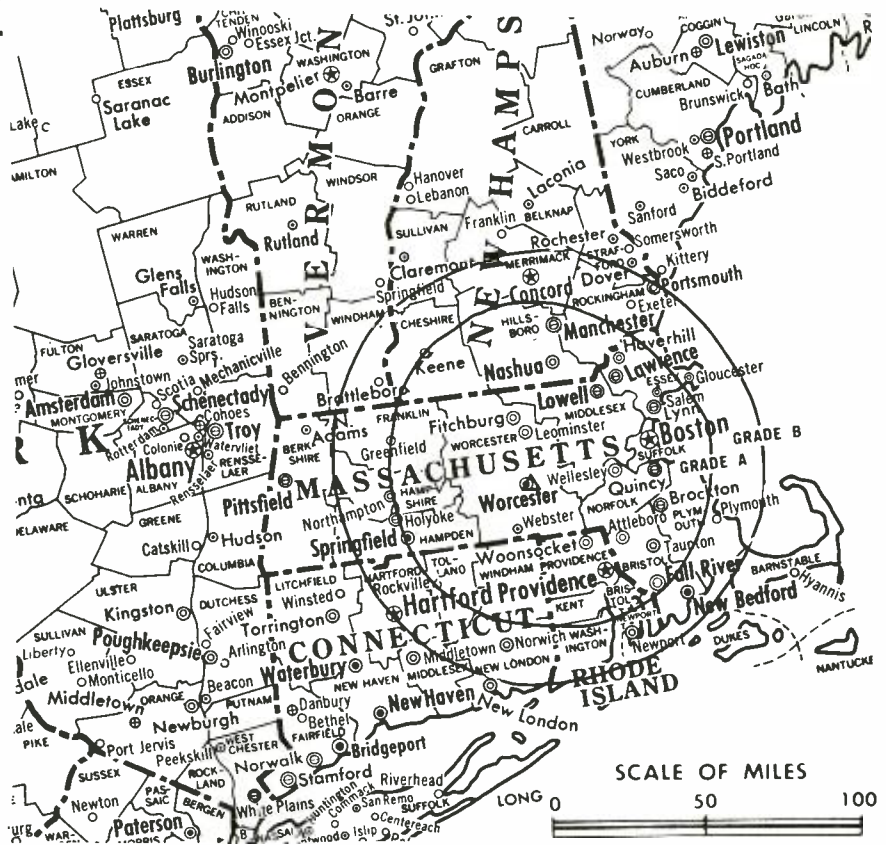
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WSMW-TV Ref: FCC File No. BMPCT-7053 Granted 11/14/69

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

## WSMW-TV

Network Service: None, independent.

Licensee: Sibos Inc., 127 Beverly Rd., Worcester, Mass. (01605).

Studio: 127 Beverly Rd., Worcester, Mass. (01605).

Telephone: 617-852-0027. TWX No.: 710-340-7687.

Ownership: Melvin Simon, pres., 45%; Gerald Kraft, v.p.; Fred Simon, secy.-treas., 10%; Irwin Katz, trustee, 45%. Simons have 53% interest in Sitel Inc. which has 49% of Channel 20 Houston Inc., applicant in Houston, Tex.

Began Operation: Jan. 2, 1970. Sale to present owners by America Group Management Corp. approved by FCC April 21, 1977.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Cohen & Dippell.

Personnel:

BRIAN A. HIGGINS, vice president & general manager.  
DONALD J. REILLY, asst. general manager & business manager.  
ROBERT E. FOURACRE, general sales manager.  
GREGORY T. LANO, local-regional sales manager.  
GERARD J. GERRITS JR., chief engineer.  
RAY CONLON, operations manager.  
TOM POWERS, production manager.  
CHRISTINE HÖLUB, program supervisor.  
MARIO FINOCCHIO, director of creative services.  
LORETTA ANDERSON, traffic manager.  
DONALD RUTANA, film director.

### DIGEST OF RATE CARD NO. 8

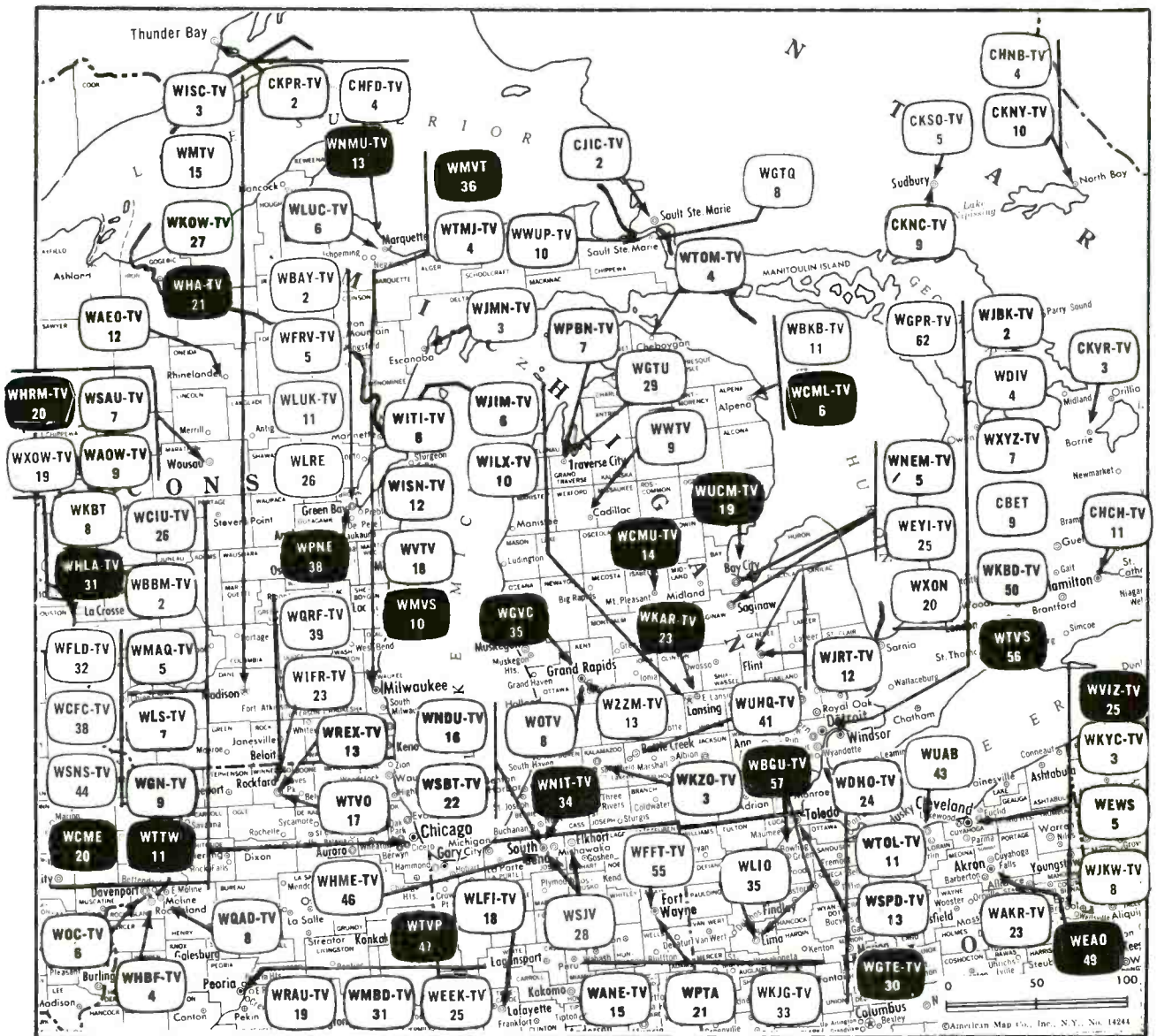
Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class A—4-11 p.m., daily.	\$1000	\$540	\$384	\$270	\$180	\$90	\$45

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MASSACHUSETTS</b>				
Between 25-49%	Nantucket	2,000	1,900	95
	Worcester	218,400	213,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW HAMPSHIRE</b>				
Between 25-49%	Hillsborough	84,500	82,700	98
<b>CONNECTICUT</b>				
	Litchfield	53,100	51,600	97
	New London	79,600	76,900	97
	Windham	33,100	32,100	97
<b>MAINE</b>				
	York	43,700	42,800	98
<b>MASSACHUSETTS</b>				
	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Dukes	3,700	3,500	94
	Essex	220,700	216,700	98
	Franklin	24,500	23,300	95
	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
Between 5-24%	Middlesex	469,600	460,900	98
	Norfolk	204,700	201,600	98
	Plymouth	129,200	126,600	98
	Suffolk	272,400	262,300	96
<b>NEW HAMPSHIRE</b>				
	Cheshire	19,500	18,600	96
	Merrimack	30,700	29,700	97
	Rockingham	53,800	52,700	98
	Strafford	25,900	25,200	97
	Sullivan	12,200	11,600	95
<b>RHODE ISLAND</b>				
	Bristol	15,100	14,900	99
	Kent	49,800	49,100	99
	Newport	22,300	21,800	98

(Continued on page 406-b)

Station Totals	2,758,600	2,694,000	97
Net Weekly Circulation (1976-77)			454,400
Average Daily Circulation (1976-77)			130,800



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Detroit	1,103,000	6	1,597,100	7
Grand Rapids-Kalamazoo-Battle Creek	291,000	41	487,100	38
Flint-Saginaw-Bay City	234,000	56	403,500	52
Lansing	90,000	118	193,600	94
Traverse City-Cadillac	85,000	128	132,900	127
Marquette	25,000	178	53,500	177
Alpena	5,000	207	10,600	210

**Michigan Station Status as of September 1, 1978**

	VHF	UHF	TOTAL
Commercial Television Stations	18	6	24
Educational Television Stations	2	5	7
			31

## Michigan

### State Educational Technical Facilities

(Complete Data in Educational Directory)

#### WCML-TV

##### Alpena

Ch. 6

Non-Commercial Educational Station

Licensee: Central Michigan University, Anspach Hall, Mt. Pleasant, Mich. (48859).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1470-ft. above av. terrain, 1345-ft. above ground, 2045-ft. above sea level.

Latitude	45°	08'	17"
Longitude	84°	09'	44"

#### WTVS

##### Detroit

Ch. 56

Non-Commercial Educational Station

Licensee: Detroit Educational Television Foundation Inc., 7441 2nd Blvd., Detroit, Mich. (48202).

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"

#### WKAR-TV

##### East Lansing

Ch. 23

Non-Commercial Educational Station

Licensee: Board of Trustees, Michigan State University, E. Lansing (48824).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1238-kw max. & 1100-kw horizontal visual, 247.5-kw max. & 219-kw horizontal aural. Antenna: 975-ft. above av. terrain, 1034-ft. above ground, 1885-ft. above sea level.

Latitude	42°	42'	08"
Longitude	84°	24'	51"

#### WGVC

##### Grand Rapids

Ch. 35

Non-Commercial Educational Station

Licensee: Grand Valley State College, Allendale (49401).

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 264-kw max. & 200-kw horizontal aural. Antenna: 860-ft. above av. terrain, 855-ft. above ground, 1545-ft. above sea level.

Latitude	42°	57'	35"
Longitude	85°	53'	45"

#### WNMU-TV

##### Marquette

Ch. 13

Non-Commercial Educational Station

Licensee: Board of Control of Northern Michigan University, Marquette (49855).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1090-ft. above av. terrain, 1101-ft. above ground, 2601-ft. above sea level.

Latitude	46°	21'	09"
Longitude	87°	51'	32"

#### WCMU-TV

##### Mt. Pleasant

Ch. 14

Non-Commercial Educational Station

Licensee: Central Michigan University, Mt. Pleasant (48859).

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"

#### 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"

# THE

# TED HEPBURN COMPANY

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

**State Cross Reference List**

Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WILX-TV**

Battle Creek

(See Lansing, Mich.)

**WJRT-TV**

Bay City

(See Flint, Mich.)

**WEYI-TV**

Bay City

(See Saginaw, Mich.)

**WPBN-TV**

Cadillac

(See Traverse City, Mich.)

**WJIM-TV**

Flint

(See Lansing, Mich.)

**WEYI-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**

Jackson

(See Lansing, Mich.)

**WUHQ-TV**

Kalamazoo

(See Battle Creek, Mich.)

**WOTV & WZZM-TV**

Kalamazoo

(See Grand Rapids, Mich.)

**WJRT-TV**

Saginaw

(See Flint, Mich.)

**WNEM-TV**

Saginaw

(See Bay City, Mich.)

**WWTW**

Traverse City

(See Cadillac, Mich.)

**WKBD-TV, Detroit**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MICHIGAN</b>			
	Branch	12,800	12,600	98
	Cheboygan	6,700	6,400	96
	Hillsdale	14,800	14,400	97
	Ingham	89,400	87,800	98
	Iron	6,200	6,100	98
	Isabella	15,100	14,700	97
	Kalamazoo	68,400	67,200	98
	Leelanau	4,400	4,300	97
	Mackinac	4,000	3,900	97
	Menominee	9,400	9,200	98
	Muskegon	52,000	51,100	98
	Otsego	4,500	4,400	97
	Presque Isle	4,700	4,400	94
	Saginaw	73,400	72,400	99
Between 5-24%	St Joseph	19,300	19,000	98
	Shiawassee	23,800	23,400	98
	Tuscola	17,200	16,900	98
	<b>OHIO</b>			
	Defiance	11,900	11,700	98
	Fulton	11,800	11,500	98
	Henry	9,200	9,100	98
	Huron	17,500	17,200	98
	Ottawa	13,600	13,400	99
	Putnam	9,300	9,100	98
	Sandusky	21,600	21,300	99
	Williams	11,800	11,500	98
	Wood	32,400	31,900	99
	<b>WISCONSIN</b>			
	Iron	2,900	2,800	98
	Marinette	13,100	12,900	99

# Michigan—Alpena-Oscoda-Tawas City-East Tawas

## WBKB-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.0"  
Longitude 83° 31' 22.5"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

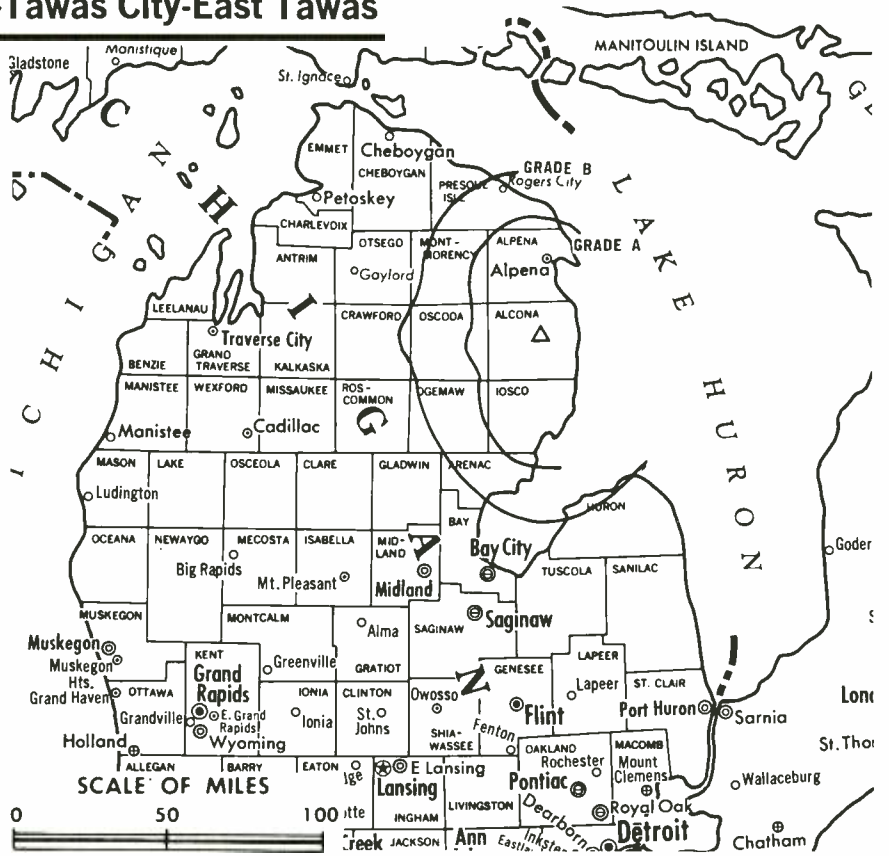
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBKB-TV Ref: FCC File No. BMPCT-7586 Granted 6/20/75

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

## WBKB-TV

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., Box 35, Alpena, Mich. (49707).

Studio: 1390 Bagley St., Alpena, Mich. (49707).

Telephone: 517-356-3434.

Ownership: Frederick T. Johnston, pres., 6.5%; Bill McDonnell, v.p., 2.3%; Walter G. Weinkauff, treas., 4.9%; Aldor Carstens, 6.8%; Ann Henderson & Dale Huggler, 7% each; Earlene Thompson, 5.7%; Charles Petch & Cloyd G. Ramsey, 5.4% each; 60 others.

Began Operation: Sept. 22, 1975.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Cohen & Dippell.

Personnel:

THOMAS M. DISINGER, vice president & general manager.  
JAMES DONOVAN, general sales manager.  
CURT SMITH, director of news & public affairs.  
JAMES MARR, chief engineer.  
ROBERT RACE, production manager.  
JERI FOOR, traffic director.

### DIGEST OF RATE CARD—(Sept. 1, 1978)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.
Class A—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.					
\$600	\$400	\$300	\$200	\$150	\$80

NETWORK BASE HOURLY RATE: \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Alcona	3,500	3,300	96
	Alpena	11,100	10,600	95
<b>50% &amp; Over</b>	Iosco	9,900	9,700	98
	Oscoda	2,500	2,300	94
	Presque Isle	4,700	4,400	94
<b>MICHIGAN</b>				
<b>Between 25-49%</b>	Montmorency	2,700	2,600	95
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Arenac	5,000	4,900	97
	Gladwin	5,900	5,700	97
	Huron	12,400	12,100	97
	Ogemaw	5,500	5,400	97
<b>Station Totals</b>		<b>63,200</b>	<b>61,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>28,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>16,900</b>

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR AND ASSOCIATES

CALL TOLL FREE 800-424-8036



# Michigan—Battle Creek-Kalamazoo

## WUHQ-TV

Ch. 41

(Also serves Grand Rapids)



Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 3100-kw max. & 1380-kw horizontal visual, 310-kw max. & 138-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"  
Longitude 85° 28' 11"

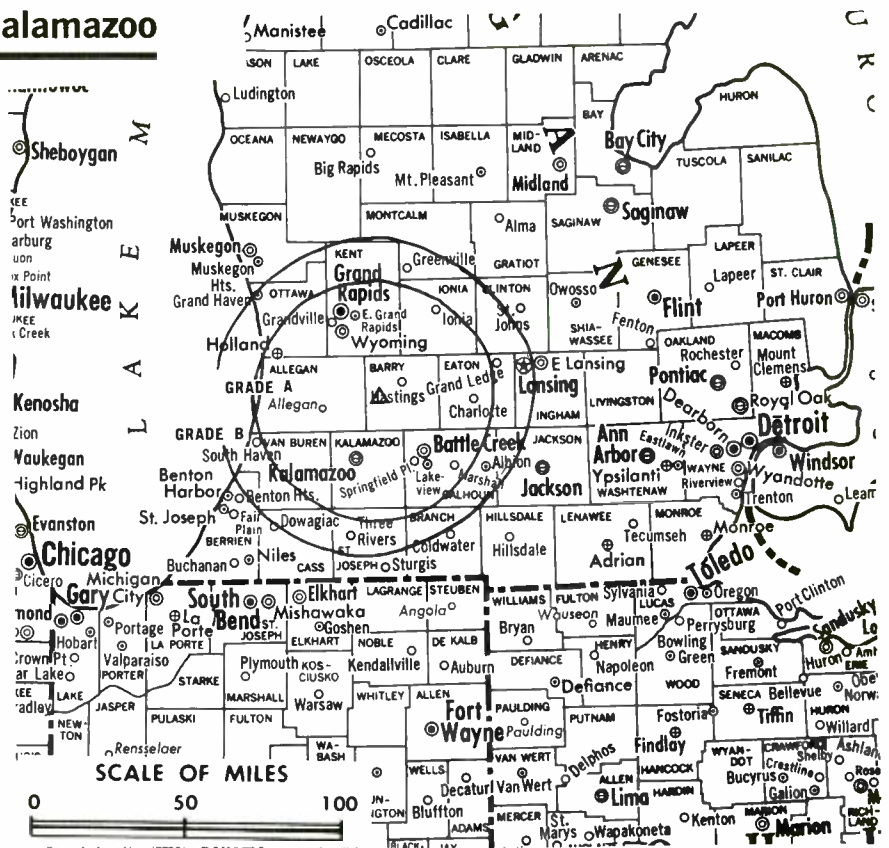
Transmitter: Mullen & Norris Rds., Orangeville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Represented (engineering) by Hammett & Edison.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WUHQ-TV Ref: FCC File No. BPCT-4547 Granted 3/23/73

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

## WUHQ-TV

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek (49016).

Studio: 5200 Dickman Rd., Battle Creek, Mich. (49016).

Telephone: 616-968-9341. TWX No.: 810-276-2201.

Ownership: John W. Lawrence, pres., 29.2%; William J. Lawrence, 29.1%; Borgia M. Lawrence, 29.7%; Carl A. Gardner estate, 11%; one other.

Began Operation: July 24, 1971.

Represented (sales) by The Meeker Co.

Represented (legal) by Bilger & Blair.

Personnel:

JOHN W. LAWRENCE, president.  
LEE G. STEVENS, exec. vice president & general manager.  
JERRY P. COLVIN, station/sales manager.  
MICHAEL J. LAEMERS, chief engineer.  
KATHY BANFIELD, program manager.  
JOHN GARROD, production manager.  
RICK D'AMICO, news director.  
VIRGIE WILLIAMS, traffic director.

DIGEST OF RATE CARD NO. 18—(Sept. 15, 1978)

(Jan. 15, 1978)

30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., daily.				
\$550	\$330	\$220	\$225	\$113

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Allegan	24,400	24,000	98
	Barry	14,000	13,800	98
	Branch	12,800	12,600	98
	Calhoun	49,900	49,200	99
	Eaton	25,400	25,000	99
	Kalamazoo	68,400	67,200	98
Van Buren	22,300	21,900	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Hillsdale	14,800	14,400	97
	Ionia	15,100	14,900	99
	Kent	144,900	142,000	98
St Joseph	19,300	19,000	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Cass	16,000	15,700	98
	Clinton	17,300	17,100	99
	Ingham	89,400	87,800	98
	Jackson	50,000	49,300	99
	Montcalm	16,500	16,200	98
	Muskegon	52,000	51,100	98
Ottawa	45,900	45,100	98	
<b>Station Totals</b>		<b>698,400</b>	<b>686,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>262,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>135,300</b>	

# Michigan—Bay City-Saginaw-Flint

## WNEM-TV

Ch. 5

A MEREDITH STATION

MMT SALES INC.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1056-ft. above ground, 1642-ft. above sea level.

Latitude 43° 28' 13"  
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, Mich.

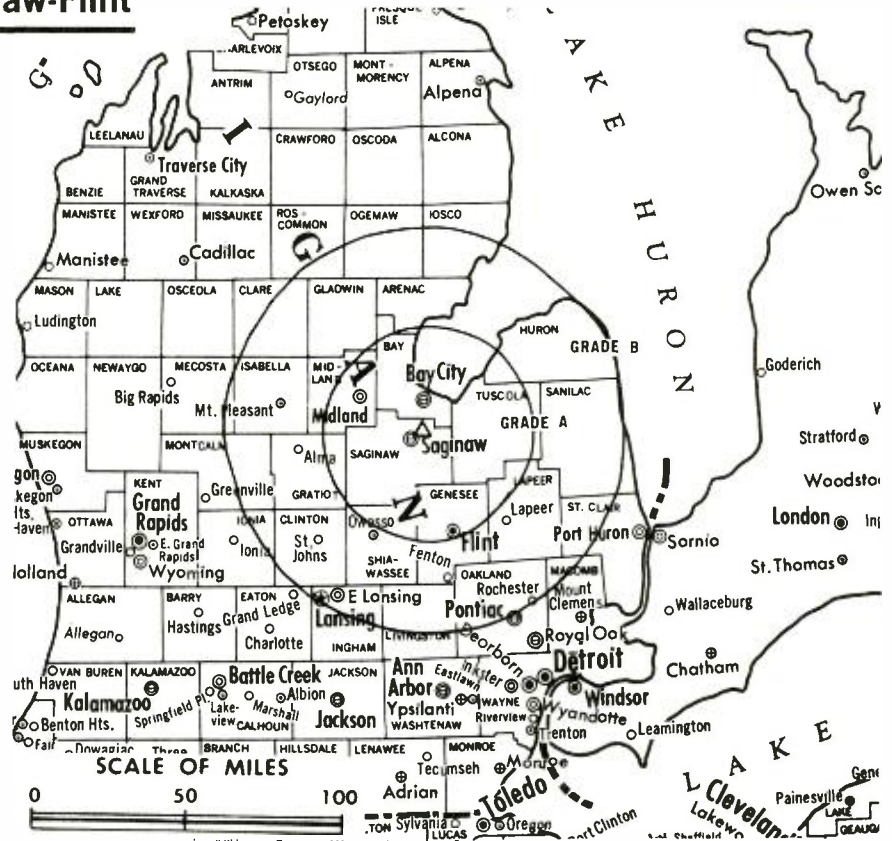
TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MBI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WNEM-TV Ref: FCC File No. BNPCT-3547 Granted 6/6/86

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

## WNEM-TV

Network Service: NBC.

Licensee: Meredith Corp., 5700 Becker Rd., Saginaw, Mich. (48601).

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 KCMO-TV, Kansas City, Mo.

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 MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

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

Personnel:

TODD HOLMES, vice president & general manager.  
LANNY KIEST, local sales manager.  
CHARLES ALVEY, program director.  
FRANK COOPERSMITH, promotion director.  
TOM EYNON, director of community affairs.  
MILES RESNICK, news director.  
MARC WESLEY, sports director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Alpena	11,100	10,600	95
	Arenac	5,000	4,900	97
50% & Over	Bay	39,500	38,900	99
	Clare	8,100	7,900	97
	Genesee	149,500	147,600	99
	Gladwin	5,900	5,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN—(Continued)</b>				
	Gratiot	13,200	12,900	98
	Huron	12,400	12,100	97
	Iosco	9,900	9,700	98
	Isabella	15,100	14,700	97
50% & Over	Lapeer	20,000	19,700	99
	Midland	22,600	22,300	99
	Ogemaw	5,500	5,400	97
	Roscommon	6,200	6,100	99
	Saginaw	73,400	72,400	99
	Sanilac	13,600	13,300	97
	Shiawassee	23,800	23,400	98
	Tuscola	17,200	16,900	98
<b>MICHIGAN</b>				
	Alcona	3,500	3,300	96
	Chippewa	12,200	11,800	97
	Clinton	17,300	17,100	99
Between 25-49%	Crawford	2,900	2,800	96
	Emmet	7,300	7,000	96
	Montcalm	16,500	16,200	98
	Oscoda	2,500	2,300	94
<b>MICHIGAN</b>				
	Eaton	25,400	25,000	99
	Ingham	89,400	87,800	98
	Ionia	15,100	14,900	99
	Livingston	27,600	27,300	99
Between 5-24%	Mecosta	11,700	11,400	97
	Missaukee	3,200	3,100	96
	Osceola	6,500	6,300	97
	St Clair	45,800	45,000	98
	Wexford	8,100	7,900	98
Station Totals		747,000	733,700	98
Net Weekly Circulation (1976-77)			436,000	
Average Daily Circulation (1976-77)			305,300	

# 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, 63.1-kw aural. Antenna: 1635-ft. above av. terrain, 1295-ft. above ground. 2999-ft. above sea level.

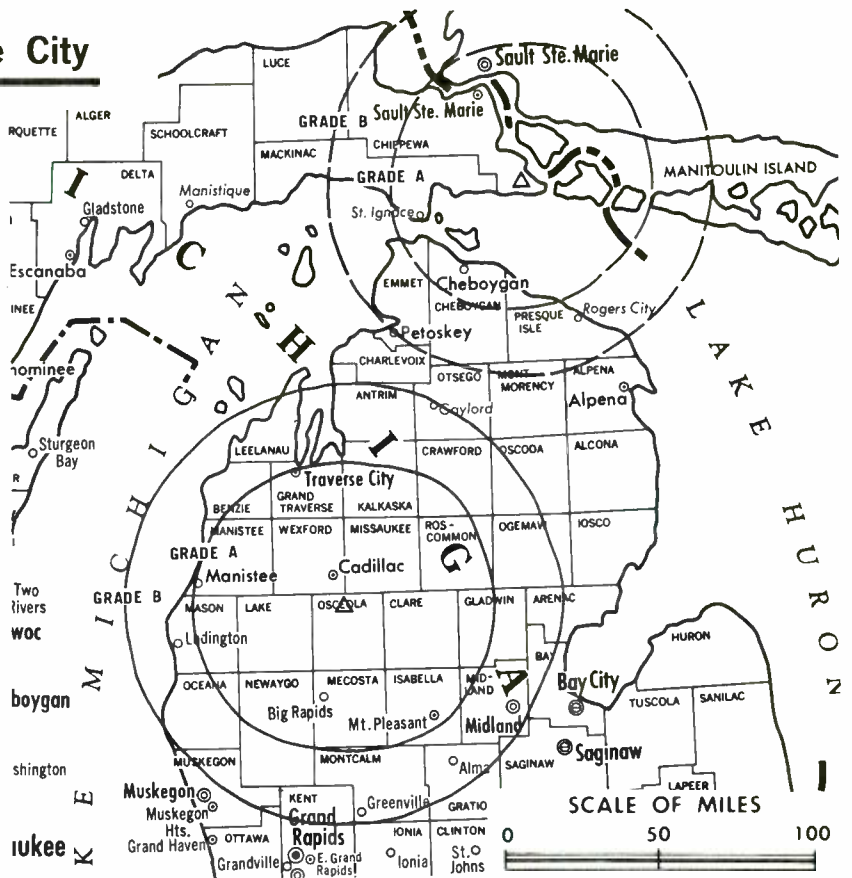
Latitude 44° 08' 12"  
Longitude 85° 20' 33"

Transmitter: 9-mi. SE of Cadillac.  
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Arbitron Data: Figures include WWUP-TV.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WWTV Ref: FCC Doc. No.—14230 Granted 4/12/82  
WWUP-TV Ref: FCC File No. BPCT—3565 Granted 7/19/65  
©American Map Co., Inc., N.Y., No. 14244

## WWTV

**Network Service:** CBS.  
**Licensee:** Fetzer Broadcasting Co., P.O. Box 627, Cadillac, Mich. (49601).  
**Studio:** 9-mi. SE of Cadillac, Mich. Telephone: 616-775-3478.  
**AM Affiliate:** WWAM, 5-kw (1-kw N), 1370 kHz.  
**FM Affiliate:** WKJF, 100-kw, 92.9 MHz (No. 225), 650-ft.  
**Ownership:** Fetzer Broadcasting Co., 100%. Carl Lee, 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, asst. gen. mgr. & general sales manager.  
LOWELL SHORE, chief engineer.  
BOB LEE, director, news, community & public affairs.

### DIGEST OF RATE CARD NO. 22R—(March 29, 1976)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11 p.m., Sun.-Fri.; 6:30-11 p.m., Sat.	\$700	\$500	Graded rates apply*	

\*Highest rate: \$230.  
WWTV is sold in combination with WWUP-TV.  
**NETWORK BASE HOURLY RATE: \$500.**

**Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie, Mich.**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Antrim	5,500	5,400	97
	Benzie	3,500	3,400	97
	Charlevoix	6,600	6,400	97
	Cheboygan	6,700	6,400	96
	Chippewa	12,200	11,800	97
	Clare	8,100	7,900	97
	Crawford	2,900	2,800	96
	Emmet	7,300	7,000	96
	Gladwin	5,900	5,700	97
	Grand Traverse	14,900	14,500	97
	Isabella	15,100	14,700	97
	Kalkaska	3,000	2,900	97
	Lake	2,700	2,600	96
	Leelanau	4,400	4,300	97
	Luce	2,400	2,300	96
	Mackinac	4,000	3,900	97
	Manistee	8,300	8,100	97
	Mason	8,800	8,400	96
	Mecosta	11,700	11,400	97
	Missaukee	3,200	3,100	96
	Montmorency	2,700	2,600	95
	Oceana	7,800	7,500	96
	Ogemaw	5,500	5,400	97
	Osceola	6,500	6,300	97
	Oscoda	2,500	2,300	94
	Otsego	4,500	4,400	97
	Presque Isle	4,700	4,400	94
	Roscommon	6,200	6,100	99
	Wexford	8,100	7,900	98
<b>50% &amp; Over</b>				
<b>Between 25-49%</b>				
	<b>MICHIGAN</b>			
	Alpena	11,100	10,600	95

(Continued on page 436-b)

Station Totals	387,300	377,500	97
Net Weekly Circulation (1976-77)	203,900		
Average Daily Circulation (1976-77)	140,800		

# Michigan—Cheboygan

## WTOM-TV

Ch. 4

[Affiliated with WPBN-TV,  
Traverse City, Mich.]

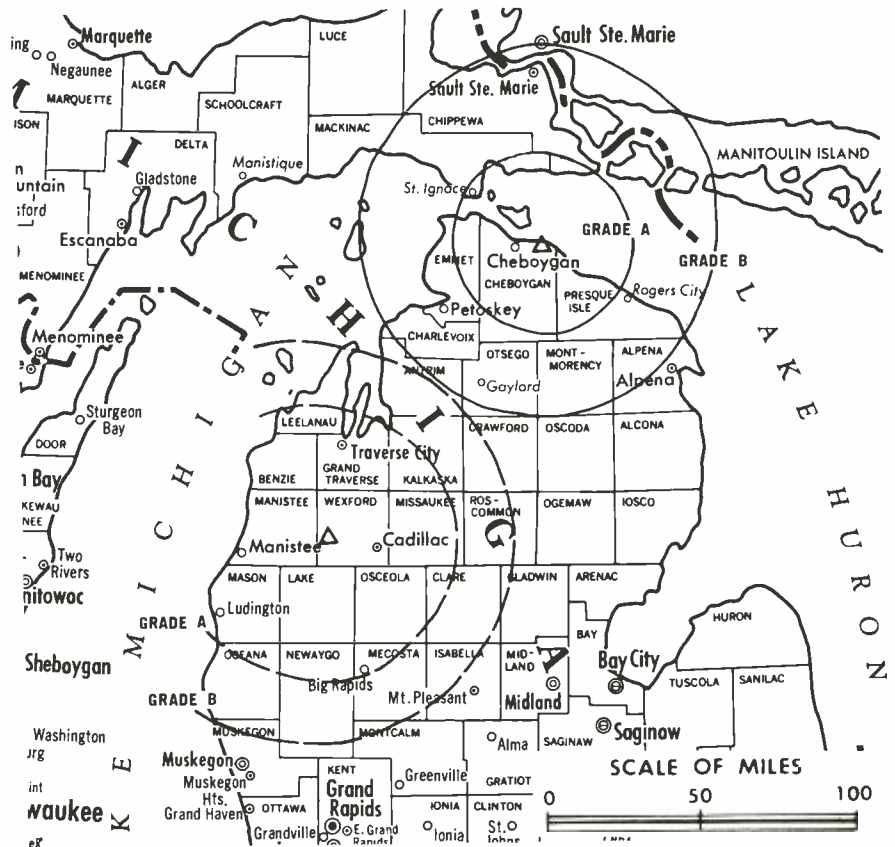
Technical Facilities: Channel No. 4  
(66-72 MHz). Authorized power:  
100-kw visual, 20-kw aural. Antenna:  
620-ft. above av. terrain,  
590-ft. above ground, 1290-ft.  
above sea level.

Latitude 45° 39' 01"  
Longitude 84° 20' 37"

Transmitter: U.S. Rt. 23, 6.7-mi. E  
of Cheboygan.

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

News Wire Service: AP.



County coverage based on Arbitron 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: NBC.

Licensee: WTOM-TV Inc., Paul Bunyan Bldg., Traverse City, Michigan (49684).

Studio: U.S. Rt. 23, 6.7-mi. E of Cheboygan.

Telephone: 616-947-7675.

Ownership: Same as WPBN-TV, Traverse City.

Began Operation: May 16, 1959.

Represented (sales) by Adam Young Inc.; Andy McDermott Sales Ltd. (Canada).

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.

Highest One Hour Rate (Sept. 4, 1977): \$360.

Note: Combination rates with WPBN-TV, Traverse City.

NETWORK BASE HOURLY RATE: Bonus to WPBN-TV, Traverse City, Mich.

Arbitron Data for this Station included with Report  
of Parent WPBN-TV, Traverse City, Mich.

# Michigan—Detroit

## WGPR-TV

Ch. 62

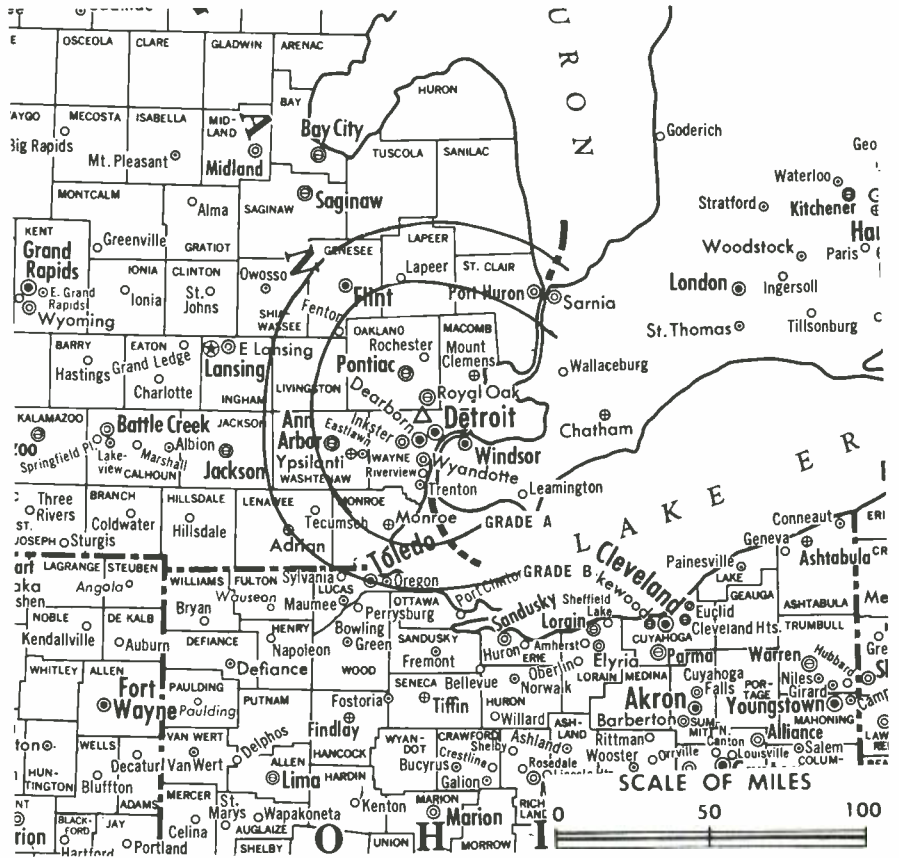
Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1000-kw max. & 759-kw horizontal visual, 100-kw max. & 75.9-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1083-ft. above ground, 1749-ft. above sea level.

Latitude 42° 27' 13"  
Longitude 83° 09' 50"

Transmitter: Northend & Ithaca Sts., Royal Oak Twp., Mich.

Color: Live, film, slide & tape.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WGPR-TV Ref: FCC File No. BMPCT--7498 Granted 6/12/74

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

## WGPR-TV

Network Service: None, independent.

Grantee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, Mich. (48207).

Studio: 3140 E. Jefferson Ave.

Telephone: 313-259-8862.

Ownership: Non-profit organization. Officers: Dr. William V. Banks, pres.; Ivy Banks, first v.p. & secy.; James W. Panagos, v.p.; George White, v.p.; Tenicia A. Gregory, v.p.-comptroller. WGPR Inc. is licensee of WGPR(FM), Detroit.

Began Operation: Sept. 29, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Browne & Renaud.

Personnel:

DR. WILLIAM V. BANKS, president & general manager.  
JAMES W. PANAGOS, v.p. & general sales manager.  
TENICIA A. GREGORY, vice president & station manager.  
GEORGE WHITE, v.p. & program director.  
ULYSSES W. BOYKIN, vice president, public affairs.  
JOHN GROVER, engineering.

Highest 30 Sec. Rate (Jan 1978): \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Arenac	5,000	4,900	97
	Livingston	27,600	27,300	99
	Macomb	210,600	209,100	99
<b>Between 5-24%</b>	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	St Clair	45,800	45,000	98
	Washtenaw	87,000	84,500	97
	Wayne	860,500	848,300	99
<b>Station Totals</b>		<b>1,602,900</b>	<b>1,582,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>244,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>64,600</b>	

For List of Subscribers to NAB TV Code,  
see Services Volume

# 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.

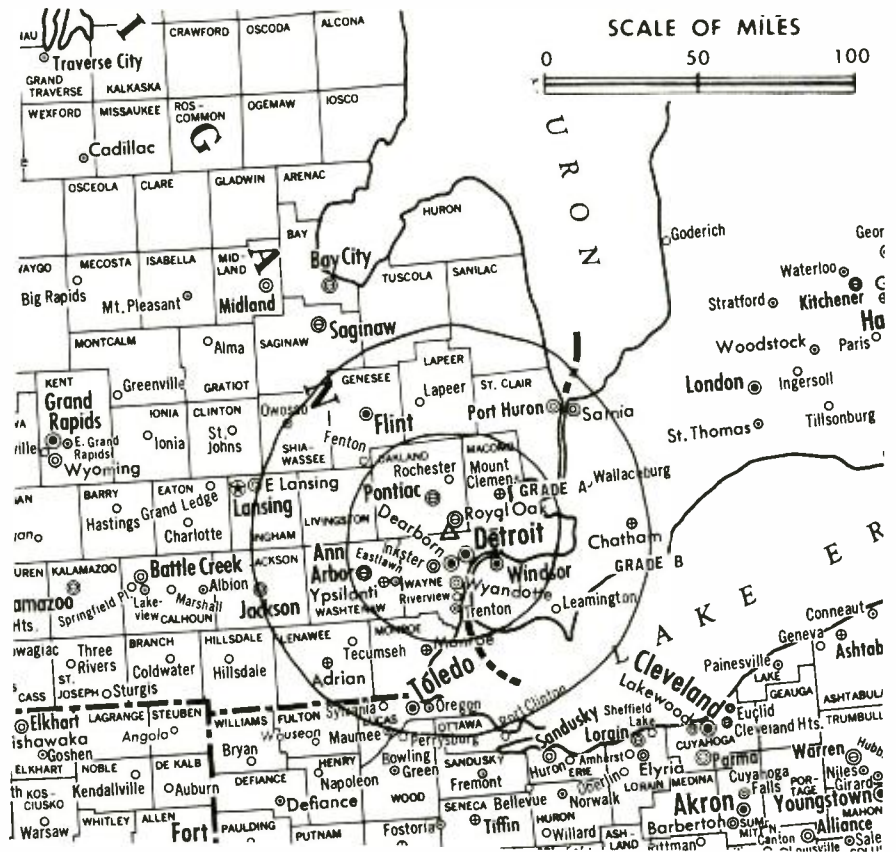
Latitude 42° 27' 38"  
Longitude 83° 12' 47"

Transmitter: Southfield, Mich.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: AP. News Film Service: CBS, Newsweek.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJBK-TV Ref: FCC File No. BMPCT-880 Granted 1/2/53

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

## WJBK-TV

Network Service: CBS.

Licensee: Storer Broadcasting Co., Number Two Storer Pl., Southfield, Mich. (48075).

Studio: Box 2000, Southfield, Mich. (48037).

Telephone: 313-557-9000. TWX No.: 810-224-4876.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Fla. For other interests, see listing under Group Ownership.

Began Operation: Oct. 24, 1948.

Represented (legal) by Warren Zwicky.

Represented (sales) by Storer Television Sales Inc.

Personnel:

- BOB McBRIDE, vice president & general manager.
- DON HAMLIN, station manager.
- RON KAUFMAN, national sales manager.
- GEORGE CRANDALL, local sales manager.
- TIM ROCHA, director of advertising & promotion.
- MIKE VON ENDE, news director.
- TOM FOX, director of community affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3311.

Station also received in Canadian markets

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Lapeer	20,000	19,700	99
	Lenawee	29,600	29,100	98
	Livingston	27,600	27,300	99
	Macomb	210,600	209,100	99
	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	St Clair	45,800	45,000	98
	Sanilac	13,600	13,300	97
	Washtenaw	87,000	84,500	97
Wayne	860,500	848,300	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Genesee	149,500	147,600	99
	Jackson	50,000	49,300	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Lucas	166,300	164,100	99
	Ottawa	13,600	13,400	99
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Arenac	5,000	4,900	97
	Hillsdale	14,800	14,400	97
	Ingham	89,400	87,800	98
	Shiawassee	23,800	23,400	98
	Tuscola	17,200	16,900	98
	<b>OHIO</b>			
	Fulton	11,800	11,500	98
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
Wood	32,400	31,900	99	
<b>Station Totals</b>		<b>2,275,600</b>	<b>2,244,800</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,671,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>1,142,200</b>	

# Michigan—Detroit

## WKBD-TV

Ch. 50

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

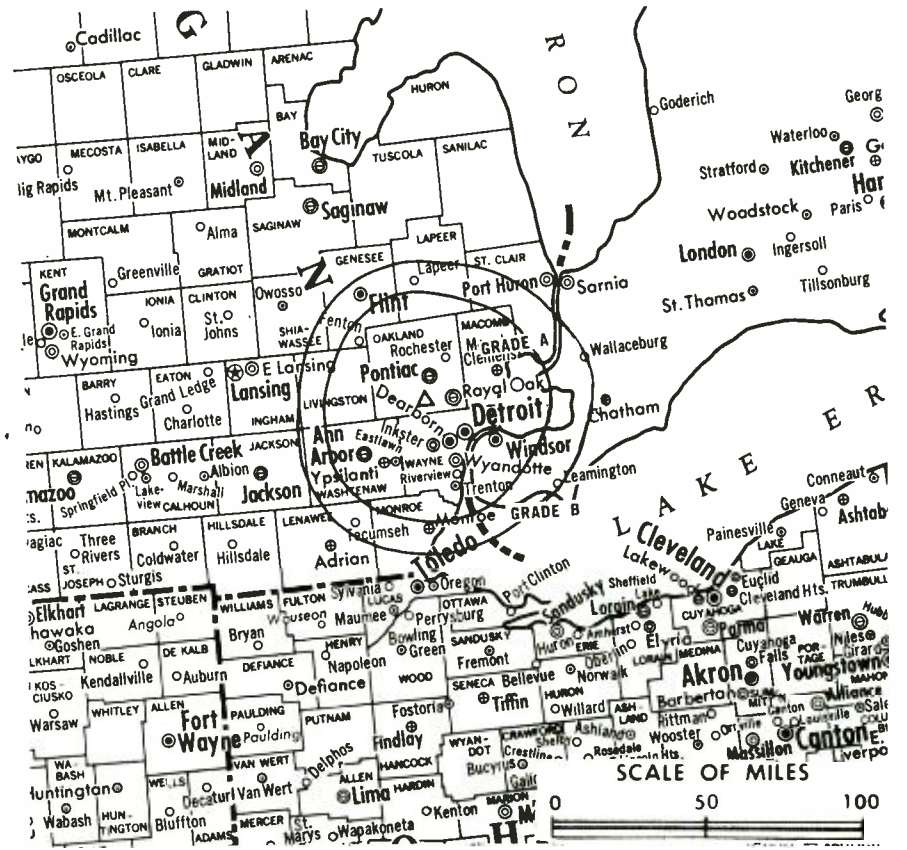
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (sales) by Field Spot Sales.

Represented (engineering) by John F. X. Browne & Associates Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKBD-TV Ref: FCC File No. BPT-4349 Granted 12/11/70 ©American Map Co., Inc., N.Y., No. 14244

## WKBD-TV

Network Service: None, independent.

Licensee: Field Communications Corp., 3 Embarcadero Center, San Francisco, Cal. (94111).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48034).

Mailing Address: Box 359, Southfield, Mich. (48037).

Telephone: 313-444-8500.

Ownership: Field Enterprises Holdings Ltd., 100%. For other interests, see WFLD-TV, Chicago, Ill.

Began Operation: Jan. 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26).

Represented (legal) by Sidley & Austin.

Personnel:

- GEORGE H. WILLIAMS, v.p. & general manager.
- GEORGE J. KAPEL, general sales manager.
- ROBERT L. PROTTER, sales manager.
- DAVID L. SIMON, program manager.
- BOB FITZGERALD, business manager.
- BILL SALTZGIVER, production manager.
- AL MARTIN, director of engineering.
- AUDREY EISMAN, promotion manager.

Highest 30 Sec. Rate (Sept. 4, 1978): \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Alpena	11,100	10,600	95
	Gogebic	8,200	7,900	97
	Houghton	13,800	13,200	96
<b>50% &amp; Over</b>	Iosco	9,900	9,700	98
	Livingston	27,600	27,300	99
	Macomb	210,600	209,100	99
	Marquette	23,100	22,700	98
	Monroe	41,300	40,800	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Oakland	325,100	322,400	99
	St Clair	45,800	45,000	98
	Washtenaw	87,000	84,500	97
	Wayne	860,500	848,300	99
<b>MICHIGAN</b>				
	Alger	2,900	2,800	97
	Bay	39,500	38,900	99
	Calhoun	49,900	49,200	99
	Charlevoix	6,600	6,400	97
	Chippewa	12,200	11,800	97
	Delta	14,100	13,700	97
	Dickinson	9,800	9,600	98
	Emmet	7,300	7,000	96
	Genesee	149,500	147,600	99
	Grand Traverse	14,900	14,500	97
	Jackson	50,000	49,300	99
	Lapeer	20,000	19,700	99
<b>Between 25-49%</b>	Lenawee	29,600	29,100	98
	Luce	2,400	2,300	96
	Midland	22,600	22,300	99
	Sanilac	13,600	13,300	97
	Schoolcraft	3,200	3,100	96
	Wexford	8,100	7,900	98
	<b>OHIO</b>			
	Erie	26,000	25,600	98
	Hancock	21,800	21,500	98
	Lucas	166,300	164,100	99
	Seneca	19,100	18,800	98
<b>WISCONSIN</b>				
	Ashland	5,900	5,800	97

(Continued on page 413-b)

Station Totals	2,940,500	2,896,400	98
Net Weekly Circulation (1976-77)		1,498,200	
Average Daily Circulation (1976-77)		729,300	
(Station also received in Canadian markets)			

# Michigan—Detroit

## WDIV

(formerly 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., Southfield, Mich.

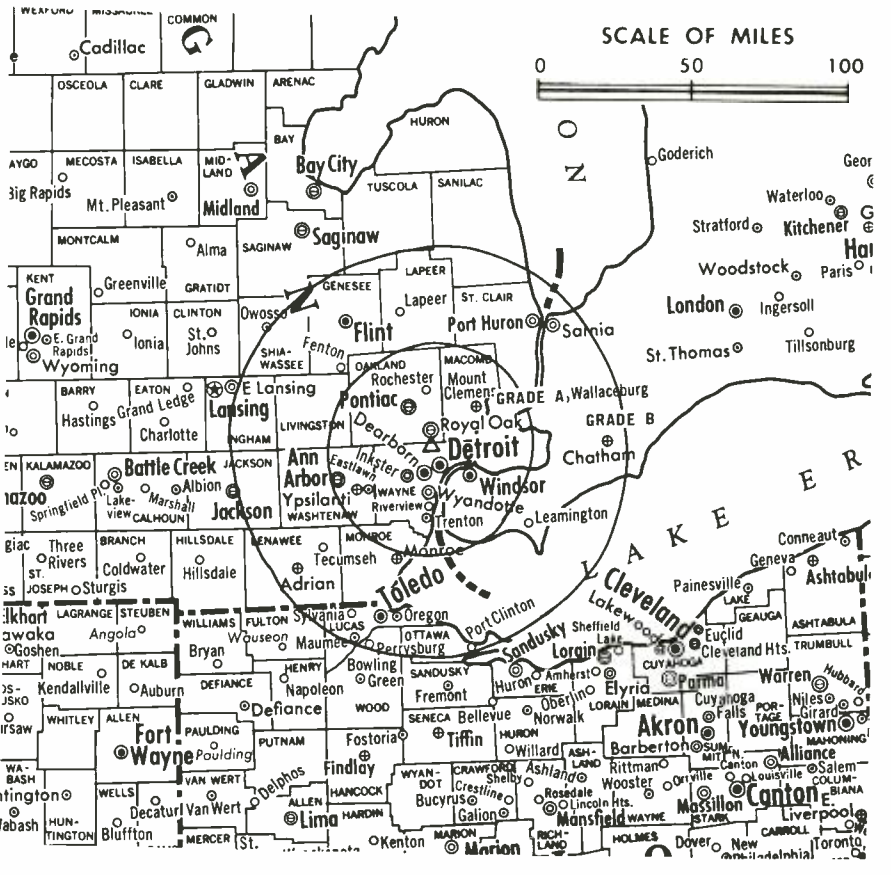
TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDIV Ref: FCC Doc. No.—14407 Granted 2/1/54

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

## WDIV

Network Service: NBC.

Licensee: Post-Newsweek Station, Michigan, Inc., 622 Lafayette Blvd., Detroit (48231).

Studio: 622 Lafayette Blvd.

Telephone: 313-222-0400. TWX No.: 810-221-1623.

Ownership: Post-Newsweek Stations, 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: June 3, 1947. Exchange for WTOP-TV (now WDVM-TV), Washington, D.C. approved by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

Represented (sales) by Top Market Television.

Represented (legal) by Covington & Burling.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

JAMES T. LYNAGH, vice president & general manager.  
JACK ALLEN, assistant general manager.  
JAMES SNYDER, vice president & news director.  
WILLIAM FORD, vice president, operations.  
JIM CORNO, operations manager.  
JOHN GARWOOD, general sales manager.  
J. NICKOLLS SPAIN, national sales manager.  
MICHAEL DORSEY, local sales manager.  
ROBERT VAN CLEAVE, retail development manager.  
LEONARD EDEN, director of engineering & chief engineer.  
CHARLES SWILLING, research director.

Highest 30 Sec. Rate (Jan. 14, 1977): \$3500.

NETWORK BASE HOURLY RATE: \$3550.

Station also received in Canadian markets

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Genesee	149,500	147,600	99
	Lapeer	20,000	19,700	99
	Lenawee	29,600	29,100	98
	Livingston	27,600	27,300	99
	Macomb	210,600	209,100	99
<b>50% &amp; Over</b>	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	St Clair	45,800	45,000	98
	Sanilac	13,600	13,300	97
	Washtenaw	87,000	84,500	97
	Wayne	860,500	848,300	99
<b>MICHIGAN</b>				
	Hillsdale	14,800	14,400	97
<b>Between 25-49%</b>	Jackson	50,000	49,300	99
<b>OHIO</b>				
	Lucas	166,300	164,100	99
<b>MICHIGAN</b>				
	Arenac	5,000	4,900	97
	Branch	12,800	12,600	98
	Ingham	89,400	87,800	98
	Shiawassee	23,800	23,400	98
	Tuscola	17,200	16,900	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Fulton	11,800	11,500	98
	Henry	9,200	9,100	98
	Ottawa	13,600	13,400	99
	Sandusky	21,600	21,300	99
	Wood	32,400	31,900	99
<b>Station Totals</b>		<b>2,278,500</b>	<b>2,247,700</b>	<b>98</b>
	<b>Net Weekly Circulation (1976-77)</b>		<b>1,672,500</b>	
	<b>Average Daily Circulation (1976-77)</b>		<b>1,068,500</b>	



# Michigan—Detroit

**WXON**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

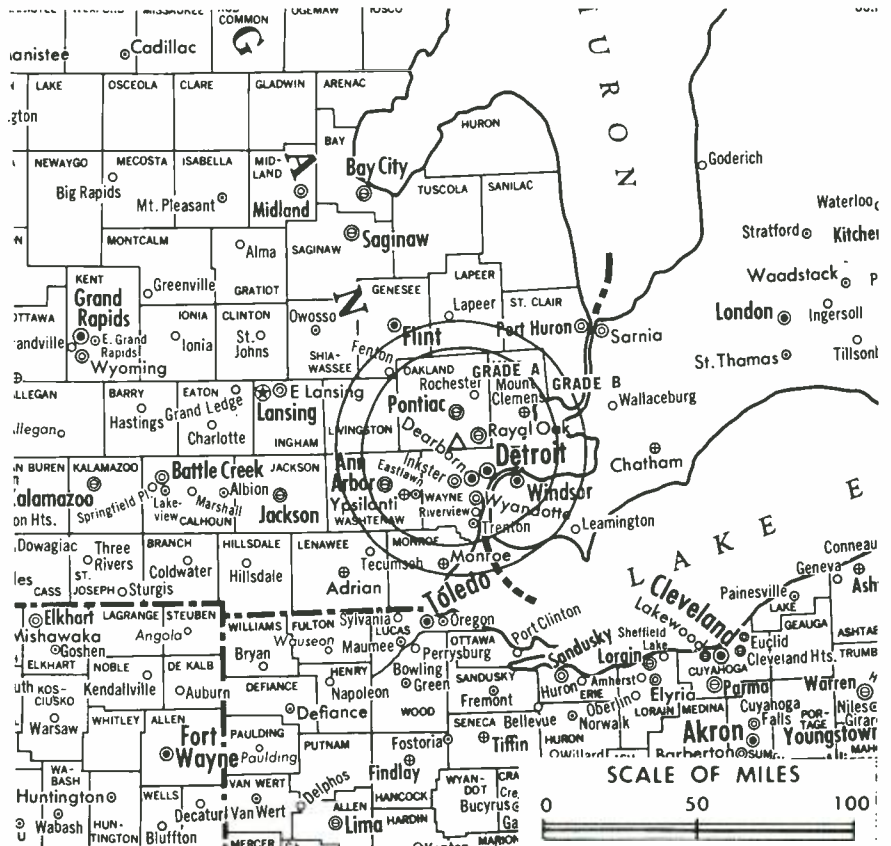
TV tape: Recording facilities.

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

News Wire Service: UPI.

News Film Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WXON Ref: FCC File No. BPCT—4943 Granted 6/10/77

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

## WXON

Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, Mich. (48034).

Studio: 26935 West 11 Mile Rd., Southfield, Mich. (48075).

Mailing Address: Box 2020, Southfield, Mich. (48037).

Telephone: 313-355-2900.

Ownership: WXON-TV Inc., Aben E. Johnson Jr., 57%.

Began Operation: Sept. 15, 1968 on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972. Granted subscription television authorization June 22, 1977. Due to begin subscription telecasting fall 1978.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by E. H. Munn Jr.

Personnel:

ABEN E. JOHNSON, general manager.  
CLIFF BERESH, general sales manager.  
GARNET BOWDEN, sales coordinator.  
A. J. SCHWEIZER, operations manager.  
AL EVANS, chief engineer.

Highest 30 Sec. Rate: \$115.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MICHIGAN</b>			
	Livingston	27,600	27,300	99
	Macomb	210,600	209,100	99
<b>Between 25-49%</b>	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	Wayne	860,500	848,300	99
	<b>MICHIGAN</b>			
	Branch	12,800	12,600	98
	Genesee	149,500	147,600	99
	Jackson	50,000	49,300	99
	Lenawee	29,600	29,100	98
<b>Between 5-24%</b>	St Clair	45,800	45,000	98
	Sanilac	13,600	13,300	97
	Washtenaw	87,000	84,500	97
	<b>OHIO</b>			
	Lucas	166,300	164,100	99
	Sandusky	21,600	21,300	99
<b>Station Totals</b>		<b>2,041,300</b>	<b>2,014,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>505,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>167,600</b>

(Station also received in Canadian markets)

# Michigan—Detroit

**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, 1737-ft. above sea level.

Latitude 42° 28' 15"  
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

News Film Service: ABC.

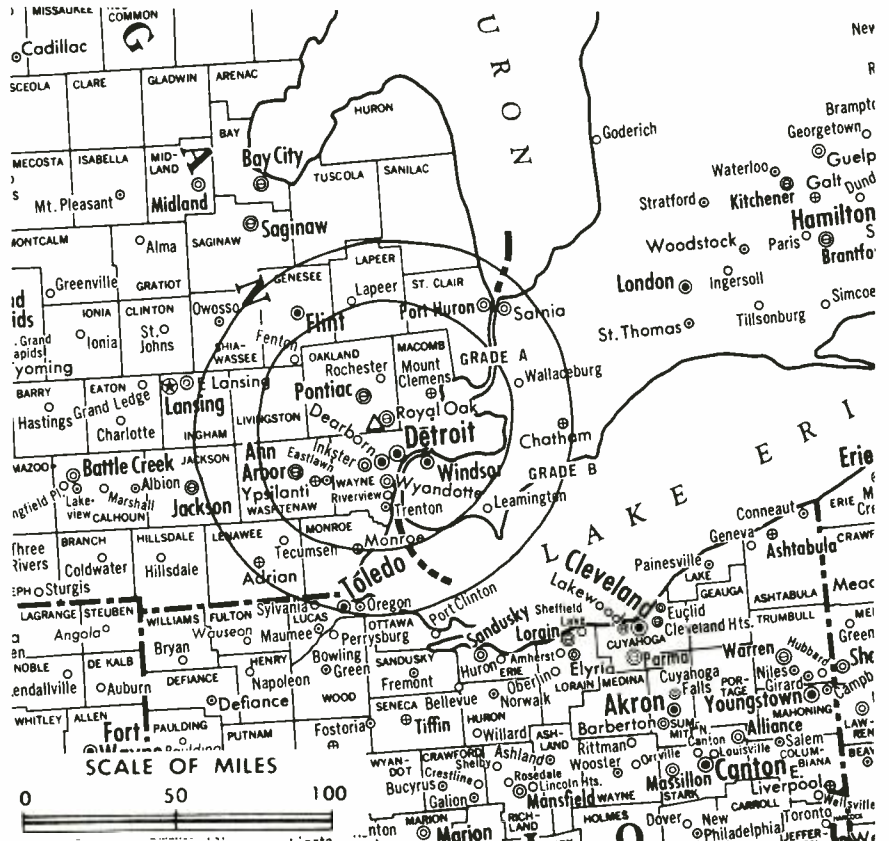
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WXYZ-TV Ref: FCC File No. BPC2-2480 Granted 7/10/58

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

## WXYZ-TV

Network Service: ABC.

Licensee: WXYZ Inc., Broadcast House, 20777 West Ten Mile Rd., Southfield, Mich. (48075).

Studio: Broadcast House, 20777 W. Ten Mile Rd.

Telephone: 313-444-1111.

TWX No.: 313-357-4605.

AM Affiliate: WXYZ, 5-kw, 1270 kHz (ABC).

FM Affiliate: WRIF, 27.2-kw, 101.1 MHz (No. 266), 880-ft.

Ownership: American Bcstg. Co., 100%; see WABC-TV, New York.

Began Operation: Oct. 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JAMES OSBORN, vice president & general manager.  
FRANCIS LEE GANNON, general sales manager.  
PHILIP SWEENIE, national sales manager.  
KEITH McCLELLAN, local sales manager.  
JAN COIL, local sales service manager.  
DAVID KENWORTHY, dir. of advertising & press information.  
WALLY RODAMMER, chief engineer.  
CHARLES KOCHER, engineering project manager.  
PHIL NYE, news director.  
LOWELL NEWTON, editorial director.  
JEANNE FINDLATER, program director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3393.

For ABC Network listing,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MICHIGAN</b>			
	Genesee	149,500	147,600	99
	Jackson	50,000	49,300	99
	Lapeer	20,000	19,700	99
	Lenawee	29,600	29,100	98
	Livingston	27,600	27,300	99
<b>50% &amp; Over</b>	Macomb	210,600	209,100	99
	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	St Clair	45,800	45,000	98
	Sanilac	13,600	13,300	97
	Washtenaw	87,000	84,500	97
	Wayne	860,500	848,300	99
	<b>MICHIGAN</b>			
	Hillsdale	14,800	14,400	97
<b>Between 25-49%</b>	<b>OHIO</b>			
	Lucas	166,300	164,100	99
	<b>MICHIGAN</b>			
	Arenac	5,000	4,900	97
	Branch	12,800	12,600	98
	Ingham	89,400	87,800	98
	Shiawassee	23,800	23,400	98
	Tuscola	17,200	16,900	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Fulton	11,800	11,500	98
	Henry	9,200	9,100	98
	Ottawa	13,600	13,400	99
	Sandusky	21,600	21,300	99
	Wood	32,400	31,900	99
<b>Station Totals</b>		<b>2,278,500</b>	<b>2,247,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,685,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>1,110,400</b>	

(Station also received in Canadian markets)

# Michigan—Windsor, Ont.

## CBET

Ch. 9

(Also serves Detroit, Mich.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: directional, 631-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.

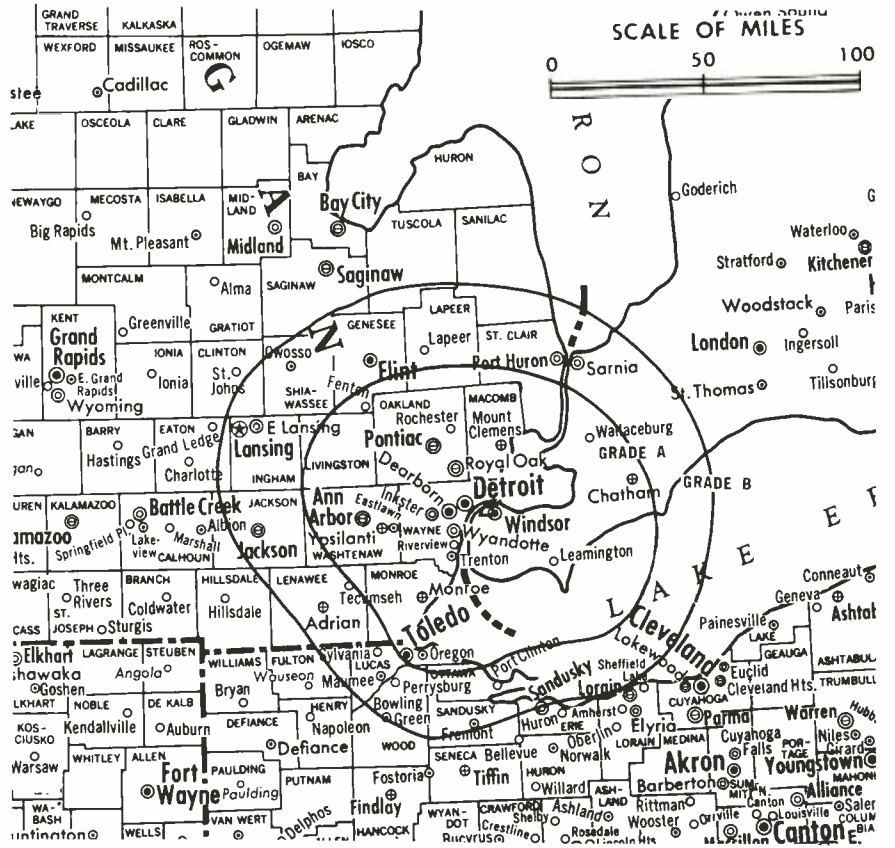
Color: Network, live, film, slide & tape.

News Wire Service: UPI, Canadian Press.

Facsimile Service: UPI.

News Film Service: CBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



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

## CBET

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 825 Riverside Drive W., Windsor, Ont. N9A 5K9.

Telephone: 519-254-2831. Telex: 024-77619.

Detroit Sales Office: The Neil Group Inc., 2855 Coolidge, Troy, Mich. (48084).

Ownership: Canadian Broadcasting Corp., 100%.

Begin Operation: Sept. 16, 1954. Transferred from RKO General Inc. on June 24, 1970 in accordance with CRTC's directions on Canadian ownership. Acquired by CBC.

Represented (sales) by Canadian Standard Broadcast Sales (U.S.); CBC National Selective Television Sales (Canada).

Personnel:

- H. L. HACKNEY, general manager.
- D. E. WEST, program director.
- R. J. KRYGER, director of engineering.
- F. J. QUINN, director of production.
- N. T. ADDISON, manager, public relations.
- R. S. PODVIN, sales manager.

Highest 30 Sec. Rate: \$220.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Macomb	210,600	209,100	99
	St Clair	45,800	45,000	98
Between 25-49%	<b>MICHIGAN</b>			
	Lenawee	29,600	29,100	98
	Livingston	27,600	27,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN—(Continued)</b>				
Between 25-49%	Monroe	41,300	40,800	99
	Oakland	325,100	322,400	99
	Washtenaw	87,000	84,500	97
	Wayne	860,500	848,300	99
<b>MICHIGAN</b>				
Between 5-24%	Arenac	5,000	4,900	97
	Bay	39,500	38,900	99
	Branch	12,800	12,600	98
	Genesee	149,500	147,600	99
	Ingham	89,400	87,800	98
	Jackson	50,000	49,300	99
	Lapeer	20,000	19,700	99
	Midland	22,600	22,300	99
	Saginaw	73,400	72,400	99
	Sanilac	13,600	13,300	97
Shiawassee	23,800	23,400	98	
Tuscola	17,200	16,900	98	
<b>OHIO</b>				
	Defiance	11,900	11,700	98
	Erie	26,000	25,600	98
	Fulton	11,800	11,500	98
	Hancock	21,800	21,500	98
	Huron	17,500	17,200	98
	Lucas	166,300	164,100	99
	Ottawa	13,600	13,400	99
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Wood	32,400	31,900	99
<b>Station Totals</b>		<b>2,486,300</b>	<b>2,452,600</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>886,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>295,100</b>

# Michigan—Escanaba

## 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.

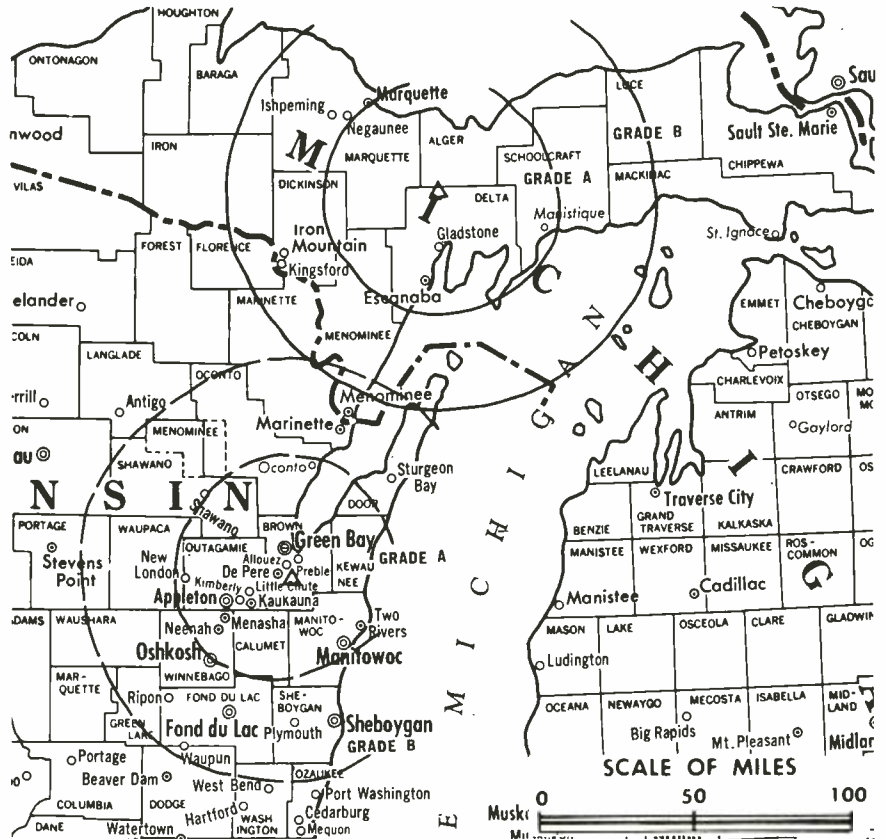
Latitude 46° 08' 04"  
Longitude 86° 56' 52"

Transmitter: 4.3-mi. S of Trenary, Mich.

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

News Wire Service: AP, UPI.

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



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

WJMN-TV Ref: FCC File No. BPCT-5997 Granted 4/23/69

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

## WJMN-TV

Network Service: NBC.

Licensee: 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 Katz Television.

Represented (legal) by Covington & Burling.

Personnel: See WFRV-TV, Green Bay.

Rates: See WFRV-TV, Green Bay.

NETWORK BASE HOURLY RATE: \$150.

Arbitron Data: Included with WFRV-TV, Green Bay, Wis.

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151

# Michigan—Flint-Saginaw-Bay City

## WJRT-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-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.

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Studio: 2302 Lapeer Rd., Flint.

Telephone: 313-233-3130.

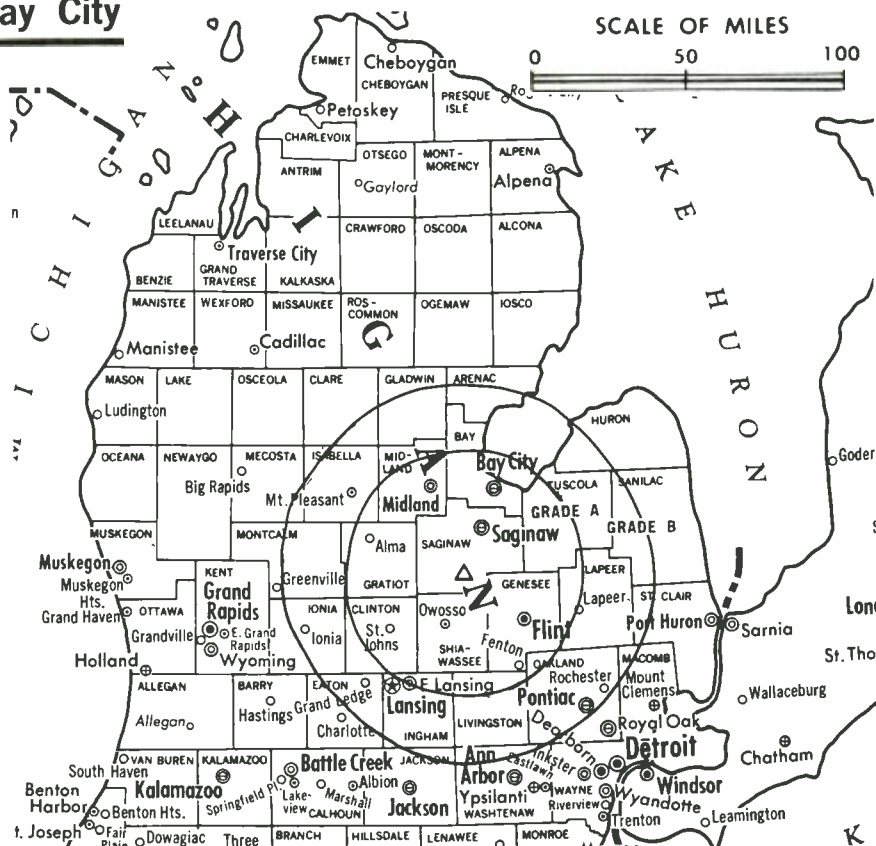
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WJRT-TV Ref: FCC File No. BMPCT-2689 Granted 4/13/55

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

## WJRT-TV

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 2302 Lapeer Rd., Flint, Mich. (48503).

Ownership: Knight-Ridder Newspapers, 100%. Knight-Ridder also owns WPRI-TV, Providence, R.I.; WTEN(TV), Albany, N.Y.; WDCD(TV), Adams, Mass. For Knight-Ridder newspapers, see Newspaper Ownership of TV Stations.

Begin Operation: Oct. 12, 1958. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (Television Digest, Vol. 17:26). Poole 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).

Personnel:

THOMAS F. HARTMAN, vice president & general manager.  
DUANE KELL, general sales manager.  
RONALD KWASNICK, national sales manager.  
STEVEN L. FISHER, program manager.  
SAM TEAGUE, production manager.  
RICHARD STARK, news manager.  
ROBERT E. SWAYZE, chief engineer.

DIGEST OF RATE CARD NO. 34—(Sept. 18, 1978)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-11 p.m., daily.

\$2300 \$1400 Graded rates apply\*

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$1421.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
<b>50% &amp; Over</b>	Alpena	11,100	10,600	95
	Arenac	5,000	4,900	97
	Bay	39,500	38,900	99
	Clare	8,100	7,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Clinton	17,300	17,100	99
	Eaton	25,400	25,000	99
	Genesee	149,500	147,600	99
	Gladwin	5,900	5,700	97
	Gratiot	13,200	12,900	98
	Huron	12,400	12,100	97
	Ingham	89,400	87,800	98
	Iosco	9,900	9,700	98
	Isabella	15,100	14,700	97
	Lapeer	20,000	19,700	99
	Midland	22,600	22,300	99
	Ogemaw	5,500	5,400	97
	Saginaw	73,400	72,400	99
	Shiawassee	23,800	23,400	98
Tuscola	17,200	16,900	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>	6,600	6,400	97
	Charlevoix	12,200	11,800	97
	Chippewa	7,300	7,000	96
	Emmet	15,100	14,900	99
	Ionia	16,500	16,200	98
	Montcalm	13,600	13,300	97
<b>Between 5-24%</b>	<b>MICHIGAN</b>	6,700	6,400	96
	Cheboygan	2,900	2,800	96
	Crawford	50,000	49,300	99
	Jackson	27,600	27,300	99
	Livingston	4,000	3,900	97
	Mackinac	11,700	11,400	97
	Mecosta	3,200	3,100	96
	Missaukee	6,500	6,300	97
	Osceola	45,800	45,000	98
	St Clair	8,100	7,900	98
Wexford				
<b>Station Totals</b>		<b>802,100</b>	<b>788,000</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>523,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>345,400</b>

# Michigan—Grand Rapids

## WOTV

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.

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

News Wire Service: AP, UPI.

News Film Service: NBC.

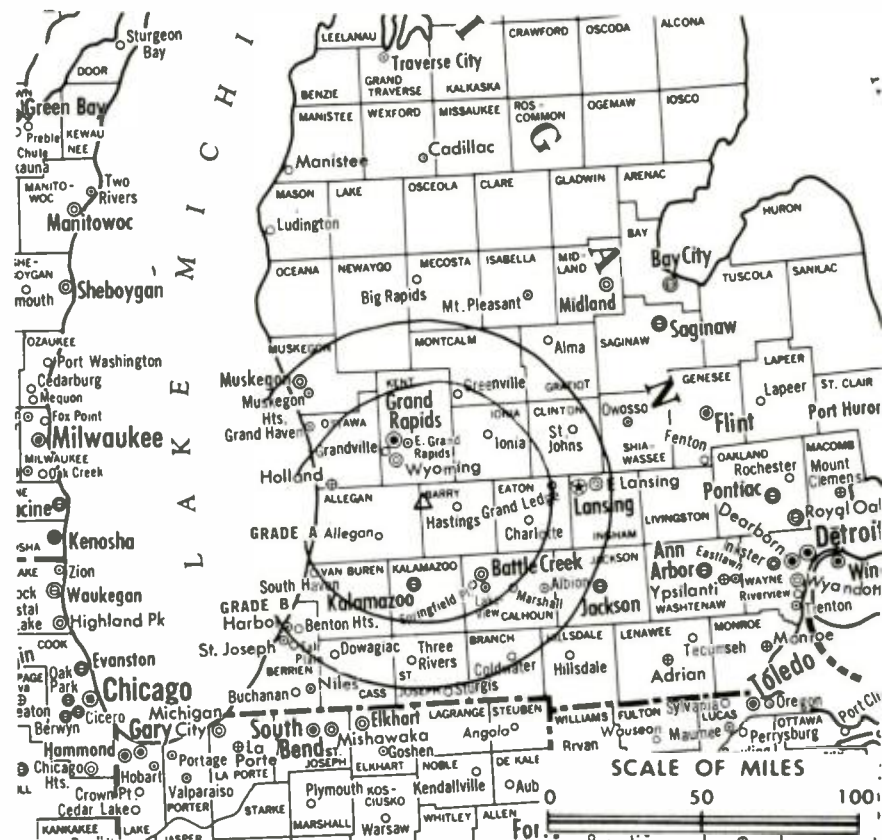
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WOTV Ref: FCC File No. BMPCT-5402 Granted 4/5/71

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

## WOTV

Network Service: NBC.

Licensee: Manhattan Cable TV Inc., Box B, Grand Rapids, Mich. (49501).

Studio: 120 College Ave. SE (49503).

Telephone: 616-459-4125. TWX No.: 810-273-6920.

Ownership: Time-Life Broadcast Division. For other interests, see Book & Periodical Publishing Firms with TV Station Ownership.

Began Operation: Aug. 15, 1949. Sale to Time-Life 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 Television.

Represented (legal) by Pierson, Bail & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

TOM GIROCCO, president & general manager.  
MARV CHAUVIN, station manager.  
DICK GROAT, national sales manager.  
ROBERT KIRBY, regional sales manager.  
PHILIP BANDY, promotion manager.  
RUSSELL F. VOSSEN, production manager.  
DAVID HOYLE, continuity director.  
DON GALLAGHER, chief engineer.  
CURTIS FONGER, news director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1400.

For Group Ownership of Cable TV Systems,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Allegan	24,400	24,000	98
	Barry	14,000	13,800	98
	Branch	12,800	12,600	98
	Calhoun	49,900	49,200	99
	Clinton	17,300	17,100	99
	Eaton	25,400	25,000	99
	Ionia	15,100	14,900	99
50% & Over	Kalamazoo	68,400	67,200	98
	Kent	144,900	142,000	98
	Montcalm	16,500	16,200	98
	Muskegon	52,000	51,100	98
	Newaygo	10,500	10,200	97
	Ottawa	45,900	45,100	98
	St Joseph	19,300	19,000	98
	Van Buren	22,300	21,900	98
<b>MICHIGAN</b>				
Between 25-49%	Gratiot	13,200	12,900	98
	Ingham	89,400	87,800	98
	Jackson	50,000	49,300	99
	Mecosta	11,700	11,400	97
<b>INDIANA</b>				
	Steuben	8,200	8,000	98
<b>MICHIGAN</b>				
Between 5-24%	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
	Hillsdale	14,800	14,400	97
	Isabella	15,100	14,700	97
	Oceana	7,800	7,500	96
	Shiawassee	23,800	23,400	98
Station Totals		849,500	833,900	98
Net Weekly Circulation (1976-77)			538,900	
Average Daily Circulation (1976-77)			347,400	

# 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, 63-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"

Transmitter: 6-mi. SW of Grant, Mich.

TV tape: Recording facilities.

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

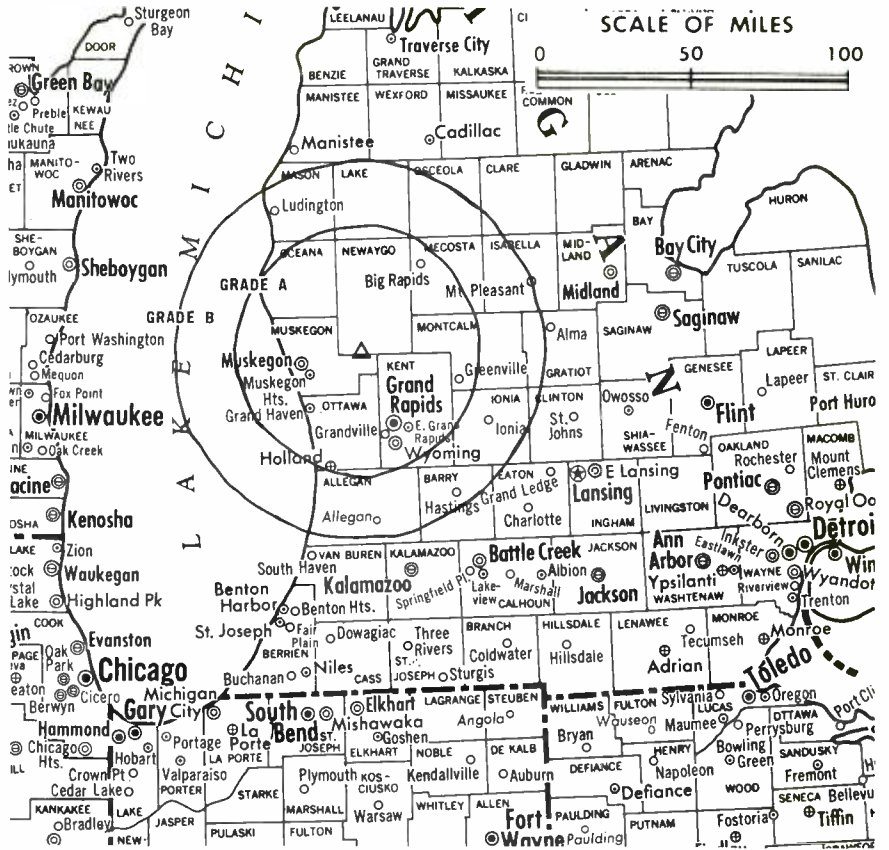
News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: ABC.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Wometco West Michigan Television Inc., Box Z, Grand Rapids, Mich. (49501).

Studios: 645 Three Mile Rd., Walker, Mich. (49504).

Mailing Address: Box Z, Grand Rapids, Mich. (49501).

Telephone: 616-364-9551. TWX No.: 616-949-2260.

Ownership: Wometco Enterprises Inc. See WTVJ, Miami, Fla.

Began Operation: Nov. 1, 1962 on interim basis whereby all four applicants operated on a cooperative basis. Began operation as West Michigan Telecasters Inc. on Jan. 25, 1965. Transfer of control to Synercom Communications Corp. approved by FCC Sept. 17, 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to present owner approved by FCC Dec. 8, 1977 (Television Digest, Vol. 16:36; 17:50).

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

Represented (legal) by Cohn & Marks.

Personnel:

GEORGE LYONS, president & general manager.  
BILL SMITH, general sales manager.  
MIKE SEAGLY, operations manager.  
JAMES RIEKSE, community relations director.  
DALE WOLTERS, chief engineer.

### DIGEST OF RATE CARD—(March 15, 1977)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.				
\$2200	\$1200			Graded rates apply*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Allegan	24,400	24,000	98
	Ionia	15,100	14,900	99
	Kent	144,900	142,000	98
	Lake	2,700	2,600	96
	Mason	8,800	8,400	96
<b>50% &amp; Over</b>	Mecosta	11,700	11,400	97
	Montcalm	16,500	16,200	98
	Muskegon	52,000	51,100	98
	Newaygo	10,500	10,200	97
	Oceana	7,800	7,500	96
	Osceola	6,500	6,300	97
	Ottawa	45,900	45,100	98
<b>MICHIGAN</b>				
	Barry	14,000	13,800	98
	Kalamazoo	68,400	67,200	98
<b>Between 25-49%</b>	Manistee	8,300	8,100	97
	Van Buren	22,300	21,900	98
	Wexford	8,100	7,900	98
<b>MICHIGAN</b>				
	Calhoun	49,900	49,200	99
	Clare	8,100	7,900	97
<b>Between 5-24%</b>	Grand Traverse	14,900	14,500	97
	Isabella	15,100	14,700	97
	Leelanau	4,400	4,300	97
	Missaukee	3,200	3,100	96
<b>Station Totals</b>		<b>563,500</b>	<b>552,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>345,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>241,400</b>	

# Michigan—Kalamazoo

## WKZO-TV

Ch. 3

(Also serves Grand Rapids & Battle Creek)



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.

Color: Network, live, film, slide & tape. News Wire Service: AP, News Film Service: CBS, Newsweek.

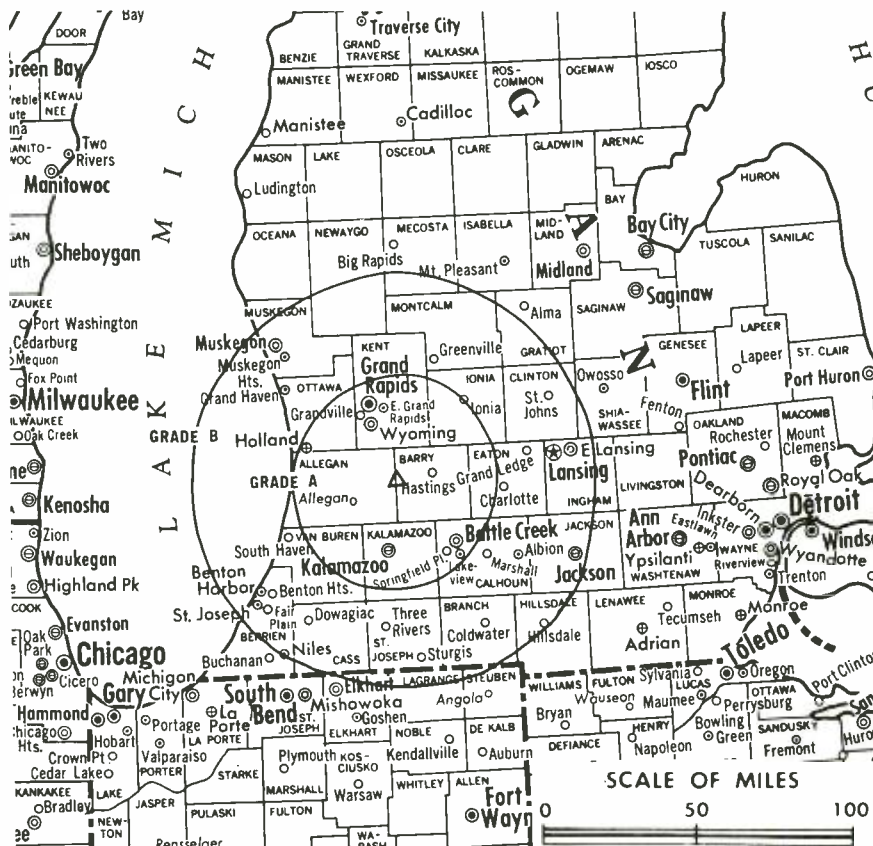
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WKZO-TV Ref: FCC File No. BPCT-2745 Granted 6/29/60

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

## WKZO-TV

Network Service: CBS.

Licensee: Fetzer Television Corp., 590 W. Maple St. (49008).

Studio: 590 W. Maple St. Telephone: 616-345-2101.

AM Affiliate: WKZO, 5-kw, 590 kHz (CBS).

Ownership: Fetzer Communications Inc., 91.529%; Carl E. Lee, 5.23%; 8 others, none with more than 1%. Fetzer Communications Inc. owns 100% of Cornhusker Television Corp., owner of KOLN-TV, Lincoln & satellite KGIN-TV, Grand Island, Neb. Fetzer Television Corp. owns 100% of Medallion Broadcasters Inc., owner of KMEG(TV), Sioux City, Iowa. John E. Fetzer owns 90.5% of Fetzer Communications Inc., and 47.41% of Fetzer Broadcasting Co., owner of WKZO-AM, Fetzer CableVision and Muzi-Tronic Services, Kalamazoo, Mich.; WJFM, Grand Rapids, Mich.; WWTW, Cadillac & satellite WWUP-TV, Sault Ste. Marie, Mich.; WWAM & WKJF (FM), Cadillac and 50% of Wolverine Cablevision Inc., Battle Creek, Mich.

Began Operation: June 1, 1950.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN E. FETZER, chairman.  
CARL E. LEE, president & general manager.  
GORDON S. ANDERSON, administrative v.p. & mgr., WKZO-TV.  
GERRY RAFFEL, national sales manager.  
FRED DOUGLAS, news director.  
JAMES BERNSTEIN, farm director.  
FRANCIS MORSE, chief engineer.  
DARYL SEBASTIAN, public affairs director.

DIGEST OF RATE CARD NO. 38R—(Aug. 1, 1977)

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

Class AA—7:30-11 p.m., daily.

\$1500 \$900 \$450 . . . . . Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1500.

430-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Allegan	24,400	24,000	98
	Barry	14,000	13,800	98
	Branch	12,800	12,600	98
	Calhoun	49,900	49,200	99
	Eaton	25,400	25,000	99
	Ionia	15,100	14,900	99
<b>50% &amp; Over</b>	Kalamazoo	68,400	67,200	98
	Kent	144,900	142,000	98
	Montcalm	16,500	16,200	98
	Muskegon	52,000	51,100	98
	Newaygo	10,500	10,200	97
	Ottawa	45,900	45,100	98
	St Joseph	19,300	19,000	98
	Van Buren	22,300	21,900	98
<b>MICHIGAN</b>				
	Clinton	17,300	17,100	99
	Hillsdale	14,800	14,400	97
<b>Between 25-49%</b>	Ingham	89,400	87,800	98
	Jackson	50,000	49,300	99
	Mecosta	11,700	11,400	97
<b>INDIANA</b>				
	Steuben	8,200	8,000	98
<b>MICHIGAN</b>				
	Berrien	60,800	59,500	98
	Cass	16,000	15,700	98
<b>Between 5-24%</b>	Gratiot	13,200	12,900	98
	Lake	2,700	2,600	96
	Missaukee	3,200	3,100	96
	Oceana	7,800	7,500	96
	Osceola	6,500	6,300	97
	Shiawassee	23,800	23,400	98
<b>Station Totals</b>		<b>846,800</b>	<b>831,200</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>523,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>334,300</b>



# Michigan—Lansing (Onondaga)

## WILX-TV

Ch. 10

(Also serves Battle Creek and Jackson, Mich.)

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, 1957-ft. above sea level.

Latitude 42° 36' 33"  
Longitude 84° 34' 21"

Transmitter: Rossman Rd., Onondaga.

TV tape: Recording facilities.

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

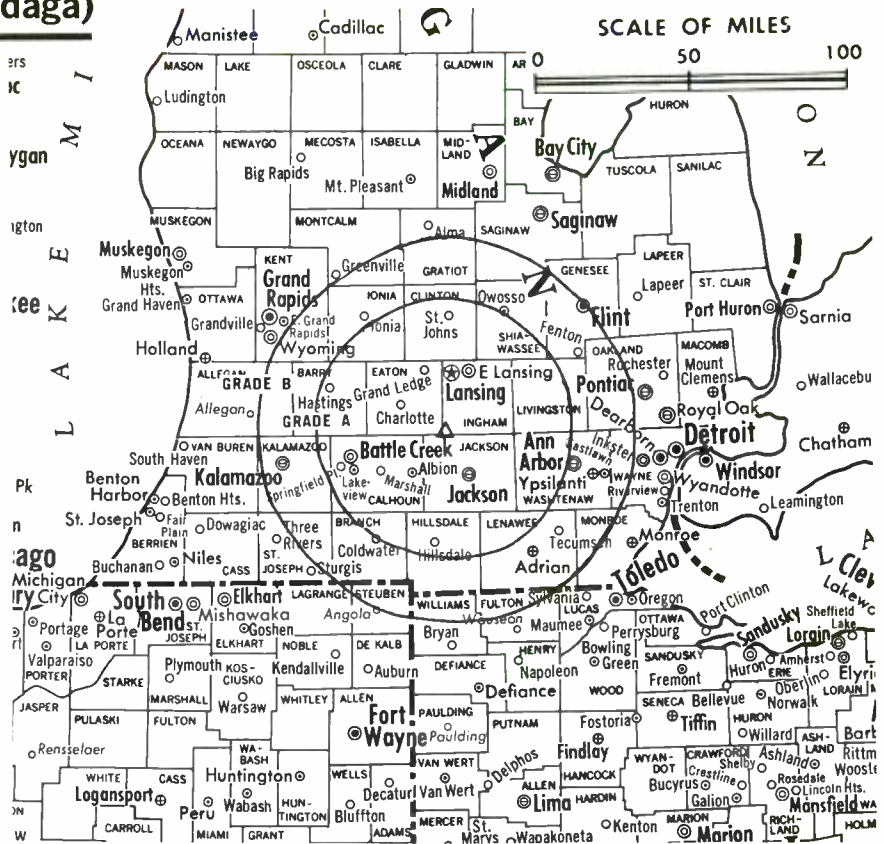
News Wire Service: UPI.

News Film Service: NBC, Newsweek.

Represented (legal) by Koteen & Burt.

Represented (engineering) by John H. Mullaney & Assoc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WILX-TV Ref: FCC File No. BPCT—5139 Granted 5/31/78

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

## WILX-TV

Network Service: NBC.

Licensee: A-T-O Communications Inc., 4420 Sherwin Rd., Willoughby Ohio (44094).

Studios: 100 N. Pennsylvania, Lansing (48909); 1510 Springport Road, Jackson, Mich.

Telephones: 517-482-0721, Lansing, Mich.; 517-783-2621, Jackson, Mich.

Ownership: A-T-O Inc., 100%. Saul L. Rosenzweig, pres.; L. A. Harthun, v.p.-secy.; Richard W. Patterson, v.p.-treas.

Began Operation: March 15, 1959. Sale to present owner by Edward E. Wilson & Lansing Bcstg. Co. approved by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23).

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

Personnel:

- WILLIAM HART, general manager.
- JOHN F. CUNDIFF, general sales manager.
- STUART S. HAZARD, production supervisor.
- RICHARD A. SWANK, chief engineer.
- JOHN TALLERICO, news director.
- LINDA L. MURPHY, office manager.
- BARBARA A. WELLS, director of community relations.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$715.

**For Sales & Transfers of TV Stations,  
see Services Volume**

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>				
		Branch	12,800	12,600	98
		Calhoun	49,900	49,200	99
		Clinton	17,300	17,100	99
		Eaton	25,400	25,000	99
		Hillsdale	14,800	14,400	97
		Ingham	89,400	87,800	98
	Jackson	50,000	49,300	99	
	Shiawassee	23,800	23,400	98	
<b>Between 25-49%</b>	<b>INDIANA</b>				
		Steuben	8,200	8,000	98
	<b>MICHIGAN</b>				
	Barry	14,000	13,800	98	
	Ionia	15,100	14,900	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Allegan	24,400	24,000	98
		Genesee	149,500	147,600	99
		Gratiot	13,200	12,900	98
		Kalamazoo	68,400	67,200	98
		Lenawee	29,600	29,100	98
		Livingston	27,600	27,300	99
		Montcalm	16,500	16,200	98
		St Joseph	19,300	19,000	98
		Van Buren	22,300	21,900	98
	Washtenaw	87,000	84,500	97	
<b>Station Totals</b>			<b>778,500</b>	<b>765,200</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>282,500</b>
<b>Average Daily Circulation (1976-77)</b>					<b>144,300</b>

# 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.

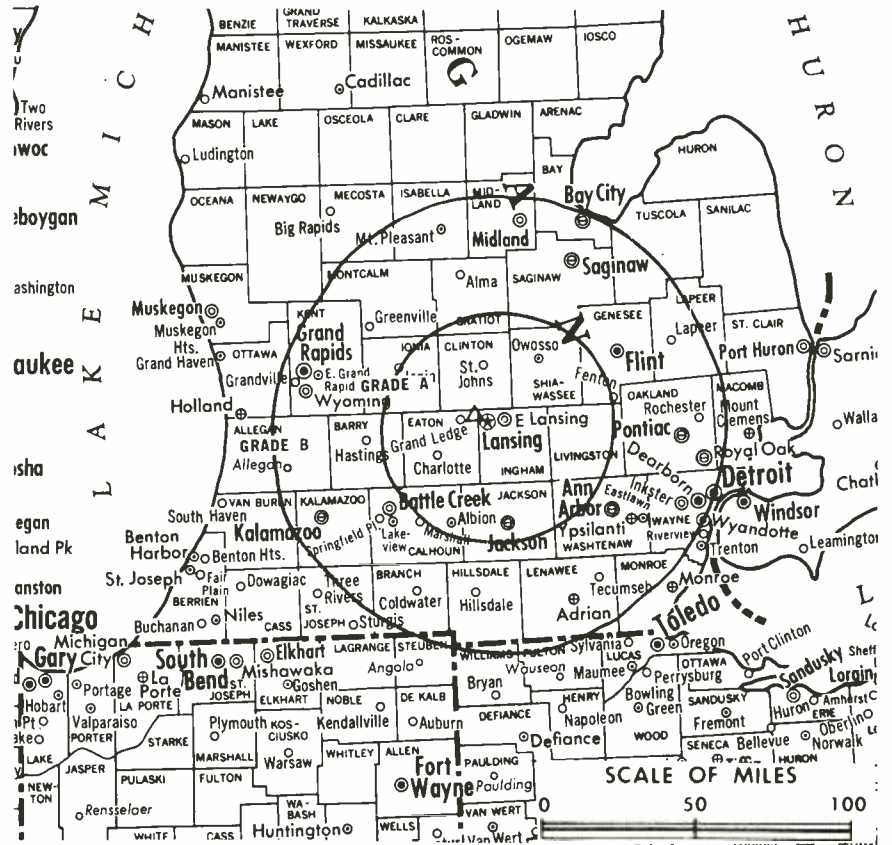
AM Affiliate: WJIM, 1-kw, 1240 kHz (NBC).

FM Affiliate: WJIM-FM, 28-kw, 97.5 MHz (No. 248), 440-ft.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJIM-TV Ref: FCC File No. BPCT—2041 Granted 11/23/55

©American M&D Co., Inc., N.Y., No. 14244

## WJIM-TV

Network Service: CBS.

Licensee: Gross Telecasting Inc., WJIM Country House, Lansing. (48904).

Studio: 2820 East Saginaw, Lansing, Mich. (48901).

Telephone: 517-372-8282. TWX No.: 810-251-0805.

Ownership: Harold F. Gross, chmn., 26.7%; James H. Gross, pres., individually & as trustee, 12.9%; as custodian for Jonathan Gross, .25%; Phil Sherck, v.p.; Gary F. Gross, individually & as trustee, 11.5%; 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 Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

JAMES H. GROSS, president.  
PHIL SHERCK, v.p. & national sales manager.  
CARL ONKEN, chief engineer.

### DIGEST OF RATE CARD NO. 23 (April 11, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:59 p.m., daily.				
\$1200	\$720			Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1050.

Map Note: Contours calculated by revised  
Sec. 73.699 of FCC Rules not available.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
50% & Over	Branch	12,800	12,600	98
	Calhoun	49,900	49,200	99
	Clinton	17,300	17,100	99
	Eaton	25,400	25,000	99
	Genesee	149,500	147,600	99
	Gratiot	13,200	12,900	98
	Hillsdale	14,800	14,400	97
	Ingham	89,400	87,800	98
	Ionia	15,100	14,900	99
	Jackson	50,000	49,300	99
Shiawassee	23,800	23,400	98	
<b>MICHIGAN</b>				
Between 25-49%	Isabella	15,100	14,700	97
	Livingston	27,600	27,300	99
	Montcalm	16,500	16,200	98
<b>INDIANA</b>				
	Steuken	8,200	8,000	98
<b>MICHIGAN</b>				
Between 5-24%	Allegan	24,400	24,000	98
	Barry	14,000	13,800	98
	Clare	8,100	7,900	97
	Kalamazoo	68,400	67,200	98
	Lapeer	20,000	19,700	99
	Lenawee	29,600	29,100	98
	Mecosta	11,700	11,400	97
	Ogemaw	5,500	5,400	97
	Saginaw	73,400	72,400	99
	Sanilac	13,600	13,300	97
Tuscola	17,200	16,900	98	
Washtenaw	87,000	84,500	97	
<b>Station Totals</b>		<b>901,500</b>	<b>886,000</b>	<b>98</b>
Net Weekly Circulation (1976-77)				<b>410,900</b>
Average Daily Circulation (1976-77)				<b>226,300</b>

# Michigan—Marquette

## WLUC-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"  
Longitude 87° 50' 55"

Transmitter: 3-mi. W of Rt. 581, 14-mi. SW of Ishpeming.

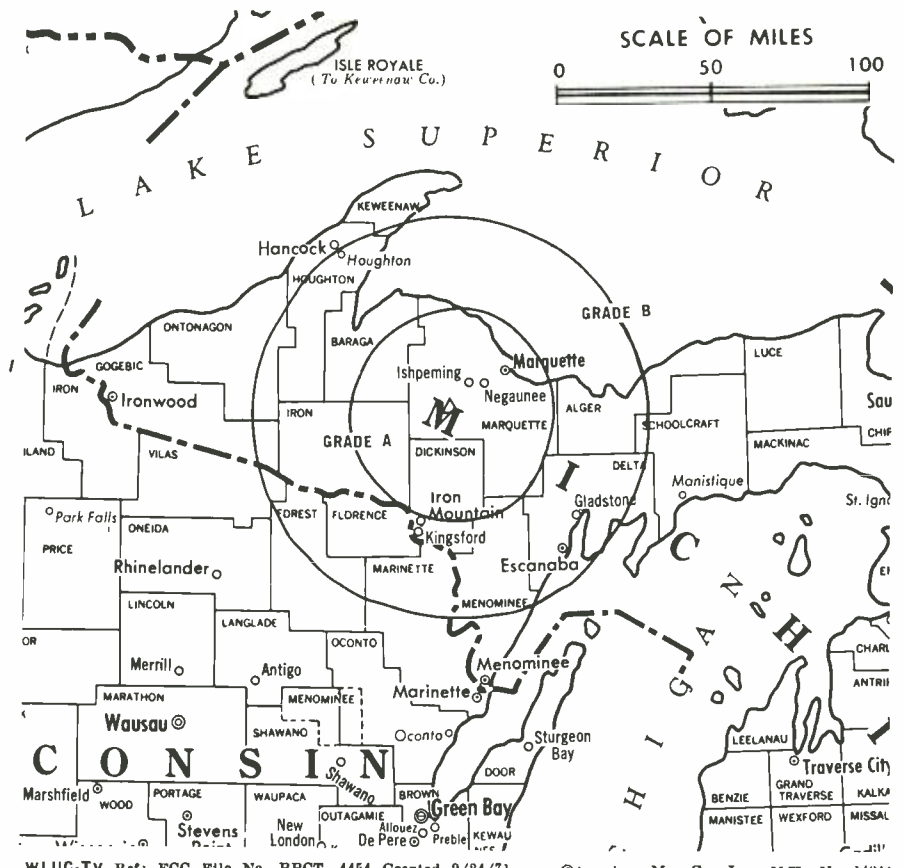
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLUC-TV Ref: FCC File No. BPCT-4454 Granted 9/24/71

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

## WLUC-TV

Network Service: CBS, ABC.

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.

**Begin 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.

### Personnel:

- THOMAS L. GAGNON, general manager.
- JACK LaFOREST, program & promotion manager.
- JUDY RICHER, traffic manager.
- JOHN WILLIAMS, news director & operations manager.
- DAN OLSEN, local & regional sales manager.
- JOHN TRUITT, chief engineer.
- JAMES GARRETT, production manager.
- ROWLAND GUSTAFSON, public service director.
- ELMO REED, v.p., engineering, Post Corp.
- DAVID L. NELSON, v.p. & treas., mgr., Post Corp.

### DIGEST OF RATE CARD

Hour	30 Min.	Min.	30 Sec.
Class AA—7-11 p.m., daily.			
\$1300	\$650	\$350*	\$175*

\*Class AA—6:30-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State	County	Total Households	TV Households	%	
50% & Over	MICHIGAN	Alger	2,900	2,800	97	
		Baraga	2,800	2,700	97	
		Delta	14,100	13,700	97	
		Dickinson	9,800	9,600	98	
		Gogebic	8,200	7,900	97	
		Houghton	13,800	13,200	96	
		Iron	6,200	6,100	98	
		Keweenaw	800	800	97	
		Marquette	23,100	22,700	98	
		Ontonagon	4,400	4,200	95	
		Schoolcraft	3,200	3,100	96	
		WISCONSIN	Florence	1,000	1,000	97
			Forest	2,900	2,800	95
MICHIGAN	Lucre		2,400	2,300	96	
	Menominee	9,400	9,200	98		
	Between 25-49% WISCONSIN	Iron	2,900	2,800	98	
Vilas		5,600	5,400	97		
Between 5-24% WISCONSIN	Marinette	13,100	12,900	99		
	Oneida	10,800	10,500	97		
<b>Station Totals</b>			<b>137,400</b>	<b>133,700</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>					<b>91,100</b>	
<b>Average Daily Circulation (1976-77)</b>					<b>71,600</b>	
(Station also received in Canadian markets)						

# Michigan—Saginaw-Flint-Bay City-Midland

## WEYI-TV

Ch. 25

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 4070-kw max. & 1350-kw horizontal visual, 405-kw max. & 135-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"  
Longitude 83° 43' 17"

Transmitter: 2225 Willard Rd., Clio, Mich.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: CBS.

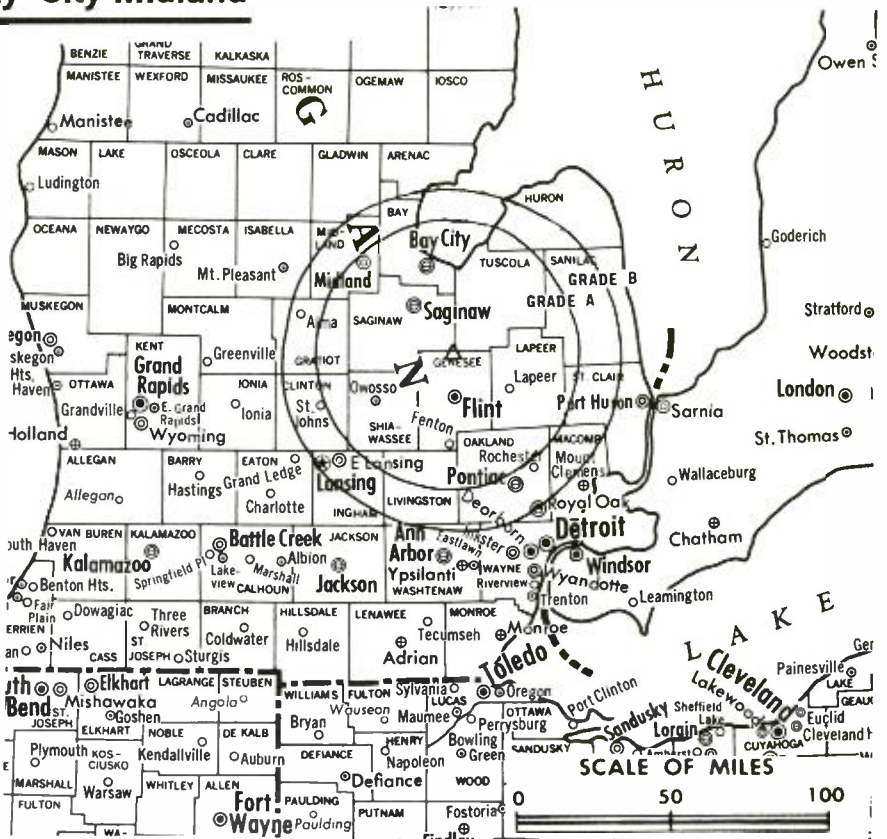
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WEYI-TV Ref: FCC File No. BMPCT-7383 Granted 3/20/72

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

## WEYI-TV

Network Service: CBS.

Licensee: Rust Craft Broadcasting Co., 700 Porter Bldg., Pittsburgh, Pa. (15219).

Studio: 2225 West Willard Rd., Clio, Mich. (48420).

Telephones: 313-687-1000; 517-755-0525.

TWX No.: 810-235-1132.

Ownership: See WSTV-TV, Steubenville, Ohio.

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33 1/3% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8).

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Personnel:

BRUCE FLEMING, vice president & general manager.  
GEORGE LEH, program manager.  
ROBERT KRIEGHOFF JR., general sales manager.  
HAROLD VOLZ JR., chief engineer.

### DIGEST OF RATE CARD NO. A16—(Sept. 6, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.					
\$1200	\$900	\$450	\$350	\$500	\$300

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Bay	39,500	38,900	99
	Genesee	149,500	147,600	99
	Huron	12,400	12,100	97
	Iosco	9,900	9,700	98
	Midland	22,600	22,300	99
	Saginaw	73,400	72,400	99
Sanilac	13,600	13,300	97	
Tuscola	17,200	16,900	98	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Arenac	5,000	4,900	97
	Clinton	17,300	17,100	99
	Gladwin	5,900	5,700	97
	Gratiot	13,200	12,900	98
	Isabella	15,100	14,700	97
Lapeer	20,000	19,700	99	
Shiawassee	23,800	23,400	98	
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Clare	8,100	7,900	97
	Crawford	2,900	2,800	96
	Eaton	25,400	25,000	99
	Ingham	89,400	87,800	98
Ogemaw	5,500	5,400	97	
St Clair	45,800	45,000	98	
<b>Station Totals</b>		<b>615,500</b>	<b>605,500</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>304,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>175,400</b>

# Michigan—Sault Ste. Marie

## WGTQ

Ch. 8

[Satellite of WGTU, Traverse City, Mich.]

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.6-kw aural. Antenna: 978-ft. above av. terrain, 864-ft. above ground, 1654-ft. above sea level.

Latitude 46° 03' 09"  
Longitude 84° 06' 28"

Transmitter: 0.9-mi. W of Goetzville, Chippewa County.

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

TV tape: Recording facilities.

News Wire Service: UPI.

Arbitron Data: Included with WGTU, Traverse City, Mich.



WGTQ Ref: FCC File No. BPCT-4685 Granted 12/2/75

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

## WGTQ

Network Service: ABC.

Grantee: Michigan Television Network Inc., 201 East Front St., Traverse City, Mich. (49684).

Studio: See WGTU, Traverse City.

Ownership: See WGTU, Traverse City.

Began Operation: Oct. 29, 1976.

Represented (sales) by H-R Television.

Represented (legal) by Booth & Freret.

Represented (engineering) by Smith & Powstenko.

Personnel: See WGTU, Traverse City.

Rates: Sold in combination with WGTU, Traverse City.

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Michigan—Sault Ste. Marie

## WWUP-TV

Ch. 10

[Satellite of WWTW, Cadillac, Mich.]

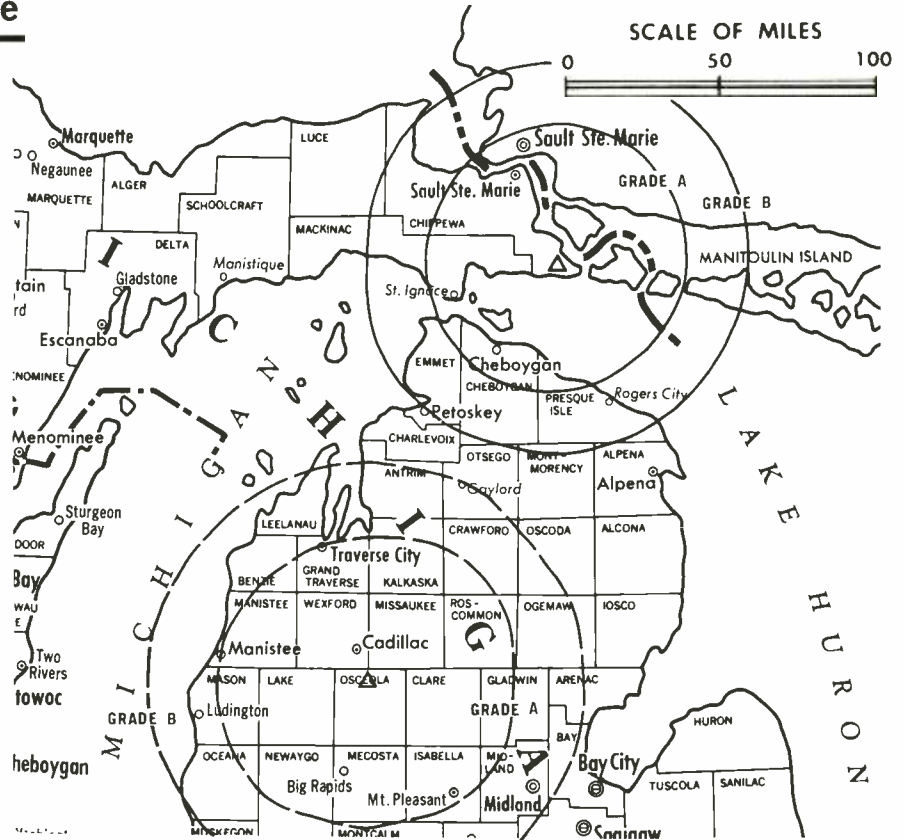


**Technical Facilities:** Channel No. 10 (192-198 MHz). Authorized power: 251-kw visual, 50-kw aural. Antenna: 1210-ft. above av. terrain, 1126-ft. above ground, 1844-ft. above sea level.

Latitude 46° 03' 49"  
Longitude 84° 06' 08"

Transmitter: Goetzville.

Arbitron Data: Included with WWTW, Cadillac, Mich.



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

WWUP-TV Ref: FCC File No. BPCT-8565 Granted 7/19/65 © American Map Co., Inc., N.Y., No. 14244

## WWUP-TV

Network Service: CBS.

Licensee: Fetzer Broadcasting Co., 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.

Station also received in Canadian markets

## WWTW, Cadillac

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN—(Continued)</b>				
	Arenac	5,000	4,900	97
	Gratiot	13,200	12,900	98
<b>Between 25-49%</b>	Midland	22,600	22,300	99
	Montcalm	16,500	16,200	98
	Newaygo	10,500	10,200	97
	Schoolcraft	3,200	3,100	96
<b>MICHIGAN</b>				
	Alcona	3,500	3,300	96
	Bay	39,500	38,900	99
<b>Between 5-24%</b>	Ionia	15,100	14,900	99
	Menominee	9,400	9,200	98
	Muskegon	52,000	51,100	98

# Michigan—Traverse City

## WGTU

Ch. 29

[Operates satellite WGTQ, Sault Ste. Marie, Mich.]

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw max. & 776-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

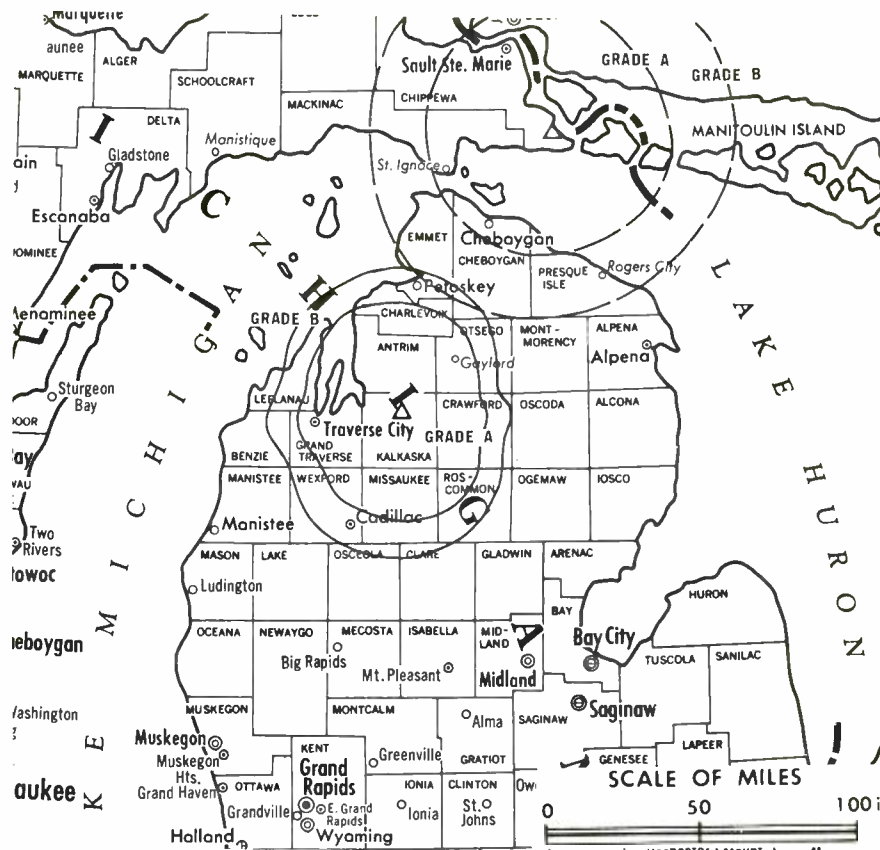
Latitude 44° 44' 54"  
Longitude 85° 04' 08"

Transmitter: 5.3-mi. N, .078 E of Kalkaska on Hangi Rd., Excelsior Twp.

TV tape: Recording facilities.

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

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WGTU Ref: FCC File No. BMPCT-7279 Granted 4/29/71

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

## WGTU

Network Service: ABC.

Licensee: Michigan Television Network Inc., 201 E. Front St., Traverse City, Mich. (49684).

Studio: 201 E. Front St.

Telephone: 616-946-2900. TWX No.: 810-291-1972.

Ownership: Harry Calcutt, pres.-treas., 12.5109%; William C. Becker, secy., 13.2496%; William A. Royce Jr., Maxwell Crandall & Mrs. Julius H. Beers, 12.8930% each; others. Also owns WGTQ(TV), Sault Ste. Marie, Mich.

Began Operation: Aug. 23, 1971.

Represented (sales) by H-R Television.

Represented (legal) by Booth & Freret.

Represented (engineering) by Smith & Powstenko.

Personnel:

JAMES J. MATTHEWS, vice president & general manager.

STU CORPE, chief engineer.

GUY COURTER, production director.

FOSTER WINTER, local sales manager.

### DIGEST OF RATE CARD NO. 3

Hour	30 Min.	5 Min.	30 Sec.	10 Sec.
Class AAA—8-11 p.m., daily.				
\$500	\$300	\$165	\$110	\$55

NETWORK BASE HOURLY RATE: \$150.

Arbitron Data: Figures include WGTQ,  
Sault Ste. Marie, Mich.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Alpena	11,100	10,600	95
	Antrim	5,500	5,400	97
	Charlevoix	6,600	6,400	97
	Cheboygan	6,700	6,400	96
	Chippewa	12,200	11,800	97
	Crawford	2,900	2,800	96
	Emmet	7,300	7,000	96
50% & Over	Grand Traverse	14,900	14,500	97
	Kalkaska	3,000	2,900	97
	Leelanau	4,400	4,300	97
	Missaukee	3,200	3,100	96
	Oscoda	2,500	2,300	94
	Otsego	4,500	4,400	97
	Presque Isle	4,700	4,400	94
	Roscommon	6,200	6,100	99
	Wexford	8,100	7,900	98
<b>MICHIGAN</b>				
	Luce	2,400	2,300	96
	Mackinac	4,000	3,900	97
Between 25-49%	Manistee	8,300	8,100	97
	Montmorency	2,700	2,600	95
	Schoolcraft	3,200	3,100	96
<b>MICHIGAN</b>				
	Alcona	3,500	3,300	96
	Benzie	3,500	3,400	97
Between 5-24%	Mason	8,800	8,400	96
	Mecosta	11,700	11,400	97
	Osceola	6,500	6,300	97
Station Totals		158,400	153,100	96
Net Weekly Circulation (1976-77)				75,400
Average Daily Circulation (1976-77)				44,800

# 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).

FM Affiliate: WTCM-FM, 30.8-kw, 103.5 MHz (No. 278), 715-ft. (NBC).

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

News Wire Service: AP.

Represented (legal) by Cordon & Jacob.

Total Households: © MSF

Consumer Market Data as of 1/1/78.

TV Homes: TV and Circulation

© 1978 American Research Bureau.

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



WPBN-TV Ref: FCC File No. BPT-3679 Granted 2/14/66

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

## WPBN-TV

Network Service: NBC.

Licensee: WPBN-TV Inc., dba Midwestern Television Co., 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%; Gertrude Zierle, 16.25%. Also operates WTCM-AM-FM, Traverse City; WATT, Cadillac; WATZ-AM-FM, Alpena; WMBN-AM-FM, Petoskey; WATC, Gaylord, all Michigan radio stations. Also owns WTOM-TV, Cheboygan, Mich.

Began Operation: Sept. 13, 1954.

Represented (sales) by Adam Young Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (engineering) Cohen & Dippell.

Personnel:

LES BIEDERMAN, president.

HARRY R. LIPSON, general manager & film buyer.

ROBERT L. DREHER, sales manager.

WILLIAM H. KIKER, v.p. & chief engineer.

Highest 30 Sec. Rate: \$180.

NETWORK BASE HOURLY RATE: \$425.

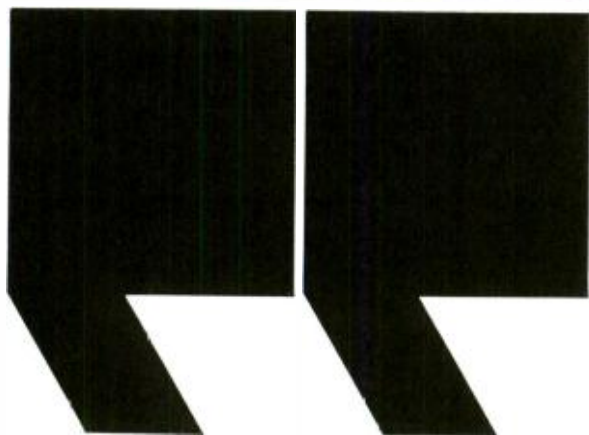
Arbitron Data: Figures for this station include affiliated WTOM-TV, Cheboygan, Mich. (Station also received in Canadian markets)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Alcona	3,500	3,300	96
50% & Over	Alpena	11,100	10,600	95
	Antrim	5,500	5,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	Benzie	3,500	3,400	97
	Charlevoix	6,600	6,400	97
	Cheboygan	6,700	6,400	96
	Chippewa	12,200	11,800	97
	Clare	8,100	7,900	97
	Crawford	2,900	2,800	96
	Emmet	7,300	7,000	96
	Grand Traverse	14,900	14,500	97
	Kalkaska	3,000	2,900	97
	Lake	2,700	2,600	96
	Leelanau	4,400	4,300	97
	Mackinac	4,000	3,900	97
50% & Over	Manistee	8,300	8,100	97
	Mason	8,800	8,400	96
	Mecosta	11,700	11,400	97
	Missaukee	3,200	3,100	96
	Montmorency	2,700	2,600	95
	Oceana	7,800	7,500	96
	Osceola	6,500	6,300	97
	Oscoda	2,500	2,300	94
	Otsego	4,500	4,400	97
	Presque Isle	4,700	4,400	94
	Roscommon	6,200	6,100	99
	Wexford	8,100	7,900	98
<b>MICHIGAN</b>				
Between 25-49%	Luce	2,400	2,300	96
	Newaygo	10,500	10,200	97
<b>MICHIGAN</b>				
Between 5-24%	Isabella	15,100	14,700	97
	Montcalm	16,500	16,200	98
	Muskegon	52,000	51,100	98
	Schoolcraft	3,200	3,100	96
Station Totals		271,100	263,300	97
Net Weekly Circulation (1976-77)			152,900	
Average Daily Circulation (1976-77)			97,300	



# What are all these people talking about?



"Anybody who's not reading (it) today doesn't belong in this industry."

President, TV Receiver Manufacturer

"Superb. Always concise yet informative."

Vice President, Major CATV System

"If I can find time for only one publication, this is it."

President, Broadcasting Company

"Peerless."

Senior Vice President, Industry Trade Assn.

"Good format for those in a hurry, allowing them to focus quickly on items of interest."

Bureau Chief, FCC

"I rely on your coverage over that of other trade papers."

Vice President, Broadcast Equipment Manufacturer

"Great. Authoritative. Timely. Easy to read."

President, Broadcasting Company

"I still like it after 29 years."

Partner, Law Firm (Communications Attorneys)

"Excellent - our best source of industry news."

Telecommunications Center Director, Major University

"Your annual cumulative index, coupled with your wide, all-inclusive coverage of news in the field, make this a unique and valuable long-term reference tool."

President, TV Film Production Company

"Excellent publication with sound inside information and knowledge of what's going on in broadcast industry and government."

General Attorney, TV Network

"Positively the most accurate source for the latest on our industry."

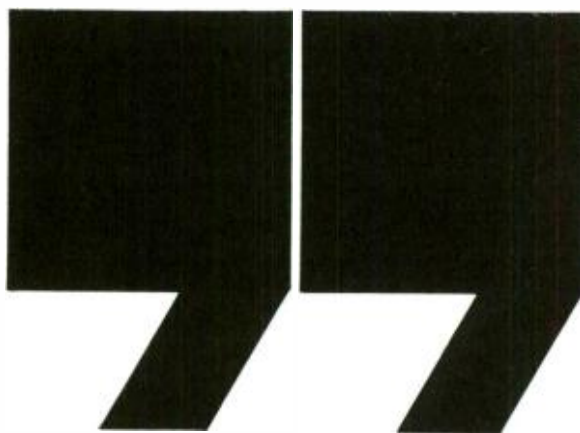
President, Electronics Retailer

"Good, quick way of acquainting oneself with issues."

Senate Commerce Committee Staff Member

"Excellent."

Vice President, TV Network

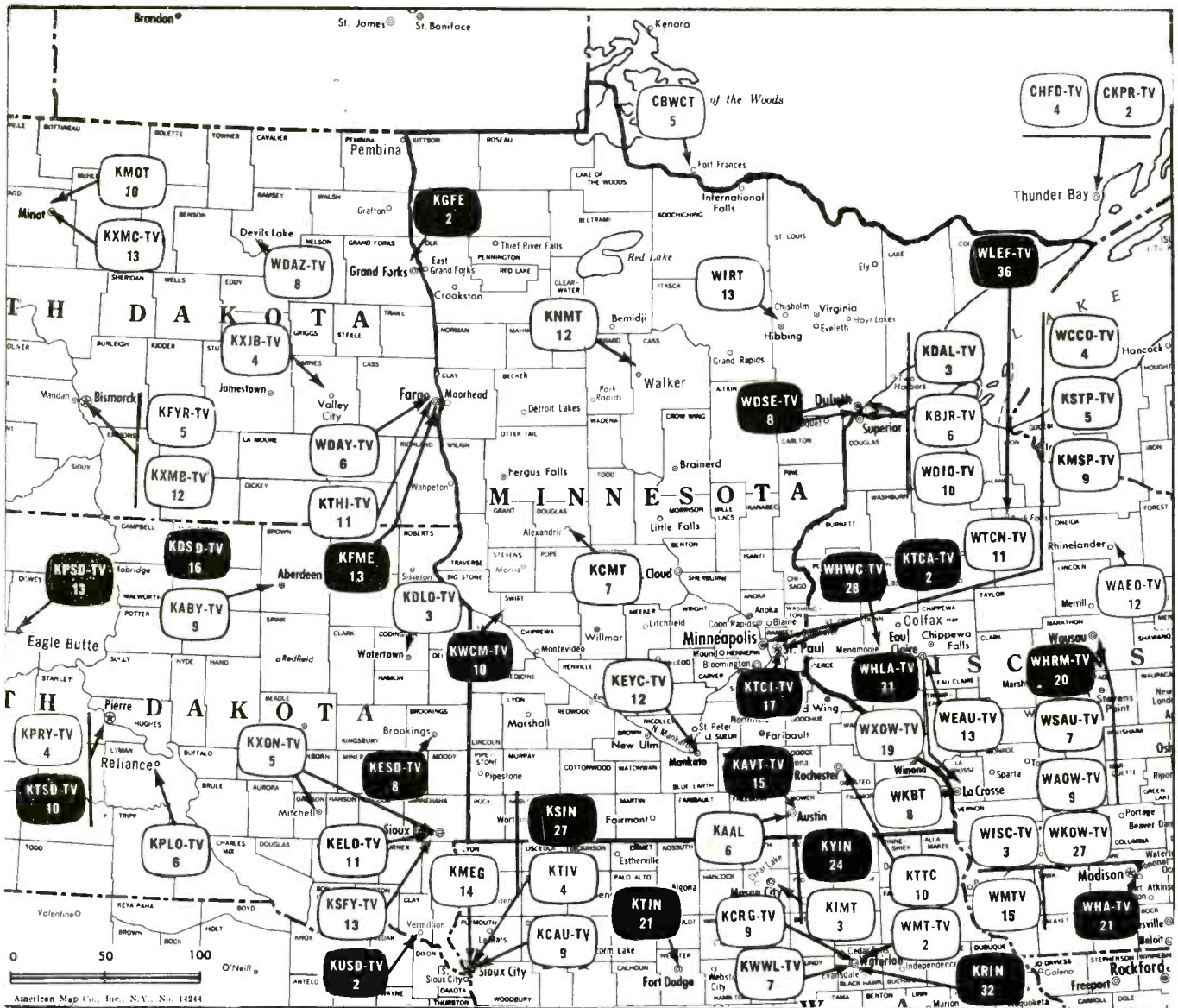


They're all talking about **Television Digest with Consumer Electronics**. Shouldn't **you** add this unique industry news service to your weekly "must read" list? Call or write:

**Television Digest, Inc.** 1836 Jefferson Place, N.W. Washington, D. C. 20036

Phone: 202/872/9200

# Minnesota



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Minneapolis-St. Paul	578,000	16	949,700	14
Duluth-Superior	110,000	104	158,100	111
Rochester-Mason City-Austin	91,000	116	135,500	124
Alexandria	48,000	155	75,700	162
Mankato	19,000	188	41,300	188

### Minnesota Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
13	0	13
3	2	5
		18

# 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, 500-ft. above ground, 1530-ft. above sea level.

Latitude	45°	10'	04''
Longitude	95°	59'	54''

## KAVT-TV

**Austin**

Ch. 15

Non-Commercial Educational Station

Licensee: Independent School District #492, c/o Barry G. Baker, 1900 8th Ave. N.W., Austin, Minn. (55912).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 10.50-kw visual, 2.10-kw aural. Antenna: 190-ft. above av. terrain, 215-ft. above ground, 1430-ft. above sea level.

Latitude	43°	40'	39''
Longitude	93°	00'	03''

## WDSE-TV

**Duluth-Superior, Wis.**

Ch. 8

Non-Commercial Educational Station

Licensee: Duluth-Superior Area Educational TV Corp., 210 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''

## KTCI-TV

**St. Paul**

Ch. 17

Non-Commercial Educational Station

Licensee: Twin Cities Public Television Inc., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 39.7-kw max. & 28.8-kw horizontal visual, 7.94-kw max. & 5.75-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5''
Longitude	93°	07'	27.0''

# Minnesota

## KTCA-TV

**St. Paul-Minneapolis**

Ch. 2

Non-Commercial Educational Station

Licensee: Twin Cities Public Television Inc., 1640 Como Ave., St. Paul, Minn. (55108).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5''
Longitude	93°	07'	27.0''

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### KIMT, Austin

(See Mason City, Ia.)

### KTTC, Austin

(See Rochester, Minn.)

### KIMT, Rochester

(See Mason City, Ia.)

### KAAL, Rochester

(See Austin, Minn.)

### KSTP-TV, Minneapolis

(See St. Paul, Minn.)

## KCMT, Alexandria

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>MINNESOTA</b>				
	Becker	9,300	9,000	96
	Koochiching	6,000	5,600	94
	Lincoln	3,000	2,900	97
	Meeker	7,200	7,000	97
	Mille Lacs	6,300	6,100	97
Between 5-24%	Redwood	6,500	6,200	95
	Wilkin	2,700	2,700	98
<b>NORTH DAKOTA</b>				
	Richland	7,000	6,800	98
<b>SOUTH DAKOTA</b>				
	Deuel	2,100	2,000	97

# 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.

News Film Service: NBC.

Studio: 8th & Hawthorne.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KCMT Ref: FCC File No. BPCT-2398 Granted 12/5/57

©American M&D Co., Inc., N.Y., No. 14244

## KCMT

Network Service: NBC, ABC.

Licensee: Central Minnesota Television Co., 720 Hawthorne St., Alexandria, Minn. (56308).

Telephone: 612-763-5166. TWX No.: 910-578-0003.

Ownership: Joseph O. Perino, chmn., 11%; Thomas, Bruce & Rozel Barnstuble & Harris Widmer, Trustees, Barnes estate, 53%; Glenn W. Flint, v.p., 10%; John J. McCarten, secy.-treas., 11%; Kenneth C. Bechtel, director, 10%. Central Minnesota Television also owns KNMT (TV), Walker, Minn.; KCMT-FM, Alexandria, Minn. & is buying 80% of KXJB-TV, Valley City, N.D.

Began Operation: Oct. 8, 1958.

Represented (sales) by Avery-Knodel Inc.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Marmet Professional Corp.

Personnel:

TOM BARNES JR., president.  
GLENN W. FLINT, vice president & general manager.  
KENNETH BECHTEL, station manager.  
CARL IVERSON, chief engineer.  
JOHN GINTHER, sales manager.  
JOHN PERINO, promotion director.

DIGEST OF RATE CARD NO. 18\*—(Feb. 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$1100	\$650	\$325	\$250	\$200	\$100

\*Combination Rates: KCMT, Alexandria, and KNMT, Walker, Minn.  
NETWORK BASE HOURLY RATE: \$700.

Arbitron Data: Figures Include

KNMT, Walker, Minn.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Beltrami	10,000	9,200	92
	Big Stone	3,000	2,900	97
	Cass	7,500	6,900	92
	Chippewa	5,800	5,600	96
	Crow Wing	14,500	13,900	96
	Douglas	9,000	8,700	97
	Grant	2,500	2,500	98
	Hubbard	4,500	4,100	92
	Kandiyohi	11,300	10,900	96
	Lac Qui Parle	3,800	3,700	97
	Morrison	8,700	8,300	96
	Otter Tail	17,800	17,100	96
	Pope	4,000	3,800	95
	Stearns	28,600	27,800	97
	Stevens	3,600	3,500	97
	Swift	4,700	4,500	96
	Todd	8,400	8,000	95
	Traverse	2,300	2,200	97
	Wadena	5,000	4,700	94
	Yellow Medicine	5,100	4,800	93
	<b>SOUTH DAKOTA</b>			
	Grant	3,100	3,000	97
<b>50% &amp; Over</b>				
<b>MINNESOTA</b>				
	Aitkin	5,000	4,900	97
	Benton	6,700	6,500	98
	Itasca	13,000	12,500	96
	Lyon	7,600	7,300	96
	Renville	7,200	6,900	96
<b>Between 25-49%</b>				
<b>SOUTH DAKOTA</b>				
	Roberts	3,800	3,700	96

(Continued on page 441-b)

Station Totals	256,600	246,200	95
Net Weekly Circulation (1976-77)			158,900
Average Daily Circulation (1976-77)			112,800

# Minnesota—Austin

## KAAL

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft. above sea level.

Latitude 43° 37' 42"  
Longitude 93° 09' 12"

Transmitter: 4.4-mi. N of Myrtle, Minn.

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

News Wire Service: AP.

News Film Service: ABC.

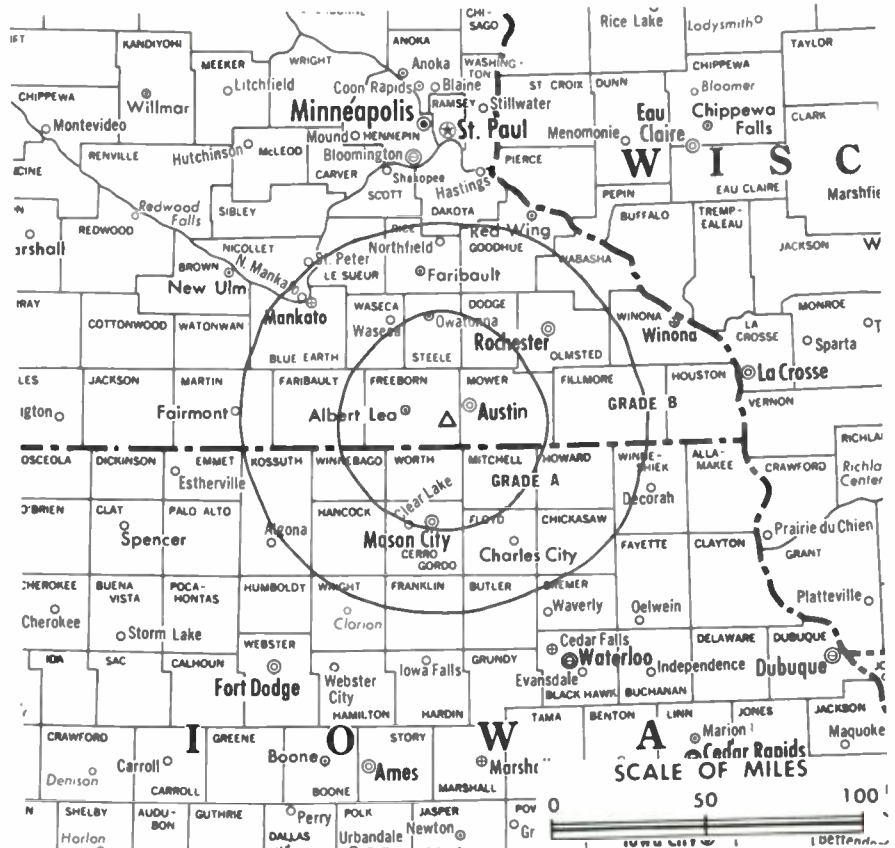
Studio: 1701 10th Pl. N.E.

Represented (sales) by Blair Television.

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

Represented (engineering) by Silliman, Moffet & Kowalski.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KAAL Ref: FCC File No. BPCT-4528 Granted 7/12/72

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

## KAAL

Network Service: ABC.

Licensee: Minnesota-Iowa Television Co., 1701 10th Pl. N.E., Austin, Minn. (55912).

Telephone: 507-433-8836.

Ownership: Same as KWVL-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).

Personnel:

ROBERT BUCKMASTER, president.  
JOHN A. MacGREGOR, vice president & general manager.  
TERRY DOLAN, vice president, programming.  
GREG HOLDER, sales manager.  
JIM HOLLAND, news director.  
JERALD JONES, v.p., engineering.

Rates: On request.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>IOWA</b>			
	Cerro Gordo	18,100	17,800	98
	Emmet	5,200	5,000	96
	Floyd	7,900	7,700	98
	Hancock	5,400	5,300	98
	Howard	4,000	3,800	96
	Kossuth	8,200	8,100	98
	Mitchell	4,100	4,000	98
	Winnebago	5,100	5,000	98
	Worth	3,200	3,100	98
<b>MINNESOTA</b>	Blue Earth	17,600	17,100	97
	Brown	9,900	9,600	97
	Dodge	4,300	4,200	97
	Faribault	7,200	7,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	Fillmore	8,100	7,900	98	
	Freeborn	12,900	12,600	98	
	Martin	9,300	9,100	97	
	Mower	14,100	13,900	98	
	Olmsted	30,300	29,800	98	
	Steele	10,500	10,300	98	
	Waseca	5,700	5,600	98	
	Watsonwan	4,600	4,400	96	
	<b>IOWA</b>	Franklin	5,400	5,300	98
		<b>MINNESOTA</b>	Cottonwood	5,700	5,300
Nicollet			6,700	6,500	98
Wabasha			6,400	6,300	98
Winona			14,700	14,300	97
<b>IOWA</b>	Butler		6,600	6,400	97
	Chickasaw	5,300	5,200	98	
	Humboldt	4,300	4,200	97	
	Palo Alto	4,700	4,500	96	
	Winneshiek	6,600	6,400	97	
	Wright	6,100	6,000	98	
<b>Between 5-24%</b>	<b>MINNESOTA</b>	Goodhue	13,600	13,300	98
		Houston	5,400	5,300	98
		Jackson	5,000	4,800	97
		Le Sueur	7,700	7,500	98
		Rice	13,200	12,900	98
		<b>WISCONSIN</b>	Buffalo	4,800	4,700
La Crosse	29,500		29,000	98	
Pepin	2,500		2,400	97	
<b>Station Totals</b>		<b>349,900</b>	<b>341,600</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>				<b>187,800</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>117,800</b>	

# Minnesota—Duluth-Superior, Wis.

## KDAL-TV

Ch. 3

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 14.8-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.

**TV tape:** Recording facilities.

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

**News Wire Service:** AP.

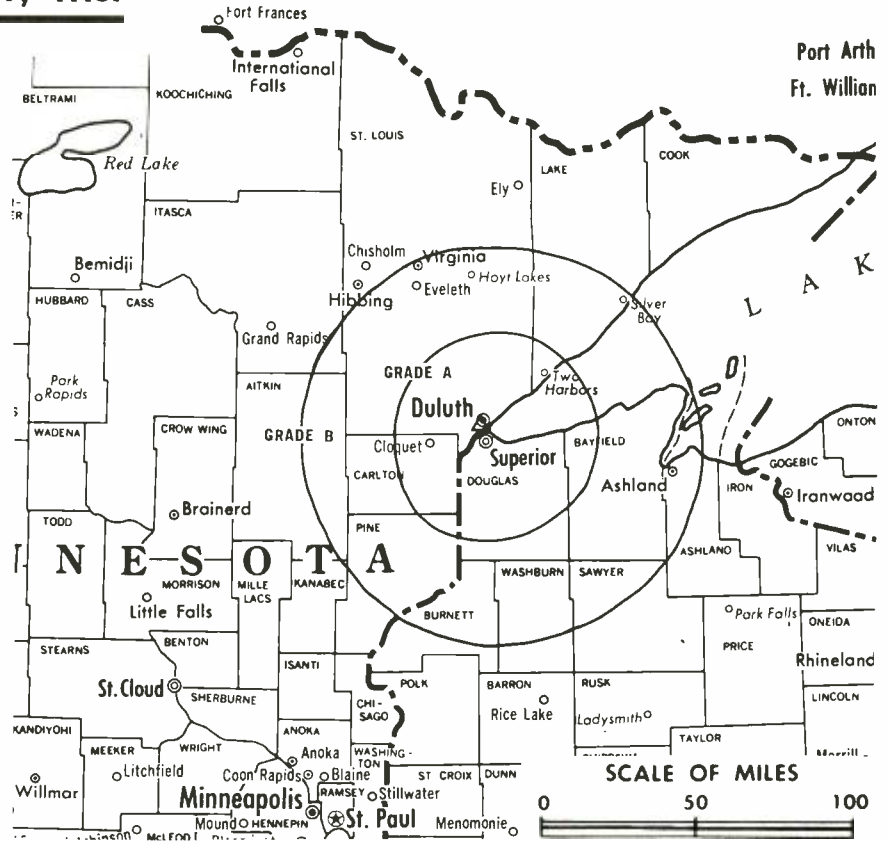
**AM Affiliate:** KDAL, 5-kw, 610 kHz (CBS).

**Represented (legal)** by Kirkland & Ellis.

**Represented (engineering)** by Silliman, Moffet & Kowalski.

**Studio:** 425 W. Superior St.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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. Note: Sale to Palmer Bcstg. Co. pends (Television Digest, Vol. 18:30).

**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; Hyett/Ramsland Inc.; William Creed; Glen-Warren Broadcast Sales (Canada).

### Personnel:

JOHN LaFORGE, executive vice president & general manager.

JOE GOLDEN, vice president & sales manager.

EARL HENTON, vice president & manager, public affairs.

JAMES CUZZO, operations manager.

CAROL SIMAT, promotion manager.

RUDY LUUKINEN, vice president & chief engineer.

### DIGEST OF RATE CARD NO. 3-78—(March 1978)

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

Class AA—6:30-10:01 p.m., daily.

\$1400 \$1000 \$700 \$400 Graded rates apply\*

\*Highest rate: \$335.

**NETWORK BASE HOURLY RATE:** \$730.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN Gogebic	8,200	7,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Aitkin	5,000	4,900	97
	Beltrami	10,000	9,200	92
	Carlton	9,500	9,300	98
	Cook	1,400	1,300	95
	Itasca	13,000	12,500	96
50% & Over	Koochiching	6,000	5,600	94
	Lake	4,800	4,700	98
	Pine	6,800	6,500	96
	St. Louis	75,100	73,500	98
<b>WISCONSIN</b>				
	Ashland	5,900	5,800	97
	Bayfield	4,900	4,800	98
	Douglas	16,200	15,900	98
	Iron	2,900	2,800	98
	Sawyer	4,700	4,500	96
	Washburn	4,700	4,600	97
<b>MINNESOTA</b>				
Between 25-49%	Cass	7,500	6,900	92
	Crow Wing	14,500	13,900	96
<b>WISCONSIN</b>				
	Burnett	4,300	4,100	96
<b>MICHIGAN</b>				
	Ontonagon	4,400	4,200	95
<b>MINNESOTA</b>				
Between 5-24%	Hubbard	4,500	4,100	92
	Stearns	28,600	27,800	97
<b>WISCONSIN</b>				
	Barron	14,000	13,500	96
	Price	6,000	5,700	95
	Rusk	5,400	5,200	96
<b>Station Totals</b>		268,300	259,200	96
<b>Net Weekly Circulation (1976-77)</b>			174,100	
<b>Average Daily Circulation (1976-77)</b>			126,700	
(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"

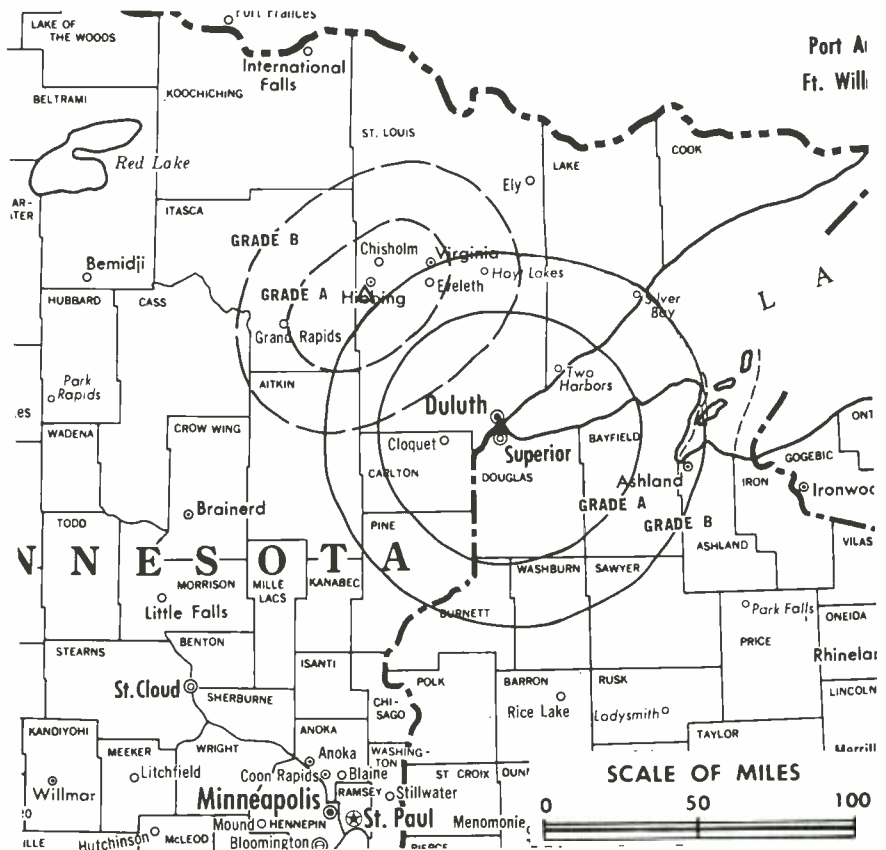
Transmitter: 10 Observation Road.

TV tape: Recording facilities.

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

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDIO-TV Ref: FCC File No. BPC2-3404 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.: 910-561-2539.

Ownership: Harcourt Brace Jovanovich Inc., 100%. Robert L. Edgell, v.p.; Robert R. Hillebrecht, v.p.-treas.; Margaret Mary McQuillan, secy. Harcourt Brace Jovanovich also owns WIRT(TV), Hibbing, Minn. and has minority interest in several radio stations.

Began Operation: Jan. 24, 1966. Sale to present owner by Frank P. Befera, et al., approved by FCC March 31, 1978 (Television Digest, Vol. 17:28).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohen & Berfield.

Represented (engineering) by Lohnes & Culver.

Personnel:

FRANK P. BEFERA, president & general manager.  
MIKE DALEY, general sales manager.  
DAVE POIRIER, program manager.  
GEORGE W. WOODY, chief engineer.  
DENNIS ANDERSON, news director.  
WALT STRASSER, film director.  
PAUL HAYDEN, on-station promotion.

### DIGEST OF RATE CARD

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

Class AA—6:30-10 p.m., daily.

\$1100 ..... Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$679.

Station also received in Canadian markets

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>MICHIGAN</b>			
		Gogebic	8,200	7,900	97
		<b>MINNESOTA</b>			
		Aitkin	5,000	4,900	97
		Carlton	9,500	9,300	98
		Itasca	13,000	12,500	96
		Koochiching	6,000	5,600	94
		Lake	4,800	4,700	98
	<b>50% &amp; Over</b>	St Louis	75,100	73,500	98
		<b>WISCONSIN</b>			
		Ashland	5,900	5,800	97
		Bayfield	4,900	4,800	98
		Douglas	16,200	15,900	98
		Iron	2,900	2,800	98
		Sawyer	4,700	4,500	96
		Washburn	4,700	4,600	97
		<b>MINNESOTA</b>			
		Beltrami	10,000	9,200	92
	<b>Between 25-49%</b>	Pine	6,800	6,500	96
		<b>WISCONSIN</b>			
		Burnett	4,300	4,100	96
		<b>MICHIGAN</b>			
		Ontonagon	4,400	4,200	95
		<b>MINNESOTA</b>			
		Cass	7,500	6,900	92
	<b>Between 5-24%</b>	Cook	1,400	1,300	95
		Hubbard	4,500	4,100	92
		<b>WISCONSIN</b>			
		Barron	14,000	13,500	96
		Rusk	5,400	5,200	96
	<b>Station Totals</b>		<b>219,200</b>	<b>211,800</b>	<b>96</b>
	<b>Net Weekly Circulation (1976-77)</b>			<b>161,500</b>	
	<b>Average Daily Circulation (1976-77)</b>			<b>117,600</b>	

# Minnesota—Duluth-Superior, Wis.

## KBJR-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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"

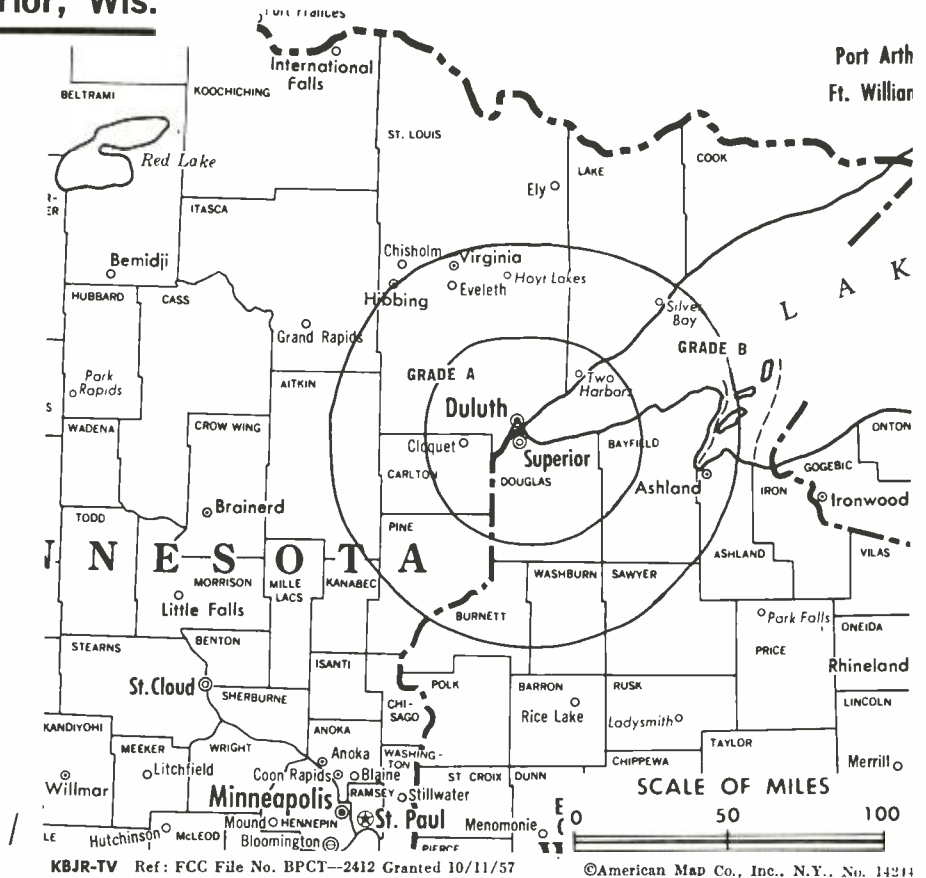
Transmitter: 5th Ave. W. & 10th St., Duluth.

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

News Wire Service: UPI.

Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## KBJR-TV

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, Minn. (55802).

Studio: 230 E. Superior St., Duluth (55802).

Telephone: 218-727-8484.

TWX No.: 218-820-0275.

Ownership: Robert J. Rich, pres., 60%; Richard W. Pearson, v.p., 10%; Elizabeth Rich, secy.-treas.; Wilmar J. Buesgen, asst. secy., 4%; Benito Gaguine, 21%; Norman P. Gill & Thomas G. Barry, 2% each; Edwin M. Conrad, 1%.

Began Operation: Feb. 23, 1954. Sale to present owners by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (Television Digest, Vol. 14:28, 30).

Represented (sales) by Peters, Griffin, Woodward Inc.; Bill Hurley (Minneapolis); Andy McDermott Sales Ltd. (Canada).

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

Personnel:

ROBERT J. RICH, president & general manager.  
R. W. (RICK) PEARSON, vice president & station manager.  
ED CONRAD, program director.  
JOHN RICH, national sales manager.  
NORM GILL, chief engineer.  
LOIS GORDON, traffic manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	
Class AA—6:59-10 p.m., daily.					
\$950	\$570	\$427	\$285		Graded rates apply*

\*Highest rate: \$330.

NETWORK BASE HOURLY RATE: \$700.

	Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MICHIGAN</b>					
		Gogebic	8,200	7,900	97	
	<b>MINNESOTA</b>					
		Aitkin	5,000	4,900	97	
		Carlton	9,500	9,300	98	
		Cook	1,400	1,300	95	
		Itasca	13,000	12,500	96	
		Koochiching	6,000	5,600	94	
		Lake	4,800	4,700	98	
		Pine	6,800	6,500	96	
	St. Louis	75,100	73,500	98		
	<b>WISCONSIN</b>					
		Ashland	5,900	5,800	97	
		Bayfield	4,900	4,800	98	
		Douglas	16,200	15,900	98	
		Iron	2,900	2,800	98	
		Sawyer	4,700	4,500	96	
	Between 25-49%	<b>MINNESOTA</b>				
			Beltrami	10,000	9,200	92
<b>WISCONSIN</b>						
	Washburn	4,700	4,600	97		
Between 5-24%	<b>MINNESOTA</b>					
		Cass	7,500	6,900	92	
		Clearwater	2,900	2,700	93	
	<b>WISCONSIN</b>					
		Burnett	4,300	4,100	96	
	Price	6,000	5,700	95		
<b>Station Totals</b>			<b>199,800</b>	<b>193,200</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>					<b>152,400</b>	
<b>Average Daily Circulation (1976-77)</b>					<b>98,100</b>	
(Station also received in Canadian markets)						



# Minnesota—Hibbing

## WIRT

Ch. 13

[Satellite of WDIO-TV,  
Duluth, Minn.]

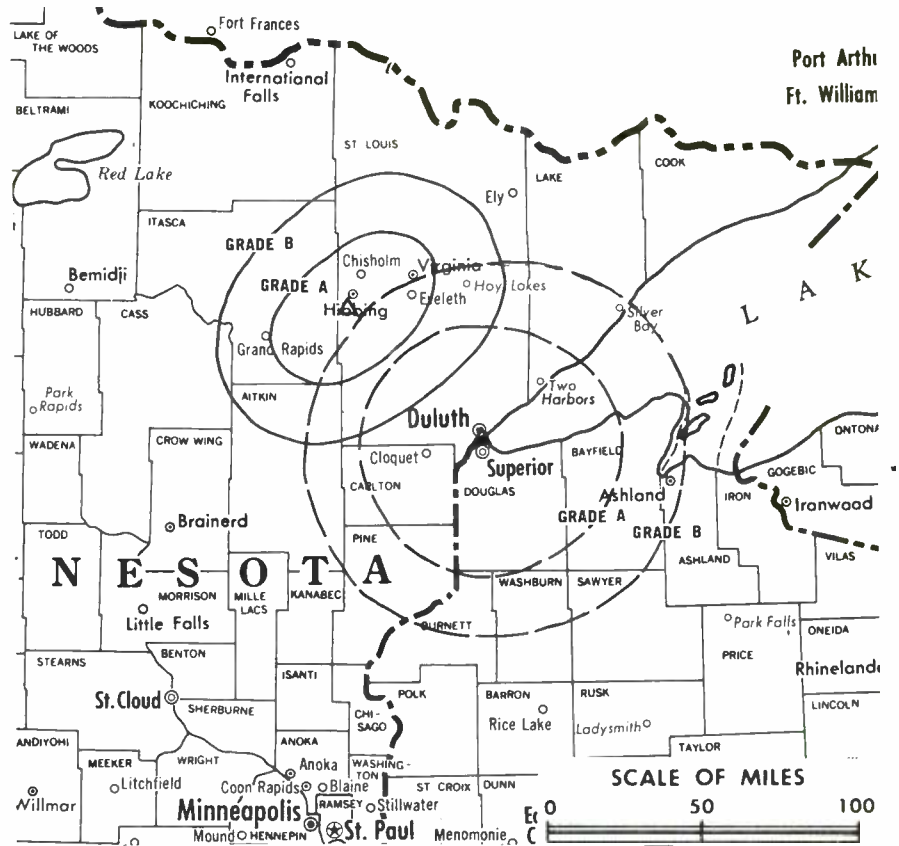
Technical Facilities: Channel No. 13  
(210-216 MHz). Authorized power:  
125-kw visual, 21.6-kw aural. An-  
tenna: 666-ft. above av. terrain,  
473-ft. above ground, 2123-ft.  
above sea level.

Latitude 47° 22' 52"  
Longitude 92° 57' 18"

Transmitter: Maple Hill.

Color: Network, film & slide.

Arbitron Data: Figures for this station  
are included with parent WDIO-  
TV, Duluth.



County coverage based on Arbitron 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.

Licensee: Channel 10 Inc., 10 Observation Rd., Duluth (55811).

Studio: See WDIO-TV, Duluth.

Telephone: 218-727-6864 (Duluth).

TWX No.: 910-561-2539 (Duluth).

Ownership: See WDIO-TV, Duluth.

Began Operation: Aug. 31, 1967.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Cohen & Berfield.

Represented (engineering) by Lohnes & Culver.

Rates: Sold in combination with WDIO-TV, Duluth.

NETWORK BASE HOURLY RATE: Bonus.

Find out how a station  
got a shot at a \$6500 order for \$80.

Call your Arbitron representative  
and ask about AID.

Arbitron  
Information  
On Demand



# Minnesota—Mankato

## KEYC-TV

Ch. 12

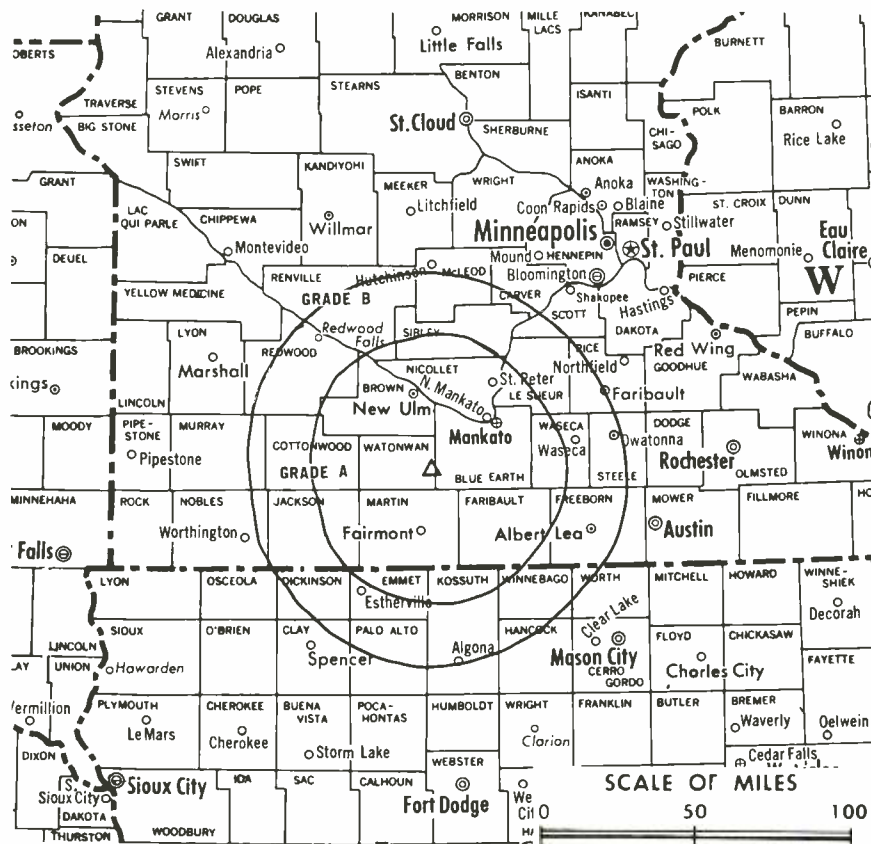
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

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.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KEYC-TV Ref: FCC File No. BPCT-2433 Granted 6/11/58

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

## KEYC-TV

Network Service: CBS.

Licensee: Mankato Broadcasting Corp., P.O. Box 128, Mankato, Minn. (56001).

Studio: Lee Blvd., N. Mankato.

Telephone: 507-387-7905.

Ownership: Willis H. Schulte, pres., 2%; Howard J. Brown, exec. v.p.; Eugene W. Schulte, v.p.-secy.-treas., 5%; United Communications Corp., 93%. U.C.C. owns Kenosha News Publishing Corp.; 81% of Attleboro Sun Publishing Co.

Began Operation: Oct. 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Personnel:

HAP HALLIGAN, general manager & sales manager.  
ELAINE PETERSON, operations manager.  
CHARLES PASEK, program director.  
DAVID HOOGE, chief engineer.  
JOHN HUSAK, news director.

DIGEST OF RATE CARD NO. A8—(March 27, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$550.00 \$345.00 \$230.00 \$170.00 \$275.00 \$137.50  
NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dickinson	5,300	5,100	97
	Emmet	5,200	5,000	96
	Kossuth	8,200	8,100	98
	Palo Alto	4,700	4,500	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Blue Earth	17,600	17,100	97
	Brown	9,900	9,600	97
	Cottonwood	5,700	5,300	93
	Faribault	7,200	7,000	98
	Freeborn	12,900	12,600	98
	Jackson	5,000	4,800	97
	Martin	9,300	9,100	97
	Nicollet	6,700	6,500	98
	Redwood	6,500	6,200	95
	Waseca	5,700	5,600	98
	Watonwan	4,600	4,400	96
Between 25-49%	IOWA			
	Winnebago	5,100	5,000	98
	MINNESOTA			
	Lyon	7,600	7,300	96
	Murray	3,800	3,700	98
Between 5-24%	Renville	7,200	6,900	96
	Sibley	5,000	4,900	98
	IOWA			
	Clay	7,300	7,100	97
	Hancock	5,400	5,300	98
Station Totals	Humboldt	4,300	4,200	97
	Osceola	3,000	2,900	98
	Pocahontas	4,400	4,300	98
	MINNESOTA			
	Le Sueur	7,700	7,500	98
Nobles	7,700	7,600	98	
Rice	13,200	12,900	98	
Steele	10,500	10,300	98	
Station Totals		206,700	200,800	97
Net Weekly Circulation (1976-77)				111,600
Average Daily Circulation (1976-77)				69,800

# Minnesota—Minneapolis-St. Paul

**KMSP-TV**

Ch. 9



Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1440-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.5"  
Longitude 93° 07' 27"

Transmitter: Grassie Rd., 0.4-mi. E of intersection with Victoria St., Shoreview.

TV tape: Recording facilities.

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

News Wire Service: AP.

News Film Service: ABC.

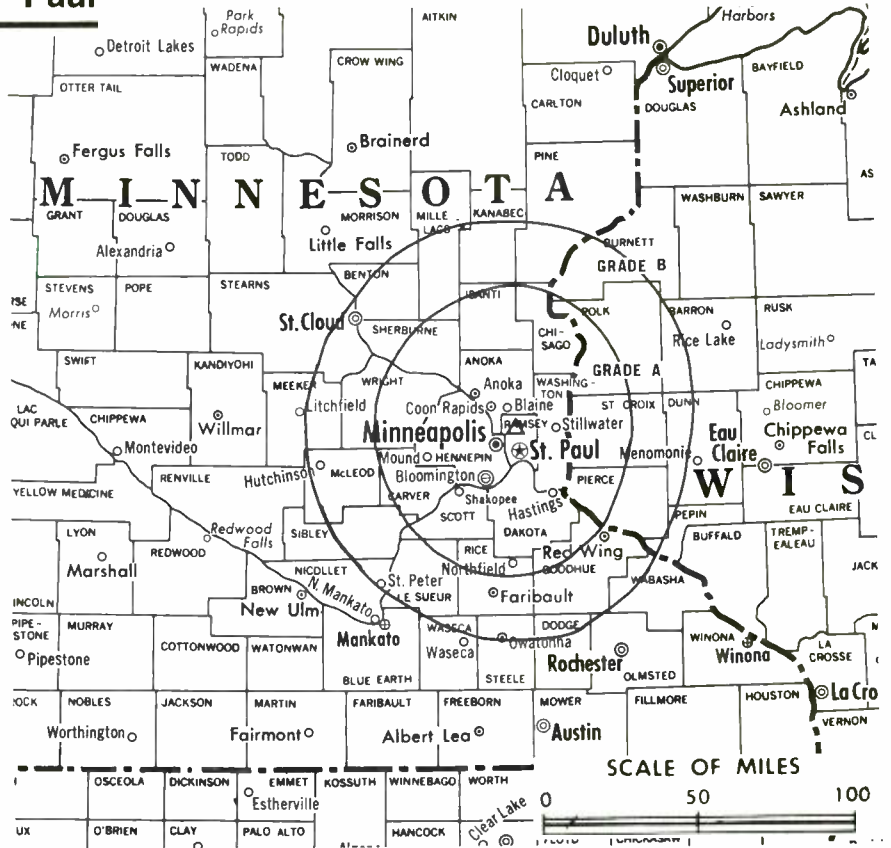
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV and Circulation

© 1978 American Research Bureau.

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



KMSP-TV Ref: FCC File No. BMPCT-7201 Granted 9/3/70

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

## KMSP-TV

Network Service: ABC; independent, March 1979.

Licensee: United Television Inc., 6975 York Ave. South, Minneapolis, Minn. (55435).

Studio: 6975 York Ave. South (55435).

Telephone: 612-925-3300. TWX No.: 910-576-2926.

Ownership: 20th Century-Fox Film Corp., 100%. United Television also owns KMOL-TV, San Antonio & KTVX, Salt Lake City.

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 Assoc. 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 Television; Paul Mulvihill Co. Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

DONALD SWARTZ, president, general manager & film buyer.

ROLAND E. KING, station manager.

GARTH S. LINDSEY, vice president & controller.

STUART SWARTZ, general sales manager.

JAMES CLARK, sales manager.

BETTY WALSH, business manager.

LEILA LARSON, sales service manager.

GEORGE NOORY, director of news.

JOE CARNEY, director of operations.

SUSAN LOGELIN, manager, program services.

GLENN SMITH, director of engineering.

Highest 30 Sec. Rate (April 1, 1978): \$2500.

NETWORK BASE HOURLY RATE: \$1700.

For Program Sources, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Anoka	55,000	54,700	99
	Benton	6,700	6,500	98
	Big Stone	3,000	2,900	97
	Blue Earth	17,600	17,100	97
	Carver	11,000	10,900	99
	Chippewa	5,800	5,600	96
	Chisago	7,600	7,400	98
	Dakota	57,000	56,400	99
	Goodhue	13,600	13,300	98
	Hennepin	332,900	327,300	98
	Isanti	6,800	6,600	97
	Kanabec	4,600	4,400	96
	Kandiyohi	11,300	10,900	96
	Le Sueur	7,700	7,500	98
	Lyon	7,600	7,300	96
	McLeod	10,300	10,100	98
	Meeker	7,200	7,000	97
	Mille Lacs	6,300	6,100	97
	Morrison	8,700	8,300	96
	Nicollet	6,700	6,500	98
	Ramsey	157,800	155,400	98
	Redwood	6,500	6,200	95
	Renville	7,200	6,900	96
	Rice	13,200	12,900	98
	Scott	12,800	12,700	99
	Sherburne	8,600	8,400	98
	Sibley	5,000	4,900	98
	Stearns	28,600	27,800	97
	Steele	10,500	10,300	98
	Swift	4,700	4,500	96
	Wabasha	6,400	6,300	98
	Waseca	5,700	5,600	98
	Washington	31,900	31,500	99
	Wright	15,300	14,900	98
	Yellow Medicine	5,100	4,800	93

(Continued on page 451-b)

Station Totals	1,224,200	1,197,800	97
Net Weekly Circulation (1976-77)			918,500
Average Daily Circulation (1976-77)			541,300

# 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: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"  
Longitude 93° 08' 21.3"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

TV tape: Recording facilities.

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

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: MISE

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WCCO-TV Ref: FCC File No. BMI-CT-7126 Granted 1/8/70

© American M&D Co., Inc., N.Y., No. 16244

## WCCO-TV

Network Service: CBS.

Licensee: Midwest Radio-Television Inc., WCCO Television Bldg., Minneapolis, Minn. (55402).

Studio: 50 S. Ninth St., Minneapolis (55402).

Telephone: 612-338-0552. TWX No.: 612-321-1306.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WCCO-FM, 100-kw, 102.9 MHz (No. 275), 1150-ft.

Ownership: Midwest Radio-Television Inc. is 100% owned by MTC Properties Inc. Officers: Clarence J. Mulrooney, chmn.; W. T. Doar Jr., pres.; James M. Rupp, exec. v.p. & chief operating officer; Loren E. Lucke, treas.; Everett Klosterman, controller; J. E. Murphy, secy.

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). Transfer of control of Mid-Continent Radio-Television Inc. (equally-owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC Oct. 22, 1974 following merger of Ridder Publications with Knight Newspapers & spin-off of broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales) by TeleRep Inc.

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

### Personnel:

JAMES M. RUPP, exec. v.p. & acting general manager.  
PAUL D. ARNZEN, director of marketing.  
WAYNE KROGFOSS, local sales manager.  
BOB McGANN, national sales manager.  
CHARLES SORLEIN, program director.  
DONALD NEFF, production manager.  
JOHN FOGLER, director of design & graphics.  
RON HANDBERG, director of news & public affairs.  
TOM COUSINS, dir. of community affairs & public relations.  
MARTHA STANVILLE, dir. of advertising & promotion.  
HENRY SHEPPARD, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Anoka	55,000	54,700	99
	Benton	6,700	6,500	98
	Blue Earth	17,600	17,100	97
	Brown	9,900	9,600	97
	Carver	11,000	10,900	99
	Chippewa	5,800	5,600	96
	Chisago	7,600	7,400	98
	Dakota	57,000	56,400	99
	Dodge	4,300	4,200	97
	Goodhue	13,600	13,300	98
	Hennepin	332,900	327,300	98
	Isanti	6,800	6,600	97
	Kanabec	4,600	4,400	96
	Kandiyohi	11,300	10,900	96
	Le Sueur	7,700	7,500	98
	Lyon	7,600	7,300	96
	Mc Leod	10,300	10,100	98
	Meeker	7,200	7,000	97
	Mille Lacs	6,300	6,100	97
	Morrison	8,700	8,300	96
	Nicollet	6,700	6,500	98
	Olmsted	30,300	29,800	98
	Ramsey	157,800	155,400	98
	Redwood	6,500	6,200	95
	Renville	7,200	6,900	96
	Rice	13,200	12,900	98
	Scott	12,800	12,700	99
	Sherburne	8,600	8,400	98
	Sibley	5,000	4,900	98
	Stearns	28,600	27,800	97
	Steele	10,500	10,300	98
	Swift	4,700	4,500	96
	Wabasha	6,400	6,300	98
	Waseca	5,700	5,600	98
	Washington	31,900	31,500	99
(Continued on next page)				
<b>Station Totals</b>		<b>1,203,500</b>	<b>1,177,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>979,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>646,600</b>

# WCCO-TV

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA—(Continued)</b>				
	Watowan	4,600	4,400	96
	Wright	15,300	14,900	98
	Yellow Medicine	5,100	4,800	93
<b>WISCONSIN</b>				
50% & Over	Barron	14,000	13,500	96
	Burnett	4,300	4,100	96
	Chippewa	16,000	15,700	98
	Dunn	10,900	10,600	97
	Pepin	2,500	2,400	97
	Pierce	9,900	9,700	98
	Polk	10,900	10,700	98
	St Croix	13,000	12,800	99
	Washburn	4,700	4,600	97
	<b>MINNESOTA</b>			
Between 25-49%	Aitkin	5,000	4,900	97
	Crow Wing	14,500	13,900	96
	Douglas	9,000	8,700	97
	Faribault	7,200	7,000	98
	Lac Qui Parle	3,800	3,700	97
	Martin	9,300	9,100	97
	Pine	6,800	6,500	96
	Stevens	3,600	3,500	97
	Todd	8,400	8,000	95
	Winona	14,700	14,300	97
<b>WISCONSIN</b>				
	Buffalo	4,800	4,700	97
<b>IOWA</b>				
	Emmet	5,200	5,000	96
<b>MINNESOTA</b>				
Between 5-24%	Big Stone	3,000	2,900	97
	Cass	7,500	6,900	92
	Cottonwood	5,700	5,300	93
	Jackson	5,000	4,800	97
	Pope	4,000	3,800	95
	Wadena	5,000	4,700	94
	<b>SOUTH DAKOTA</b>			
	Brookings	7,100	6,900	97
<b>WISCONSIN</b>				
	Eau Claire	24,800	24,300	98
	Rusk	5,400	5,200	96
	Sawyer	4,700	4,500	96

# KTTC, Rochester

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
Between 5-24%	Blue Earth	17,600	17,100	97
	Goodhue	13,600	13,300	98
	Nicollet	6,700	6,500	98
	Rice	13,200	12,900	98
	Waseca	5,700	5,600	98
<b>WISCONSIN</b>				
	Chippewa	16,000	15,700	98
	Grant	15,400	14,800	96
	Jackson	5,600	5,400	97
	Monroe	11,300	11,000	97
	Pepin	2,500	2,400	97
	Trempealeau	8,400	8,100	96

# Minnesota

## KMSP-TV

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
50% & Over	Barron	14,000	13,500	96
	Burnett	4,300	4,100	96
	Chippewa	16,000	15,700	98
	Dunn	10,900	10,600	97
	Pierce	9,900	9,700	98
	Polk	10,900	10,700	98
	St Croix	13,000	12,800	99
<b>MINNESOTA</b>				
Between 25-49%	Aitkin	5,000	4,900	97
	Brown	9,900	9,600	97
	Crow Wing	14,500	13,900	96
	Dodge	4,300	4,200	97
	Douglas	9,000	8,700	97
	Lac Qui Parle	3,800	3,700	97
	Olmsted	30,300	29,800	98
	Pine	6,800	6,500	96
	Stevens	3,600	3,500	97
	Todd	8,400	8,000	95
Wilkin	2,700	2,700	98	
<b>WISCONSIN</b>				
	Pepin	2,500	2,400	97
	Washburn	4,700	4,600	97
<b>MINNESOTA</b>				
Between 5-24%	Cass	7,500	6,900	92
	Cottonwood	5,700	5,300	93
	Faribault	7,200	7,000	98
	Jackson	5,000	4,800	97
	Martin	9,300	9,100	97
	Otter Tail	17,800	17,100	96
	Pope	4,000	3,800	95
	Wadena	5,000	4,700	94
	Watowan	4,600	4,400	96
	Winona	14,700	14,300	97
<b>NORTH DAKOTA</b>				
	Richland	7,000	6,800	98
<b>SOUTH DAKOTA</b>				
	Brookings	7,100	6,900	97
	Grant	3,100	3,000	97
<b>WISCONSIN</b>				
	Buffalo	4,800	4,700	97
	Eau Claire	24,800	24,300	98
	Rusk	5,400	5,200	96

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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: 1440-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.0"  
Longitude 93° 08' 21.3"

Transmitter: 960 West County Rd. F, Shoreview, Minn.

TV tape: Recording facilities.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ITNA.

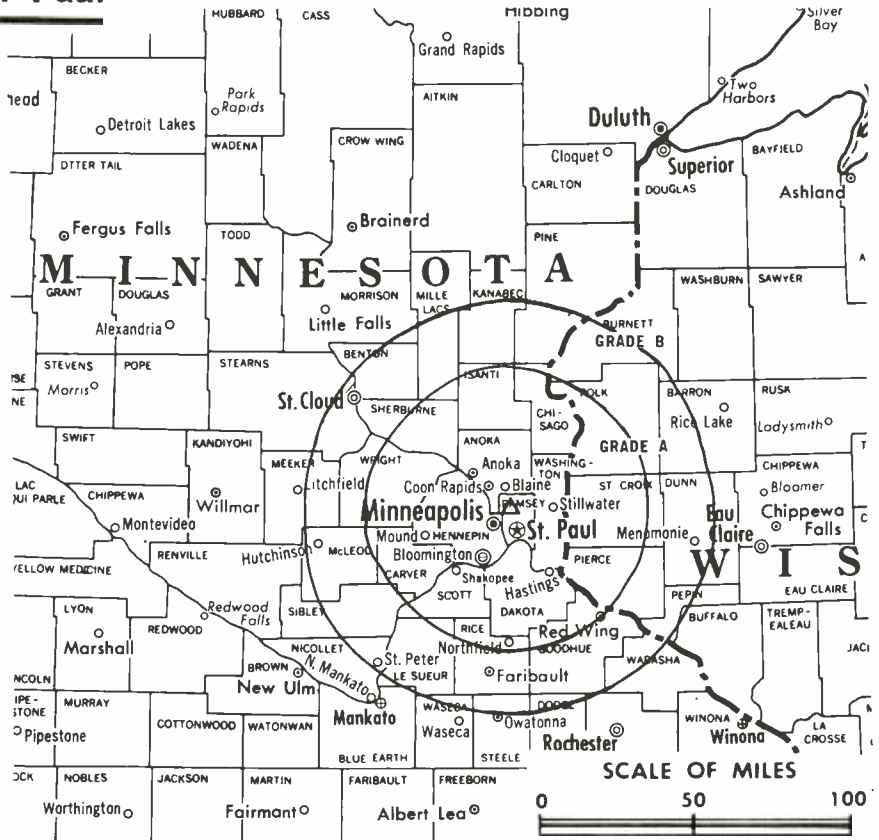
Color: Network, live, film, slide & tape.

Studio: 441 Boone Ave. N., Golden Valley, Minn. (55427).

Telephone: 612-546-1111.

TWX No.: 910-576-2825.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see Page 4-b).



WTCN-TV Ref: FCC File No. BMPCT-7228 Granted 10/7/70

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

## WTCN-TV

Network Service: None, independent; NBC, March 1979.

Licensee: WTCN-TV Inc., 441 Boone Ave. N., Minneapolis, Minn. (55427).

Ownership: Metromedia Inc., 100%. For other interests, see WNEW-TV, New York.

Began Operation: Sept. 1, 1953. Sale to present owner by Christ-Craft Industries approved by FCC June 14, 1972 (Television Digest, Vol. 11:31; 12:26). Previous sale by Time-Life Bcstg. Inc. was approved Aug. 24, 1964 by FCC (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 Metro TV Sales.

Personnel:

ROBERT C. FRANSEN, v.p. & general manager.  
KEVIN O'BRIEN, v.p. & general sales manager.  
ARTHUR LUDWIG, v.p. & program director.  
ROBERT MUCHOW, chief engineer.  
RICHARD MODIG, v.p. & business manager.  
L. ALAN DeVANEY, national sales manager.  
GEORGIA GOULD, promotion manager.

Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Anoka	55,000	54,700	99
	Benton	6,700	6,500	98
	Big Stone	3,000	2,900	97
<b>50% &amp; Over</b>	Blue Earth	17,600	17,100	97
	Brown	9,900	9,600	97
	Carver	11,000	10,900	99
	Chippewa	5,800	5,600	96
	Chisago	7,600	7,400	98
	Cottonwood	5,700	5,300	93
	Dakota	57,000	56,400	99

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### MINNESOTA—(Continued)

	Dodge	4,300	4,200	97
	Goodhue	13,600	13,300	98
	Hennepin	332,900	327,300	98
	Isanti	6,800	6,600	97
	Kanabec	4,600	4,400	96
	Kandiyohi	11,300	10,900	96
	Le Sueur	7,700	7,500	98
	McLeod	10,300	10,100	98
	Meeker	7,200	7,000	97
	Mille Lacs	6,300	6,100	97
	Morrison	8,700	8,300	96
	Nicollet	6,700	6,500	98
	Olmsted	30,300	29,800	98
	Pine	6,800	6,500	96
<b>50% &amp; Over</b>	Ramsey	157,800	155,400	98
	Redwood	6,500	6,200	95
	Renville	7,200	6,900	96
	Rice	13,200	12,900	98
	Scott	12,800	12,700	99
	Sherburne	8,600	8,400	98
	Sibley	5,000	4,900	98
	Stearns	28,600	27,800	97
	Steele	10,500	10,300	98
	Wabasha	6,400	6,300	98
	Waseca	5,700	5,600	98
	Washington	31,900	31,500	99
	Watsonwan	4,600	4,400	96
	Wright	15,300	14,900	98
	Yellow Medicine	5,100	4,800	93

### SOUTH DAKOTA

	Hughes	4,800	4,700	98
	Stanley	800	800	95

### WISCONSIN

	Barron	14,000	13,500	96
	Burnett	4,300	4,100	96
	Chippewa	16,000	15,700	98

(Continued on page 454-b)

Station Totals	1,680,700	1,645,700	97
Net Weekly Circulation (1976-77)			957,700
Average Daily Circulation (1976-77)			545,900

# 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: 1430-ft. above av. terrain, 1370-ft. above ground, 2370-ft. above sea level.

Latitude 45° 03' 45"  
Longitude 93° 08' 22"

Requests CP for change to 1701-ft. above av. terrain, 1645-ft. above ground, 2645-ft. above sea level.

Transmitter: 960 W. County Rd. F, Shoreview, Minn.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

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

Total Households: © MSI Consumer Market Data as of 1/1/78. TV Homes: TV% and Circulation © 1978 American Research Bureau. County coverage based on Arbitron study (see page 4-b).



KSTP-TV Ref: FCC File No. BMMCT-7396 Granted 5/23/72

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

## KSTP-TV

Network Service: NBC; ABC, March 1979.

Licensee: Hubbard Bcstg. Inc., 3415 University Ave., St. Paul, Minn. (55114).

Studio: 3415 University Ave.

Telephone: 612-645-2724. TWX No.: 612-551-0918.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1244-ft.

Ownership: Stanley E. Hubbard Trust, 82.69%; Stanley S. Hubbard Trust, 12.76%; The Hubbard Foundation, 1.28%; Stanley S. Hubbard, 2.41%; Karen H. Hubbard, .14%; Trust Fund, .72%. Directors: Stanley E. Hubbard, Philip A. DuFrene, Stanley S. Hubbard. Officers: Stanley E. Hubbard, chmn. of the board; Stanley S. Hubbard, pres. & gen. mgr.; Gerald D. Deeney, v.p. & treas.; Marvin L. Rosene, v.p.; James C. Dowdle, v.p.; Mary Ellen Hubbard, secy.; Constance L. Sathre, asst. secy. Hubbard Bcstg. Inc. also owns KSTP-AM-FM, St. Paul-Minneapolis, KOB-TV-AM-FM, Albuquerque, N.M.; WTOG(TV), St. Petersburg, Fla.; WGTO, Cypress Gardens, Fla.

Began Operation: April 23, 1948.

Represented (sales) by Petry Television Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

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

Personnel:

STANLEY S. HUBBARD, president & general manager.  
GERALD D. DEENEY, vice president & treasurer.  
RALPH J. DOLAN, operations & program manager.  
JAMES E. BLAKE, general sales manager.  
MARK SIMONSEN, national sales manager.  
DAVID C. GARVIN, local sales manager.  
THOMAS M. LEWIS, manager of advertising.  
STAN TURNER, director of news operations.  
JOHN M. DEGAN, director of TV production.  
GEORGE G. MERRILL, chief, engineering operations.  
LAWRENCE A. LARSON, engineering research & planning.  
KAKI TUOHY, assistant operations manager.  
KATHY BREHM, promotion manager.

Highest 30 Sec. Rate (April 10, 1978): \$2000.

NETWORK BASE HOURLY RATE: \$1700.

(For Arbitron Data, see next page)

Station Totals	1,203,200	1,177,400	97
Net Weekly Circulation (1976-77)			946,400
Average Daily Circulation (1976-77)			630,000

# Number one for over two years.

Dominate in the nation's 13th market. July 1978 Arbitron shows that our 10 p.m. news commands a 44% share of metro households and our 6 p.m. news a 35% share.\* Here's the show that wins Arbitron demos (6 p.m., 27 out of 40; 10 p.m., 33 out of 40) and took 5 of the ten slots in Arbitron's Top 10.\*\*

**Pick KSTP... The Dominant One.**

Source: \*Nielsen and \*\*Arbitron, Minneapolis-St. Paul, July 1978, program audiences. Estimates subject to limitations of said report.

**EYEWITNESS NEWS**  
Minneapolis-St. Paul **KSTP-TV**



# Minnesota

## WTCN-TV, Minneapolis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN—(Continued)			
	Dunn	10,900	10,600	97
	Pierce	9,900	9,700	98
	Polk	10,900	10,700	98
	St Croix	13,000	12,800	99
	Washburn	4,700	4,600	97
Between 25-49%	IOWA			
	Emmet	5,200	5,000	96
	MINNESOTA			
	Aitkin	5,000	4,900	97
	Crow Wing	14,500	13,900	96
	Douglas	9,000	8,700	97
	Faribault	7,200	7,000	98
	Freeborn	12,900	12,600	98
	Jackson	5,000	4,800	97
	Lac Qui Parle	3,800	3,700	97
	Lyon	7,600	7,300	96
	Martin	9,300	9,100	97
	Stevens	3,600	3,500	97
	Swift	4,700	4,500	96
	Todd	8,400	8,000	95
	Winona	14,700	14,300	97
	NORTH DAKOTA			
	Stutsman	7,900	7,800	99
SOUTH DAKOTA				
Beadle	7,100	6,900	97	
Brown	13,100	12,900	99	
Brule	1,900	1,800	97	
Codington	7,200	7,100	98	
Tripp	2,800	2,700	97	
WISCONSIN				
Buffalo	4,800	4,700	97	
La Crosse	29,500	29,000	98	
Pepin	2,500	2,400	97	
Rusk	5,400	5,200	96	
Between 5-24%	IOWA			
	Adams	2,700	2,600	96
	Montgomery	5,500	5,400	98
	Polk	109,500	107,900	99
	Union	5,400	5,300	97
	MINNESOTA			
	Becker	9,300	9,000	96
	Clay	15,100	14,900	99
	Fillmore	8,100	7,900	98
	Houston	5,400	5,300	98
	Itasca	13,000	12,500	96
	Mower	14,100	13,900	98
	Murray	3,800	3,700	98
	Otter Tail	17,800	17,100	96
	Pope	4,000	3,800	95
	St Louis	75,100	73,500	98
	Wadena	5,000	4,700	94
	Wilkin	2,700	2,700	98
NORTH DAKOTA				
Burleigh	16,000	15,700	98	
Morton	7,200	7,000	97	
Richland	7,000	6,800	98	
SOUTH DAKOTA				
Brookings	7,100	6,900	97	
Davison	6,400	6,200	96	
Grant	3,100	3,000	97	
Hand	1,700	1,700	97	
Minnehaha	34,200	33,800	99	
Spink	3,400	3,300	98	
WISCONSIN				
Douglas	16,200	15,900	98	
Eau Claire	24,800	24,300	98	
Jackson	5,600	5,400	97	
Sawyer	4,700	4,500	96	
Trempealeau	8,400	8,100	96	

# KSTP-TV, St. Paul

## (Arbitron Data)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Anoka	55,000	54,700	99
	Benton	6,700	6,500	98
	Blue Earth	17,600	17,100	97
	Brown	9,900	9,600	97
	Carver	11,000	10,900	99
	Chisago	7,600	7,400	98
	Cottonwood	5,700	5,300	93
	Dakota	57,000	56,400	99
	Goodhue	13,600	13,300	98
	Hennepin	332,900	327,300	98
	Isanti	6,800	6,600	97
	Kanabec	4,600	4,400	96
	Kandiyohi	11,300	10,900	96
	Le Sueur	7,700	7,500	98
	Mc Leod	10,300	10,100	98
	Meeker	7,200	7,000	97
	Mille Lacs	6,300	6,100	97
	Nicollet	6,700	6,500	98
	Ramsey	157,800	155,400	98
	Redwood	6,500	6,200	95
	Renville	7,200	6,900	96
	Rice	13,200	12,900	98
	Scott	12,800	12,700	99
	Sherburne	8,600	8,400	98
	Sibley	5,000	4,900	98
	Stearns	28,600	27,800	97
	Steele	10,500	10,300	98
	Wabasha	6,400	6,300	98
	Waseca	5,700	5,600	98
Washington	31,900	31,500	99	
Watonwan	4,600	4,400	96	
Wright	15,300	14,900	98	
WISCONSIN				
Barron	14,000	13,500	96	
Burnett	4,300	4,100	96	
Chippewa	16,000	15,700	98	
Dunn	10,900	10,600	97	
Pepin	2,500	2,400	97	
Pierce	9,900	9,700	98	
Polk	10,900	10,700	98	
St Croix	13,000	12,800	99	
Washburn	4,700	4,600	97	
Between 25-49%	MINNESOTA			
	Aitkin	5,000	4,900	97
	Crow Wing	14,500	13,900	96
	Dodge	4,300	4,200	97
	Martin	9,300	9,100	97
	Morrison	8,700	8,300	96
	Olmsted	30,300	29,800	98
	Pine	6,800	6,500	96
	Todd	8,400	8,000	95
	Winona	14,700	14,300	97
	WISCONSIN			
	Buffalo	4,800	4,700	97
Between 5-24%	IOWA			
	Emmet	5,200	5,000	96
	MINNESOTA			
	Big Stone	3,000	2,900	97
	Cass	7,500	6,900	92
	Chippewa	5,800	5,600	96
	Douglas	9,000	8,700	97
	Faribault	7,200	7,000	98
	Jackson	5,000	4,800	97
	Lac Qui Parle	3,800	3,700	97
	Lincoln	3,000	2,900	97
	Lyon	7,600	7,300	96
	Murray	3,800	3,700	98
	Pope	4,000	3,800	95
	Stevens	3,600	3,500	97
	Swift	4,700	4,500	96
	Wadena	5,000	4,700	94
	Yellow Medicine	5,100	4,800	93
WISCONSIN				
Eau Claire	24,800	24,300	98	
Rusk	5,400	5,200	96	
Sawyer	4,700	4,500	96	



# Minnesota—Rochester

**KTTC**

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.3"  
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: AP.

News Film Service: NBC.

Represented (engineering) by Lohnes & Culver.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTTC Ref: FCC File No. BPCT-2765 Granted 7/27/60

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

## KTTC

Network Service: NBC.

Licensee: KTTC Television Inc., 601 1st Ave. S.W.

Ownership: KTTC Television Inc. is a wholly-owned subsidiary of Quincy Newspapers Inc. For other interests, see WGEM-TV, Quincy, Ill.

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (Television Digest, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allen A. Gentling approved April 2, 1963, by FCC.

Represented (sales) by Avery-Knodel Inc.; Hyett/Ramsland Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ED HUTCHINGS, general manager.

JOE ST. GEORGE, general sales manager.

RONALD E. GRUBER, operations manager.

C. H. SANDERS, chief engineer.

### DIGEST OF RATE CARD NO. 3R—(April 25, 1977)

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

Class AA—6:30-10:30 p.m., daily.

\$550 \$330 \$220 \$152 Graded rates apply\*

\*Highest rate: \$180.

NETWORK BASE HOURLY RATE: \$490.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cerro Gordo	18,100	17,800	98
	Floyd	7,900	7,700	98
	Hancock	5,400	5,300	98
	Howard	4,000	3,800	96
	Mitchell	4,100	4,000	98
	Winnebago	5,100	5,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA—(Continued)			
	Winneshiek	6,600	6,400	97
	Worth	3,200	3,100	98
	MINNESOTA			
	Dodge	4,300	4,200	97
	Faribault	7,200	7,000	98
	Fillmore	8,100	7,900	98
	Freeborn	12,900	12,600	98
	Houston	5,400	5,300	98
	Mower	14,100	13,900	98
Olmsted	30,300	29,800	98	
Wabasha	6,400	6,300	98	
Winona	14,700	14,300	97	
Between 25-49%	IOWA			
	Allamakee	5,400	5,300	98
	Chickasaw	5,300	5,200	98
	Emmet	5,200	5,000	96
	Franklin	5,400	5,300	98
Kossuth	8,200	8,100	98	
Between 25-49%	MINNESOTA			
	Martin	9,300	9,100	97
	Steele	10,500	10,300	98
	WISCONSIN			
Buffalo	4,800	4,700	97	
Crawford	5,700	5,500	97	
La Crosse	29,500	29,000	98	
Vernon	8,900	8,600	97	
Between 5-24%	IOWA			
	Butler	6,600	6,400	97
Clayton	7,800	7,500	97	

(Continued on page 451-b)

Station Totals	386,400	377,200	97
Net Weekly Circulation (1976-77)			182,700
Average Daily Circulation (1976-77)			102,800

# 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, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (sales) by Avery-Knodel Inc.



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

KNMT Ref: FCC File No. BPCT-2989 Granted 8/1/62

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

## KNMT

Network Service: NBC, ABC.

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 (legal) by Marmet Professional Corp.

Personnel:

TOM BARNES JR., president.  
GLENN W. FLINT, vice president & general manager.  
KENNETH BECHTEL, station manager.  
CARL IVERSON, chief engineer.  
JOHN GINTHER, sales manager.  
JOHN PERINO, promotion director.

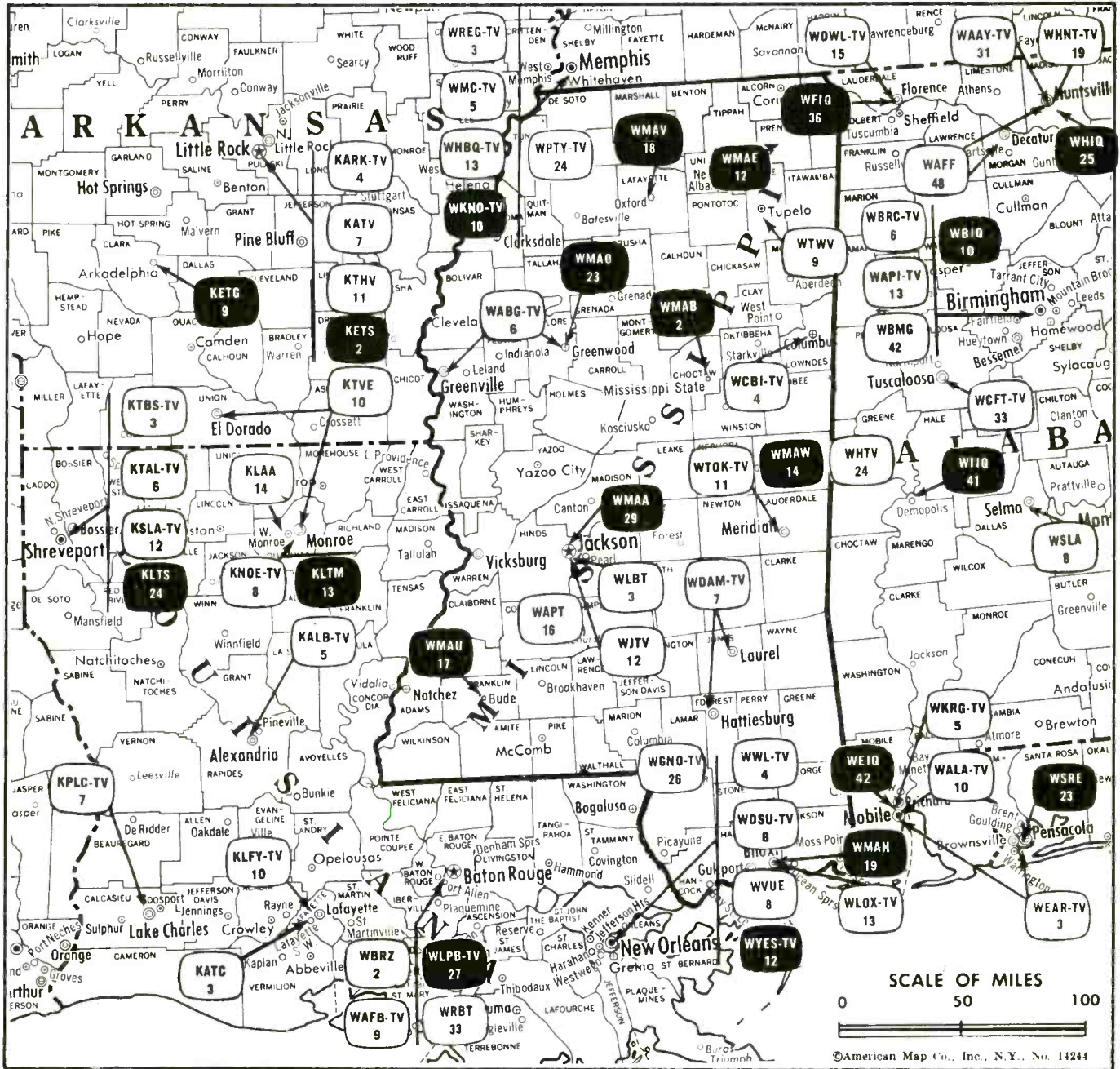
Rates: Sold in combination with KCMT, Alexandria, Minn.

Arbitron Data For This Station Included With Parent KCMT, Alexandria, Minn.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Jackson	145,000	81	249,200	81
Columbus-Tupelo	69,000	135	118,700	142
Biloxi-Gulfport-Pascagoula	41,000	162	48,000	181
Greenwood-Greenville	34,000	170	40,500	189
Meridian	31,000	173	64,200	171
Laurel-Hattiesburg	26,000	177	70,700	189

Mississippi Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	8	2	10
Educational Television Stations	2	6	8
			18

**State Cross Reference List**  
Communities That Receive Programs of Stations That Are Located Elsewhere

**WDAM-TV, Hattiesburg**  
(See Laurel, Miss.)

# Mississippi

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

### WMAH

#### Biloxi

Ch. 19

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1480-kw max. & 631-kw horizontal visual, 267-kw max. & 120-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1539-ft. above ground, 1719-ft. above sea level.

Latitude 30° 45' 14"  
Longitude 88° 56' 44"

### WMAE

#### Booneville

Ch. 12

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 44.7-kw visual, 8.91-kw aural. Antenna: Directional, 750-ft. above av. terrain, 578-ft. above ground, 1307-ft. above sea level.

Latitude 34° 40' 00"  
Longitude 88° 45' 05"

### WMAU

#### Bude

Ch. 17

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1120-ft. above av. terrain, 1066-ft. above ground, 1546-ft. above sea level.

Latitude 31° 22' 19"  
Longitude 90° 45' 05"

### WMAO

#### Greenwood

Ch. 23

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 537-kw visual, 107-kw aural. Antenna: 1040-ft. above av. terrain, 1062-ft. above ground, 1177-ft. above sea level.

Latitude 33° 22' 34.2"  
Longitude 90° 32' 31.5"

### WMAA

#### Jackson

Ch. 29

Non-Commercial Educational Station

Licensee: 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"

### WMAW

#### Meridian

Ch. 14

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1210-ft. above av. terrain, 1068-ft. above ground, 1698-ft. above sea level.

Latitude 32° 08' 18"  
Longitude 89° 05' 36"

### WMA B

#### Mississippi State

Ch. 2

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1250-ft. above av. terrain, 1091-ft. above ground, 1769-ft. above sea level.

Latitude 33° 21' 07"  
Longitude 89° 08' 56"

### WMAV

#### Oxford

Ch. 18

Non-Commercial Educational Station

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1096-kw max. & 347-kw horizontal visual, 199-kw max. & 63.1-kw horizontal aural. Antenna: 1389-ft. above av. terrain, 1304-ft. above ground, 1767-ft. above sea level.

Latitude 34° 17' 26"  
Longitude 89° 42' 24"

### WDAM-TV, Laurel

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Choctaw	5,500	5,200	94
	Marengo	7,600	7,200	94
	Sumter	4,800	4,500	94
	<b>LOUISIANA</b>			
	Washington	14,700	14,000	95
	<b>MISSISSIPPI</b>			
	Franklin	2,700	2,600	94
Between 5-24%	George	4,400	4,300	98
	Jackson	33,400	32,700	98
	Jefferson	2,400	2,200	92
	Lawrence	4,000	3,800	95
	Lincoln	9,000	8,700	96
	Newton	6,700	6,500	97
	Pearl River	8,900	8,600	97
	Scott	7,000	6,800	97
	Winston	6,500	6,200	95

# Mississippi—Biloxi-Gulfport-Pascagoula

**WLOX-TV**

Ch. 13



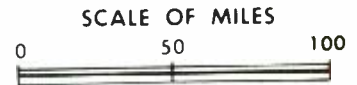
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 42' 44.0"  
Longitude 89° 07' 13.5"

Transmitter: 3-mi. NE of McHenry, Miss.

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

News Wire Service: AP, UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: WLOX Broadcasting Co., P.O. Drawer 4596, West Biloxi Station, Biloxi, Miss. (39531).

Studio: Dubuys Rd. Telephone: 601-896-1313.

AM Affiliate: WLOX, 1-kw (.250 night), 1490 kHz (MBS).

Ownership: James S. Love III, Jo Love Little & Mary E. Love McMillan, 90%; others. WLOX Bcstg. owns 53% of WKXI-AM-FM, Jackson, Miss.

Began Operation: Sept. 15, 1962.

Represented (sales) by Avery-Knodel Inc.

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

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JOHN HASH, president.  
THOMAS B. MAJURE, exec. v.p. & general manager.  
EARL BLESSEY, general sales manager.  
JAMES RAY, chief engineer.

DIGEST OF RATE CARD NO. 16  
(Sept. 11, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.			
\$1000	\$700	\$280	\$140

NETWORK BASE HOURLY RATE: \$325.

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Covington	4,400	4,200	96
	Forrest	20,500	20,000	98
	George	4,400	4,300	98
	Greene	3,200	3,000	95
	Harrison	46,400	45,500	98
	Jackson	33,400	32,700	98
	Jones	20,200	19,800	98
	Lamar	6,300	6,100	97
	Marion	8,000	7,600	96
	Pearl River	8,900	8,600	97
	Perry	2,900	2,800	96
	Stone	2,600	2,500	97
	Walthall	4,100	3,900	95
Wayne	5,600	5,300	95	
<b>Between 25-49%</b>	<b>LOUISIANA</b>			
	Washington	14,700	14,000	95
	<b>MISSISSIPPI</b>			
	Clarke	5,400	5,200	96
	Hancock	6,200	6,000	97
Jasper	5,100	4,900	96	
Jefferson Davis	4,200	4,000	94	
Pike	11,400	10,900	96	
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Clarke	9,000	8,500	95
	Mobile	108,300	106,500	98
	Washington	5,300	5,100	96
<b>MISSISSIPPI</b>				
Lawrence	4,000	3,800	95	
Lincoln	9,000	8,700	96	
Smith	4,500	4,300	96	
<b>Station Totals</b>		<b>358,000</b>	<b>348,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>172,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>98,300</b>

# Mississippi—Columbus

## WCBI-TV

Ch. 4

**Technical Facilities:** Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-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"

**Transmitter:** Hwy. 12, 4-mi. NE of Columbus.

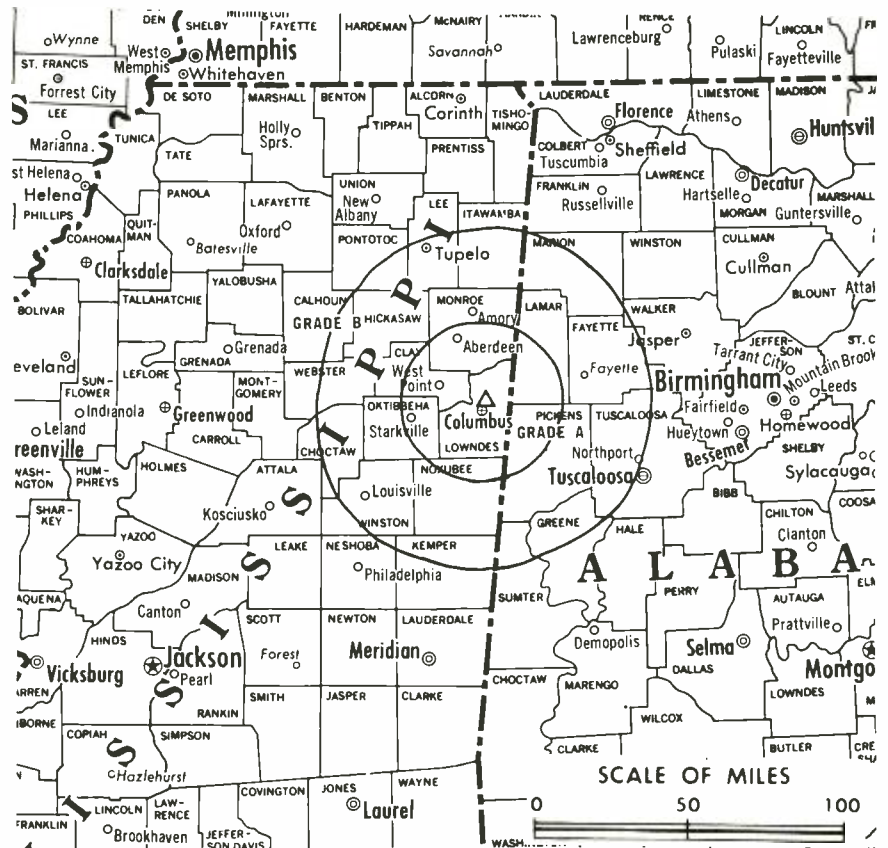
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**AM Affiliate:** WCBI, 1-kw (.5-kw night), 550 kHz (MBS).

**Represented (engineering)** by A. Earl Cullum Jr. Consulting Engineers.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCBI-TV Ref: FCC File No. BMPCT-4247 Granted 12/9/69 © American Map Co. Inc., N.Y. No. 14244

## WCBI-TV

Network Service: ABC.

Licensee: Columbus Television Inc., P.O. Box 271, Columbus, Miss. (39701).

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%. Birney Imes Jr. also publishes Columbus Commercial Dispatch and operates radios WCBI, Columbus, WELQ-AM-FM, Tupelo, WNAG, Grenada; WROX, Clarksdale; has interest in WONA-AM-FM, Winona, all Mississippi. Commercial Dispatch Publishing Co., Birney Imes Jr., et al. also own WBOY-TV, Clarksburg, W.Va.

Began Operation: July 13, 1956.

Represented (sales) by The Meeker Co.

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

Personnel:

W. W. WHITFIELD, group manager.  
DON McGOUIRK, general manager.  
CLOUD MORGAN, production manager.  
PATRICK LYNN, news director.  
DEAN GREEN, chief engineer.  
MARGARET AMOUS, traffic director.

### DIGEST OF RATE CARD NO. 18

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.				
\$750	\$450	\$420	\$210	\$105

NETWORK BASE HOURLY RATE: \$750.

For ABC Network Listing,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ALABAMA

Fayette	6,300	6,100	97
Greene	2,900	2,700	92
Lamar	6,200	6,000	96
Marion	9,800	9,500	97
Pickens	6,800	6,400	95

### MISSISSIPPI

50% & Over

Calhoun	5,400	5,200	96
Chickasaw	5,700	5,400	96
Choctaw	3,200	3,000	95
Clay	6,100	5,900	96
Itawamba	6,200	6,000	96
Lee	18,700	18,100	97
Lowndes	16,900	16,400	97
Monroe	11,300	10,900	97
Noxubee	4,000	3,700	93
Oktibbeha	9,600	9,100	95
Webster	3,500	3,300	95
Winston	6,500	6,200	95

### ALABAMA

Franklin	9,700	9,300	96
Sumter	4,800	4,500	94
Tuscaloosa	40,100	39,000	97

Between 25-49%

### MISSISSIPPI

Montgomery	4,200	4,000	94
Pontotoc	6,900	6,600	96
Tishomingo	6,100	5,800	95

### ALABAMA

Between 5-24%	Clarke	9,000	8,500	95
	Hale	4,300	4,000	94

(Continued on page 468-b)

Station Totals	265,800	255,100	95
Net Weekly Circulation (1976-77)		136,100	
Average Daily Circulation (1976-77)		89,900	

# 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"

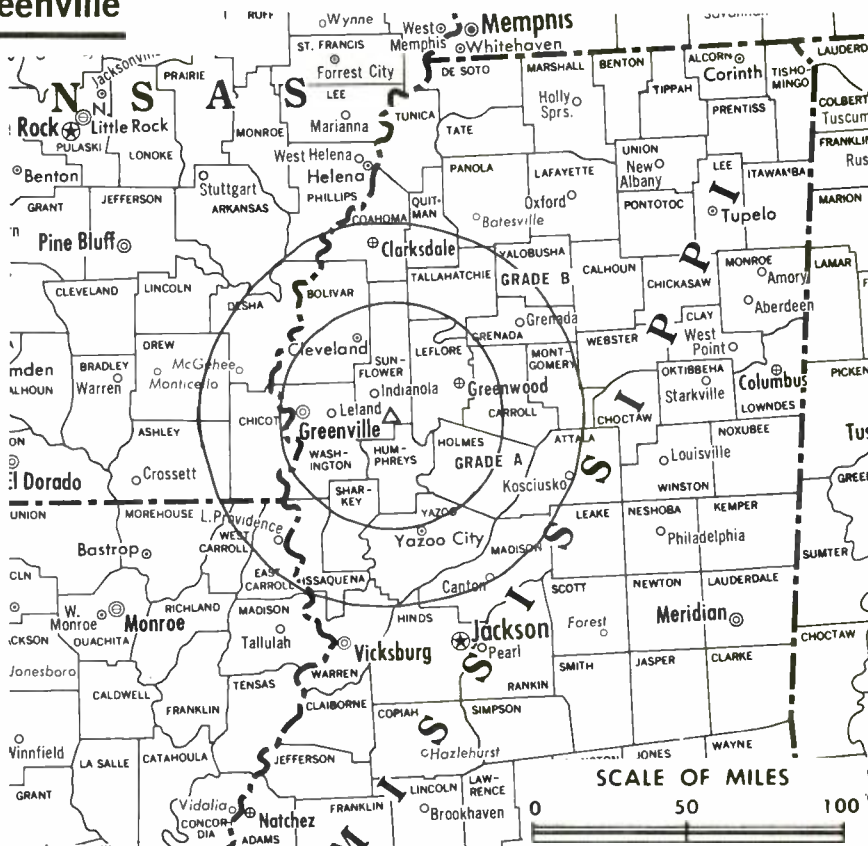
Transmitter: 3¾ mi. NE of Inverness, Miss.

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

News Wire Service: AP.

News Film Service: ABC.

AM Affiliate: WABG, 1-kw (.5-kw night), 960 kHz.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WABG-TV Ref: FCC File No. BPCT-3652 Granted 2/25/66

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

## WABG-TV

Network Service: ABC.

Licensee: Mississippi Telecasting Co. Inc., P.O. Box 720, Greenwood, Miss. (38930).

Studios: 2001 Garrard Ave., Greenwood; Washington Ave., Greenville.

Telephone: 601-453-4001.

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.

Personnel:

CY N. BAHAKEL, president.  
HENRY W. HUGHES, vice president & general manager.  
DOROTHY PORTER, office manager.  
ROBERT TAYLOR, chief engineer.

### DIGEST OF RATE CARD NO. 9D (Oct. 10, 1976)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6-9:59 p.m., daily.				
\$600	\$325	\$185	\$150*	\$45*

\*Class AA—6-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$508.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Chicot	5,800	5,400	92
	<b>LOUISIANA</b>			
	East Carroll	3,700	3,400	93
	<b>MISSISSIPPI</b>			
	Attala	6,900	6,600	95
	Bolivar	13,900	12,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI—(Continued)</b>				
	Calhoun	5,400	5,200	96
	Carroll	2,500	2,300	93
	Choctaw	3,200	3,000	95
	Coahoma	11,800	11,100	94
	Grenada	6,800	6,500	95
	Holmes	6,900	6,500	94
	Humphreys	3,800	3,600	95
50% & Over	Issaquena	700	700	93
	Leflore	13,000	12,300	95
	Montgomery	4,200	4,000	94
	Sharkey	2,300	2,200	94
	Sunflower	9,700	9,000	93
	Tallahatchie	5,400	5,000	93
	Washington	21,200	20,200	95
	Yazoo	8,700	8,300	96
<b>ARKANSAS</b>				
	Desha	6,000	5,700	95
<b>MISSISSIPPI</b>				
Between 25-49%	Webster	3,500	3,300	95
	Winston	6,500	6,200	95
	Yalobusha	4,300	4,100	95
<b>ARKANSAS</b>				
	Ashley	8,600	8,200	95
	Phillips	12,300	11,500	94
Between 5-24%	<b>LOUISIANA</b>			
	West Carroll	4,400	4,200	95
	<b>MISSISSIPPI</b>			
	Chickasaw	5,700	5,400	96
(Continued on page 468-b)				
<b>Station Totals</b>		<b>242,000</b>	<b>229,300</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>125,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>80,400</b>	

# Mississippi—Jackson

## WAPT

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"  
Longitude 90° 17' 41"

Transmitter: Ammac Rd.

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

TV tape: Recording facilities.

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

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



WAPT Ref: FCC File No. BMPCT—6921 Granted 7/30/70

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

## WAPT

Network Service: ABC.

Licensee: Television America Sixteen Inc., Box 10297, Jackson (39209).

Studio: Television Sixteen Drive.

Telephone: 601-922-1607. TWX No.: 810-966-2734.

Ownership: Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nichols, William Neville III, Dr. Louis A. Farber & Dr. Russell Birmingham, 16.6% each. Hopper & Roberts each have 33-1/3% of WLIN(FM), Jackson.

Began Operation: October 3, 1970. Sale to present owners by American Public Life Insurance Co. approved by FCC March 18, 1976.

Represented (sales) by The Meeker Co.

Represented (legal) by Prince & Paul.

Represented (engineering) by Willis C. Beecher.

Personnel:

LEWIS C. HOPPER, president & general manager.

JOE ROOT, station manager.

DON JANOUS, sales manager.

JIM HUTTO, program manager.

DANNY BARDIN, chief engineer.

### DIGEST OF RATE CARD NO. 10—(Jan. 1, 1978)

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

Class AAA—6:30-10:30 p.m., daily.

\$600 \$475 \$400 Graded rates apply\*

\*Highest rate: \$270.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Adams	13,000	12,500	96
	Copiah	8,400	8,100	96
	Hinds	76,900	75,400	98
	Jefferson Davis	4,200	4,000	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI—(Continued)			
	Lawrence	4,000	3,800	95
	Leake	6,100	5,900	96
	Madison	9,800	9,300	95
	Rankin	17,500	17,000	97
	Simpson	7,100	6,900	97
	Warren	16,300	15,700	96
Between 25-49%	LOUISIANA			
	Concordia	6,600	6,200	94
	Madison	4,900	4,600	93
	MISSISSIPPI			
	Claiborne	3,300	3,100	94
	Franklin	2,700	2,600	94
	Issaquena	700	700	93
Between 25-49%	Lauderdale	25,700	25,100	98
	Lincoln	9,000	8,700	96
	Pike	11,400	10,900	96
	Scott	7,000	6,800	97
	Sharkey	2,300	2,200	94
	Washington	21,200	20,200	95
	Yazoo	8,700	8,300	96
Between 5-24%	LOUISIANA			
	Tensas	3,000	2,800	93
	MISSISSIPPI			
	Attala	6,900	6,600	95
	Choctaw	3,200	3,000	95
	Clarke	5,400	5,200	96
	Holmes	6,900	6,500	94
	Humphreys	3,800	3,600	95
	Jasper	5,100	4,900	96

(Continued on page 468-b)

Station Totals	355,900	343,400	96
Net Weekly Circulation (1976-77)		167,800	
Average Daily Circulation (1976-77)		103,500	



# Mississippi—Jackson



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.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP. News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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.

Licensee: Capitol Broadcasting Co. Inc., Box 8887, Jackson, Miss. (39204).

Studio: Robinson Rd. extension & TV Road.

Telephone: 601-372-6311. TWX No.: 810-966-2735.

AM Affiliate: WSLI, 5-kw, 930 kHz (ABC).

FM Affiliate: WJFR, 80-kw, 96.3 MHz (No. 242), 1420-ft.

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 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 Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

OWENS F. ALEXANDER, exec. v.p. & general manager.  
ALAN AXTELL, general sales manager.  
C. A. PERKINS, chief engineer.  
VASSAR DUBARD, program & production supervisor.  
WYDETT HAWKINS, director of public affairs.  
MARK ALDREN, news director.

### DIGEST OF RATE CARD NO. P20 & A32—(Jan. 30, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$1000	\$650	\$450	\$400*	\$400*	\$200*

\*Prime—7-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1025.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>LOUISIANA</b>				
	East Carroll	3,700	3,400	93
	Madison	4,900	4,600	93
	Tensas	3,000	2,800	93
<b>MISSISSIPPI</b>				
	Adams	13,000	12,500	96
	Attala	6,900	6,600	95
	Claiborne	3,300	3,100	94
	Copiah	8,400	8,100	96
	Covington	4,400	4,200	96
	Franklin	2,700	2,600	94
	Hinds	76,900	75,400	98
	Holmes	6,900	6,500	94
	Humphreys	3,800	3,600	95
	Issaquena	700	700	93
	Jefferson	2,400	2,200	92
	Jefferson Davis	4,200	4,000	94
	Lawrence	4,000	3,800	95
	Leake	6,100	5,900	96
	Leflore	13,000	12,300	95
	Lincoln	9,000	8,700	96
	Madison	9,800	9,300	95
	Marion	8,000	7,600	96
	Pike	11,400	10,900	96
	Rankin	17,500	17,000	97
	Scott	7,000	6,800	97
	Sharkey	2,300	2,200	94
	Simpson	7,100	6,900	97
	Smith	4,500	4,300	96
	Sunflower	9,700	9,000	93
	Warren	16,300	15,700	96
	Washington	21,200	20,200	95
	Yazoo	8,700	8,300	96
(Continued on page 468-b)				

Station Totals	492,500	473,100	96
Net Weekly Circulation (1976-77)		278,600	
Average Daily Circulation (1976-77)		179,500	

# Mississippi—Jackson

**WLBT**

Ch. 3

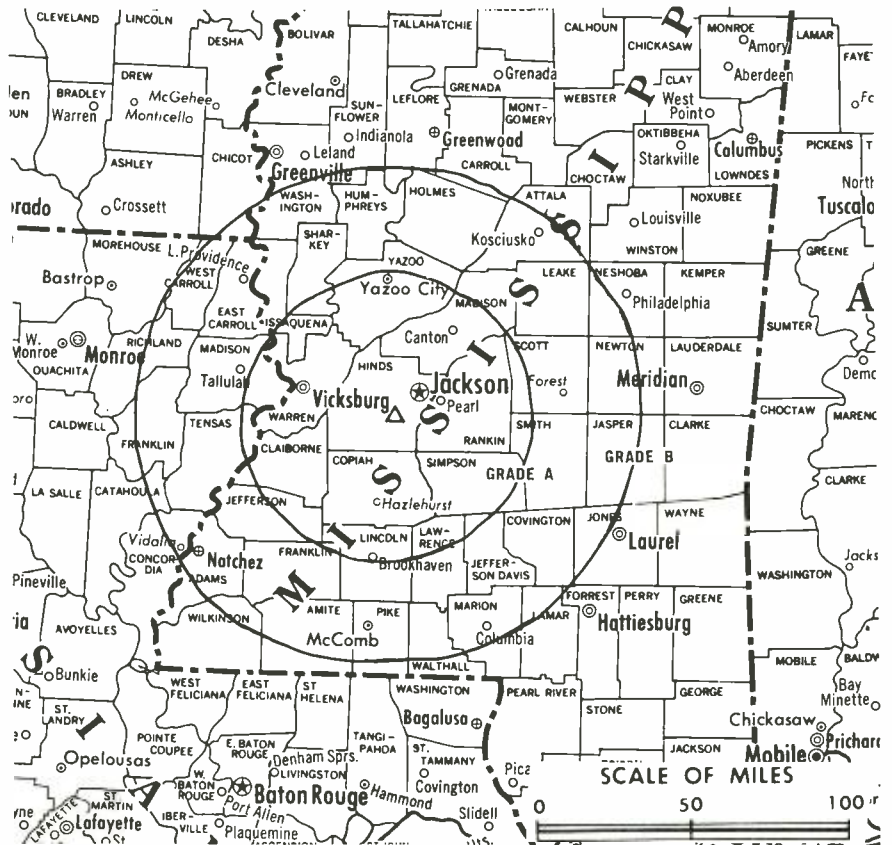
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2050-ft. above av. terrain, 1999-ft. above ground, 2419-ft. above sea level.

Latitude 32° 12' 46"  
Longitude 90° 22' 54"

Transmitter: 12-mi. SW of Jackson.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.  
News Film Service: NBC.  
Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.  
Represented (sales) by Blair Television.  
Represented (legal) by Moore, Berson & Liffander.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: NBC.  
Licensee: Communications Improvement Inc., Box 1712, Jackson, Miss. (39205).  
Studio: 715 S. Jefferson St. (39205).  
Telephone: 601-948-3333. TWX No.: 601-948-0726.  
Ownership: Communications Improvement Inc., a non-profit corp. Dr. Aaron Shirley, pres.; Earle Jones, v.p.; Blanche Young, secy-treas.  
Began Operation: Dec. 20, 1953. Original licensee, Lamar Life Insurance Co., denied renewal of license by court decision June 20, 1969. Interim operating authority granted to present licensee which is not an applicant for regular authorization, June 2, 1971. Communications Improvement began operation June 14, 1971.  
Personnel:  
WILLIAM DILDAY, general manager.  
JACK GOEBEL, general sales manager.  
HEWITT GRIFFIN, program director & film buyer.  
GLORIA WATKINS, promotion director.  
FORREST COX, farm director.  
BERT CASE, news director.  
FLOYD KINARD, chief engineer.  
JOYCE HUGHES, children's programming director.

### DIGEST OF RATE CARD NO. 17—(Sept. 20, 1976)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:59-9:59 p.m., daily.  
\$800.00 \$480.00 \$320.00 \$270.00 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>LOUISIANA</b>				
		East Carroll	3,700	3,400	93
		Madison	4,900	4,600	93
		Tensas	3,000	2,800	93
	West Carroll	4,400	4,200	95	

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MISSISSIPPI</b>				
		Adams	13,000	12,500	96
		Attala	6,900	6,600	95
		Claiborne	3,300	3,100	94
		Copiah	8,400	8,100	96
		Covington	4,400	4,200	96
		Franklin	2,700	2,600	94
		Hinds	76,900	75,400	98
		Holmes	6,900	6,500	94
		Humphreys	3,800	3,600	95
		Issaquena	700	700	93
		Jefferson	2,400	2,200	92
		Jefferson Davis	4,200	4,000	94
		Lawrence	4,000	3,800	95
		Leake	6,100	5,900	96
		Leflore	13,000	12,300	95
		Lincoln	9,000	8,700	96
		Madison	9,800	9,300	95
		Marion	8,000	7,600	96
		Neshoba	8,000	7,700	97
		Newton	6,700	6,500	97
		Pike	11,400	10,900	96
		Rankin	17,500	17,000	97
	Scott	7,000	6,800	97	
	Sharkey	2,300	2,200	94	
	Simpson	7,100	6,900	97	
	Smith	4,500	4,300	96	
	Sunflower	9,700	9,000	93	
	Walthall	4,100	3,900	95	
	Warren	16,300	15,700	96	
	Washington	21,200	20,200	95	
	Yazoo	8,700	8,300	96	
Between 25-49%	<b>ARKANSAS</b>				
		Chicot	5,800	5,400	92

(Continued on page 468-b)

Station Totals	491,400	472,100	96
Net Weekly Circulation (1976-77)		304,600	
Average Daily Circulation (1976-77)		206,400	

# Mississippi—Laurel-Hattiesburg

## 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 Eastabuchie.

Studio: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

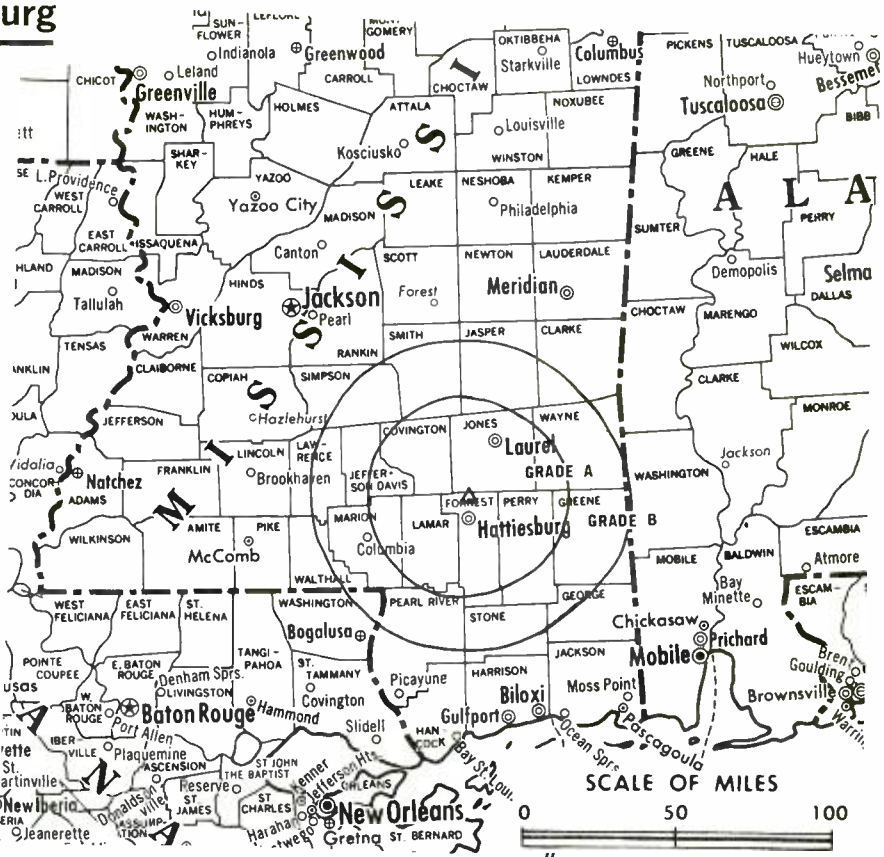
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDAM-TV Ref: FCC File No. BPCT—2031 Granted 2/20/57

©American Map Co., Inc., N.Y., No. 14244

## WDAM-TV

Network Service: NBC.

Licensee: Service Broadcasters Inc., Box 1978, Hattiesburg, Miss. (39401).

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Ownership: Wm. S. Smylie estate, 10.42%; Mrs. W. S. Smylie, 16.67%; W. S. Smylie III, 8.33%; S. A. Rosenbaum, 11.02%; Marvin Reuben, v.p., 8.33%; Rose Keith, 4.17%; Mrs. J. F. Thompson, 8.33%; Pauline Strasser, 8.2% & 8.1% as custodian; Barbara Hester, 8.2% & 8.2% as custodian. Stockholders also own WCFT-TV, Tuscaloosa, Ala.; KYEL-TV, Yuma, Ariz. Rosenbaum also owns 11.5% of WTOK-TV, Meridian, Miss. For Reuben & Rosenbaum CATV interests, see CATV Group Ownership.

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 & Kittner.

Represented (engineering) by Carl T. Jones Associates.

### Personnel:

- MARVIN REUBEN, exec. v.p., general manager & film buyer.
- FRANK PILGRIM, v.p. & sales manager.
- ANN DALEY, v.p. & program director.
- BOBBY J. SMITH, v.p. & chief engineer & operations manager.
- BOB FORD, v.p. & news director.
- ALVIN EATON, v.p., community affairs.
- DAVID THORNTON, production manager.

DIGEST OF RATE CARD NO. 12—(April 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.	\$510	\$320	\$215	\$165	Graded rates apply*

\* Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI</b>				
	Clarke	5,400	5,200	96
	Covington	4,400	4,200	96
	Forrest	20,500	20,000	98
	Greene	3,200	3,000	95
	Jasper	5,100	4,900	96
	Jefferson Davis	4,200	4,000	94
<b>50% &amp; Over</b>	Jones	20,200	19,800	98
	Lamar	6,300	6,100	97
	Marion	8,000	7,600	96
	Perry	2,900	2,800	96
	Smith	4,500	4,300	96
	Stone	2,600	2,500	97
	Walthall	4,100	3,900	95
	Wayne	5,600	5,300	95
<b>MISSISSIPPI</b>				
<b>Between 25-49%</b>	Harrison	46,400	45,500	98
	Lauderdale	25,700	25,100	98
	Pike	11,400	10,900	96
	Simpson	7,100	6,900	97

(Continued on page 458-b)

<b>Station Totals</b>	<b>305,200</b>	<b>295,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>122,100</b>
<b>Average Daily Circulation (1976-77)</b>			<b>84,500</b>

# 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"

Requests CP for change to 720-kw max. & 600-kw horizontal visual, 66.5-kw max. & 55.5-kw horizontal aural, 608-ft. above av. terrain, 393-ft. above ground, 1049-ft. above sea level, lat. 32° 19' 40.1", long. 88° 41' 32.6"; transmitter to Boseman Way. BPCT-5213.

**Transmitter:** 1.8-mi. S of Meridian on Hwy. 45.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

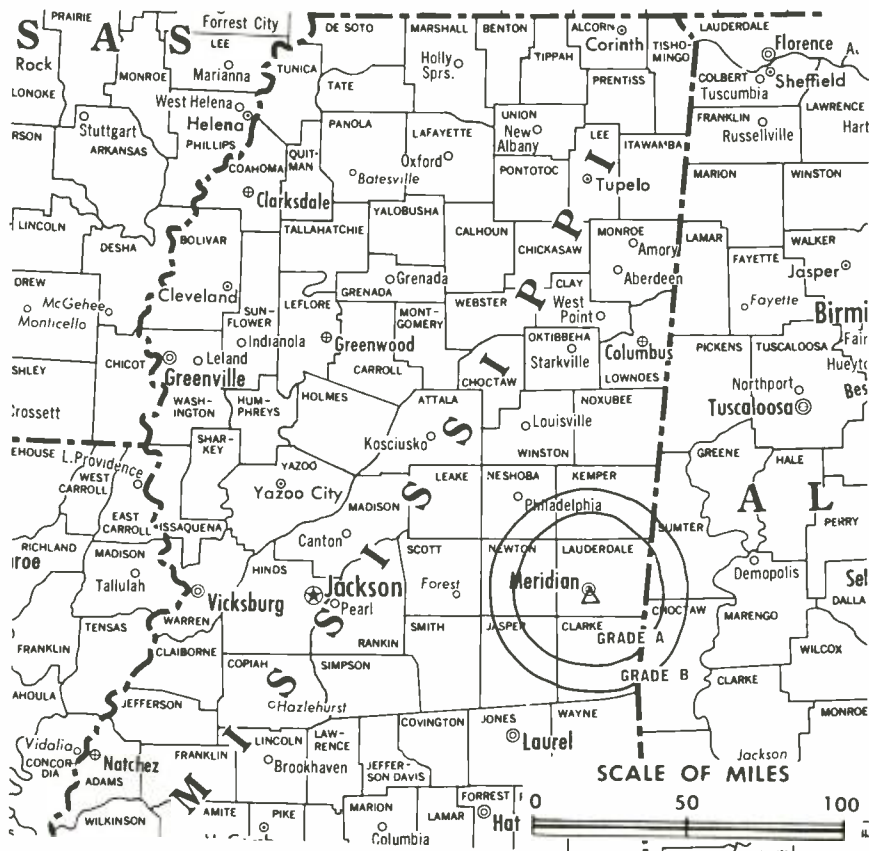
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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.

**Licensee:** Central TV Inc., Box 5185, Meridian, Miss. (39301).

**Studio:** 1.8-mi. S of Meridian on Hwy. 45. Telephone: 601-693-2933.

**Ownership:** Frank K. Spain, chmn., 70%; Ronald E. Hale, pres. & gen. mgr., 10%; F. Carrington Weems & Charles Weiner, 8% each; Dudley C. Sharp & Mrs. Garnett S. Wilbourn, 2% each. Frank K. Spain has interest in WTVV, Tupelo.

**Began Operation:** June 10, 1968; left air Oct. 13, 1970. Sale to present owners by Delta Communications Corp. approved by FCC March 23, 1972. Resumed operation Dec. 6, 1972.

**Represented (sales) by** Busby, Finch, Lathom & Widman.

**Represented (legal) by** Haley, Bader & Potts.

### Personnel:

RONALD E. HALE, president & general manager.  
BOB HORTON, station manager.  
CRAIG POTTER, operations manager.  
BILL ROBINSON, chief engineer.  
RAY DENTON, program director.  
BILL MOSELEY, sales manager.

Highest 30 Sec. Rate (April 1, 1978): \$60.

**NETWORK BASE HOURLY RATE:** \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Lauderdale	25,700	25,100	98
<b>Between 25-49%</b>	<b>ALABAMA</b>			
	Sumter	4,800	4,500	94
	<b>MISSISSIPPI</b>			
	Clarke	5,400	5,200	96
	Kemper	3,000	2,800	94
	Newton	6,700	6,500	97
<b>Between 5-24%</b>	<b>ALABAMA</b>			
	Choctaw	5,500	5,200	94
	Marengo	7,600	7,200	94
	<b>MISSISSIPPI</b>			
	Neshoba	8,000	7,700	97
	Scott	7,000	6,800	97
	Yazoo	8,700	8,300	96
<b>Station Totals</b>		<b>82,400</b>	<b>79,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>29,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>14,500</b>	

## WTOK-TV

Ch. 11



Technical Facilities: Channel No: 11 (198-204 MHz). Authorized power: 316-kw visual, 46.5-kw aural. Antenna: 536-ft. above av. terrain, 319-ft. above ground, 984-ft. above sea level.

Latitude 32° 19' 38.3"  
Longitude 88° 41' 27.8"

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.

News Film Service: CBS.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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.

Licensee: Southern Television Corp., Box 2988, Meridian, Miss. (39301).

Studio: Southern Bldg.

Telephone: 601-693-1441. TWX No.: 501-961-1090.

Ownership: Robert F. Wright, pres., 25.5%; William B. Crooks, v.p., 16.5%; Thomas Y. Minniece, secy., 8%; I. A. Rosenbaum Jr., treas., 11.5%; S. A. Rosenbaum, 11.5%; James B. Skewes, 11.5%; H. M. Minniece, 6.5%; Cecil Germany, 4%; Robert F. Ward, 3%; Joe Saxon, 2%. S. A. Rosenbaum also owns 11.02% of WCFT-TV, Tuscaloosa, Ala. & WDAM-TV, Laurel, Miss. For Rosenbaum CATV interests, see CATV Group Ownership. Mr. Skewes owns WMOX (AM), Meridian, Miss.

Began Operation: Sept. 25, 1953.

Represented (sales) by Katz Television.

Represented (engineering) by Carl T. Jones Associates.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT F. WRIGHT, president, gen. manager & film buyer.

W. B. CROOKS JR., vice president & commercial manager.

EVELYN K. JONES, film coordinator.

CECIL C. GERMANY, national sales manager.

EDNA LA SHANE, traffic manager.

ROBERT F. WARD, assistant general manager.

BERNICE P. STEWART, program manager.

GEORGE E. SHANNON, production director.

JOE H. SAXON SR., chief engineer.

BOB HOLLAND, operations director.

Highest 30 Sec. Rate (Dec. 26, 1977): \$200.

NETWORK BASE HOURLY RATE: \$575.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Choctaw	5,500	5,200	94
<b>50% &amp; Over</b>	Greene	2,900	2,700	92
	Marengo	7,600	7,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
	Sumter	4,800	4,500	94
	<b>MISSISSIPPI</b>			
	Clarke	5,400	5,200	96
	Jasper	5,100	4,900	96
<b>50% &amp; Over</b>	Jones	20,200	19,800	98
	Kemper	3,000	2,800	94
	Lauderdale	25,700	25,100	98
	Neshoba	8,000	7,700	97
	Newton	6,700	6,500	97
	Noxubee	4,000	3,700	93
	Wayne	5,600	5,300	95
	Winston	6,500	6,200	95
	<b>ALABAMA</b>			
	Hale	4,300	4,000	94
<b>Between 25-49%</b>	<b>MISSISSIPPI</b>			
	Scott	7,000	6,800	97
	<b>ALABAMA</b>			
	Clarke	9,000	8,500	95
	Dallas	18,100	17,300	96
	Perry	4,100	3,800	93
	Pickens	6,800	6,400	95
	Tuscaloosa	40,100	39,000	97
	Washington	5,300	5,100	96
	Wilcox	4,200	3,900	93
<b>Between 5-24%</b>	<b>MISSISSIPPI</b>			
	Attala	6,900	6,600	95
	Choctaw	3,200	3,000	95
	Clay	6,100	5,900	96
	Forrest	20,500	20,000	98
	Lamar	6,300	6,100	97
	Lowndes	16,900	16,400	97
	Oktibbeha	9,600	9,100	95
	Smith	4,500	4,300	96
<b>Station Totals</b>		<b>283,900</b>	<b>273,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>107,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>69,000</b>	

# Mississippi

## WJTV, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSISSIPPI</b>			
	Bolivar	13,900	12,900	93
	Carroll	2,500	2,300	93
	Forrest	20,500	20,000	98
	Jasper	5,100	4,900	96
Between 25-49%	Montgomery	4,200	4,000	94
	Neshoba	8,000	7,700	97
	Newton	6,700	6,500	97
	Walthall	4,100	3,900	95
	Winston	6,500	6,200	95
	<b>ARKANSAS</b>			
	Chicot	5,800	5,400	92
	<b>LOUISIANA</b>			
	Concordia	6,600	6,200	94
	Franklin	7,500	7,200	96
	Morehouse	10,600	10,200	96
	Richland	7,200	6,900	95
	West Carroll	4,400	4,200	95
Between 5-24%	<b>MISSISSIPPI</b>			
	Amite	4,200	4,000	95
	Choctaw	3,200	3,000	95
	Grenada	6,800	6,500	95
	Jones	20,200	19,800	98
	Lamar	6,300	6,100	97
	Lauderdale	25,700	25,100	98
	Tallahatchie	5,400	5,000	93
	Webster	3,500	3,300	95
	Wilkinson	2,800	2,600	93

## WAPT, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSISSIPPI—(Continued)</b>			
	Jefferson	2,400	2,200	92
	Jones	20,200	19,800	98
Between 5-24%	Leflore	13,000	12,300	95
	Neshoba	8,000	7,700	97
	Newton	6,700	6,500	97
	Smith	4,500	4,300	96

## WABG-TV, Greenwood-Greenville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSISSIPPI—(Continued)</b>			
	Jefferson	2,400	2,200	92
	Lafayette	8,000	7,700	96
	Leake	6,100	5,900	96
Between 5-24%	Madison	9,800	9,300	95
	Neshoba	8,000	7,700	97
	Quitman	4,200	4,000	95
	Warren	16,300	15,700	96

## WLBT, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>LOUISIANA</b>			
	Concordia	6,600	6,200	94
	Franklin	7,500	7,200	96
	Richland	7,200	6,900	95
Between 25-49%	<b>MISSISSIPPI</b>			
	Amite	4,200	4,000	95
	Bolivar	13,900	12,900	93
	Carroll	2,500	2,300	93
	Jasper	5,100	4,900	96
	Montgomery	4,200	4,000	94
	Winston	6,500	6,200	95
	<b>ARKANSAS</b>			
	Ashley	8,600	8,200	95
	<b>LOUISIANA</b>			
	Jackson	5,700	5,500	96
	St Helena	2,600	2,400	93
Between 5-24%	<b>MISSISSIPPI</b>			
	Clarke	5,400	5,200	96
	Forrest	20,500	20,000	98
	Jones	20,200	19,800	98
	Lamar	6,300	6,100	97
	Lauderdale	25,700	25,100	98
	Tallahatchie	5,400	5,000	93
	Webster	3,500	3,300	95

## WTWV, Tupelo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	Sumter	4,800	4,500	94
	<b>ARKANSAS</b>			
	Phillips	12,300	11,500	94
	<b>MISSISSIPPI</b>			
	Bolivar	13,900	12,900	93
	Holmes	6,900	6,500	94
Between 5-24%	Humphreys	3,800	3,600	95
	Marshall	7,300	7,000	95
	Panola	8,200	7,900	96
	Sunflower	9,700	9,000	93
	Washington	21,200	20,200	95
	<b>TENNESSEE</b>			
	Hardin	7,200	6,900	96

## WCBI-TV, Columbus (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSISSIPPI</b>			
	Alcorn	10,500	10,100	96
	Benton	1,900	1,800	96
	Carroll	2,500	2,300	93
Between 5-24%	Grenada	6,800	6,500	95
	Kemper	3,000	2,800	94
	Neshoba	8,000	7,700	97
	Prentiss	7,300	7,100	97
	Union	7,300	7,100	98
	Yalobusha	4,300	4,100	95

# Mississippi—Tupelo-Columbus

**WTWV**

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

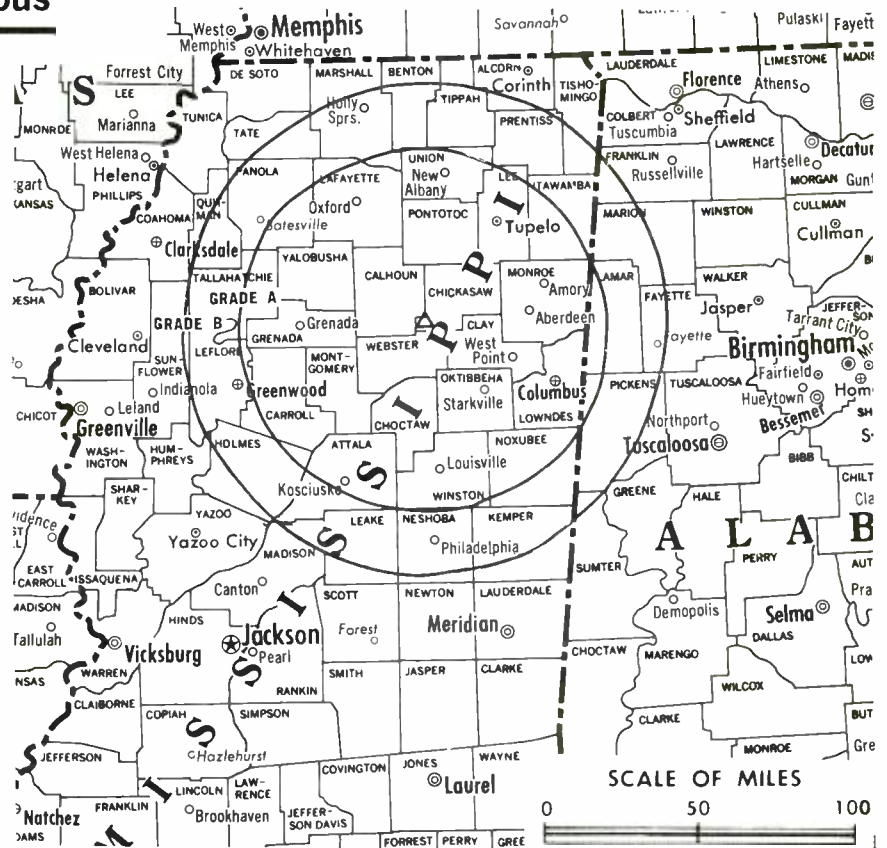
Latitude 33° 47' 40"  
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Haley, Bader & Potts.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WTWV Ref: FCC File No. BPCT—4394 Granted 3/17/71

©American Map Co., Inc., N.Y., No. 14244

## 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, 35%; Letha M. Spain, 20%; Perrin Purvis, 10%; Margaret H. Spain, 35%. Central Television Inc., which is controlled by Frank K. Spain, owns WHTV, Meridian.

Began Operation: March 18, 1957.

Represented (sales) by Katz Television.

Personnel:

FRANK K. SPAIN, president.  
MARK LEDBETTER, general manager.  
CHARLES H. HICKS, station manager.  
CHARLES ED BISHOP, program director.  
JIMMIE A. STEMBRIDGE, director of engineering.  
WENDELL ROBINSON, chief engineer.  
GERALD STANFORD, director, commercial production.  
GARY BAKER, director, program production.  
BEVERLY WARD, news director.  
BRAD BULLOCK, graphics director.

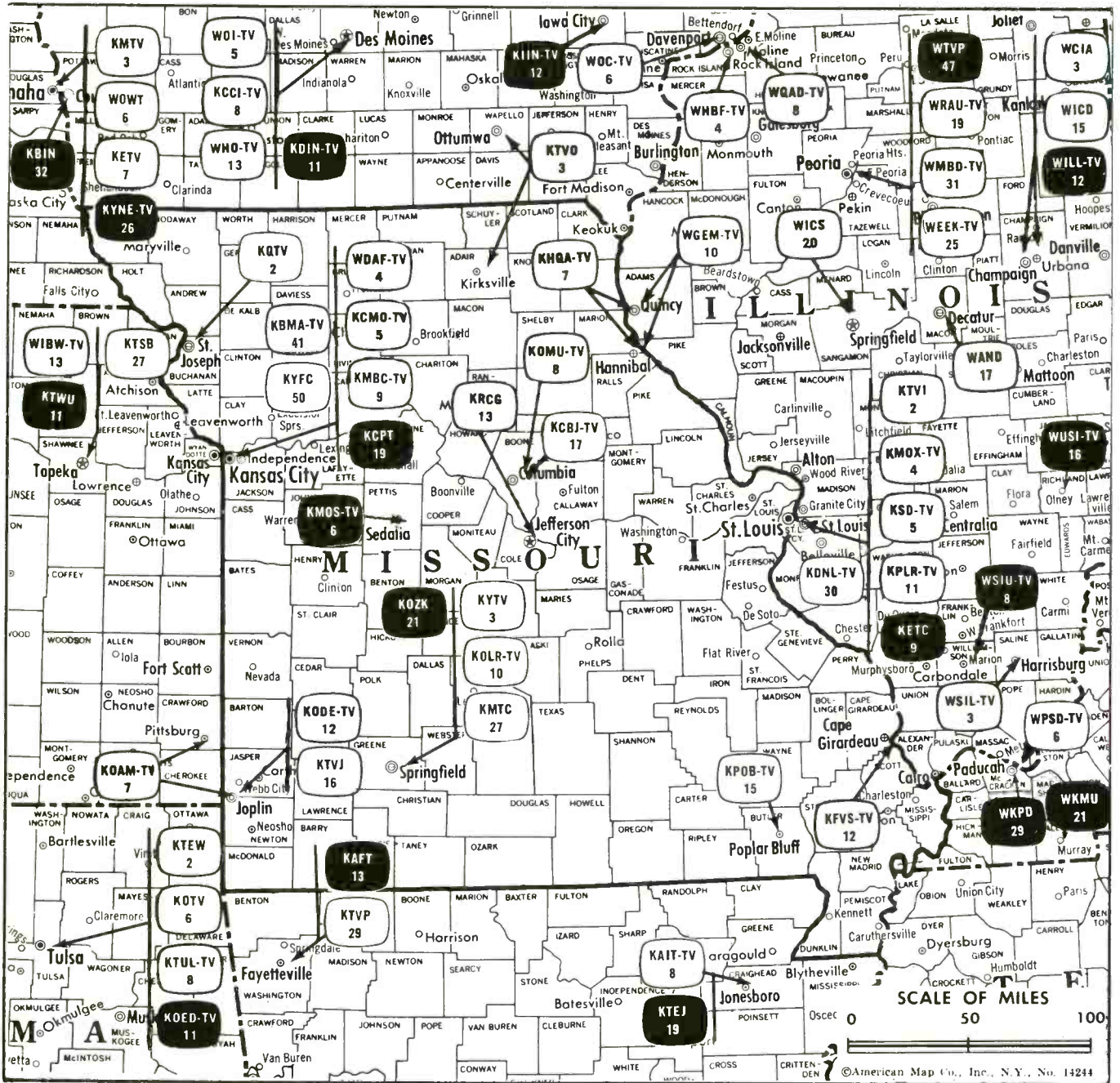
Highest 30 Sec. Rate (Sept. 11, 1978): \$400.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	Lamar	6,200	6,000	96
	Marion	9,800	9,500	97
	Pickens	6,800	6,400	95
<b>50% &amp; Over</b>	<b>MISSISSIPPI</b>			
	Alcorn	10,500	10,100	96
	Calhoun	5,400	5,200	96
	Carroll	2,500	2,300	93
	Chickasaw	5,700	5,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI—(Continued)</b>				
	Choctaw	3,200	3,000	95
	Clay	6,100	5,900	96
	Grenada	6,800	6,500	95
	Itawamba	6,200	6,000	96
	Lee	18,700	18,100	97
	Leflore	13,000	12,300	95
	Lowndes	16,900	16,400	97
	Monroe	11,300	10,900	97
<b>50% &amp; Over</b>	Montgomery	4,200	4,000	94
	Noxubee	4,000	3,700	93
	Oktibbeha	9,600	9,100	95
	Pontotoc	6,900	6,600	96
	Prentiss	7,300	7,100	97
	Tallahatchie	5,400	5,000	93
	Tishomingo	6,100	5,800	95
	Union	7,300	7,100	98
	Webster	3,500	3,300	95
	Winston	6,500	6,200	95
	Yalobusha	4,300	4,100	95
<b>ALABAMA</b>				
	Fayette	6,300	6,100	97
	Franklin	9,700	9,300	96
	Greene	2,900	2,700	92
<b>MISSISSIPPI</b>				
<b>Between 25-49%</b>	Attala	6,900	6,600	95
	Benton	1,900	1,800	96
	Coahoma	11,800	11,100	94
	Kemper	3,000	2,800	94
	Lafayette	8,000	7,700	96
	Neshoba	8,000	7,700	97
	Tippah	6,300	6,100	97
(Continued on page 468-b)				
<b>Station Totals</b>		<b>354,300</b>	<b>337,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>180,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>118,300</b>

# Missouri



Missouri Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
15	6	21
2	2	4
		25



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
St. Louis	647,000	12	965,200	12
Kansas City	430,000	22	630,600	27
Paducah-Cape Girardeau-Harrisburg	182,000	67	265,100	77
Springfield	143,000	82	231,300	84
Joplin-Pittsburg	105,000	107	152,300	115
Columbia-Jefferson City	79,000	131	129,800	133
Quincy-Hannibal	64,000	140	123,800	138
Ottumwa-Kirksville	28,000	174	28,600	200
St. Joseph	24,000	179	46,900	183

**State Educational Technical Facilities**

(Complete Data in Educational Directory)

**KCPT  
Kansas City**

Ch. 19

Non-Commercial Educational Station

Licensee: Public Television 19 Inc., 125 E. 31st St., Kansas City, Mo. (64108).

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 984-kw max. & 868-kw horizontal visual, 190-kw max. & 170-kw horizontal aural. Antenna: 1170-ft. above av. terrain, 1225-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 59"  
Longitude 94° 28' 49"

**KETC  
St. Louis**

Ch. 9

Non-Commercial Educational Station

Licensee: St. Louis Regional Educational & Public Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1078-ft. above av. terrain, 1073-ft. above ground, 1648-ft. above sea level.

Latitude 38° 28' 56"  
Longitude 90° 23' 53"

**KMOS-TV  
Sedalia**

Ch. 6

Non-Commercial Education Station

Licensee: Central Missouri State University, Administration Bldg., Warrensburg, Mo. (64093).

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw max. & 97.7-kw horizontal visual, 19.5-kw horizontal aural. Antenna: 770-ft. above av. terrain, 797-ft. above ground, 1627-ft. above sea level.

Latitude 38° 44' 47"  
Longitude 93° 16' 30"

**KOZK  
Springfield**

Ch. 21

Non-Commercial Educational Station

Licensee: Springfield Community Television Inc., M.P.O. Box 21, Springfield, Mo. (65801).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1410-kw max. & 537-kw horizontal visual, 141-kw max. & 53.7-kw horizontal aural. Antenna: 1790-ft. above av. terrain, 1665-ft. above ground, 3574-ft. above sea level.

Latitude 37° 13' 08"  
Longitude 92° 56' 56"

**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.)

**KTVO, Kirksville**

(See Ottumwa, Iowa)

# 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: 310 Broadway.

Telephone: 314-335-5511.

TV tape: Recording facilities.

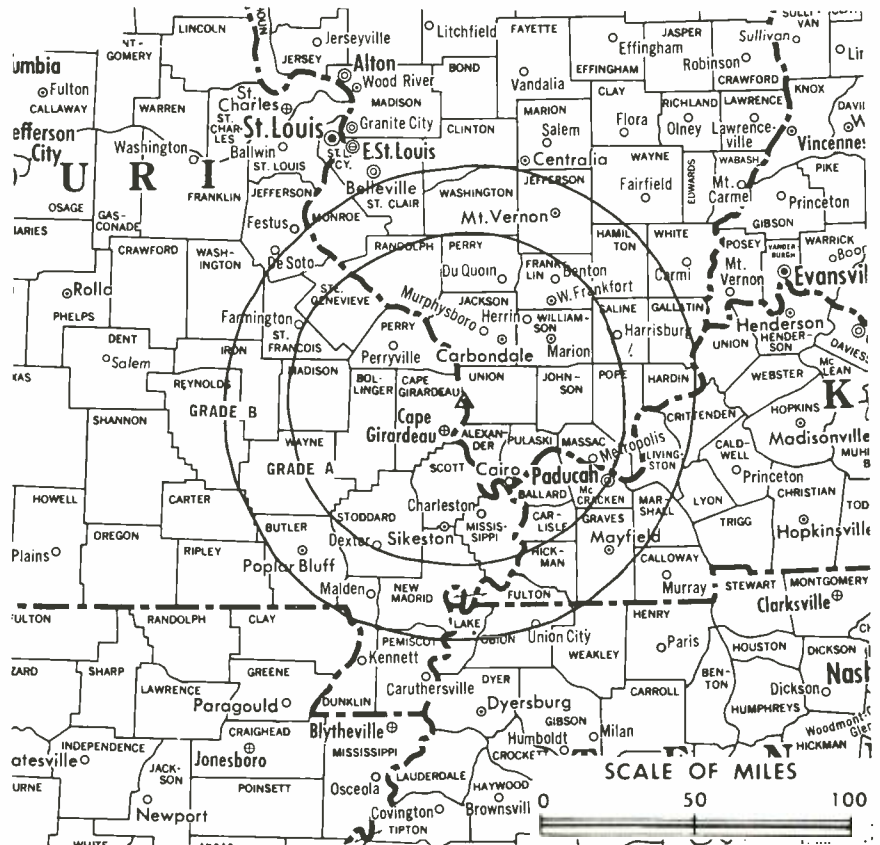
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: KFVS, 5-kw (.5 kw night), 960 kHz.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFVS-TV Ref: FCC File No. BPC1-2609 Granted 4/17/59

©American Map Co., Inc., N.Y., No. 1424

## KFVS-TV

Network Service: CBS.

Licensee: Hirsch Bcstg. Co., Box 100, Cape Girardeau, Mo. (63701).

Ownership: Oscar C. Hirsch, pres., 62.27%; Robert O. Hirsch, v.p., 12.13%; David E. Hoche, secy.; Geraldine F. Hirsch, treas., 1.33%; James F. Hirsch & Marjorie H. Deimund, 12.13% each. Oscar Hirsch also controls KFMO, Flat River, Mo. and WHCO, Sparta, Ill. Sale to American Family Corp. pends (Television Digest, Vol. 18:41).

Began Operation: Oct. 3, 1954.

Represented (sales) by The Meeker Co.; Eugene F. Gray Co. (Mo., Neb., Kan.).

Personnel:

OSCAR C. HIRSCH, president & general manager.  
ROBERT O. HIRSCH, v.p. & manager of TV operations.  
GERALDINE F. HIRSCH, treasurer.  
DAVID E. HOCHÉ, secretary.  
JAMES F. HIRSCH, chief engineer.

DIGEST OF RATE CARD NO. 36—(Feb. 28, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—5:30-10:30 p.m., daily.

\$1350 \$810 \$675 \$540 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Clay	7,900	7,600	96
	<b>ILLINOIS</b>			
	Alexander	5,200	4,900	95
	Franklin	17,900	17,300	96
	Hamilton	3,600	3,400	93
	Hardin	2,100	2,000	97
	Jackson	17,500	16,800	96
	Jefferson	13,300	12,800	96
	Johnson	3,400	3,200	96
Massac	5,200	5,000	96	
Perry	8,100	7,800	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### ILLINOIS—(Continued)

Pope	1,900	1,800	93
Pulaski	3,500	3,300	94
Saline	11,500	11,100	96
Union	6,300	6,100	97
Wayne	6,900	6,500	94
Williamson	21,000	20,300	97

### KENTUCKY

Ballard	3,400	3,300	98
Calloway	11,200	11,000	98
Carlisle	2,300	2,300	98
Crittenden	3,700	3,600	97
Fulton	3,500	3,400	97
Graves	12,700	12,500	98
Hickman	2,400	2,300	98
Livingston	3,500	3,400	97
Lyon	2,000	1,900	97
Mc Cracken	23,400	23,000	98
Marshall	8,500	8,400	98

50% & Over

### MISSOURI

Bollinger	3,400	3,200	95
Butler	14,200	13,500	95
Cape Girardeau	18,100	17,600	97
Carter	1,500	1,300	89
Dunklin	13,800	13,200	96
Iron	3,600	3,400	95
Madison	3,300	3,200	96
Mississippi	5,500	5,300	97
New Madrid	8,000	7,700	96
Pemiscot	8,600	8,200	95
Perry	5,200	5,000	96
Reynolds	2,200	2,000	92
Ripley	5,100	4,600	90
Scott	12,200	11,900	97
Shannon	2,700	2,400	90
Stoddard	10,000	9,700	97
Wayne	4,100	3,900	94

(Continued on page 499-b)

Station Totals	553,300	532,400	96
Net Weekly Circulation (1976-77)		316,300	
Average Daily Circulation (1976-77)		232,900	

# Missouri—Columbia

**KCBJ-TV**

Ch. 17



Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 740-kw max. & 562-kw horizontal visual, 147-kw max. & 112-kw horizontal aural. Antenna: 1130-ft. above av. terrain, 1100-ft. above ground, 1900-ft. above sea level.

Latitude 38° 46' 29"  
Longitude 92° 33' 22"

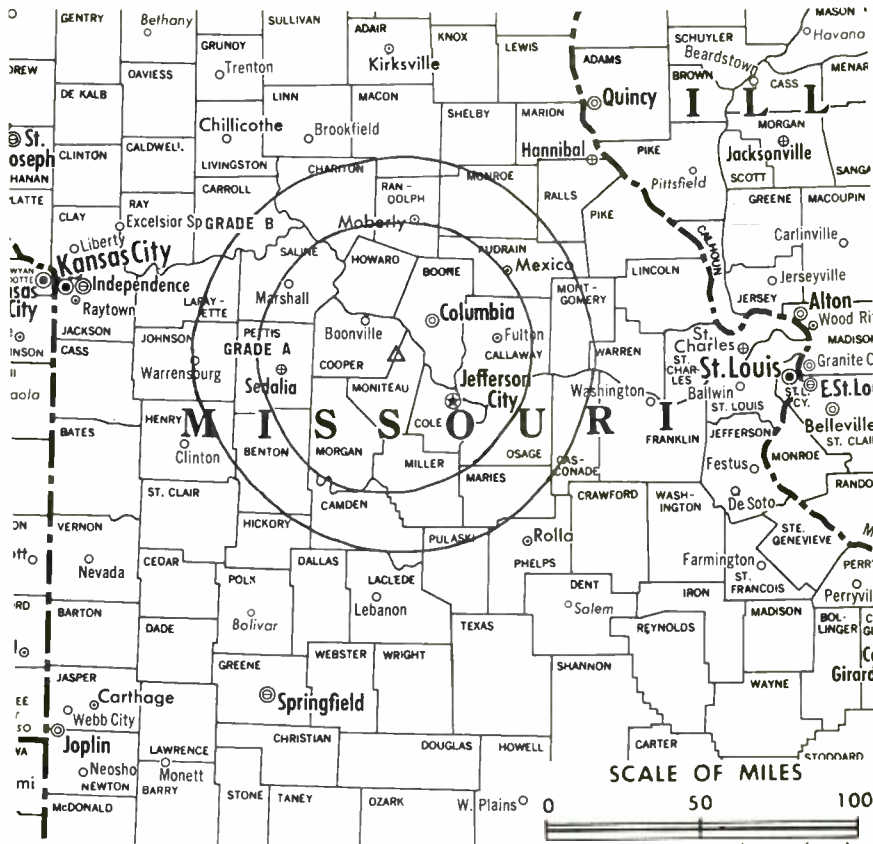
Transmitter: 3.5-mi. W of James-town.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KCBJ-TV Ref: FCC File No. BMPCT—7323 Granted 7/14/71

©American Map Co., Inc., N.Y., No. 14244

## KCBJ-TV

Network Service: ABC.

Licensee: Channel Seventeen Inc., Box 1796, Columbia, Mo. (65201).

Studio: 502 Business 70 East (65201). Telephone: 314-449-0917.

Ownership: Richard E. Koenig, pres., 55%; Robert H. Koenig, 45%.

Began Operation: Dec. 5, 1971.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Bilger & Blair.

Personnel:

RICHARD KOENIG, president & general manager.

CRAIG MILLER, sales manager.

ELAINE THOMPSON, program director.

TOM JOHNS, chief engineer.

Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$175.

**Hogan-Feldmann, Inc.**  
MEDIA BROKERS • CONSULTANTS  
16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
	Audrain	9,800	9,600	98
	Boone	29,800	28,900	97
	Callaway	8,700	8,500	97
	Cole	18,000	17,700	98
	Cooper	5,400	5,200	97
	Howard	3,800	3,700	97
<b>50% &amp; Over</b>	Miller	5,900	5,700	97
	Moniteau	4,400	4,300	97
	Morgan	5,000	4,800	97
	Osage	4,400	4,200	95
	Pettis	13,500	13,100	97
	Randolph	9,000	8,700	97
	Saline	8,400	8,100	97
<b>MISSOURI</b>				
<b>Between 25-49%</b>	Camden	6,500	6,200	96
	Chariton	3,800	3,600	95
<b>MISSOURI</b>				
	Benton	5,300	5,000	94
	Gasconade	5,000	4,800	95
	Johnson	10,800	10,500	97
	Linn	6,400	6,200	96
<b>Between 5-24%</b>	Livingston	6,100	5,900	96
	Maries	2,400	2,300	96
	Monroe	3,700	3,600	98
	Montgomery	4,300	4,200	97
	Pulaski	8,100	7,800	96
	Ralls	3,400	3,300	98
<b>Station Totals</b>		<b>191,900</b>	<b>185,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>95,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>53,100</b>

# Missouri—Columbia

## KOMU-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 288-kw visual, 30.2-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"

Transmitter: Hwy. 63 South.

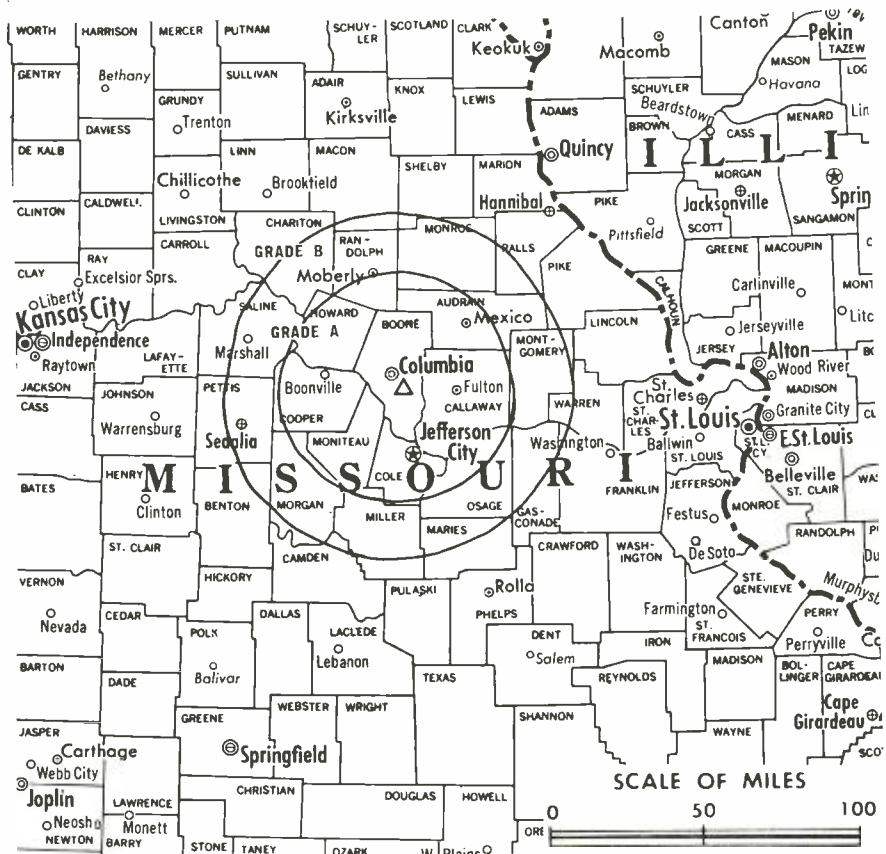
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Represented (engineering) by Hammett & Edison.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KOMU-TV Ref: FCC File No. BMPCT-7084 Granted 11/14/69 ©American Map Co., Inc., N.Y., No. 14244

## KOMU-TV

Network Service: NBC.

Licensee: The Curators of the University of Missouri, Columbia, Mo. (65201).

Studio: Hwy. 63 South.

Telephone: 314-442-1122. TWX No.: 910-760-1444.

Ownership: The Curators of the University of Missouri.

Began Operation: Dec. 21, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

TOM GRAY, general manager.  
DON RUGGLES, sales manager.  
MONTE GURWIT, program director.  
CHARLYN LAW, promotion director.  
LEIGH WILSON, news director.  
ROGER ALLBEE, operations manager.  
WILLIAM J. REAGAN, chief engineer.

### DIGEST OF RATE CARD NO. 22—(June 26, 1978)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class A—7-10 p.m., daily.				
\$650	\$500	\$600	\$300	\$150

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
50% & Over	Audrain	9,800	9,600	98
	Boone	29,800	28,900	97
	Callaway	8,700	8,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
50% & Over	Chariton	3,800	3,600	95
	Cole	18,000	17,700	98
	Cooper	5,400	5,200	97
	Howard	3,800	3,700	97
	Maries	2,400	2,300	96
	Miller	5,900	5,700	97
	Moniteau	4,400	4,300	97
	Monroe	3,700	3,600	98
	Montgomery	4,300	4,200	97
	Morgan	5,000	4,800	97
	Osage	4,400	4,200	95
	Pettis	13,500	13,100	97
	Phelps	10,000	9,500	95
Randolph	9,000	8,700	97	
Saline	8,400	8,100	97	
<b>MISSOURI</b>				
Between 25-49%	Benton	5,300	5,000	94
	Camden	6,500	6,200	96
	Gasconade	5,000	4,800	95
	Linn	6,400	6,200	96
	Macon	6,600	6,400	97
Pulaski	8,100	7,800	96	
<b>MISSOURI</b>				
Between 5-24%	Adair	9,100	8,900	97
	Dent	4,600	4,200	92
	Johnson	10,800	10,500	97
	Livingston	6,100	5,900	96
	Ralls	3,400	3,300	98
Shelby	3,000	2,900	97	
Warren	4,600	4,400	96	
<b>Station Totals</b>		<b>229,800</b>	<b>222,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>138,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>91,400</b>

# Missouri—Hannibal-Quincy, Ill.

## KHQA-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 269-kw visual, 48.4-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: WQCY, 27-kw, 99.5 MHz (No. 258), 751-ft.

TXW No.: 910-246-3204.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KHQA-TV Ref: FCC File No. BPCT-4746 Granted 10/9/74

©American Map Co., Inc., N.Y., No. 14244

## KHQA-TV

Network Service: 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.

Business & National Sales Office: WCU Bldg., Quincy.

Ownership: Lee Enterprises Inc. Lloyd G. Schermer, pres. & dir.; John S. Stemlar, v.p., treas. & dir.; James E. Burgess, v.p. & dir.; Lloyd D. Loers, v.p. & dir.; Richard Belkin, v.p., bcstg.; C. D. Waterman Jr., secy. & dir.; Richard P. Galligan, asst. treas. & asst. secy.; Norman Staudt, asst. secy. & asst. treas.; John Talbot, Harry Fischer Jr., Tom L. Williams, Phyllis Sewell & David H. Jacquith, dirs. Also licensee of KIMT (TV), Mason City, Iowa; KOIN-TV, Portland, Ore.; WSAZ-TV, Huntington, W. Va.; KGMB-TV, Honolulu, Hawaii; radios WTAD & WQCY (FM), Quincy, Ill.

Began Operation: Aug. 27, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

RICHARD BELKIN, vice president, broadcast divisions.

JOHN PHILLIPS, general manager.

JACK ROSE, general sales manager.

GARY SCHMEDDING, operations manager.

TOM ROBEY, production director.

LEE GRAY, chief engineer.

W. J. SCHAFER, director, TV continuity.

CHARLES KUPPLER, farm director.

LEE ELLIS, technical director, Lee Stations.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
------	---------	---------	--------	---------	---------

Class AA—6-10:30 p.m., daily.

\$1000	\$650	\$500	\$375	Graded rates apply*	
--------	-------	-------	-------	---------------------	--

\*Highest rate: \$325.

NETWORK BASE HOURLY RATE: \$734.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Adams	25,500	25,000	98
	Brown	2,500	2,400	96
	Cass	5,300	5,100	97
	Hancock	7,900	7,700	98
	Mc Donough	12,000	11,700	98
	Morgan	12,900	12,400	96
	Pike	7,800	7,600	97
	Schuyler	3,200	3,100	97
	Scott	2,400	2,400	98
<b>IOWA</b>				
	Lee	15,100	14,800	98
	Van Buren	3,400	3,300	97
<b>MISSOURI</b>				
	Adair	9,100	8,900	97
	Audrain	9,800	9,600	98
	Clark	3,100	3,000	97
	Knox	2,100	2,000	97
	Lewis	3,800	3,700	97
	Macon	6,600	6,400	97
	Marion	10,700	10,500	98
	Monroe	3,700	3,600	98
	Pike	6,500	6,300	96
	Ralls	3,400	3,300	98
	Schuyler	2,300	2,200	95
	Scotland	2,400	2,300	97
	Shelby	3,000	2,900	97
<b>ILLINOIS</b>				
	Henderson	3,100	3,000	97
<b>Between 25-49%</b>				
<b>IOWA</b>				
	Davis	3,200	3,100	98
	Henry	6,500	6,300	96

(Continued on page 485-b)

Station Totals	258,500	251,900	97
Net Weekly Circulation (1976-77)			151,800
Average Daily Circulation (1976-77)			105,100

# Missouri—Jefferson City

**KRCG**

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw max. & 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.

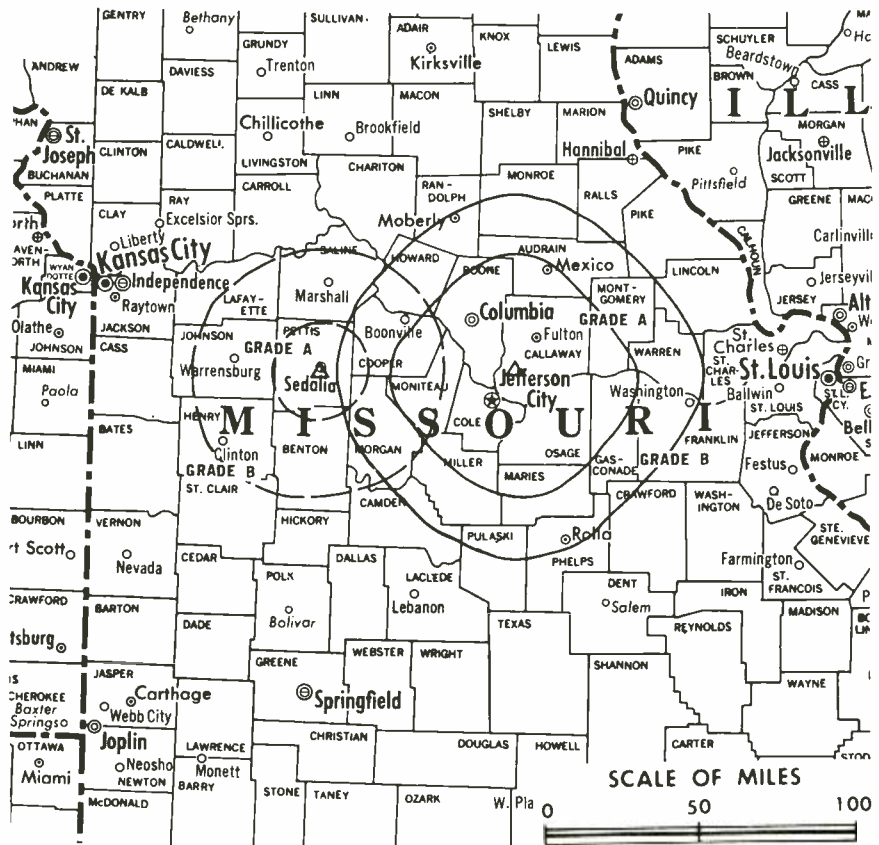
Latitude 38° 41' 28"  
Longitude 92° 05' 43"

Transmitter & Studio: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KRCG Ref: FCC File No. BMPCT-4673 Granted 7/1/57

© American Map Co., Inc., N.Y., No. 14244

## KRCG

Network Service: CBS.

Licensee: Mid-America TV Co., 114 West 11th St., Kansas City, Mo.

Mailing Address: Box 659, Jefferson City, Mo. (65102).

Telephone: 314-896-5144. TWX No.: 910-760-2923.

Ownership: Mid-America TV is wholly-owned subsidiary of Kansas City Southern Industries Inc. Mid-America also owns WEEK-TV, Peoria, Ill.

Began Operation: Feb. 13, 1955. Sale, including satellite KMOS-TV and radio KWOS, to Mid-America TV by Jefferson TV Co. (Mrs. W. H. Weldon) approved July 13, 1966 by FCC (Television Digest, Vols. 5:52, 6:29).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WILLIAM A. BATES, president.  
EDWARD J. SCHUELEIN, v.p. & general manager, national sales manager & film buyer.  
OTIS L. JARRETT, local & regional sales manager.  
WARREN POLMANTEER, chief engineer.  
LELAND GORDON, program director & assistant manager.  
DON SHINKLE, news director.  
BOB GUMM, film director.

### DIGEST OF RATE CARD (May 3, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$630				\$275	\$165

NETWORK BASE HOURLY RATE: \$613.

**Arbitron Data: Figures include former  
Satellite KMOS-TV Sedalia, Mo.**

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MISSOURI</b>				
		Audrain	9,800	9,600	98
		Benton	5,300	5,000	94
		Boone	29,800	28,900	97
		Callaway	8,700	8,500	97
		Camden	6,500	6,200	96
		Chariton	3,800	3,600	95
		Cole	18,000	17,700	98
		Cooper	5,400	5,200	97
		Gasconade	5,000	4,800	95
		Howard	3,800	3,700	97
		Maries	2,400	2,300	96
		Miller	5,900	5,700	97
		Moniteau	4,400	4,300	97
		Montgomery	4,300	4,200	97
		Morgan	5,000	4,800	97
		Osage	4,400	4,200	95
		Pettis	13,500	13,100	97
		Phelps	10,000	9,500	95
	Pulaski	8,100	7,800	96	
	Randolph	9,000	8,700	97	
<b>Between 25-49%</b>	<b>MISSOURI</b>				
		Dent	4,600	4,200	92
		Monroe	3,700	3,600	98
	Saline	8,400	8,100	97	
<b>Between 5-24%</b>	<b>MISSOURI</b>				
		Caldwell	3,900	3,800	98
		Crawford	6,000	5,600	94
		Henry	8,100	7,800	97
	Johnson	10,800	10,500	97	

(Continued on page 485-b)

Station Totals	262,800	254,000	96
Net Weekly Circulation (1976-77)			150,900
Average Daily Circulation (1976-77)			101,600

# 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' 36"  
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

AM Affiliate: KODE, 1-kw (.25-kw night), 1230 kHz (CBS).

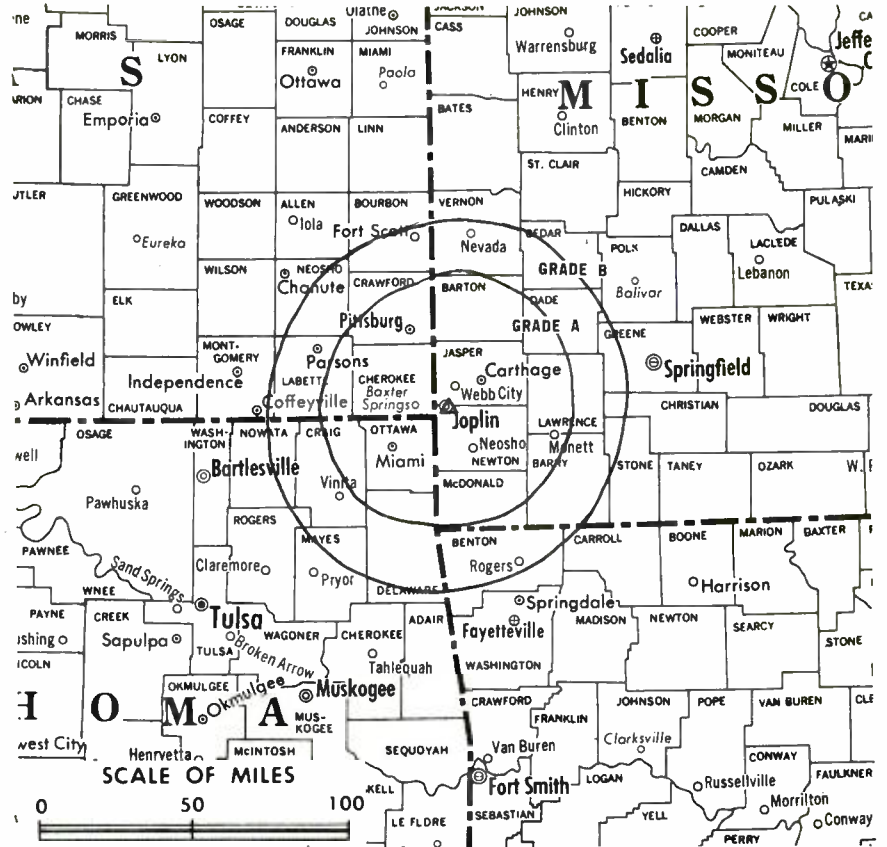
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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).

Studio: 1928 W. 13th St.

Telephone: 417-623-7260. TWX No.: 910-774-4516.

Ownership: James S. Gilmore Jr., 100%. He also owns WEHT (TV), Evansville, Ind.; WREX-TV, Rockford, Ill.; WSWA & WQPO(FM), Harrisonburg, Va. & 50% of Shamrock Communications Corp., licensee of WSFC & WSEK(FM), Somerset, Ky.

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 H-R Television Inc.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Willis C. Beecher.

Personnel:

JOHN MARKWARD, general manager.  
JOSEPH PROVENZANO, general sales manager.  
MORRIS SWEET, chief engineer.  
JIM LOBBEY, community affairs director.

### DIGEST OF RATE CARD NO. 30

(Sept. 1, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

\$800.00 \$400.00 \$250.00 \$125.00 Graded rates apply\*

\*Highest rate: \$230.

NETWORK BASE HOURLY RATE: \$774.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Benton	23,000	21,900	95
	Washington	32,900	31,300	95
<b>KANSAS</b>				
	Allen	5,900	5,700	96
	Bourbon	6,900	6,700	97
	Cherokee	8,400	8,200	98
	Crawford	14,900	14,500	98
	Labette	9,700	9,400	97
	Montgomery	16,100	15,600	97
	Neosho	6,900	6,700	97
	Wilson	4,900	4,700	95
	Woodson	1,800	1,700	95
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Barry	8,400	8,100	96
	Barton	4,400	4,300	97
	Cedar	4,300	4,100	96
	Dade	3,000	2,900	97
	Jasper	32,100	31,300	97
	Lawrence	10,800	10,400	96
	Mc Donald	6,000	5,800	97
	Newton	13,400	13,100	98
	Vernon	7,300	7,000	96
<b>OKLAHOMA</b>				
	Delaware	7,700	7,300	94
	Ottawa	11,600	11,300	98
<b>ARKANSAS</b>				
	Carroll	5,800	5,500	95
<b>Between 25-49%</b>	Madison	3,700	3,400	91
(Continued on page 481-b)				
<b>Station Totals</b>		<b>322,000</b>	<b>310,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>195,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>123,800</b>

# Missouri—Joplin

**KTVJ**

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2040-kw max. & 852-kw horizontal visual, 410-kw max. & 171-kw horizontal aural. Antenna: 1062-ft. above av. terrain, 1016-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 33"  
Longitude 94° 33' 16"

Requests CP for change to 1363-kw max. visual, 272-kw max. aural, 1029-ft. above av. terrain, 1017-ft. above ground, 2056-ft. above sea level. BPCT-5220.

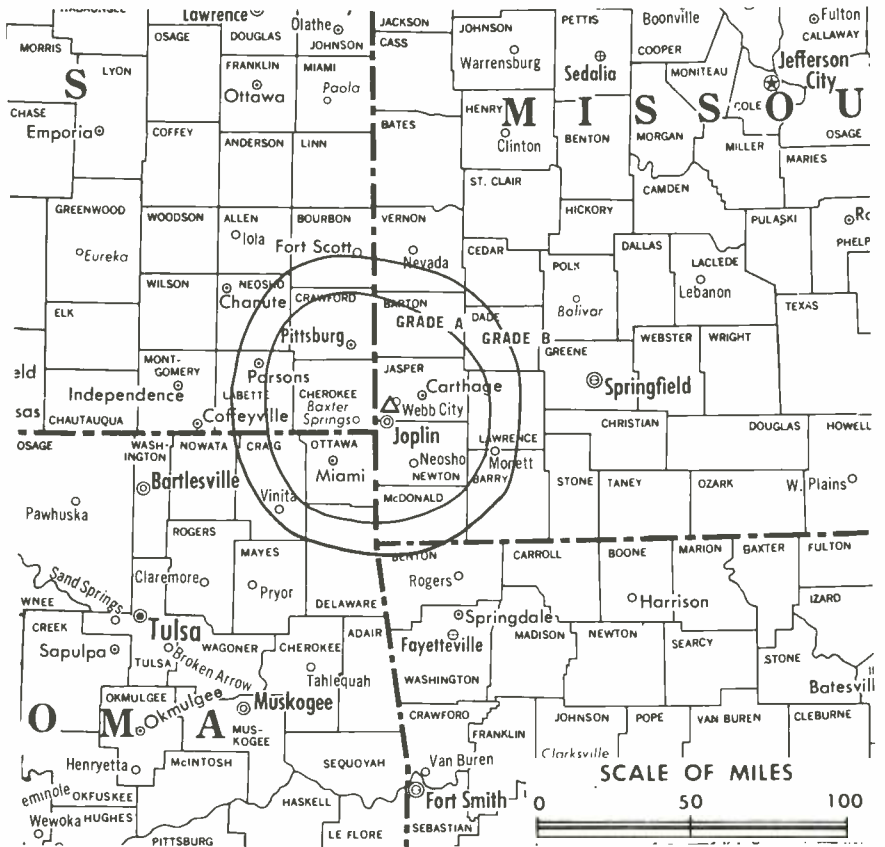
Transmitter: 1502 Cleveland Ave.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVJ Ref: FCC File No. BPCT-4360 Granted 7/10/70

© American Map Co., Inc., N.Y., No. 14244

## KTVJ

Network Service: CBS.

Licensee: Mid-America Bcstg. Inc., P.O. Box 1393, Joplin, Mo. (64801).

Studio: 1502 Cleveland St. (64801).

Telephone: 417-781-2345. TWX No.: 910-774-4520.

Ownership: Kansas State Network Inc. For other interests, see KARD-TV, Wichita, Kan.

Began Operation: Sept. 2, 1967. Sale to present owner by Virginia S. Hickey, et al. approved by FCC April 29, 1975.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

WILLIAM CLARKE, general manager.  
MIKE MITCHELL, station manager/sales manager.  
MELVIN BROOKS, chief engineer.  
DAVE CHUBB, production manager.  
PAUL COOPER, news director.

DIGEST OF RATE CARD NO. 14—(Jan. 16, 1978)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-10:30 p.m., daily.

\$550 \$385 Graded rates apply\*

\*Highest rate: \$125.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS Washington	32,900	31,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Bourbon	6,900	6,700	97
	Cherokee	8,400	8,200	98
	Crawford	14,900	14,500	98
	Labette	9,700	9,400	97
	Neosho	6,900	6,700	97
50% & Over	<b>MISSOURI</b>			
	Barton	4,400	4,300	97
	Jasper	32,100	31,300	97
	Mc Donald	6,000	5,800	97
	Newton	13,400	13,100	98
	<b>OKLAHOMA</b>			
	Ottawa	11,600	11,300	98
Between 25-49%	<b>ARKANSAS</b>			
	Benton	23,000	21,900	95
	Carroll	5,800	5,500	95
	<b>KANSAS</b>			
	Allen	5,900	5,700	96
	Montgomery	16,100	15,600	97
	Wilson	4,900	4,700	95
Between 25-49%	<b>MISSOURI</b>			
	Dade	3,000	2,900	97
	Vernon	7,300	7,000	96
Between 5-24%	<b>ARKANSAS</b>			
	Madison	3,700	3,400	91
	<b>KANSAS</b>			
	Chase	1,400	1,300	96
	Woodson	1,800	1,700	95
(Continued on page 481-b)				
Station Totals		275,800	266,200	96
Net Weekly Circulation (1976-77)			141,900	
Average Daily Circulation (1976-77)			84,100	



# Missouri—Kansas City

## KBMA-TV

Ch. 41



Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural, 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level. Latitude 39° 04' 20" Longitude 94° 35' 45"

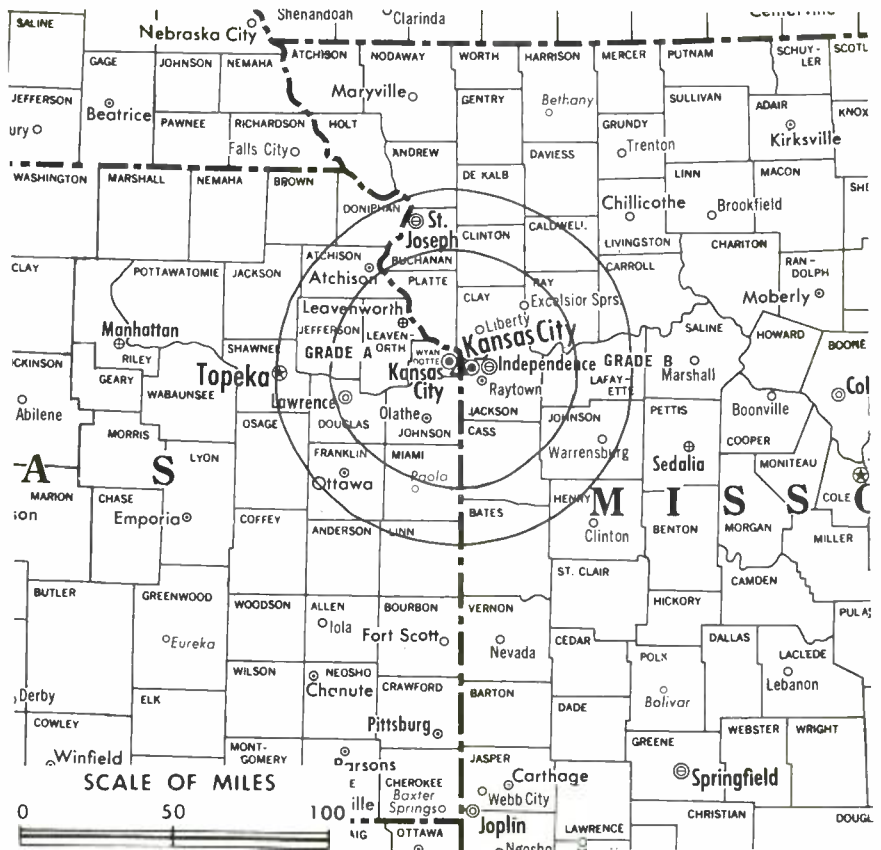
Transmitter: 3017 Belleview, Kansas City.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Household: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



KBMA-TV Ref: FCC File No. BMPCT—7235 Granted 9/4/70

©American Map Co., Inc., N.Y., No. 14244

## KBMA-TV

Network Service: None, independent.

Licensee: Westport TV Inc., BMA Tower, 1 Penn Valley Park, Kansas City, Mo. (64108).

Studio: 3017 Belleview, Kansas City. Telephone: 816-756-1441.

Ownership: Scripps-Howard Bcstg. Co., 100%. For other interests, see WEWS, Cleveland, Ohio.

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest, Vol. 16:50; 17:38).

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Paul Godley Co.

Represented (sales) by Blair Television.

Personnel:

BOB WORMINGTON, general manager.  
 STUART POWELL, general sales manager.  
 MEL HOUSE, program manager.  
 HAROLD DeGOOD, chief engineer.

Highest 30 Sec. Rate (May 1, 1977): \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Atchison	6,700	6,600	98
	Johnson	78,000	77,300	99
	Leavenworth	16,900	16,600	98
	Miami	7,400	7,300	98
	Riley	17,700	17,100	96
	Wyandotte	65,200	64,000	98
<b>50% &amp; Over</b>	<b>MISSOURI</b>			
	Cass	16,300	16,000	98
	Clay	44,900	44,300	99
	Jackson	249,600	244,000	98
	Johnson	10,800	10,500	97
	Lafayette	10,400	10,200	98
	Platte	12,900	12,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Allen	5,900	5,700	96
	Bourbon	6,900	6,700	97
	Clay	4,000	3,800	95
	Cloud	4,900	4,700	95
	Douglas	22,200	21,500	97
	Ellis	8,700	8,500	98
	Franklin	7,600	7,400	97
	Gear	10,500	10,300	98
	Jefferson	4,700	4,600	97
	Linn	3,600	3,500	97
	Lyon	11,900	11,400	96
	Mitchell	3,000	2,900	96
	Neosho	6,900	6,700	97
	Pawnee	3,000	2,900	97
	Pratt	3,700	3,600	98
	Rush	2,000	1,900	97
	Saline	17,800	17,400	98
<b>Between 25-49%</b>	<b>MISSOURI</b>			
	Adair	9,100	8,900	97
	Andrew	5,100	5,000	98
	Bates	6,200	5,900	96
	Buchanan	32,500	31,700	98
	Caldwell	3,900	3,800	98
	Carroll	4,900	4,700	97
	Clinton	5,500	5,300	97
	Gentry	3,400	3,300	96
	Grundy	4,300	4,100	96
	Henry	8,100	7,800	97
	Livingston	6,100	5,900	96
	Nodaway	7,400	7,200	97
	Pettis	13,500	13,100	97
	Ray	6,800	6,600	98
	Saline	8,400	8,100	97
	Vernon	7,300	7,000	96

(Continued on page 481-b)

Station Totals	1,508,700	1,475,500	97
Net Weekly Circulation (1976-77)			507,900
Average Daily Circulation (1976-77)			237,000

# 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: UPI.

AM Affiliate: KCMO, 50-kw (10-kw night), 810 kHz (ABC).

FM Affiliate: KCEZ, 100-kw, 94.9 MHz (No. 235), 1050-ft.

Represented (engineering) by A. D. Ring & Associates.

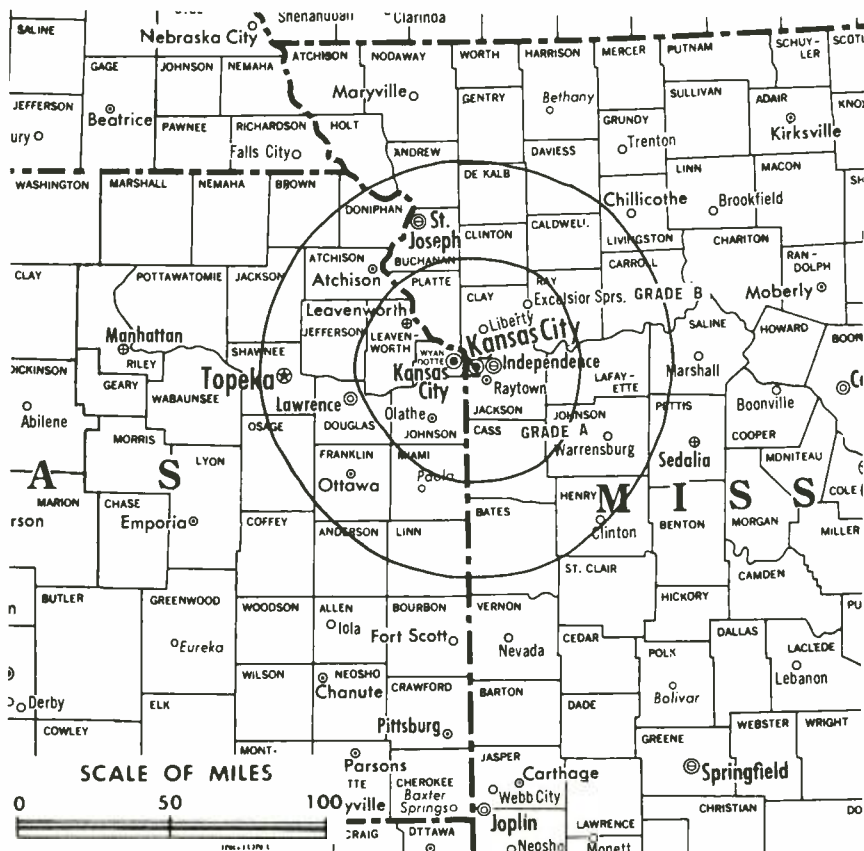
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KCMO-TV Ref: FCC File No. BMPCT—2317 Granted 10/26/54

©American Map Co., Inc., N.Y., No. 14244

## KCMO-TV

Network Service: CBS.

Licensee: Meredith Corp., 125 E. 31st St., Kansas City, Mo. (64108).

Studio: 4500 Johnson Dr., Fairway, Kan. (66205).

Telephone: 913-677-5555. TWX No.: 910-743-4180.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives, see Book & Periodical Publishing Ownership. Bcstg. Div., 747 Third Ave., New York, N.Y. (10017). James Conley, pres. Same interests own KCMO & KCEZ (FM), Kansas City, Mo.; WTVH, Syracuse, N.Y.; WOW & KEZO (FM), Omaha, Neb.; KPHO-TV, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.; WGST & WPCH(FM), Atlanta, Ga.

Began Operation: Sept. 27, 1953.

Represented (sales) by MMT Sales Inc.

Represented (legal) by Haley, Bader & Potts.

Personnel:

CHARLES M. McABEE, vice president & general manager.  
GERALD NOONAN, general sales manager.  
STEVE SMITH, director of engineering.  
ERWIN PARTHE, program director.  
MICHAEL CASSERLY, news director.

Highest 30 Sec. Rate (May 1977): \$1400.

NETWORK BASE HOURLY RATE: \$1603.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Anderson	3,200	3,100	97
	Atchison	6,700	6,600	98
	Brown	4,800	4,700	97
<b>50% &amp; Over</b>	Doniphan	3,300	3,200	97
	Douglas	22,200	21,500	97
	Franklin	7,600	7,400	97
	Jackson	4,300	4,200	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
	Jefferson	4,700	4,600	97
	Johnson	78,000	77,300	99
	Leavenworth	16,900	16,600	98
	Linn	3,600	3,500	97
	Miami	7,400	7,300	98
	Osage	5,100	4,900	97
	Riley	17,700	17,100	96
	Shawnee	54,300	53,300	98
	Wyandotte	65,200	64,000	98
<b>MISSOURI</b>				
	Andrew	5,100	5,000	98
	Bates	6,200	5,900	96
	Buchanan	32,500	31,700	98
	Caldwell	3,900	3,800	98
	Carroll	4,900	4,700	97
	Cass	16,300	16,000	98
	Clay	44,900	44,300	99
<b>50% &amp; Over</b>	Clinton	5,500	5,300	97
	Daviess	3,700	3,600	97
	De Kalb	2,900	2,800	96
	Gentry	3,400	3,300	96
	Grundy	4,300	4,100	96
	Harrison	4,000	3,900	97
	Henry	8,100	7,800	97
	Holt	2,900	2,800	95
	Jackson	249,600	244,000	98
	Johnson	10,800	10,500	97
	Lafayette	10,400	10,200	98
	Linn	6,400	6,200	96
	Livingston	6,100	5,900	96
	Nodaway	7,400	7,200	97
	Pettis	13,500	13,100	97
	Platte	12,900	12,700	98
	Ray	6,800	6,600	98
	Saline	8,400	8,100	97
	Worth	1,300	1,300	98

(Continued on next page)

<b>Station Totals</b>	<b>1,003,600</b>	<b>979,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>747,300</b>
<b>Average Daily Circulation (1976-77)</b>			<b>478,500</b>

**KBMA-TV, Kansas City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEBRASKA</b>			
	Buffalo	10,900	10,700	98
	<b>IOWA</b>			
	Adams	2,700	2,600	96
	Montgomery	5,500	5,400	98
	Polk	109,500	107,900	99
	Taylor	3,500	3,400	96
	Union	5,400	5,300	97
	<b>KANSAS</b>			
	Barton	11,200	11,000	99
	Brown	4,800	4,700	97
	Coffey	3,300	3,100	95
	Dickinson	8,300	8,000	97
	Doniphan	3,300	3,200	97
	Edwards	1,700	1,700	97
	Labette	9,700	9,400	97
	Mc Pherson	9,100	8,700	96
	Montgomery	16,100	15,600	97
	Morris	2,700	2,600	96
	Nemaha	3,900	3,800	97
	Osage	5,100	4,900	97
	Pottawatomie	4,800	4,600	97
	Reno	23,900	23,500	98
	Republic	3,500	3,400	96
	Russell	3,700	3,600	97
	Shawnee	54,300	53,300	98
	Trego	1,800	1,700	96
Between 5-24%	Wilson	4,900	4,700	95
	<b>MISSOURI</b>			
	Benton	5,300	5,000	94
	Cedar	4,300	4,100	96
	Cooper	5,400	5,200	97
	Daviess	3,700	3,600	97
	De Kalb	2,900	2,800	96
	Harrison	4,000	3,900	97
	Linn	6,400	6,200	96
	Miller	5,900	5,700	97
	Randolph	9,000	8,700	97
	St Clair	4,000	3,800	95
	Worth	1,300	1,300	98
	<b>NEBRASKA</b>			
	Adams	10,700	10,500	98
	Dawson	8,100	7,900	98
	Hall	17,200	16,900	98
	Lancaster	67,000	65,800	98
	Richardson	4,200	4,100	97
	<b>OKLAHOMA</b>			
	Canadian	15,500	15,200	98
	Cleveland	36,700	35,800	98
	Mayes	11,000	10,700	97
	Nowata	4,100	4,000	98
	Tulsa	156,700	154,100	98
	Washington	15,100	14,900	99

**KTVJ, Joplin**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Barry	8,400	8,100	96
	Cedar	4,300	4,100	96
	Lawrence	10,800	10,400	96
	<b>OKLAHOMA</b>			
	Craig	5,300	5,100	97
	Delaware	7,700	7,300	94
	Nowata	4,100	4,000	98
	Washington	15,100	14,900	99

**Missouri**

**KCMO-TV, Kansas City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>KANSAS</b>				
	Allen	5,900	5,700	96	
	Bourbon	6,900	6,700	97	
	Clay	4,000	3,800	95	
	Coffey	3,300	3,100	95	
	Geary	10,500	10,300	98	
	Lyon	11,900	11,400	96	
	Nemaha	3,900	3,800	97	
	Neosho	6,900	6,700	97	
	Saline	17,800	17,400	98	
		<b>MISSOURI</b>			
		Adair	9,100	8,900	97
		Atchison	3,600	3,500	97
		Benton	5,300	5,000	94
	Chariton	3,800	3,600	95	
	Randolph	9,000	8,700	97	
	St Clair	4,000	3,800	95	
	Vernon	7,300	7,000	96	
	<b>NEBRASKA</b>				
	Richardson	4,200	4,100	97	
Between 5-24%	<b>KANSAS</b>				
	Chase	1,400	1,300	96	
	Cloud	4,900	4,700	95	
	Crawford	14,900	14,500	98	
	Dickinson	8,300	8,000	97	
	Ellis	8,700	8,500	98	
	Greenwood	3,900	3,800	97	
	Morris	2,700	2,600	96	
	Pottawatomie	4,800	4,600	97	
	Wabaunsee	2,300	2,200	96	
	Woodson	1,800	1,700	95	
		<b>MISSOURI</b>			
		Cedar	4,300	4,100	96
		Cole	18,000	17,700	98
	Cooper	5,400	5,200	97	
	Dade	3,000	2,900	97	
	Mercer	2,000	1,900	95	
	Moniteau	4,400	4,300	97	
	Morgan	5,000	4,800	97	
	Sullivan	3,200	3,100	97	

**KODE-TV, Joplin**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>KANSAS</b>				
	Anderson	3,200	3,100	97	
	<b>OKLAHOMA</b>				
	Craig	5,300	5,100	97	
Between 5-24%	<b>KANSAS</b>				
	Linn	3,600	3,500	97	
	<b>MISSOURI</b>				
	Bates	6,200	5,900	96	
	Polk	7,100	6,800	96	
	St Clair	4,000	3,800	95	
	Stone	5,300	5,000	94	
	Taney	7,200	7,000	97	
		<b>OKLAHOMA</b>			
		Mayes	11,000	10,700	97
		Nowata	4,100	4,000	98
		Washington	15,100	14,900	99

# 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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

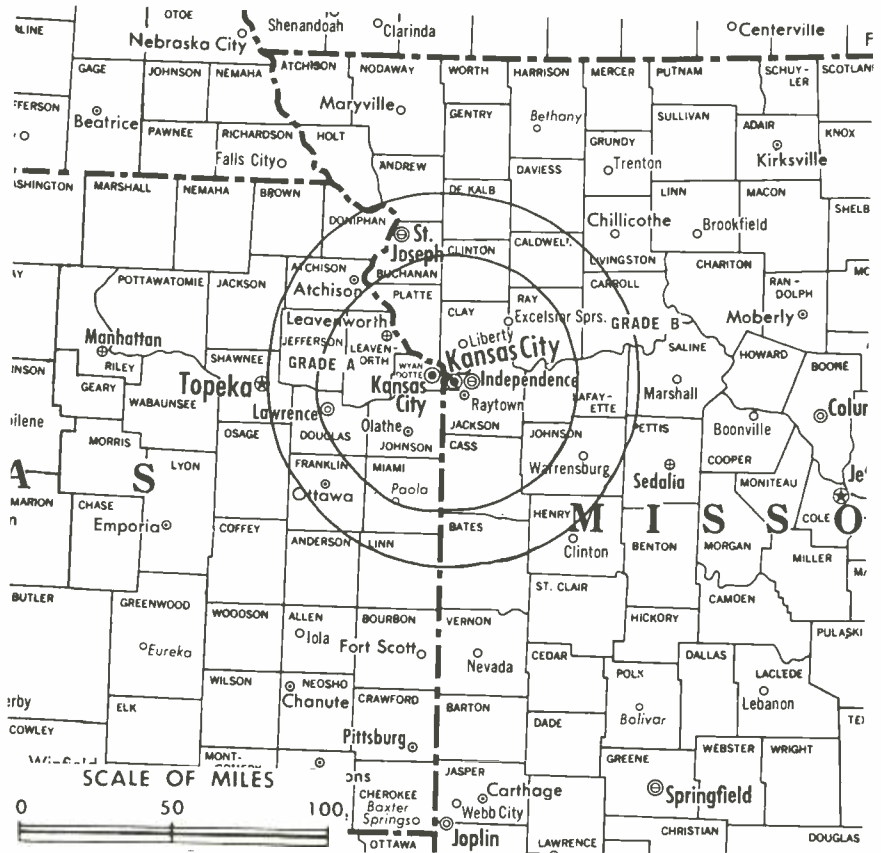
News Wire Service: UPI.

News Film Service: ABC.

Facsimile Service: UPI.

Represented (sales) by Metro TV Sales.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
Country coverage based on Arbitron study (see page 4-b).



KMBC-TV Ref: FCC File No. B1PCT-292 Granted 6/24/53

©American Map Co., Inc., N.Y., No. 14244

## KMBC-TV

Licensee: Metromedia Inc., 1049 Central St., Kansas City, Mo. (64105).

Studio: 1049 Central St.

Telephone: 816-421-2650. TWX No.: 910-771-3138.

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 (legal) by Metromedia Legal Dept., N.Y.

Personnel:

R. KENT REPLOGLE, vice president & general manager.  
ROBERT HARRIS, v.p. & general sales manager.  
BILL LOCHMAN, local sales manager.  
GENE CLESS, v.p., program director.  
GERALD GOLDEN, v.p. & business manager.  
RIDGE SHANNON, news director.  
WALLY WURZ, v.p. & chief engineer.  
DON TRUJILLO, traffic/computer operations manager.  
DANA BOYD, sales service manager.

Highest 30 Sec. Rate (May 1, 1978): \$1600.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Anderson	3,200	3,100	97
	Atchison	6,700	6,600	98
50% & Over	Brown	4,800	4,700	97
	Doniphan	3,300	3,200	97
	Douglas	22,200	21,500	97
	Franklin	7,600	7,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
	Jefferson	4,700	4,600	97
	Johnson	78,000	77,300	99
	Leavenworth	16,900	16,600	98
	Linn	3,600	3,500	97
	Miami	7,400	7,300	98
	Osage	5,100	4,900	97
	Riley	17,700	17,100	96
	Saline	17,800	17,400	98
	Shawnee	54,300	53,300	98
	Wyandotte	65,200	64,000	98
<b>MISSOURI</b>				
	Andrew	5,100	5,000	98
	Bates	6,200	5,900	96
	Buchanan	32,500	31,700	98
	Caldwell	3,900	3,800	98
	Carroll	4,900	4,700	97
50% & Over	Cass	16,300	16,000	98
	Clay	44,900	44,300	99
	Clinton	5,500	5,300	97
	Daviess	3,700	3,600	97
	De Kalb	2,900	2,800	96
	Gentry	3,400	3,300	96
	Grundy	4,300	4,100	96
	Henry	8,100	7,800	97
	Jackson	249,600	244,000	98
	Johnson	10,800	10,500	97
	Lafayette	10,400	10,200	98
	Linn	6,400	6,200	96
	Livingston	6,100	5,900	96
	Pettis	13,500	13,100	97
	Platte	12,900	12,700	98
	Ray	6,800	6,600	98
	St. Clair	4,000	3,800	95
	Saline	8,400	8,100	97

(Continued on page 485-b)

Station Totals	1,039,900	1,014,800	97
Net Weekly Circulation (1976-77)			746,400
Average Daily Circulation (1976-77)			480,500

# Missouri—Kansas City

## KYFC

Ch. 50

Due to begin operation late 1978

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1172-kw max. & 678-kw horizontal visual, 117.2-kw max. & 67.8-kw horizontal aural. Antenna: 1119-ft. above av. terrain, 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 01' 19"  
Longitude 94° 30' 50"

Transmitter: 6309 E. 56th St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.



KYFC Ref: FCC File No. BPCT-4950 Granted 4/29/77

© American Map Co., Inc., N.Y., No. 14244

## KYFC

Network Service: None, independent.

Grantee: Kansas City Youth for Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, Kan. (66205).

Studio: 4715 Rainbow Blvd., Shawnee Mission, Kan. (66205).

Telephone: 913-262-1700.

Ownership: Non-stock, non-profit corp. Officers: Dr. Al Metsker, exec. dir.; J. Mark Armstrong, Josiah E. Smith, Donald E. Land, Roy M. Adams, Thomas L. Gaskell, Lowell L. Metsker, James R. Bates, William C. Bainbridge Jr., David R. Heinke & Fred C. Riley, dirs.

Personnel:

DR. AL METSKER, executive director.  
DAVID LEWIS, general manager.  
SHARI ANDERSON, assistant manager.  
JOSEPH L. SNELSON JR., chief engineer.

Rates: Not available.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Missouri—Kansas City

## WDAF-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"  
Longitude 94° 35' 45"

Transmitter: Signal Hill.

Studio: Signal Hill.

TV tape: Recording facilities.

AM Affiliate: WDAF, 5-kw, 610 kHz.

FM Affiliate: KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

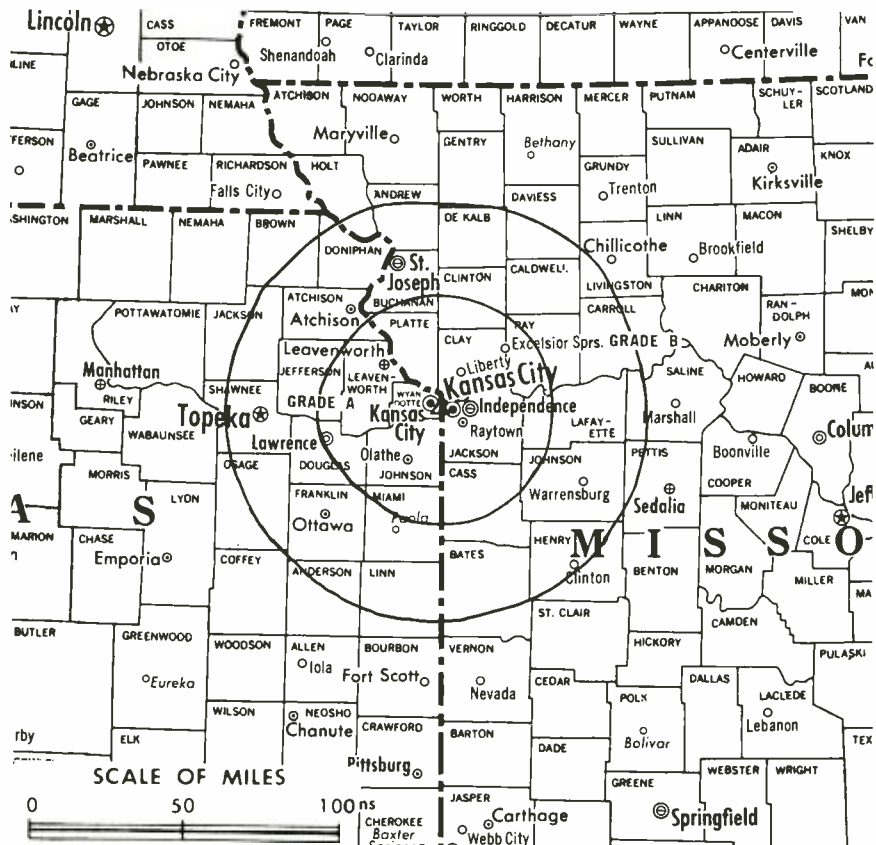
Facsimile Service: UPI.

News Film Service: NBC.

Represented (sales) by TeleRep Inc.

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WDAF-TV Ref: FCC File No. BMPCT-6552 Granted 7/7/67

© American Map Co., Inc., N.Y., No. 14244

## WDAF-TV

Network Service: NBC.

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).

Personnel:

DUDLEY S. TAFT, president.  
EARL BEALL, vice president & general manager.  
CARL FLICKINGER, general sales manager.  
C. B. TURNER, operations manager.  
MIKE McDONALD, news director.  
PAUL GILGUN, business manager.  
JAMES SCHMIDT, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$5000	\$3000			Graded rates apply*

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1650.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Anderson	3,200	3,100	97
	Atchison	6,700	6,600	98
50% & Over	Brown	4,800	4,700	97
	Coffey	3,300	3,100	95
	Doniphan	3,300	3,200	97
	Douglas	22,200	21,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS—(Continued)</b>				
	Franklin	7,600	7,400	97
	Jackson	4,300	4,200	97
	Jefferson	4,700	4,600	97
	Johnson	78,000	77,300	99
	Leavenworth	16,900	16,600	98
	Linn	3,600	3,500	97
	Miami	7,400	7,300	98
	Osage	5,100	4,900	97
	Riley	17,700	17,100	96
	Shawnee	54,300	53,300	98
	Wyandotte	65,200	64,000	98
<b>MISSOURI</b>				
	Andrew	5,100	5,000	98
	Bates	6,200	5,900	96
	Buchanan	32,500	31,700	98
	Caldwell	3,900	3,800	98
	Carroll	4,900	4,700	97
50% & Over	Cass	16,300	16,000	98
	Clay	44,900	44,300	99
	Clinton	5,500	5,300	97
	Daviess	3,700	3,600	97
	De Kalb	2,900	2,800	96
	Gentry	3,400	3,300	96
	Grundy	4,300	4,100	96
	Harrison	4,000	3,900	97
	Henry	8,100	7,800	97
	Holt	2,900	2,800	95
	Jackson	249,600	244,000	98
	Johnson	10,800	10,500	97
	Lafayette	10,400	10,200	98
	Linn	6,400	6,200	96
	Livingston	6,100	5,900	96
	Nodaway	7,400	7,200	97
	Pettis	13,500	13,100	97
	Platte	12,900	12,700	98
	Ray	6,800	6,600	98
	Saline	8,400	8,100	97

(Continued on next page)

Station Totals	996,600	972,900	97
Net Weekly Circulation (1976-77)			733,500
Average Daily Circulation (1976-77)			444,700

**WDAF-TV, Kansas City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS</b>			
	Bourbon	6,900	6,700	97
	Clay	4,000	3,800	95
	Geary	10,500	10,300	98
	Lyon	11,900	11,400	96
	Neosho	6,900	6,700	97
	Saline	17,800	17,400	98
	<b>MISSOURI</b>			
Between 25-49%	Adair	9,100	8,900	97
	Atchison	3,600	3,500	97
	Benton	5,300	5,000	94
	Chariton	3,800	3,600	95
	St Clair	4,000	3,800	95
	Vernon	7,300	7,000	96
	Worth	1,300	1,300	98
	<b>NEBRASKA</b>			
	Richardson	4,200	4,100	97
	<b>KANSAS</b>			
	Allen	5,900	5,700	96
	Barton	11,200	11,000	99
	Cloud	4,900	4,700	95
	Dickinson	8,300	8,000	97
	Ellis	8,700	8,500	98
	Marshall	5,800	5,600	96
	Mitchell	3,000	2,900	96
	Nemaha	3,900	3,800	97
	Pottawatomie	4,800	4,600	97
	Republic	3,500	3,400	96
Between 5-24%	Russell	3,700	3,600	97
	Wabaunsee	2,300	2,200	96
	<b>MISSOURI</b>			
	Cedar	4,300	4,100	96
	Cole	18,000	17,700	98
	Cooper	5,400	5,200	97
	Mercer	2,000	1,900	95
	Randolph	9,000	8,700	97
	Sullivan	3,200	3,100	97
	<b>NEBRASKA</b>			
	Nemaha	2,900	2,800	97

**KHQA-TV, Hannibal**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MISSOURI</b>			
	Sullivan	3,200	3,100	97
	<b>ILLINOIS</b>			
	Calhoun	2,200	2,100	97
	Fulton	16,800	16,400	97
	Greene	5,900	5,800	98
Between 5-24%	<b>IOWA</b>			
	Des Moines	17,300	17,000	98
	Jefferson	5,500	5,300	97
	Wapello	15,200	14,900	98
	<b>MISSOURI</b>			
	Callaway	8,700	8,500	97
	Linn	6,400	6,200	96

**Missouri**

**KMBC-TV, Kansas City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS</b>			
	Allen	5,900	5,700	96
	Bourbon	6,900	6,700	97
	Clay	4,000	3,800	95
	Coffey	3,300	3,100	95
	Ellis	8,700	8,500	98
	Geary	10,500	10,300	98
	Jackson	4,300	4,200	97
	Lyon	11,900	11,400	96
	Morris	2,700	2,600	96
	Neosho	6,900	6,700	97
Between 25-49%	Pawnee	3,000	2,900	97
	Russell	3,700	3,600	97
	<b>MISSOURI</b>			
	Benton	5,300	5,000	94
	Chariton	3,800	3,600	95
	Cole	18,000	17,700	98
	Harrison	4,000	3,900	97
	Holt	2,900	2,800	95
	Nodaway	7,400	7,200	97
	Vernon	7,300	7,000	96
	Worth	1,300	1,300	98
	<b>KANSAS</b>			
	Barton	11,200	11,000	99
	Chase	1,400	1,300	96
	Cloud	4,900	4,700	95
	Crawford	14,900	14,500	98
	Dickinson	8,300	8,000	97
	Labette	9,700	9,400	97
	Marshall	5,800	5,600	96
	Montgomery	16,100	15,600	97
	Nemaha	3,900	3,800	97
	Pottawatomie	4,800	4,600	97
Between 5-24%	Wabaunsee	2,300	2,200	96
	Wilson	4,900	4,700	95
	<b>MISSOURI</b>			
	Adair	9,100	8,900	97
	Atchison	3,600	3,500	97
	Cedar	4,300	4,100	96
	Cooper	5,400	5,200	97
	Mercer	2,000	1,900	95
	Randolph	9,000	8,700	97
	Sullivan	3,200	3,100	97
	<b>NEBRASKA</b>			
	Richardson	4,200	4,100	97

**KRCG, Jefferson City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MISSOURI—(Continued)</b>			
	Laclede	8,100	7,800	96
	Lafayette	10,400	10,200	98
	Linn	6,400	6,200	96
Between 5-24%	Macon	6,600	6,400	97
	Marion	10,700	10,500	98
	Ralls	3,400	3,300	98
	St Clair	4,000	3,800	95
	Warren	4,600	4,400	96

# Missouri—Poplar Bluff

## KPOB-TV

Ch. 15

[Satellite of WSIL-TV,  
Harrisburg, Ill.]

**Technical Facilities:** Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude 36° 48' 02"

Longitude 90° 27' 03"

**Transmitter:** Oak Grove Community, U.S. Rte. 67.

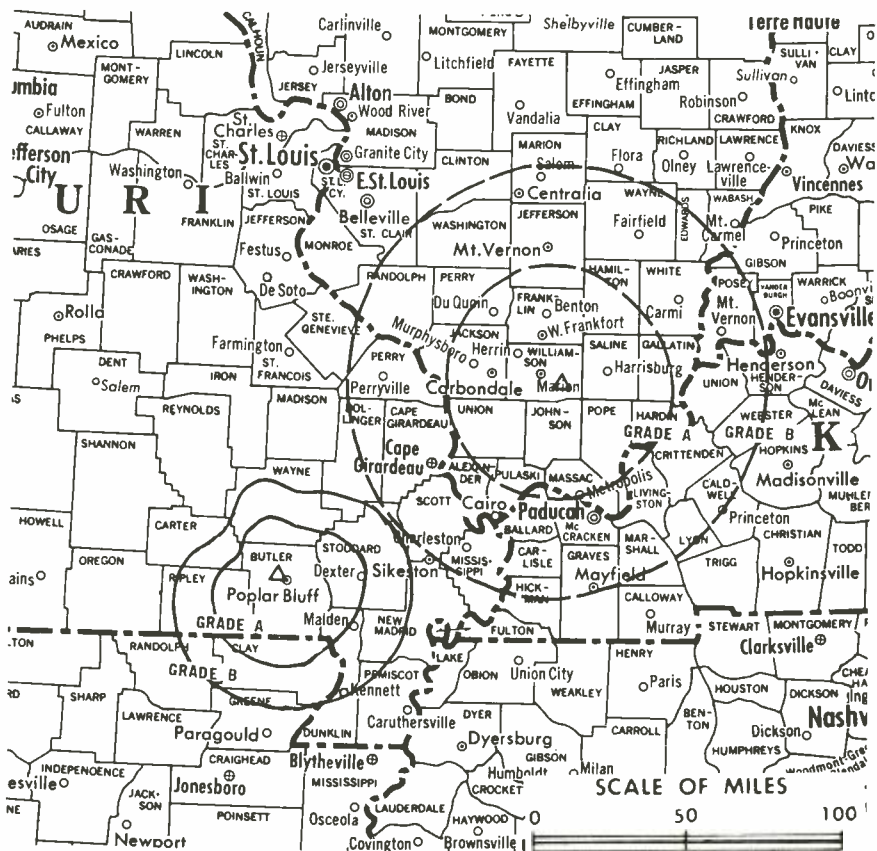
**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Arbitron Data:** Included with parent WSIL-TV, Harrisburg, Ill.

**Map Note:** Contours calculated by revised Sec. 73.699 of FCC Rules not available.

County coverage based on Arbitron study (see page 4-b).



KPOB-TV Ref. FCC File No. BPCT-4595 Granted 5/22/73

©American Map Co., Inc., N.Y. No. 14244

## KPOB-TV

**Network Service:** ABC.

**Licensee:** Turner-Farrar Inc., 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. Left air April 10, 1976. Resumed operation Jan. 14, 1977.

**Represented (sales) by:** Adam Young Inc.

**Represented (legal) by:** Gammon & Tierney.

**Represented (engineering) by:** Raymond Rohrer & Associates.

**Rates:** Sold in combination with WSIL-TV, Harrisburg, Ill.

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151



# Missouri—St. Joseph

## 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"

Requests CP for change to 100-kw max. & 82.05-kw horizontal visual, 10-kw max. & 8.21-kw horizontal aural, 2000-ft. above av. terrain, 1955-ft. above ground, 3045-ft. above sea level, lat. 39° 28' 22", long. 95° 08' 10", transmitter to 2.2-mi. W of Hwy. 73 on farm, 3.9-mi. E of Hwy. 59, 3.2-mi. NE of Potter, Kan. BPCT-4473.

**Transmitter:** 40th & Faraon Sts.

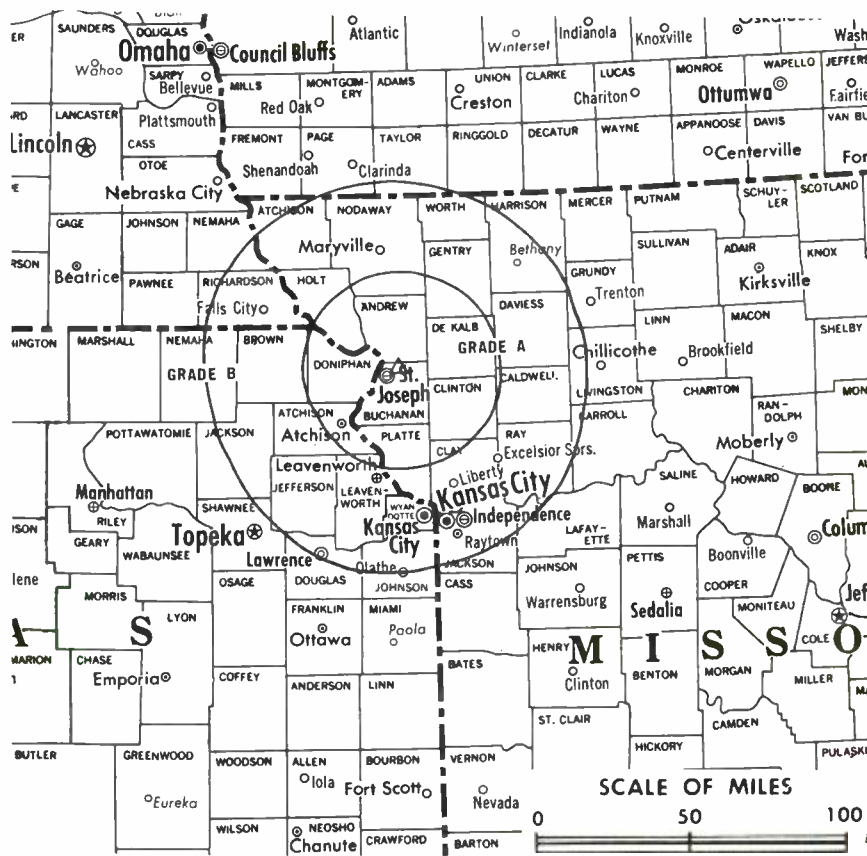
**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** ABC.

**TV tape:** Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KQTV Ref: FCC File No. BPCT--2219 Granted 12/4/56

©American Map Co., Inc., N.Y., No. 14244

## KQTV

**Network Service:** ABC.

**Licensee:** Amaturio Group Inc.

**Studio:** 40th & Faraon Sts. (64506).

**Telephone:** 816-364-2371.

**Ownership:** Joseph C. Amaturio, pres., 22.08%; Henry A. Loeb, v.p.; Thomas L. Kempner, treas.; Irwin D. Rowe, secy.; Henry A. Loeb, Carl M. Loeb Jr. & Margaret L. Kempner, trustees, 44.25% jointly; Ann L. Bronfman, 7.08%; Judith L. Chiara, 3.5%; Frances M. Loeb, Thomas L. Kempner & Henry A. Loeb, trustees, 10.67% jointly; Bernard E. Brandes & William A. Perlmuth, holding for benefit of Stroock, Stroock & Lavan, 7.08% jointly; others, none with as much as 2%. Amaturio has 25% of WFTL AM-FM Ft. Lauderdale. Alan M. Stroock has 8% of KWSR, Rifle, Colo. Brandes & Perlmuth have 4.8% of Vision Cable Communications Inc., multiple CATV operator. Amaturio Group also owns KKSS (FM), St. Louis, Mo. & KMJQ (FM), Clear Lake City, Tex.

**Began Operation:** Sept. 13, 1953. Sale to present owners by ISC Industries approved by FCC July 3, 1973 (Television Digest, Vol. 13:29). Sale to ISC 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 Koteen & Burt.

**Personnel:**

JOSEPH C. AMATURIO, president.  
FRANK E. BROSSEAU, vice president & general manager.  
WES FERNS, station manager.  
WAYNE LANSCH, general sales manager.  
PAUL SCOTT, news director.  
R. GLENN MARTIN, director of engineering.

**Highest 30 Sec. Rate** (Feb. 1, 1977): \$160.

**NETWORK BASE HOURLY RATE:** \$628.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KANSAS</b>				
		Atchison	6,700	6,600	98
		Brown	4,800	4,700	97
		Doniphan	3,300	3,200	97
		Jackson	4,300	4,200	97
		Nemaha	3,900	3,800	97
	<b>MISSOURI</b>				
		Andrew	5,100	5,000	98
		Buchanan	32,500	31,700	98
		Caldwell	3,900	3,800	98
	Clinton	5,500	5,300	97	
	Daviess	3,700	3,600	97	
	De Kalb	2,900	2,800	96	
	Gentry	3,400	3,300	96	
	Grundy	4,300	4,100	96	
	Harrison	4,000	3,900	97	
	Holt	2,900	2,800	95	
	Livingston	6,100	5,900	96	
	Mercer	2,000	1,900	95	
	Nodaway	7,400	7,200	97	
	Worth	1,300	1,300	98	
<b>NEBRASKA</b>					
	Richardson	4,200	4,100	97	
<b>Between 25-49%</b>	<b>IOWA</b>				
		Taylor	3,500	3,400	96
	<b>KANSAS</b>				
		Jefferson	4,700	4,600	97
	Leavenworth	16,900	16,600	98	
	Shawnee	54,300	53,300	98	
(Continued on page 491-b)					
<b>Station Totals</b>			791,200	773,900	97
<b>Net Weekly Circulation (1976-77)</b>					182,800
<b>Average Daily Circulation (1976-77)</b>					93,500

# 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"

Requests subscription television authorization.

Transmitter: Kenrick Seminary Ground, Shrewsbury, Mo.

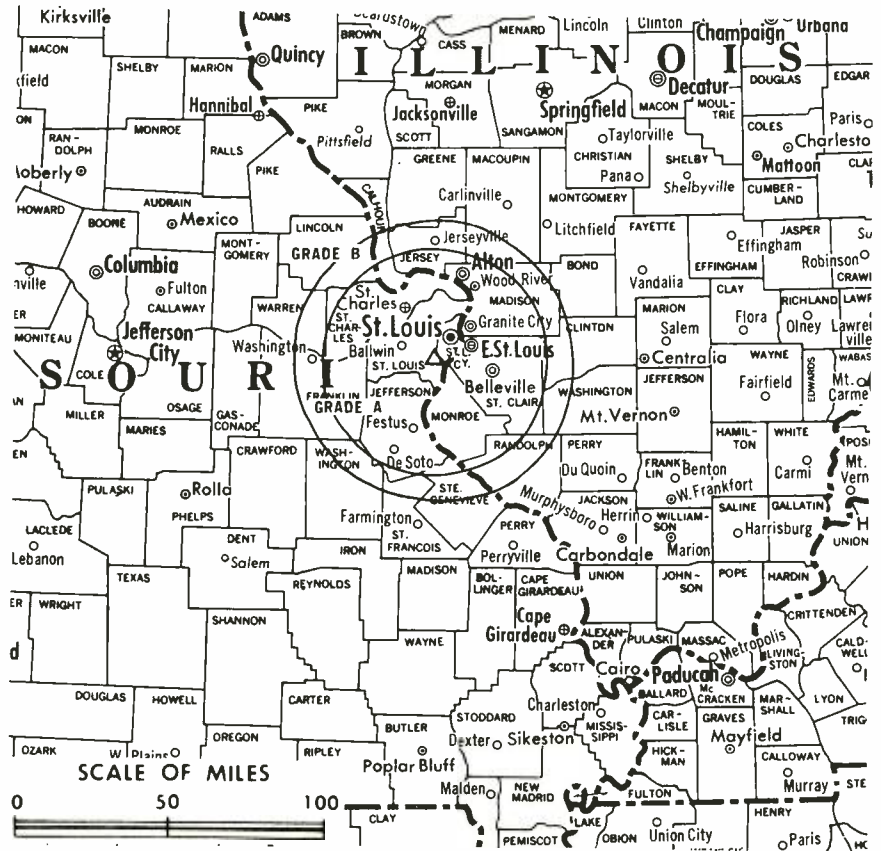
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Reuters.

Represented (sales) by Evans Bcstg. Corp.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KDNL-TV Ref: FCC File No. BMPCT 6924 Granted 11/1/68

© American Map Co., Inc., N. Y., No. 14244

## KDNL-TV

Network Service: None, independent.

Licensee: Evans Broadcasting Corp., 300 Park Ave., New York, N.Y.

Studio: 1215 Cole St., St. Louis, Mo. (63106).

Telephone: 314-436-3030.

Ownership: Thomas M. Evans, 30%; B. Loomis, 30%; Edward P. Evans, 30%; Jack Petrik, 10%. Note: Evans Bcstg. is applicant for Ch. 13, Mount Vernon, Ill.

Began Operation: June 8, 1969.

Represented (engineering) by A. D. Ring & Associates.

Represented (legal) by Arnold & Porter.

Personnel:

JACK PETRIK, president & general manager.  
LEN ZIEGEL, vice president, sales.  
MICHAEL GILHAM, general sales manager.  
SU ELLEN EPPLER, midwestern sales manager.  
CLAIR BELLOWS, regional sales manager.  
W. E. ANDERSON, chief engineer.  
JACK FANSHER, production manager.  
TOM JACKSON, promotion manager.  
WILMA MATTA, business manager.

Highest 30 Sec. Rate (May 1, 1977): \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ILLINOIS</b>			
	Clinton	9,500	9,300	98
	Jersey	6,700	6,500	97
	Madison	87,900	86,400	98
	Monroe	6,400	6,200	97
	St. Clair	95,500	93,400	98
	<b>MISSOURI</b>			
	St. Charles	36,000	35,500	98
	St. Louis	502,400	492,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ILLINOIS</b>			
	Bond	5,400	5,200	96
	Fayette	7,500	7,200	96
	Greene	5,900	5,800	98
	Macoupin	17,700	17,300	98
	Marion	15,700	15,200	97
	Montgomery	11,700	11,300	97
	Morgan	12,900	12,400	96
	Perry	8,100	7,800	96
	Randolph	11,500	11,200	97
	Washington	5,900	5,700	96
Between 5-24%	<b>MISSOURI</b>			
	Franklin	21,200	20,800	98
	Jefferson	38,000	37,400	98
	Lincoln	7,000	6,800	97
	Phelps	10,000	9,500	95
	Ste Genevieve	4,300	4,200	97
	Warren	4,600	4,400	96
	<b>ILLINOIS</b>			
	Calhoun	2,200	2,100	97
	Clay	5,800	5,500	95
Effingham	10,000	9,500	95	
Franklin	17,900	17,300	96	
Jackson	17,500	16,800	96	
Jefferson	13,300	12,800	96	
Richland	6,600	6,300	96	
Scott	2,400	2,400	98	
Williamson	21,000	20,300	97	
<b>MISSOURI</b>				
Callaway	8,700	8,500	97	
Crawford	6,000	5,600	94	

(Continued on page 491-b)

Station Totals	1,130,100	1,102,600	97
Net Weekly Circulation (1976-77)			475,600
Average Daily Circulation (1976-77)			206,900

# 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.

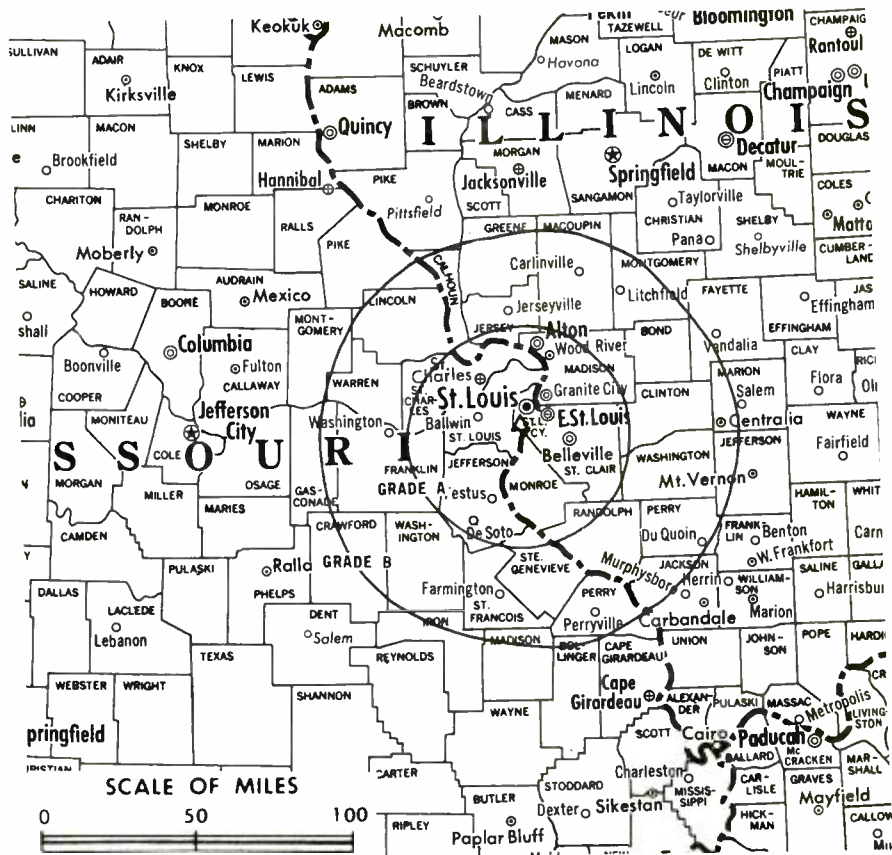
TV tape: Recording facilities. Color: Network, live, film, slide & tape.

AM Affiliate: KMOX, 50-kw, 1120 kHz (CBS).

FM Affiliate: KMOX-FM, 47-kw, 103.3 MHz (No. 277), 900-ft.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: CBS Inc., One Memorial Dr., St. Louis, Mo. (63102).

Studio: One Memorial Dr.

Telephone: 314-621-2345. TWX No.: 910-761-1024.

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:

JOHN A. MCKAY, vice president & general manager.  
MIKE ESTIVO, director of planning & administration.  
ROD PERTH, director, sales.  
BRUCE BUTLER, regional sales manager.  
FRED BURROWS, director of news.  
KERRY GARCIA, broadcast services manager.  
DON MERL, director of broadcasting.  
WALLY WESLEY, director of technical operations.  
LYNNE GRASZ, director of creative services.

Highest 30 Sec. Rate: \$2160.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Bond	5,400	5,200	96
	Calhoun	2,200	2,100	97
	Clinton	9,500	9,300	98
<b>50% &amp; Over</b>	Fayette	7,500	7,200	96
	Greene	5,900	5,800	98
	Jefferson	13,300	12,800	96
	Jersey	6,700	6,500	97
	Macoupin	17,700	17,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS—(Continued)</b>			
	Madison	87,900	86,400	98
	Marion	15,700	15,200	97
	Monroe	6,400	6,200	97
	Montgomery	11,700	11,300	97
	Perry	8,100	7,800	96
	Randolph	11,500	11,200	97
	St Clair	95,500	93,400	98
	Washington	5,900	5,700	96
	<b>MISSOURI</b>			
	Butler	14,200	13,500	95
	Crawford	6,000	5,600	94
	Franklin	21,200	20,800	98
<b>50% &amp; Over</b>	Gasconade	5,000	4,800	95
	Iron	3,600	3,400	95
	Jefferson	38,000	37,400	98
	Lincoln	7,000	6,800	97
	Madison	3,300	3,200	96
	Montgomery	4,300	4,200	97
	Perry	5,200	5,000	96
	Reynolds	2,200	2,000	92
	St Charles	36,000	35,500	98
	St Francois	14,000	13,600	97
	St Louis	502,400	492,300	98
	Ste Genevieve	4,300	4,200	97
	Warren	4,600	4,400	96
	Washington	5,300	5,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ILLINOIS</b>			
	Clay	5,800	5,500	95
<b>Between 25-49%</b>	Jackson	17,500	16,800	96
	Scott	2,400	2,400	98

(Continued on page 495-b)

<b>Station Totals</b>	<b>1,240,800</b>	<b>1,210,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>931,700</b>
<b>Average Daily Circulation (1976-77)</b>			<b>660,900</b>

# 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.

TXW No.: 910-761-1093.

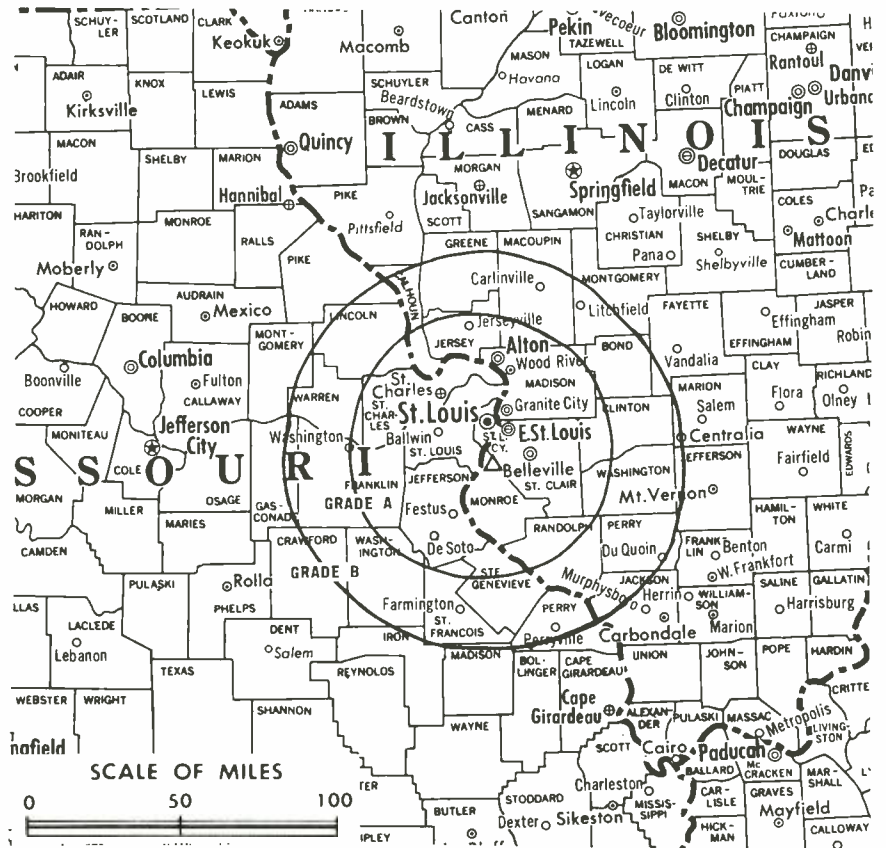
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ITNA.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron 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., 220 Kingshighway Blvd.

Business Office: 4935 Lindell Blvd. (63108).

Ownership: 220 North Kingshighway Inc., 100%, which has following owners: Harold Koplar, pres., 45%; Jeanette (Mrs. Sam) Koplar, treas., 10%; Lillian Koplar Shenker, secy., 20%; Betty Koplar Bennett, 20%; estate of Sam Koplar, 5%. Following are officers and voting trustees of 220 Television Inc.: Harold Koplar, pres. (votes 64.30%); executors of estate of Sam Koplar (vote 14.3%); Lillian Koplar Shenker, secy. (votes 21.4%); Jeanne E. Dunway, treas.

Began Operation: April 28, 1959.

Represented (sales) by TeleRep.

Represented (legal) by Koteen & Burt.

Personnel:

HAROLD E. PROTTER, vice president & general manager.  
 WILLIAM T. CROWELL, general sales manager.  
 GAIL L. BREKKE, sales manager.  
 EDWARD KOPLAR, vice president, programming.  
 BERNIE CORNO, production manager.  
 LARRY MARCUS, business manager.  
 JAN VINER, traffic manager.  
 JIM GONSEY, director of engineering.  
 GENTRY TROTTER, promotion director.

Highest 30 Sec. Rate (May 17, 1977): \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,400	5,200	96
	Calhoun	2,200	2,100	97
	Clinton	9,500	9,300	98
	Fayette	7,500	7,200	96
	Greene	5,900	5,800	98
	Jersey	6,700	6,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Macoupin	17,700	17,300	98
	Madison	87,900	86,400	98
	Marion	15,700	15,200	97
	Monroe	6,400	6,200	97
	Montgomery	11,700	11,300	97
	Perry	8,100	7,800	96
	Randolph	11,500	11,200	97
	St Clair	95,500	93,400	98
	Washington	5,900	5,700	96
	MISSOURI			
Butler	14,200	13,500	95	
Crawford	6,000	5,600	94	
Franklin	21,200	20,800	98	
Gasconade	5,000	4,800	95	
Iron	3,600	3,400	95	
Jefferson	38,000	37,400	98	
Lincoln	7,000	6,800	97	
Madison	3,300	3,200	96	
Montgomery	4,300	4,200	97	
Perry	5,200	5,000	96	
Pulaski	8,100	7,800	96	
St Charles	36,000	35,500	98	
St Francois	14,000	13,600	97	
St Louis	502,400	492,300	98	
Ste Genevieve	4,300	4,200	97	
Warren	4,600	4,400	96	
Washington	5,300	5,100	96	
Between 25-49%	ILLINOIS			
	Adams	25,500	25,000	98
	Effingham	10,000	9,500	95
	Jackson	17,500	16,800	96
	Jefferson	13,300	12,800	96
	Morgan	12,900	12,400	96
Pike	7,800	7,600	97	
Richland	6,600	6,300	96	
Wayne	6,900	6,500	94	

(Continued on next page)

Station Totals	1,530,600	1,491,600	97
Net Weekly Circulation (1976-77)		816,100	
Average Daily Circulation (1976-77)		414,700	

**KPLR-TV, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
Between 25-49%	Cole	18,000	17,700	98
	Marion	10,700	10,500	98
	Pettis	13,500	13,100	97
	Phelps	10,000	9,500	95
	Pike	6,500	6,300	96
	Stoddard	10,000	9,700	97
<b>ILLINOIS</b>				
	Clay	5,800	5,500	95
	Crawford	8,100	7,900	98
	Franklin	17,900	17,300	96
	Hancock	7,900	7,700	98
	Macon	47,800	46,800	98
	Saline	11,500	11,100	96
	Sangamon	65,700	63,800	97
	Scott	2,400	2,400	98
	Williamson	21,000	20,300	97
<b>IOWA</b>				
	Lee	15,100	14,800	98
<b>KANSAS</b>				
	Crawford	14,900	14,500	98
<b>MISSOURI</b>				
Between 5-24%	Audrain	9,800	9,600	98
	Bollinger	3,400	3,200	95
	Callaway	8,700	8,500	97
	Carter	1,500	1,300	89
	Dent	4,600	4,200	92
	Henry	8,100	7,800	97
	Jasper	32,100	31,300	97
	Johnson	10,800	10,500	97
	Laclede	8,100	7,800	96
	Maries	2,400	2,300	96
	Mississippi	5,500	5,300	97
	Newton	13,400	13,100	98
	Osage	4,400	4,200	95
	Ralls	3,400	3,300	98
	Randolph	9,000	8,700	97
	Reynolds	2,200	2,000	92
	Scott	12,200	11,900	97
	Texas	7,900	7,400	93
	Wayne	4,100	3,900	94
<b>OKLAHOMA</b>				
	Ottawa	11,600	11,300	98

**KDNL-TV, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
Between 5-24%	Dent	4,600	4,200	92
	Gasconade	5,000	4,800	95
	Iron	3,600	3,400	95
	Marion	10,700	10,500	98
	Mississippi	5,500	5,300	97
	New Madrid	8,000	7,700	96
	Perry	5,200	5,000	96
	Pike	6,500	6,300	96
	Reynolds	2,200	2,000	92
	St Francois	14,000	13,600	97
	Scott	12,200	11,900	97
	Washington	5,300	5,100	96
	Wayne	4,100	3,900	94

**Missouri**

**KQTV, St. Joseph**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
Between 25-49%	Atchison	3,600	3,500	97
	Johnson	10,800	10,500	97
	Platte	12,900	12,700	98
<b>IOWA</b>				
	Decatur	3,600	3,400	95
	Ringgold	2,700	2,600	98
	Union	5,400	5,300	97
<b>KANSAS</b>				
	Anderson	3,200	3,100	97
	Douglas	22,200	21,500	97
	Franklin	7,600	7,400	97
	Johnson	78,000	77,300	99
	Marshall	5,800	5,600	96
	Miami	7,400	7,300	98
	Osage	5,100	4,900	97
	Pottawatomie	4,800	4,600	97
	Wabaunsee	2,300	2,200	96
Between 5-24%	Wyandotte	65,200	64,000	98
<b>MISSOURI</b>				
	Carroll	4,900	4,700	97
	Cass	16,300	16,000	98
	Chariton	3,800	3,600	95
	Clay	44,900	44,300	99
	Jackson	249,600	244,000	98
	Lafayette	10,400	10,200	98
	Linn	6,400	6,200	96
	Ray	6,800	6,600	98
	Saline	8,400	8,100	97
	Sullivan	3,200	3,100	97
<b>NEBRASKA</b>				
	Nemaha	2,900	2,800	97
	Pawnee	1,400	1,300	95

# Repetition breeds

• REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Missouri—St. Louis

## KSD-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"  
Longitude 90° 19' 55"

Transmitter: 6871 Heege Rd., St. Louis County, Mo.

TV tape: Recording facilities.

AM Affiliate: KSD, 5-kw, 550 kHz (NBC).

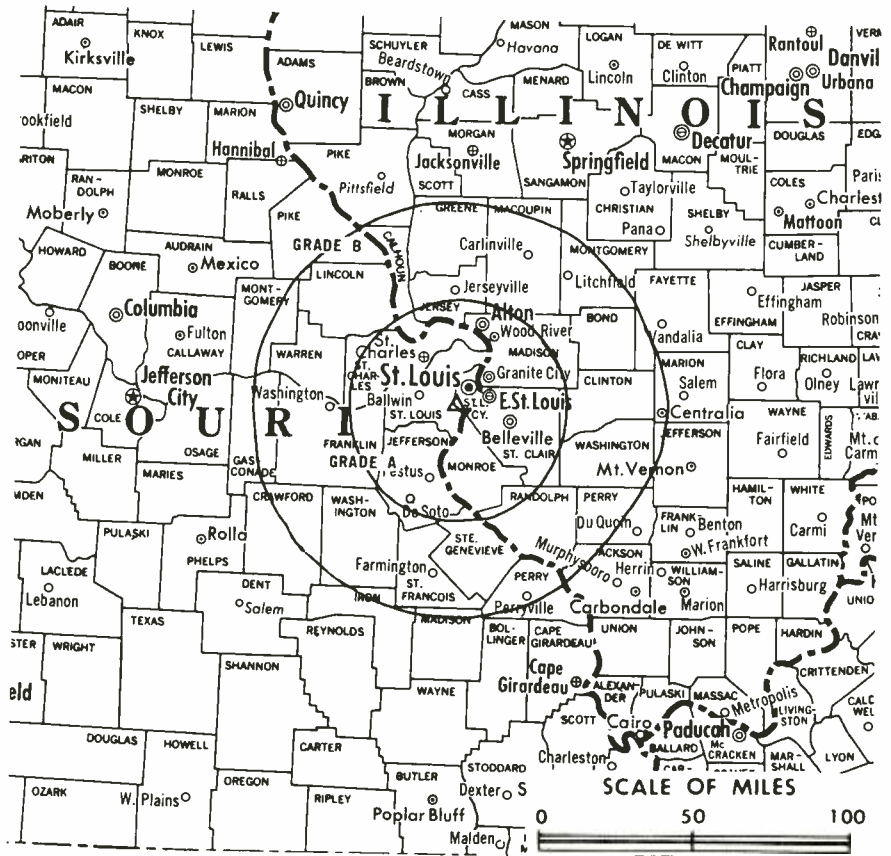
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, National Weather Service.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KSD-TV Ref: FCC File No. BPC7-2132 Granted 6/21/56

© American Map Co., Inc., N.Y., No. 14214

## KSD-TV

Network Service: NBC.

Licensee: KSD/KSD-TV Inc., 1111 Olive St. (63101).

Studio: 1111 Olive St. (63101).

Telephone: 314-421-5055. TWX No.: 910-761-1037.

Ownership: Subsidiary of St. Louis Post-Dispatch, Joseph Pulitzer Jr., pres. Pulitzer Publishing also owns KOAT-TV, Albuquerque, N.M. & KETV, Omaha, Neb. Note: Pulitzer is buying WGAL-TV, Lancaster, Pa. & WTEV(TV), Providence, R.I.

Began Operation: Feb. 8, 1947.

Represented (sales) by Blair Television.

Represented (legal) by Marmet Professional Corp.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

HAROLD GRAMS, president.  
RAY KARPOWICZ, vice president & general manager.  
KEITH GUNTHER, program manager.  
EUNICE BECKWITH, director, community affairs.  
ANTHONY E. BELLO, general sales manager.  
GARY CHAPMAN, national sales manager.  
MICHAEL P. DUFFY, local sales manager.  
DON S. SCHOMBURG, business manager.  
HARRY HONIG, director, creative services.  
FRED J. MUELLER, promotion manager.  
DON BURNES, director of information.  
AUSTIN BRIDGMAN, director of news administration.  
PETE VESEY, director of news & operations.  
ED RISK, director of engineering.  
MONTE WALPOLE, manager of engineering.

### DIGEST OF RATE CARD NO. 28 (Feb. 13, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AAA—7-10:30 p.m., daily.					
\$2450	\$1580	\$920	\$850	\$2125	\$1065
NETWORK BASE HOURLY RATE: \$2350					

492-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ILLINOIS</b>				
	Bond	5,400	5,200	96
	Calhoun	2,200	2,100	97
	Clinton	9,500	9,300	98
	Fayette	7,500	7,200	96
	Greene	5,900	5,800	98
	Jefferson	13,300	12,800	96
	Jersey	6,700	6,500	97
	Macoupin	17,700	17,300	98
	Madison	87,900	86,400	98
	Marion	15,700	15,200	97
	Monroe	6,400	6,200	97
	Montgomery	11,700	11,300	97
	Perry	8,100	7,800	96
	Randolph	11,500	11,200	97
	St Clair	95,500	93,400	98
	Washington	5,900	5,700	96
50% & Over				
<b>MISSOURI</b>				
	Butler	14,200	13,500	95
	Crawford	6,000	5,600	94
	Franklin	21,200	20,800	98
	Gasconade	5,000	4,800	95
	Iron	3,600	3,400	95
	Jefferson	38,000	37,400	98
	Lincoln	7,000	6,800	97
	Madison	3,300	3,200	96
	Montgomery	4,300	4,200	97
	Perry	5,200	5,000	96
	Pike	6,500	6,300	96
	Reynolds	2,200	2,000	92
	St Charles	36,000	35,500	98
	St Francois	14,000	13,600	97
	St Louis	502,400	492,300	98
(Continued on page 495-b)				

Station Totals	1,232,300	1,201,400	97
Net Weekly Circulation (1976-77)			921,800
Average Daily Circulation (1976-77)			621,900

TV Factbook No. 48

# 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: 10001 Emil Ave., Sapington, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (engineering) by Lohnes & Culver.

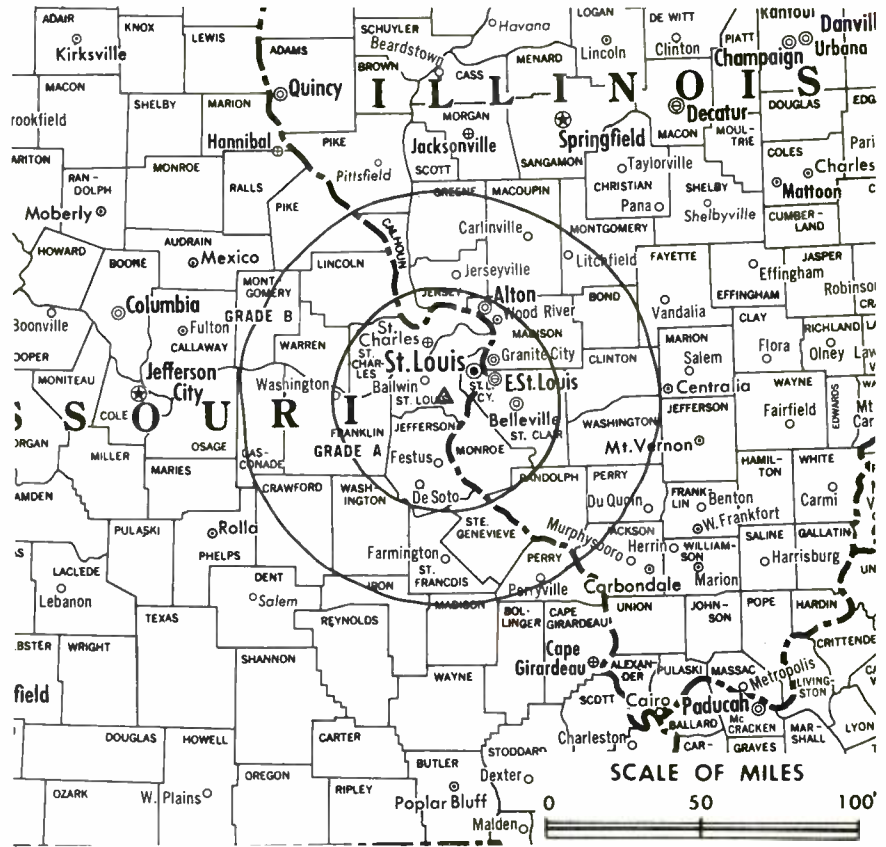
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTVI Ref: FCC File No. BMI'CT-4615 Granted 4/2/58

© American Map Co., Inc., N.Y., No. 14244

## KTVI

Network Service: ABC.

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 MMT Sales Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Monroe Oppenheimer.

Personnel:

RALPH HANSEN, vice president & general manager.  
RICHARD WILLIAMS, director of sales.  
WILLIAM BRADLEY, national sales manager.  
WILLIAM MILLER, local sales manager.  
VIC SKAGGS, director of programming.  
CLARK GRANT, director of advertising & promotion.  
CECIL TUCK, director of news & public affairs.  
JOHN KOCH, director of engineering.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1743.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	5,400	5,200	96
	Calhoun	2,200	2,100	97
	Clinton	9,500	9,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
ILLINOIS—(Continued)				
	Fayette	7,500	7,200	96
	Greene	5,900	5,800	98
	Jefferson	13,300	12,800	96
	Jersey	6,700	6,500	97
	Macoupin	17,700	17,300	98
	Madison	87,900	86,400	98
	Marion	15,700	15,200	97
	Monroe	6,400	6,200	97
	Montgomery	11,700	11,300	97
	Morgan	12,900	12,400	96
	Perry	8,100	7,800	96
	Randolph	11,500	11,200	97
	St Clair	95,500	93,400	98
	Washington	5,900	5,700	96
MISSOURI				
50% & Over	Butler	14,200	13,500	95
	Crawford	6,000	5,600	94
	Dent	4,600	4,200	92
	Franklin	21,200	20,800	98
	Gasconade	5,000	4,800	95
	Iron	3,600	3,400	95
	Jefferson	38,000	37,400	98
	Lincoln	7,000	6,800	97
	Madison	3,300	3,200	96
	Montgomery	4,300	4,200	97
	Perry	5,200	5,000	96
	Phelps	10,000	9,500	95
	Pike	6,500	6,300	96
Reynolds	2,200	2,000	92	
St Charles	36,000	35,500	98	
St Francois	14,000	13,600	97	
St Louis	502,400	492,300	98	

(Continued on page 495-b)

Station Totals	1,234,100	1,204,000	97
Net Weekly Circulation (1976-77)	918,300		
Average Daily Circulation (1976-77)	577,700		

# Missouri—Springfield

## KMTC

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2090-kw max. & 479-kw horizontal visual, 95.5-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"

Holds CP for change to 1580-kw max. & 646-kw horizontal visual, 126-kw horizontal aural, 1680-ft. above av. terrain, 1616-ft. above ground, 3171-ft. above sea level. BPCT-5186.

Transmitter: R. R., Fordland, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (sales) by Avery-Knodel Television; Eugene F. Gray Co.

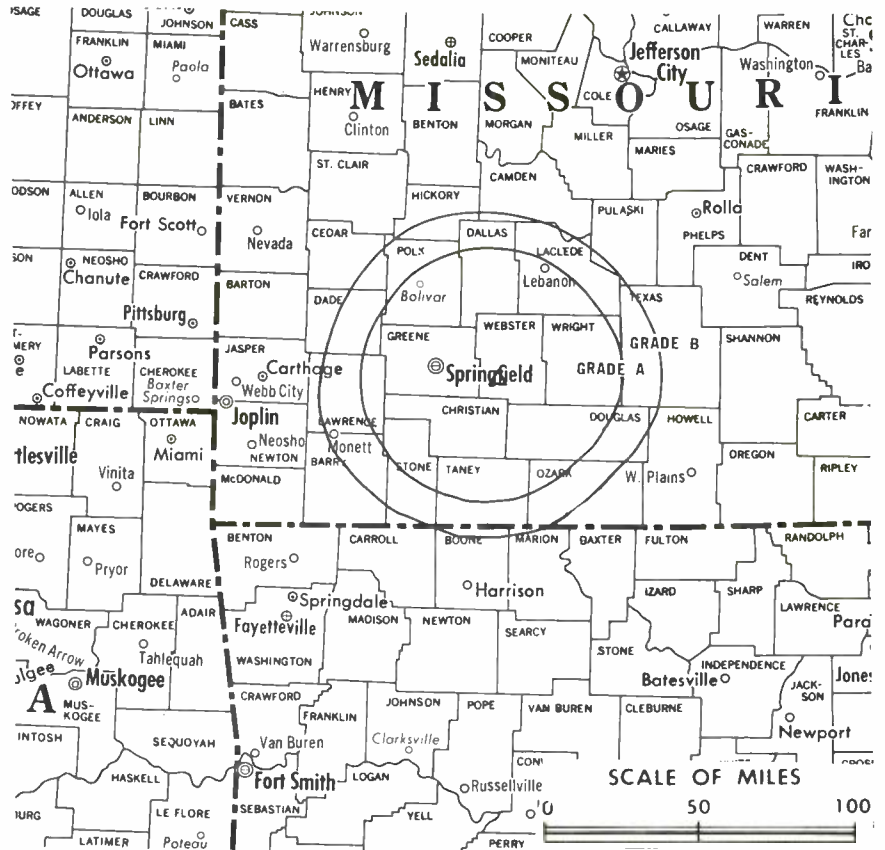
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KMTC Ref: FCC File No. BMPCT-7481 Granted 2/15/74

© American Map Co., Inc., N.Y. No. 14244

## KMTC

Network Service: ABC.

Licensee: Midland TV Corp., 2322 S. Cedarbrook, Springfield, Mo. (65804).

Studio: 3000 E. Cherry St. (65804). Telephone: 417-862-2727.

Ownership: Kenneth E. Meyer, pres. & gen. mgr., 33.23%; H. C. Wattner, 15.144%; Meyer Communications Inc., 7.4%; S. K. & Elizabeth Abul-Haj, 20.83% jointly; Charles Meyer, 10.42%; Robert B. Seifert, 5.41%; Jane A. Meyer, 5.27%; George Baldrige, 2.2%. Meyer owns 62% of KTXR(FM), Springfield; 66% of KLEX & KBK(FM), Lexington, Mo.; 56% of KFAL & 65% of KKCA(FM), Fulton, Mo. Note: Principals have interest in Monroe TV Inc., owner of KLAA(TV), West Monroe, La.

Began Operation: Oct. 2, 1968.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Melvin B. Caldwell.

Personnel:

KENNETH E. MEYER, president & general manager.

BOB BURKE, general sales manager.

B. D. BLANKENSHIP, chief engineer.

B. H. ALLEY, program director.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5:30-10:30 p.m., daily.	\$500	\$300	\$180	\$125	Graded rates apply*	

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Baxter	9,300	8,800	95
	Boone	8,800	8,400	95
	Marion	4,100	3,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSOURI</b>			
	Christian	7,600	7,400	97
	Dallas	4,500	4,300	97
	Douglas	4,400	4,200	96
	Greene	61,600	60,300	98
	Hickory	2,700	2,600	95
	Laclede	8,100	7,800	96
	Polk	7,100	6,800	96
	Pulaski	8,100	7,800	96
	Shannon	2,700	2,400	90
	Stone	5,300	5,000	94
	Taney	7,200	7,000	97
	Texas	7,900	7,400	93
	Webster	6,900	6,600	96
Wright	5,700	5,400	94	
Between 25-49%	<b>ARKANSAS</b>			
	Carroll	5,800	5,500	95
	<b>MISSOURI</b>			
	Camden	6,500	6,200	96
	Cedar	4,300	4,100	96
Between 5-24%	<b>ARKANSAS</b>			
	Fulton	3,500	3,200	90
	Izard	4,100	3,700	91
	Madison	3,700	3,400	91
	Newton	2,600	2,400	91
Searcy	3,100	2,900	93	

(Continued on page 499-b)

Station Totals	265,000	253,100	95
Net Weekly Circulation (1976-77)			139,400
Average Daily Circulation (1976-77)			80,400



**KSD-TV, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
50% & Over	Ste Genevieve	4,300	4,200	97
	Warren	4,600	4,400	96
	Washington	5,300	5,100	96
<b>ILLINOIS</b>				
	Clay	5,800	5,500	95
	Jackson	17,500	16,800	96
	Morgan	12,900	12,400	96
	Scott	2,400	2,400	98
Between 25-49%	<b>MISSOURI</b>			
	Dent	4,600	4,200	92
	Maries	2,400	2,300	96
	Phelps	10,000	9,500	95
	Stoddard	10,000	9,700	97
	Wayne	4,100	3,900	94
<b>ILLINOIS</b>				
	Adams	25,500	25,000	98
	Effingham	10,000	9,500	95
	Franklin	17,900	17,300	96
	Pike	7,800	7,600	97
	Richland	6,600	6,300	96
	Wayne	6,900	6,500	94
	Williamson	21,000	20,300	97
Between 5-24%	<b>MISSOURI</b>			
	Audrain	9,800	9,600	98
	Callaway	8,700	8,500	97
	Carter	1,500	1,300	89
	Cole	18,000	17,700	98
	Marion	10,700	10,500	98
	Osage	4,400	4,200	95
	Pulaski	8,100	7,800	96
	Randolph	9,000	8,700	97
	Shannon	2,700	2,400	90

**KMOX-TV, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI</b>				
Between 25-49%	Dent	4,600	4,200	92
	Marion	10,700	10,500	98
	Phelps	10,000	9,500	95
	Pike	6,500	6,300	96
	Randolph	9,000	8,700	97
	Wayne	4,100	3,900	94
<b>ILLINOIS</b>				
	Adams	25,500	25,000	98
	Effingham	10,000	9,500	95
	Franklin	17,900	17,300	96
	Gallatin	2,700	2,500	94
	Morgan	12,900	12,400	96
	Pike	7,800	7,600	97
	Wayne	6,900	6,500	94
	Williamson	21,000	20,300	97
Between 5-24%	<b>IOWA</b>			
	Lee	15,100	14,800	98
	<b>MISSOURI</b>			
	Audrain	9,800	9,600	98
	Callaway	8,700	8,500	97
	Carter	1,500	1,300	89
	Cole	18,000	17,700	98
	Maries	2,400	2,300	96
	Osage	4,400	4,200	95
	Pulaski	8,100	7,800	96
	Stoddard	10,000	9,700	97

**Missouri**

**KTVI, St. Louis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSOURI—(Continued)</b>				
50% & Over	Ste Genevieve	4,300	4,200	97
	Warren	4,600	4,400	96
	Washington	5,300	5,100	96
<b>ILLINOIS</b>				
	Pike	7,800	7,600	97
	Scott	2,400	2,400	98
Between 25-49%	<b>MISSOURI</b>			
	Maries	2,400	2,300	96
	Marion	10,700	10,500	98
	Pulaski	8,100	7,800	96
	Randolph	9,000	8,700	97
	Stoddard	10,000	9,700	97
	Wayne	4,100	3,900	94
<b>ILLINOIS</b>				
	Adams	25,500	25,000	98
	Clay	5,800	5,500	95
	Franklin	17,900	17,300	96
	Hancock	7,900	7,700	98
	Jackson	17,500	16,800	96
	Williamson	21,000	20,300	97
Between 5-24%	<b>IOWA</b>			
	Lee	15,100	14,800	98
	<b>MISSOURI</b>			
	Audrain	9,800	9,600	98
	Callaway	8,700	8,500	97
	Cole	18,000	17,700	98
	Lewis	3,800	3,700	97
	Osage	4,400	4,200	95
	Shannon	2,700	2,400	90

*The Malarkey Taylor Team*

CALL TOLL FREE 800-424-8036

**MALARKEY TAYLOR**  
AND ASSOCIATES

Cable Television Consultants

1225 Connecticut Avenue, NW • Washington, D.C. • (202) 223-2345

# Missouri—Springfield

## KOLR-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 28.2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground, 3577-ft. above sea level.

Latitude 37° 13' 08"  
Longitude 92° 56' 56"

Transmitter: State Hwy. "FF" near Fordland, Mo.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

TWX No.: 910-775-4718.

Represented (engineering) by James C. McNary.

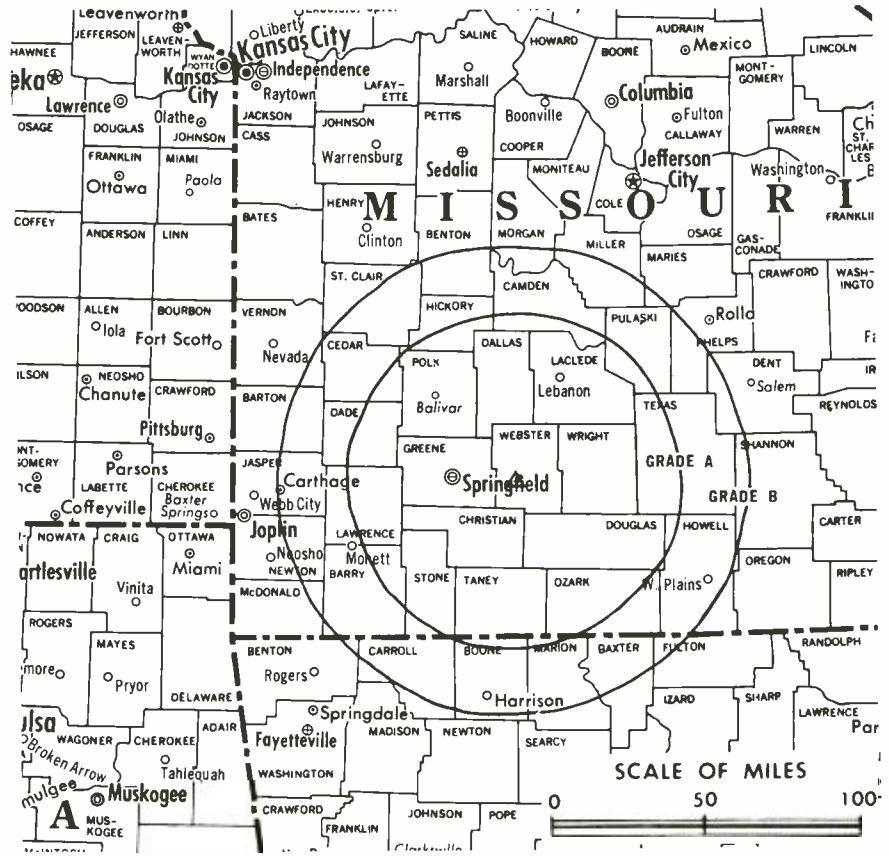
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KOLR-TV Rel: FCC File No. BPCT-4549 Granted 12/12/72

©American Map Co., Inc., N.Y., No. 14244

## KOLR-TV

Network Service: CBS.

Licensee: Independent Broadcasting Co., Box 1716 S.S.S., Springfield (65805).

Studio: 2650 E. Division St. Telephone: 417-862-7474.

Ownership: J. H. G. Cooper, pres., 25.05%; John O. & James H. Cooper, 25.89% each; Irving W. Schwab, secy., 8.19%; G. Pearson Ward, 6.97%; others, none with as much as 5%.

Began Operation: March 14, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

KEVIN McANDREWS, vice president & general manager.

JACK LLOYD, general sales manager.

WALT STANSBURY, chief engineer.

### DIGEST OF RATE CARD 4A—(Sept. 18, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.

Class A—4-10:30 p.m., Sun.; 6-10:30 p.m., Mon.-Sat.

\$900 \$540 \$405 \$300 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Baxter	9,300	8,800	95
	Boone	8,800	8,400	95
	Carroll	5,800	5,500	95
	Fulton	3,500	3,200	90
	Izard	4,100	3,700	91
	Madison	3,700	3,400	91
Marion	4,100	3,900	95	

Net Weekly Circulation

State County

Total Households

TV Households %

### MISSOURI

Barry	8,400	8,100	96
Benton	5,300	5,000	94
Camden	6,500	6,200	96
Cedar	4,300	4,100	96
Christian	7,600	7,400	97
Dade	3,000	2,900	97
Dallas	4,500	4,300	97
Dent	4,600	4,200	92
Douglas	4,400	4,200	96
Greene	61,600	60,300	98
Hickory	2,700	2,600	95
Howell	10,500	9,700	92
Laclede	8,100	7,800	96
Lawrence	10,800	10,400	96
Oregon	4,000	3,600	90
Ozark	2,900	2,700	94
Polk	7,100	6,800	96
Pulaski	8,100	7,800	96
St Clair	4,000	3,800	95
Shannon	2,700	2,400	90
Stone	5,300	5,000	94
Taney	7,200	7,000	97
Texas	7,900	7,400	93
Webster	6,900	6,600	96
Wright	5,700	5,400	94

50% & Over

### ARKANSAS

Benton	23,000	21,900	95
Newton	2,600	2,400	91
Stone	2,700	2,500	93
Washington	32,900	31,300	95

(Continued on page 499-b)

Station Totals	420,900	402,800	95
Net Weekly Circulation (1976-77)		257,300	
Average Daily Circulation (1976-77)		171,700	

**FREE**

# FOUR WEEK TRIAL

## Television Digest

... the Cable Industry's Most Authoritative Source  
for News, Trends & Developments.

Every week, Television Digest brings you via first class mail the hard facts on events, activities, issues and people in the world of cable & pay television. Facts that are presented precisely and concisely with professional insight and skill that come with 33 years of editorial expertise.

In 20 minutes reading time you are able to spot and follow trends and changes as rapidly as they occur—or even before they occur—in cable & pay TV, television, consumer electronics and associated fields.

Each week you get fresh news on Federal policies and regulations, financial and business developments, key court decisions. You'll know what's happening on Capitol Hill and at the FCC, what's new in cable franchises and applications, how equipment manufacturers, program suppliers and system operators are innovating and affecting the cable television community and its future.

Television Digest takes you behind the scenes, beneath the surface and gives you the real meaning of the news in simple, easy-to-read, crisp newsletter style.

You will enjoy — and benefit from — reading Television Digest every week. It will keep you alert and cut hours off your regular reading, giving you more time to evaluate, plan and act.

**FREE: A complimentary 4-week subscription to Television Digest is yours for the asking. Have your secretary call collect — 202 — 872-9200 and we'll take it from there. Or write:**

## Television Digest

1836 Jefferson Place, N.W.  
Washington, D. C. 20036

(Also publishers of Television Factbook,  
Cable & Station Coverage Atlas, Weekly Cable,  
TV & AM-FM Addenda Services and Public Broadcasting  
Report)

# Missouri—Springfield

## KYTV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 14.1-kw aural. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"  
Longitude 92° 56' 30"

Transmitter: .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.

News Film Service: NBC.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by A. D. Ring & Associates.

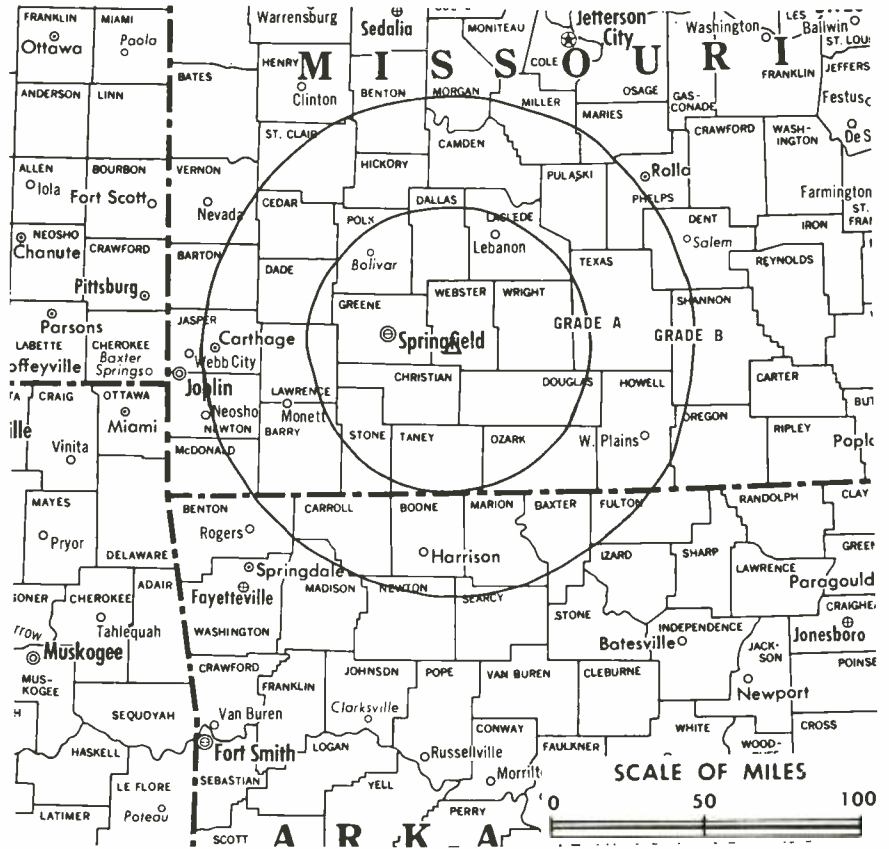
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KYTV Ref: FCC File No. BPC-4342 Granted 6/22/70

© American Map Co., Inc., N.Y., No. 14244

## KYTV

Network Service: NBC.

Licensee: Springfield Television Inc., Box 3500, Springfield, Mo. (65804).

Studio: 999 W. Sunshine (65804).

Ownership: Grand Prairie Investment Co., 50%; Mark Twain Media Inc., 50%. Mark Twain Media also owns KHMO, Hannibal, Mo. Lester L. Cox, pres.; Keith G. Wells, v.p.; Lynn E. Bussy, treas. Prairie Investment is equally owned by Lester L. Cox (and wife) and Lynn E. Bussy (and wife). Lester L. Cox is chmn. of board of KOAM-TV & KOAM, Pittsburg, Kan. Mark Twain Media owners: Donald C. Dailey, pres.; Arch A. Watson, v.p.; Scott H. Salisbury, secy.; Keith G. Wells Sr., treas., 25% each. Note: Sale to Harte-Hanks Communications pending (Television Digest, Vol. 18:21).

Began Operation: Oct. 1, 1953.

Represented (sales) by Blair Television.

Personnel:

DONALD S. MOELLER, vice president & general manager.  
RAYMOND A. GILVARD, program manager & film buyer.  
THOMAS E. FLANAGAN, general sales & marketing manager.  
FRED RAINS, public affairs director.  
DAN WHITE, production manager.  
CLARENCE MARTIN, promotion manager.  
JERRY ADAMS, news director.  
E. DENNIS WHITE, chief engineer.

### DIGEST OF RATE CARD NO. 1-77

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6-10:30 p.m., daily.				
\$1000	\$600	\$500	\$400*	\$240*

\*Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Baxter	9,300	8,800	95
50% & Over	Boone	8,800	8,400	95
	Carroll	5,800	5,500	95
	Fulton	3,500	3,200	90

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS—(Continued)</b>				
	Izard	4,100	3,700	91
	Madison	3,700	3,400	91
	Marion	4,100	3,900	95
	Newton	2,600	2,400	91
<b>MISSOURI</b>				
	Barry	8,400	8,100	96
	Benton	5,300	5,000	94
	Camden	6,500	6,200	96
	Cedar	4,300	4,100	96
	Christian	7,600	7,400	97
	Dade	3,000	2,900	97
	Dallas	4,500	4,300	97
	Dent	4,600	4,200	92
	Douglas	4,400	4,200	96
	Greene	61,600	60,300	98
50% & Over	Hickory	2,700	2,600	95
	Howell	10,500	9,700	92
	Laclede	8,100	7,800	96
	Lawrence	10,800	10,400	96
	Oregon	4,000	3,600	90
	Ozark	2,900	2,700	94
	Phelps	10,000	9,500	95
	Polk	7,100	6,800	96
	Pulaski	8,100	7,800	96
	St. Clair	4,000	3,800	95
	Shannon	2,700	2,400	90
	Stone	5,300	5,000	94
	Taney	7,200	7,000	97
	Texas	7,900	7,400	93
	Webster	6,900	6,600	96
	Wright	5,700	5,400	94

(Continued on next page)

Net Weekly Circulation	442,800	423,600	95
Net Weekly Circulation (1976-77)		265,100	
Average Daily Circulation (1976-77)		201,900	

**KFVS-TV, Cape Girardeau**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TENNESSEE</b>			
	Lake	2,400	2,300	97
	Obion	13,100	12,800	98
	Weakley	11,600	11,300	97
Between 25-49%	<b>ILLINOIS</b>			
	Gallatin	2,700	2,500	94
	<b>KENTUCKY</b>			
	Caldwell	5,500	5,300	96
	<b>TENNESSEE</b>			
	Gibson	17,900	17,400	97
	<b>ARKANSAS</b>			
	Greene	11,200	10,800	97
	Mississippi	20,500	19,700	96
	Randolph	6,400	6,000	94
Between 5-24%	<b>ILLINOIS</b>			
	Clay	5,800	5,500	95
	Edwards	3,100	2,900	95
	Marion	15,700	15,200	97
	Randolph	11,500	11,200	97
	Washington	5,900	5,700	96
	White	6,400	6,000	94
	<b>KENTUCKY</b>			
	Union	4,800	4,700	97
	Webster	5,500	5,300	96
<b>MISSOURI</b>				
Dent	4,600	4,200	92	
Howell	10,500	9,700	92	
Oregon	4,000	3,600	90	
St Francois	14,000	13,600	97	
Ste Genevieve	4,300	4,200	97	
<b>TENNESSEE</b>				
Carroll	10,300	9,900	97	
Dyer	11,800	11,500	97	
Henry	10,400	10,000	97	

**KOLR-TV, Springfield**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MISSOURI</b>			
	Miller	5,900	5,700	97
	Morgan	5,000	4,800	97
	Phelps	10,000	9,500	95
	Vernon	7,300	7,000	96
Between 5-24%	<b>ARKANSAS</b>			
	Searcy	3,100	2,900	93
	Sharp	4,600	4,200	91
	<b>MISSOURI</b>			
	Barton	4,400	4,300	97
	Bates	6,200	5,900	96
	Henry	8,100	7,800	97
	Jasper	32,100	31,300	97
	Maries	2,400	2,300	96
	Newton	13,400	13,100	98
Reynolds	2,200	2,000	92	
<b>OKLAHOMA</b>				
Ottawa	11,600	11,300	98	

**Missouri**

**KYTV, Springfield**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>ARKANSAS</b>			
	Benton	23,000	21,900	95
	Searcy	3,100	2,900	93
	Sharp	4,600	4,200	91
	Stone	2,700	2,500	93
Washington	32,900	31,300	95	
Between 5-24%	<b>MISSOURI</b>			
	Miller	5,900	5,700	97
	Morgan	5,000	4,800	97
Vernon	7,300	7,000	96	
Between 5-24%	<b>ARKANSAS</b>			
	Independence	9,000	8,600	96
	<b>KANSAS</b>			
	Bourbon	6,900	6,700	97
	<b>MISSOURI</b>			
	Barton	4,400	4,300	97
	Bates	6,200	5,900	96
	Carter	1,500	1,300	89
	Henry	8,100	7,800	97
	Jasper	32,100	31,300	97
Johnson	10,800	10,500	97	
Newton	13,400	13,100	98	
Reynolds	2,200	2,000	92	
<b>OKLAHOMA</b>				
Delaware	7,700	7,300	94	

**KMTC, Springfield**  
(Arbitron Data Continued)

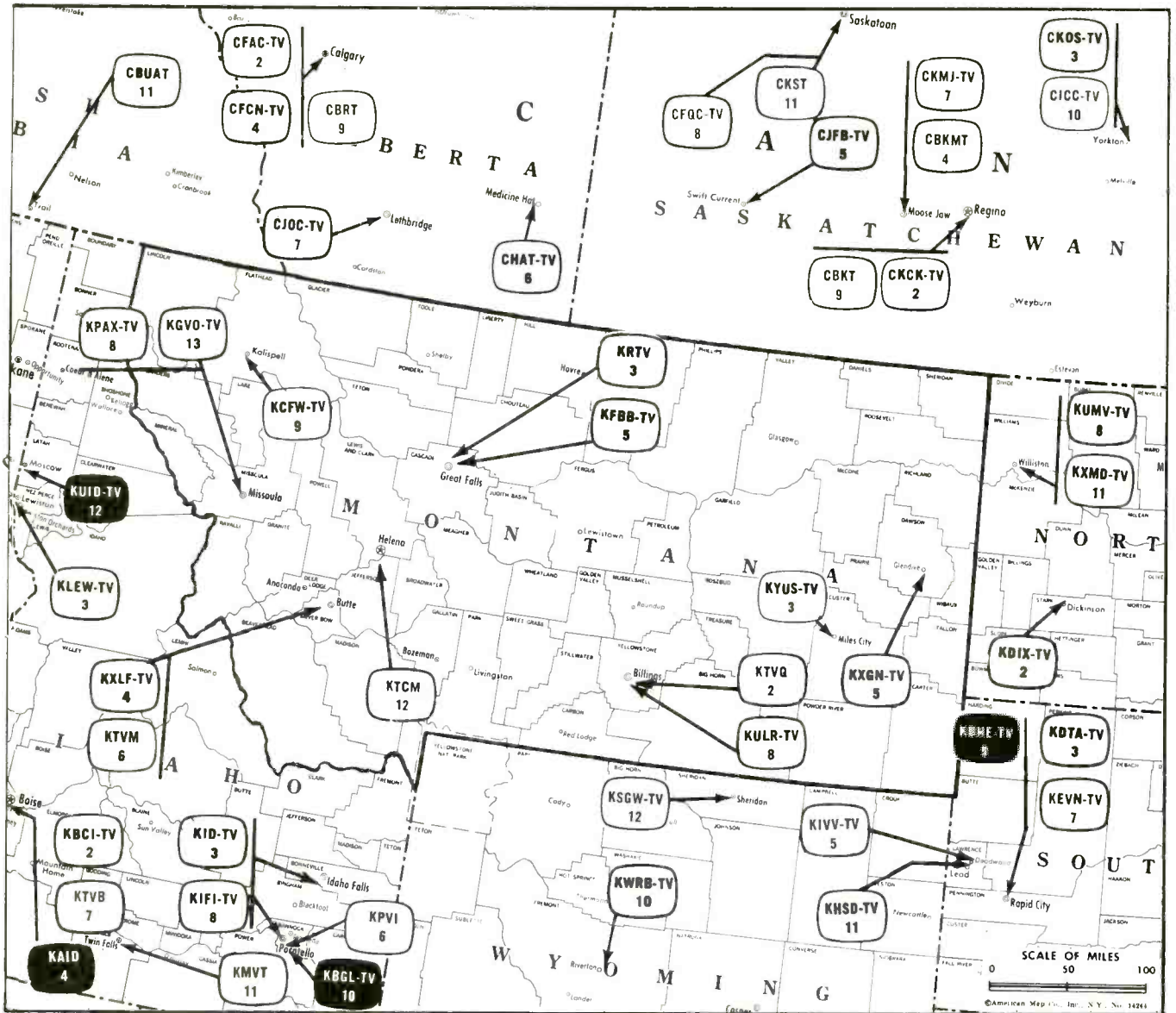
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Barry	8,400	8,100	96
	Benton	5,300	5,000	94
	Dent	4,600	4,200	92
	Lawrence	10,800	10,400	96
	Miller	5,900	5,700	97
	Oregon	4,000	3,600	90
St Clair	4,000	3,800	95	

Find out how a station got a shot at a \$6500 order for \$80.

Call your Arbitron representative and ask about AID.



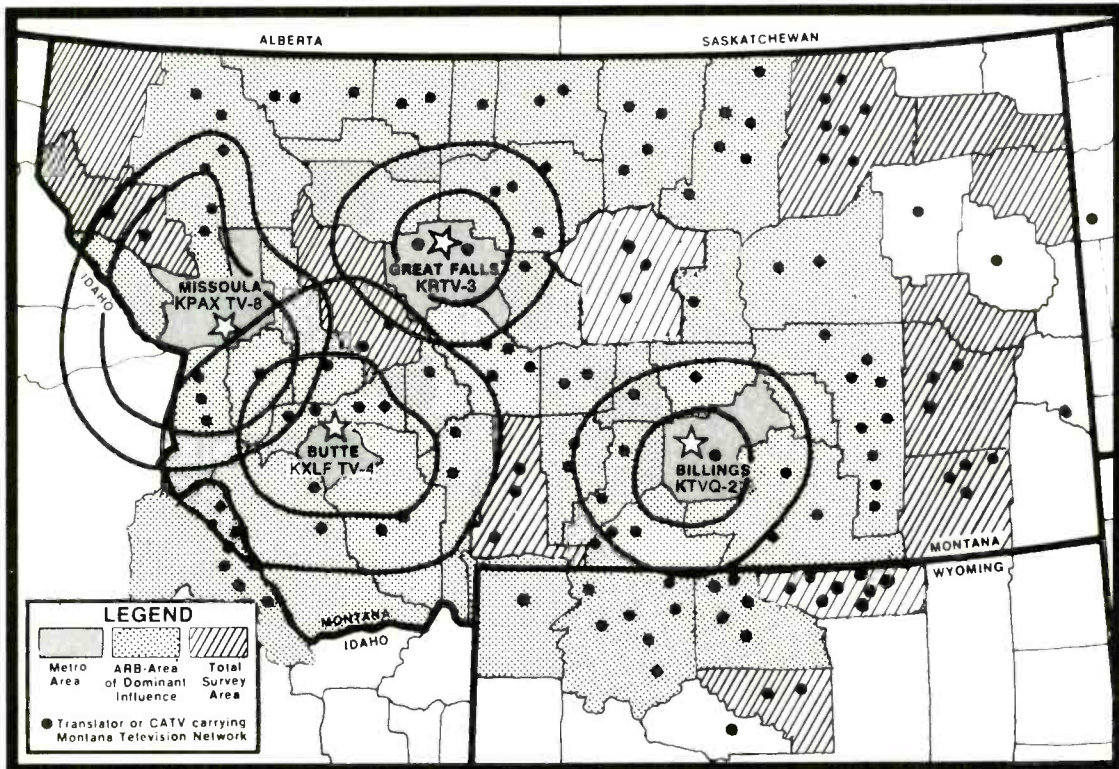
# Montana



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Missoula-Butte	48,000	155	101,800	150
Billings	35,000	169	68,200	167
Great Falls	34,000	170	58,200	175
Helena	4,000	208	13,500	209
Miles City-Glendive	2,000	210	7,900	211

Montana Station Status as of September 1, 1978	VHF	UHF	TOTAL
Commercial Television Stations	12	0	12
Educational Television Stations	0	0	0
			12

# When you buy MTN you buy Montana.



\* Source: 1977-78 Arbitron Television Market  
Areas of Dominant Influence

**87.5% of Montana TV households are in ADIs served  
by Montana Television Network.\***

**It only takes one phone call to reach Billings, Butte, Great  
Falls and Missoula.**

#### **MONTANA TELEVISION NETWORK**

With stations in Billings (KTVQ-2), Butte (KXLF-TV4), Great Falls (KRTV-3), Missoula (KPAX-TV8).

Donald G. Bradley, General Manager  
Sarah Etchart, National Sales Manager  
P.O. Box 2557, Billings, Montana 59103

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.  
ART MOORE & ASSOCIATES, SEATTLE-PORTLAND.  
MOUNTAIN MEDIA, INC., DENVER.  
ANDY McDERMOTT SALES LTD., CANADA.



# Montana—Billings

**KTVQ**

Ch. 2



**MONTANA TELEVISION NETWORK**

**AVERY-KNODEL INC.**

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.

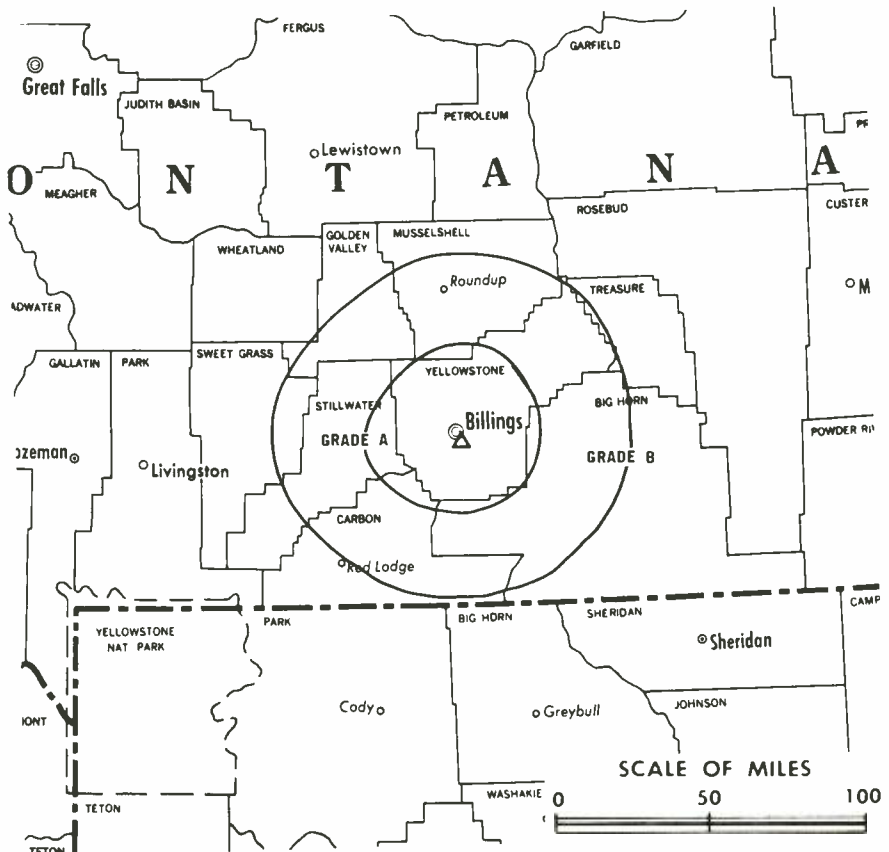
Latitude 45° 46' 00.2"  
Longitude 108° 27' 26.7"

Transmitter: 2-mi. ESE of Billings on Westergard Hill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Total Households: © MSA  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVQ Ref: FCC File No. BMPCT-4001 Granted 8/20/56

©American M&D Co., Inc., N.Y., No. 14244

## KTVQ

Network Service: CBS, NBC.

Licensee: Garryowen Corp., 3203 3rd Ave. N, Box 2557 (59103).

Studio: 3203 3rd Ave. N, Box 2557.

News Wire Service: UPI. News Film Service: CBS.

Telephone: 406-252-5611. TWX No.: 910-975-1030.

Ownership: J. S. Sample, pres.-treas., 100%. Garryowen also owns KXLF-TV & KXLF, Butte; KRTV, Great Falls & KPAX-TV, Missoula, all Mont.

Began Operation: Nov. 9, 1953.

Represented (sales) by Avery-Knodel Inc.; Montana Television Network; Art Moore & Assoc. (Seattle & Portland); Mountain Media (Denver); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Midlen & Reddy.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

VICTOR MILLER, general manager.  
SARAH ETCHART, national sales manager.  
BERNIE STYLES, local commercial manager.  
LEE LAREVA, operations director.  
J. R. MIDDLETON, chief engineer.  
JIM TURNER, news director.  
DON BRADLEY, film buyer.

DIGEST OF RATE CARD NO. 28—(June 12, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$660 \$500 \$500 \$500 \$80 \$80 \$40

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Big Horn	3,200	3,000	93
	Carbon	3,200	3,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA—(Continued)</b>				
50% & Over	Custer	4,600	4,300	93
	Fergus	4,700	4,400	94
	Garfield	600	500	86
	Golden Valley	400	400	92
	Musselshell	1,700	1,600	94
	Park	4,800	4,600	95
	Petroleum	200	200	92
	Powder River	900	800	88
	Rosebud	3,500	3,200	92
	Stillwater	1,900	1,900	98
	Sweet Grass	1,200	1,100	91
	Treasure	400	400	93
	Wheatland	800	800	94
	Yellowstone	36,600	35,800	98
		<b>WYOMING</b>		
Big Horn		4,200	4,000	95
Park		7,200	6,800	95
Sheridan		8,900	8,300	94
Washakie		3,000	2,900	96
	Yellowstone Natl Park	200	200	95
Between 25-49%	<b>MONTANA</b>			
	Judith Basin	1,000	900	94
	<b>NORTH DAKOTA</b>			
	Williams	6,700	6,500	97
Between 5-24%	<b>MONTANA</b>			
	Richland	3,400	3,300	96
	<b>WYOMING</b>			
	Johnson	2,300	2,100	93
	Sublette	1,400	1,300	93
Station Totals		107,000	102,400	95
Net Weekly Circulation (1976-77)			75,700	
Average Daily Circulation (1976-77)			53,100	



# **KTVQ-2** **BILLINGS, MONTANA** **25<sup>th</sup>** **ANNIVERSARY**

Over the last 25 years we've watched Billings and eastern Montana grow and prosper, and we've done a bit of that ourselves. Now Billings is right in the heart of a fantastic growth period. Development of the vast coal resources to the east and south is creating an economic boom that adds to the already healthy economy. In addition, Billings has always been a major distribution point for consumer, industrial and agricultural goods.

One phone call to MTN will let you prosper right along with the rest of us.

**KTVQ - 2 delivers Eastern Montana  
with more primetime homes than any  
other station.\***

\* Source: Nielsen Station Index (NSI) audience estimates May 4 thru 31, 1978  
Report. Subject to qualifications described in said report.

\*\* Source: 1977-78 Arbitron Television Market Areas of Dominant Influence.

#### **MONTANA TELEVISION NETWORK**

With stations in Billings (KTVQ-2), Butte (KXLF-TV4), Great Falls (KRTV-3),  
Missoula (KPAX-TV8).

Donald G. Bradley, General Manager

Sarah Etchart, National Sales Manager

P.O. Box 2557, Billings, Montana 59103.

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND.

MOUNTAIN MEDIA, INC., DENVER.

ANDY McDERMOTT SALES LTD., CANADA.



**87.5% of the Montana TV households are in ADIs  
served by Montana Television Network.\* \***

# 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"

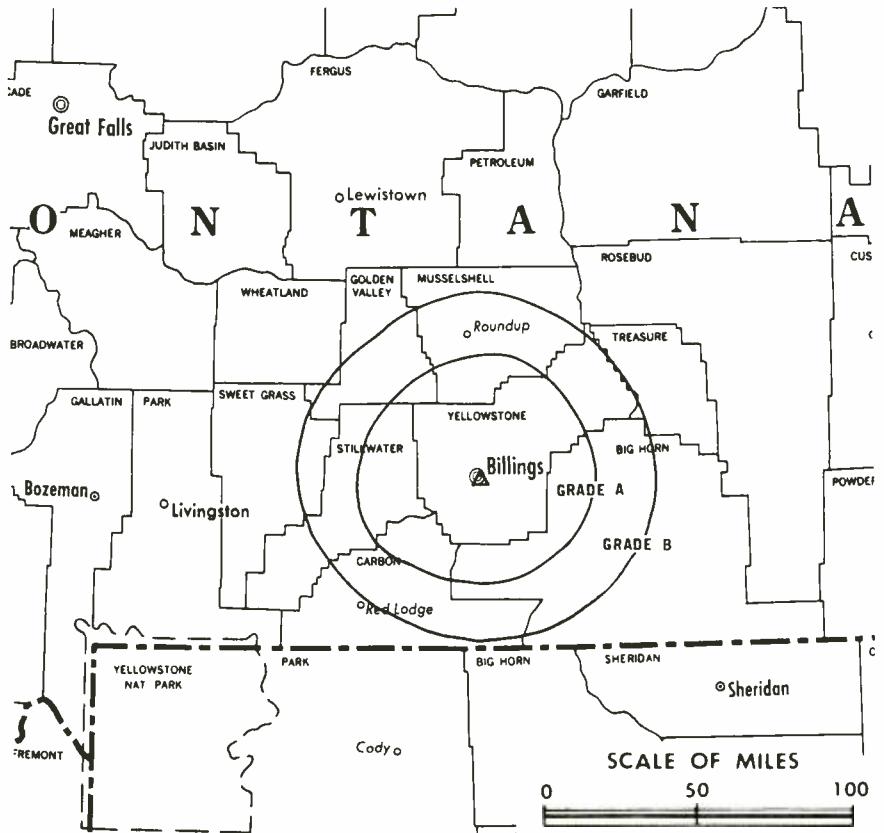
Longitude 108° 27' 14"

Transmitter: 2.7-mi. E of Billings.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Harriscop 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 H-R Television; John McGuire & Assoc. (Mountain States); Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Personnel:

BURT I. HARRIS, president (Los Angeles).  
 E. D. (BOB) MERRILL, vice president & general manager.  
 RON OLSEN, operations/program director.  
 DEAN JANSMA, chief engineer.  
 DON HARDY, news director.

### DIGEST OF RATE CARD NO. 19—(July 1, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class A—6-10 p.m., daily.	\$425	\$325	\$275	\$200	\$100

NETWORK BASE HOURLY RATE: \$425.

For List of NAB TV Code Subscribers,  
 see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>MONTANA</b>				
		Big Horn	3,200	3,000	93
		Carbon	3,200	3,100	96
		Custer	4,600	4,300	93
		Garfield	600	500	86
		Golden Valley	400	400	92
		Musselshell	1,700	1,600	94
		Park	4,800	4,600	95
		Petroleum	200	200	92
		Powder River	900	800	88
		Rosebud	3,500	3,200	92
		Stillwater	1,900	1,900	98
		Sweet Grass	1,200	1,100	91
		Treasure	400	400	93
		Wheatland	800	800	94
		Yellowstone	36,600	35,800	98
		<b>WYOMING</b>			
		Park	7,200	6,800	95
		Sheridan	8,900	8,300	94
		Washakie	3,000	2,900	96
	<b>MONTANA</b>				
		Fergus	4,700	4,400	94
		Prairie	600	500	89
	<b>WYOMING</b>				
		Big Horn	4,200	4,000	95
	<b>MONTANA</b>				
		Judith Basin	1,000	900	94
<b>Station Totals</b>		<b>93,800</b>	<b>89,700</b>	<b>95</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>71,000</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>47,700</b>		

# Montana—Butte

## KTVM

Ch. 6

[Satellite of KGVO-TV, Missoula, Mont.]

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"

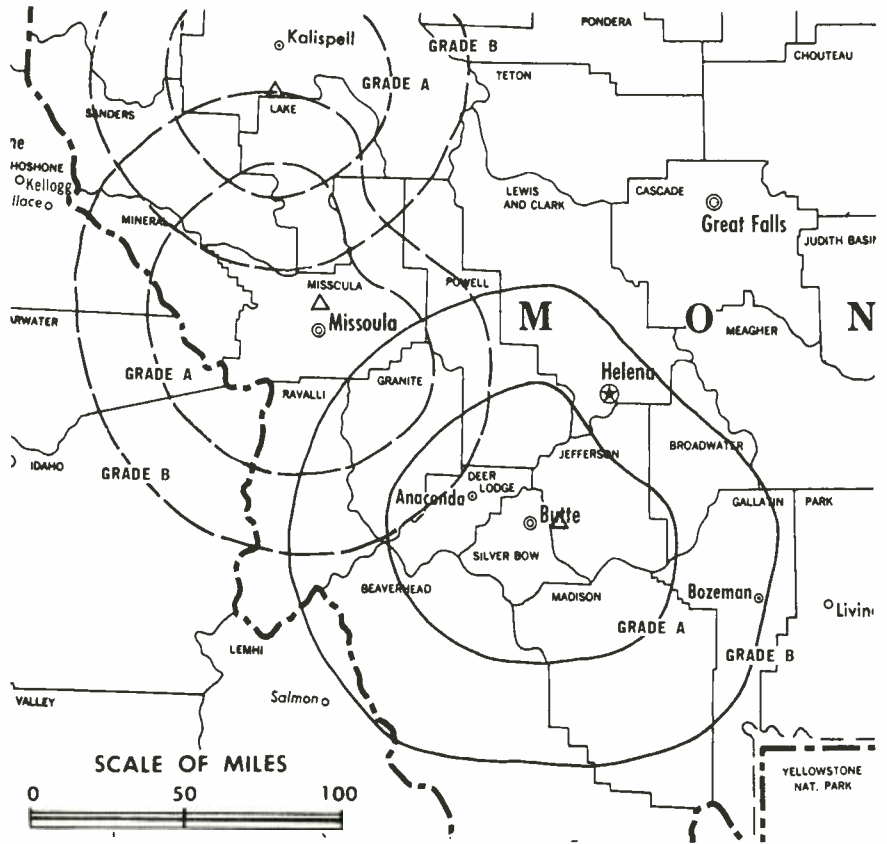
Transmitter: On mountain peak, 2.6-mi. E of Butte.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Arbitron Data: Included with KGVO-TV, Missoula.



County coverage based on Arbitron study (see page 4-b).

KTVM Ref: FCC File No. BPCT-4187 Granted 12/3/69

©American Map Co., Inc., N.Y., No. 14244

## KTVM

Network Service: NBC, CBS.

Licensee: Eagle Communications Inc., 340 W. Main St., Missoula, Mont. (59801).

Studio: See KGVO-TV, Missoula.

Ownership: See KGVO-TV, Missoula.

Began Operation: May 15, 1970.

Represented (sales) by H-R Television Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

LYNN KOCH, general manager.

DOUGLAS DRADER, chief engineer.

Rates: Sold in combination with KGVO-TV, Missoula.

NETWORK BASE HOURLY RATE: \$225.



# Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# Montana—Butte

**KXLF-TV**

Ch. 4



**MONTANA TELEVISION NETWORK**

**EVERY-KNOEEL INC.**

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.

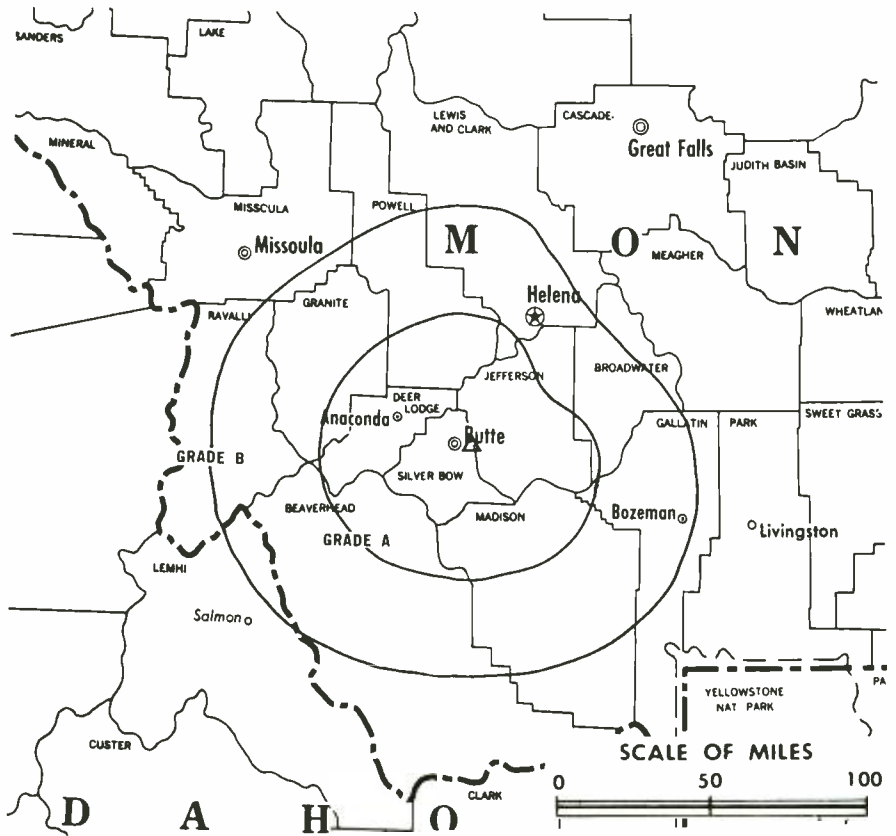
TV tape: Recording facilities.

AM Affiliate: KXLF, 5-kw, 1370 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSA  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KXLF-TV Ref: FCC File No. B1'CT-3765 Granted 5/12/66

©American Map Co., Inc., N.Y., No. 14244

## KXLF-TV

Network Service: ABC & CBS.

Licensee: Garryowen Corp., Box 3500 (59701).

Studio: 1003 S. Montana St. (59701).

Telephone: 406-792-0444.

Ownership: Joseph S. Sample, pres.-treas., 100%. For other interests, see KTVQ, Billings, 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-Knode Inc.; Montana Television Network; Art Moore & Assoc. (Seattle & Portland); Mountain Media (Denver & Salt Lake City); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Midlen & Reddy.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

PAUL SIMITZES, general manager.  
SARAH ETCHART, national sales manager.  
JIM MANNING, local sales manager.  
DON SCHEIDECKER, news director.  
DON BRADLEY, film buyer.  
WELDON PAULSEN, chief engineer.

Highest 30 Sec. Rate (Jan. 30, 1978): \$170.

NETWORK BASE HOURLY RATE: \$600.

Arbitron Data: Figures include coverage of KPAX-TV, Missoula.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IDAHO</b>			
	Lemhi	2,200	2,000	91
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	92
	Broadwater	1,100	1,000	94
	Deer Lodge	5,200	5,100	98
	Flathead	16,200	15,600	96
	Gallatin	14,200	13,600	95
	Granite	1,000	1,000	96
<b>50% &amp; Over</b>	Jefferson	2,300	2,200	95
	Lake	6,300	6,000	96
	Lewis & Clark	14,100	13,500	96
	Madison	2,300	2,200	97
	Meagher	800	700	92
	Mineral	1,500	1,400	96
	Missoula	23,400	22,400	96
	Powell	2,500	2,400	95
	Ravalli	7,300	7,000	96
	Silver Bow	16,100	15,600	97
	<b>MONTANA</b>			
<b>Between 25-49%</b>	Park	4,800	4,600	95
	<b>MONTANA</b>			
<b>Between 5-24%</b>	Lincoln	5,200	4,900	95
	Sanders	3,600	3,300	92
<b>Station Totals</b>		<b>133,300</b>	<b>127,500</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>92,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>65,800</b>

# **KXLF TV-4** **BUTTE, MONTANA** **25<sup>th</sup>** **ANNIVERSARY**

"A mile high and a mile deep" and the "Richest Hill on Earth," Butte claims the first television station in Montana.

Today that television station covers a large area through Southwestern Montana. In addition to Butte, it reaches into Helena, the Capitol City of Montana, and Bozeman, the home of Montana State University. Both areas are experiencing steady growth and strong economies. We're sharing in that and so can you. One phone call to MTN will let you in on the action.

**KXLF-TV4 delivers Southwest Montana  
with more prime-time homes than any  
other station.\***

\* Source: Nielsen Station Index (NSI) audience estimates, May 4 thru 31, 1978 Report. Subject to qualifications described in said report.

\*\* Source: 1977-78 Arbitron Television Market Areas of Dominant Influence.

#### **MONTANA TELEVISION NETWORK**

With stations in Billings (KTVQ-2), Butte (KXLF-TV4), Great Falls (KRTV-3), Missoula (KPAX-TV8).

Donald G. Bradley, General Manager

Sarah Etchart, National Sales Manager

P.O. Box 2557, Billings, Montana 59103

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND.

MOUNTAIN MEDIA, INC., DENVER.

ANDY McDERMOTT SALES LTD., CANADA.



**87.5% of the Montana TV households are in ADIs  
served by Montana Television Network.\*\***

# 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: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

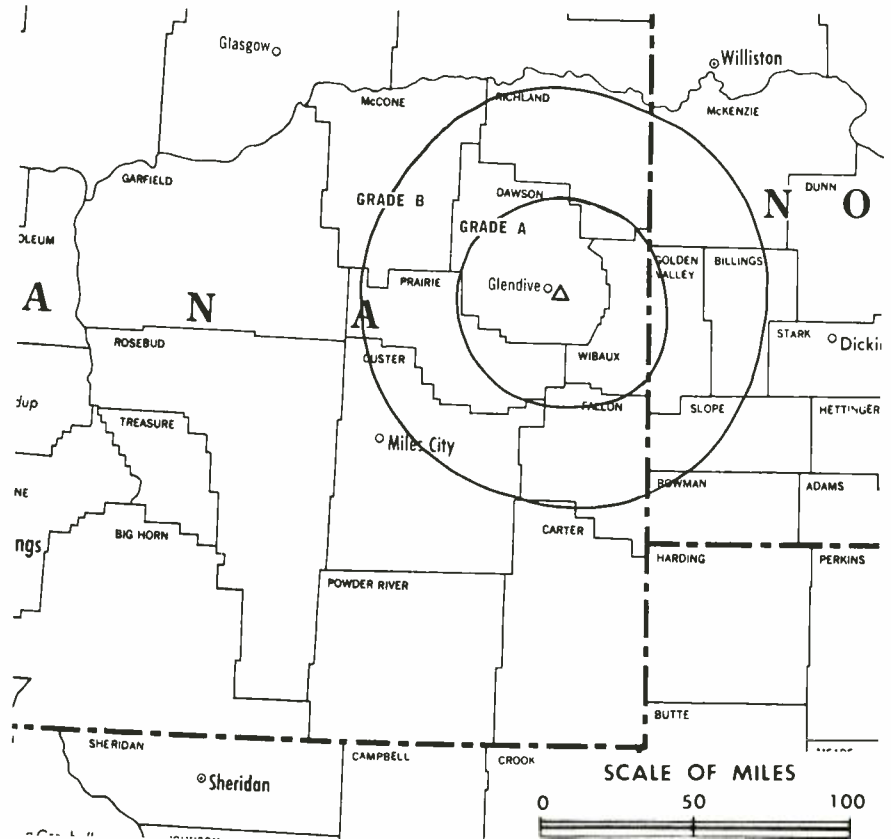
Latitude 47° 03' 15"  
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

AM Affiliate: KXGN, 1-kw, 1400 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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; NBC.

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, Mont. (59330).

Studio: 210 S. Douglas St. (59330).

Telephone: 406-365-3377.

Ownership: Lewis W. Moore, pres., 99.8%; Elizabeth Kindsfater, v.p., .1%; Elizabeth Lee Wrigg, 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).

Represented (engineering) by John H. Mullaney.

Represented (legal) by Daly, Joyce & Borsari.

Personnel:

LEWIS W. MOORE, president.  
DAN FRENZEL, general manager.  
WINNIFRED NORTON, office manager.  
DONALD J. POWERS, chief engineer.

### DIGEST OF RATE CARD NO. 7

(Jan. 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.				
\$150.00	\$75.00	\$52.00	\$50.00	\$30.00

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Carter	600	500	91
	Dawson	3,300	3,100	95
	Fallon	1,300	1,200	94
	Mc Cone	900	800	93
	Prairie	600	500	89
	Wibaux	400	400	95
Between 25-49%	<b>MONTANA</b>			
	Richland	3,400	3,300	96
Between 5-24%	<b>NORTH DAKOTA</b>			
	Golden Valley	800	800	98
	<b>MONTANA</b>			
	Garfield	600	500	86
<b>Station Totals</b>		<b>11,900</b>	<b>11,100</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>7,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>4,400</b>

For Theatrical Interests with TV Station  
Ownership, see Services Volume

# Montana—Great Falls

## KFBB-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 590-ft. above av. terrain 540-ft. above ground, 4310-ft. above sea level.

Latitude 47° 32' 08"  
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Color: Network, live, film, slide & tape.

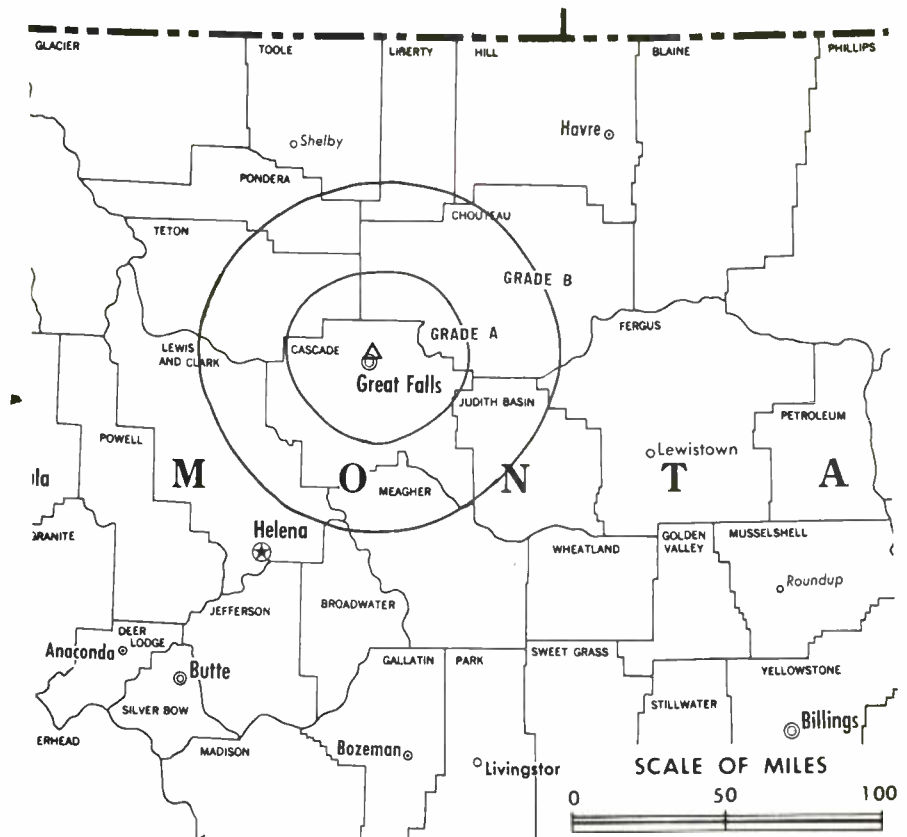
News Wire Service: AP.

News Film Service: ABC.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Hammett & Edison.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFBB-TV Ref: FCC File No. BPCT-4340 Granted 5/7/70

© American Map Co., Inc., N.Y., No. 14244

## KFBB-TV

Network Service: ABC, NBC, CBS.

Licensee: Advance Corp., Box 1139 (59403).

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Telephone: 406-453-4377. TWX No.: 910-975-1917.

Ownership: Donald P. Nathanson, 58.537%; Advance Brands Inc., 21.355%; William G. Salatic, 7.464%; Robert N. Harris, 2.863%; Richard Fechheimer, 2.581%; Marc B. Nathanson, Greg Nathanson & Jill Rohde, 2.400% each. Advance Corp. also owns 5.44% of KGGM-TV, Albuquerque & KVSF(AM), Santa Fe, N.M.; 20% of Eagle Communications which owns KGVQ-TV, Missoula; KCFW-TV, Kalispell & KTVM, Butte, Mont.

Began Operation: March 21, 1954. Sale to present owners by Harriscope Bcstg. Corp. approved by FCC April 21, 1977. Sale to Harriscope 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 H-R Television; Hyett/Ramslund Inc. (Minneapolis-St. Paul); Katz Television (Seattle-Portland); John L. McGuire Co. (Denver-Salt Lake City).

### Personnel:

JACK OLSON, general manager & national sales manager.  
STAN WHITMAN, administrative mgr. & program director.  
HELEN ATWOOD, local sales manager.  
RICHARD MONACO, operations manager.  
EARL W. CROWDER, chief engineer.  
BOB BRAND, production manager.  
BONITA B. MERRICK, business manager.  
LAURIE PREITAUER, traffic manager.  
ROBERT W. SHERWOOD, director of news & public affairs.  
GEORGE TILTON, public service/promotion.

### DIGEST OF RATE CARD NO. 23—(Sept. 7, 1978)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$600	\$375	\$200*	\$100*	\$50*

\*7-10 p.m., Mon.-Fri.; 6-10 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
	Blaine	2,300	2,100	91
	Broadwater	1,100	1,000	94
	Cascade	29,900	29,200	98
	Chouteau	2,400	2,300	97
	Fergus	4,700	4,400	94
	Glacier	3,500	3,300	94
	Hill	6,200	6,000	96
<b>50% &amp; Over</b>	Judith Basin	1,000	900	94
	Lewis & Clark	14,100	13,500	96
	Liberty	800	800	97
	Meagher	800	700	92
	Phillips	2,100	1,900	91
	Pondera	2,300	2,200	96
	Teton	2,300	2,200	97
	Toole	2,100	2,000	97
	Valley	4,900	4,600	93
<b>MONTANA</b>				
<b>Between 25-49%</b>	Roosevelt	3,200	3,100	96
<b>MONTANA</b>				
<b>Between 5-24%</b>	Jefferson	2,300	2,200	95
	Petroleum	200	200	92
<b>Station Totals</b>		<b>86,200</b>	<b>82,600</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>66,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>47,500</b>

For Group Ownership of TV Stations,  
See Services Volume

# Montana—Great Falls

**KRTV**

Ch. 3



**MONTANA TELEVISION NETWORK**

**AVERY-KNODEL INC.**

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

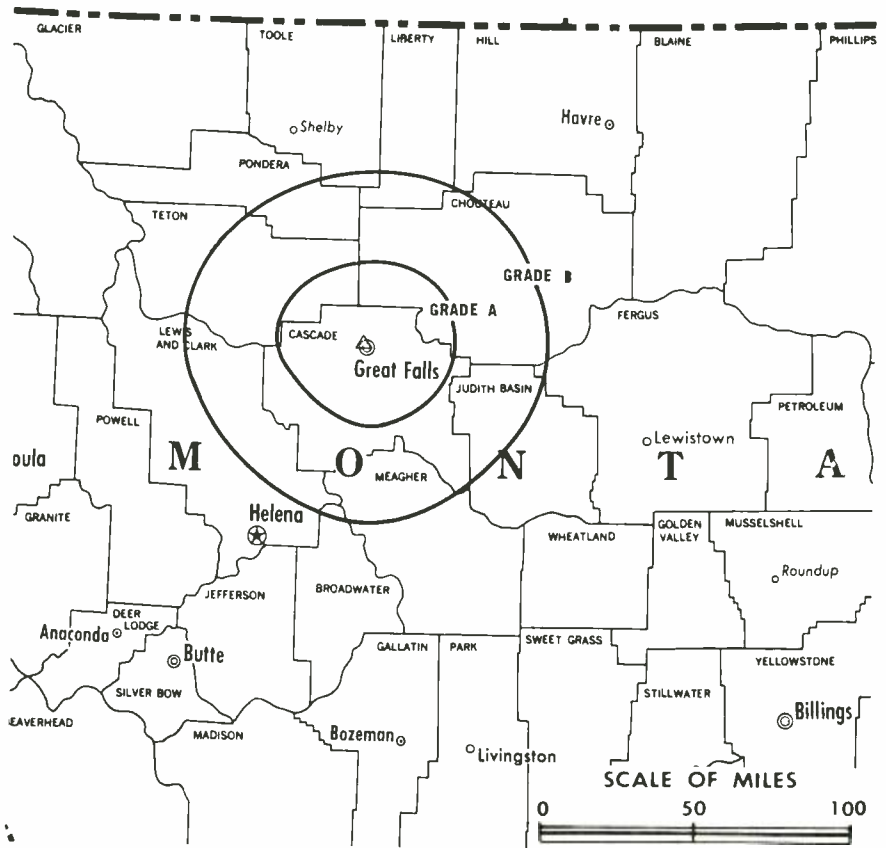
Latitude 47° 32' 09"  
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KRTV Ref: FCC File No. BPCT-4457 Granted 10/18/71

©American Map Co. Inc., N.Y., No. 14244

## KRTV

Network Service: NBC, CBS.

Licensee: Garryowen Corp., Box 1331, Great Falls, Mont. (59403).

Studio: U.S. Hwy. 87, 1-mi. N of Great Falls.

Telephone: 406-453-2433.

Ownership: Garryowen Corp. Joseph S. Sample, pres.-treas., 100%. Sample also owns KXLF-TV & KXLF, Butte, KTVQ, Billings and KPAX-TV, Missoula.

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); Mountain Media Inc. (Colo. & Wyo.); Andy McDermott Sales Ltd. (Canada); Montana Television Network, Billings, Mont.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

CLIFF EWING, general manager.  
GLENN LOCKWOOD, operations director.  
KARL BLACK, chief engineer.  
DON BRADLEY, film buyer.  
SARAH ETCHART, national sales manager.

Highest 30 Sec. Rate (Oct. 2, 1978): \$120.

NETWORK BASE HOURLY RATE: \$375.

**For Station & Studio Equipment,  
see Services Volume**

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
	Blaine	2,300	2,100	91
	Broadwater	1,100	1,000	94
	Cascade	29,900	29,200	98
	Chouteau	2,400	2,300	97
	Glacier	3,500	3,300	94
	Hill	6,200	6,000	96
<b>50% &amp; Over</b>	Judith Basin	1,000	900	94
	Liberty	800	800	97
	Meagher	800	700	92
	Phillips	2,100	1,900	91
	Pondera	2,300	2,200	96
	Teton	2,300	2,200	97
	Toole	2,100	2,000	97
	Valley	4,900	4,600	93
<b>MONTANA</b>				
<b>Between 25-49%</b>	Fergus	4,700	4,400	94
	Jefferson	2,300	2,200	95
<b>MONTANA</b>				
	Flathead	16,200	15,600	96
	Lake	6,300	6,000	96
<b>Between 5-24%</b>	Lewis & Clark	14,100	13,500	96
	Petroleum	200	200	92
	Roosevelt	3,200	3,100	96
<b>Station Totals</b>		<b>108,700</b>	<b>104,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>60,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>46,500</b>



# KRTV-3 GREAT FALLS, MONTANA 20<sup>th</sup> ANNIVERSARY

After 20 years KRTV is still a moving force in Montana's richest wheat area. The central and northern parts of the state regard Great Falls as their trade center and KRTV as their home station. KRTV responds by programming the best of CBS and NBC and by originating MTN NEWS and TODAY IN MONTANA statewide. The rich golden triangle of Montana, we're doing well here and so can you. One phone call to MTN will get you started.

**KRTV-3 delivers North-central Montana with more primetime homes than any other station.\***

\* Source: Nielsen Station Index (NSI) audience estimates, May 4 thru 31, 1978 Report. Subject to qualifications described in said report.

\*\* Source: 1977-78 Arbitron Television Market Areas of Dominant Influence.

#### **MONTANA TELEVISION NETWORK**

With stations in Billings (KTVQ-2), Butte (KXLF-TV4), Great Falls (KRTV-3), Missoula (KPAX-TV8).

Donald G. Bradley, General Manager

Sarah Etchart, National Sales Manager

P.O. Box 2557, Billings, Montana 59103

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND.

MOUNTAIN MEDIA, INC., DENVER.

ANDY McDERMOTT SALES LTD., CANADA.



**87.5% of the Montana TV households are in ADIs served by Montana Television Network.\*\***

# Montana—Helena

## KTCM

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 214-kw visual, 21.4-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground, 7929-ft. above sea level.

Latitude 46° 49' 35"  
Longitude 111° 42' 33"

Transmitter: Hogback Mtn., approx. 22-mi. NE of Helena.

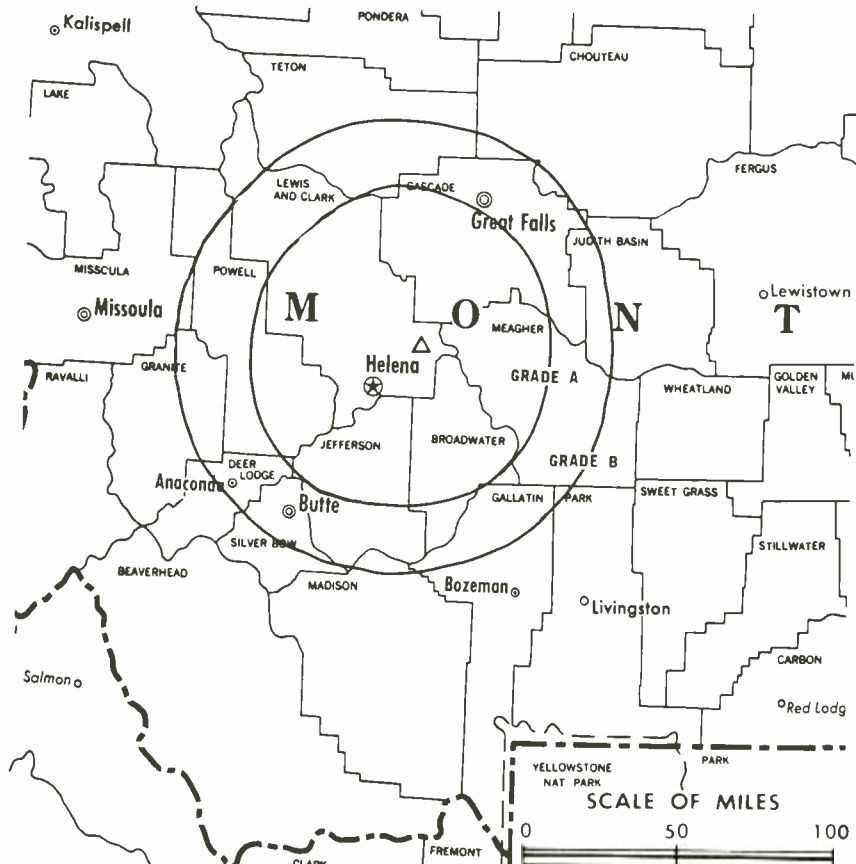
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Kirkland & Ellis.

Represented (sales) by Savalli/Gates Inc.; McGuire Co.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTCM Ref: FCC File No. BMPCT-7574 Granted 6/25/75

© American Map Co., Inc., N.Y., No. 14244

## KTCM

Network Service: NBC.

Licensee: Capital City TV Inc., Helena, Mont.

Studio: 2433 N. Montana Ave. (59601).

Telephone: 406-443-5050.

Ownership: Tim Babcock, pres., 69.23%; John Jepson, v.p.-treas., 25.64%; Robert S. Kerr, 5.13%.

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.

Personnel:

TIM BABCOCK, president.  
GARY TYREE, assistant general manager.  
FRANK MONTIBELLER, general sales manager.  
JIM KOZORA, chief engineer.

Highest 30 Sec. Rate (May 16, 1978): \$40.

NETWORK BASE HOURLY RATE: \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MONTANA</b>			
	Lewis & Clark	14,100	13,500	96
Between 25-49%	<b>MONTANA</b>			
	Broadwater	1,100	1,000	94
	Jefferson	2,300	2,200	95
	Meagher	800	700	92
Between 5-24%	<b>MONTANA</b>			
	Cascade	29,900	29,200	98
	Chouteau	2,400	2,300	97
	Gallatin	14,200	13,600	95
	Powell	2,500	2,400	95
	Sweet Grass	1,200	1,100	91
	Teton	2,300	2,200	97
Station Totals		70,800	68,200	96
Net Weekly Circulation (1976-77)				20,900
Average Daily Circulation (1976-77)				11,400

# 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"

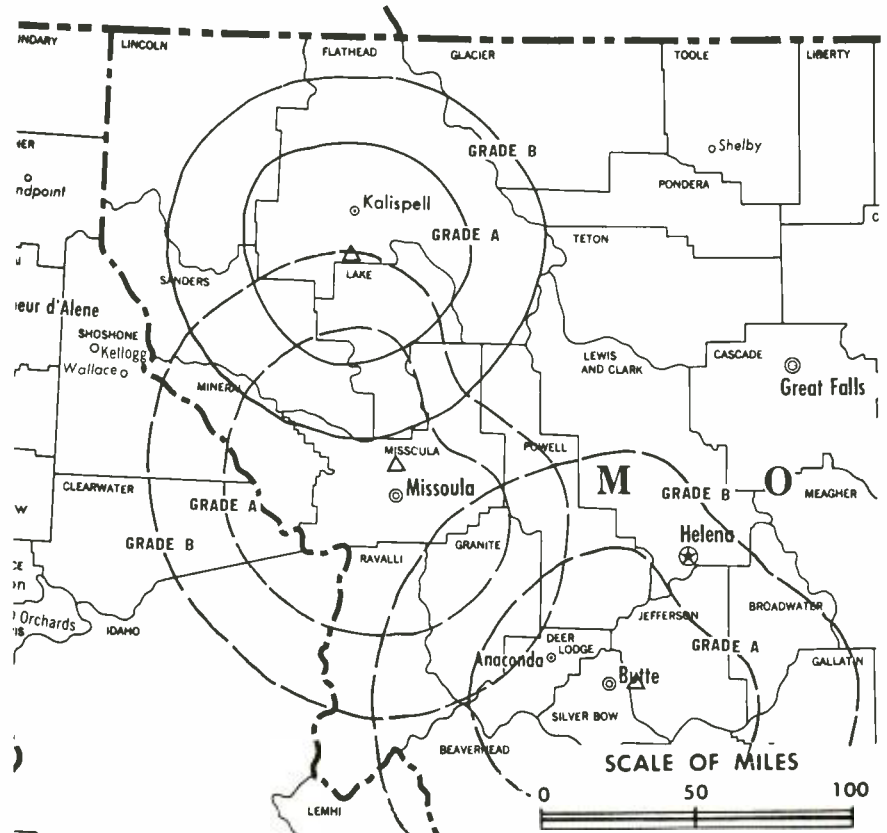
Transmitter: Blacktail Mtn., 6.5-mi. W of Lakeside, Mont.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Arbitron Data: Included with KGVO-TV Missoula.



County coverage based on Arbitron 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

Network Service: NBC, CBS.

Licensee: Eagle Communications Inc., Box 1503, Missoula, Mont. (59801).

Studio: 401 First Ave. E., P.O. Box 857, Kalispell, Mont. (59901).

Telephone: 406-755-5239.

Ownership: See KGVO-TV, Missoula, Mont.

Began Operation: June 10, 1968.

Represented (sales) by H-R Television; Bob Hix & Co. (Denver); Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

LYNN KOCH, general manager.

ALFRED GAUF, news director.

CHARLES J. CANNALIATO, chief engineer.

Rates: See KGVO-TV, Missoula, Mont.

NETWORK BASE HOURLY RATE: \$100.

## Repetition breeds

• REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Montana—Miles City

## KYUS-TV

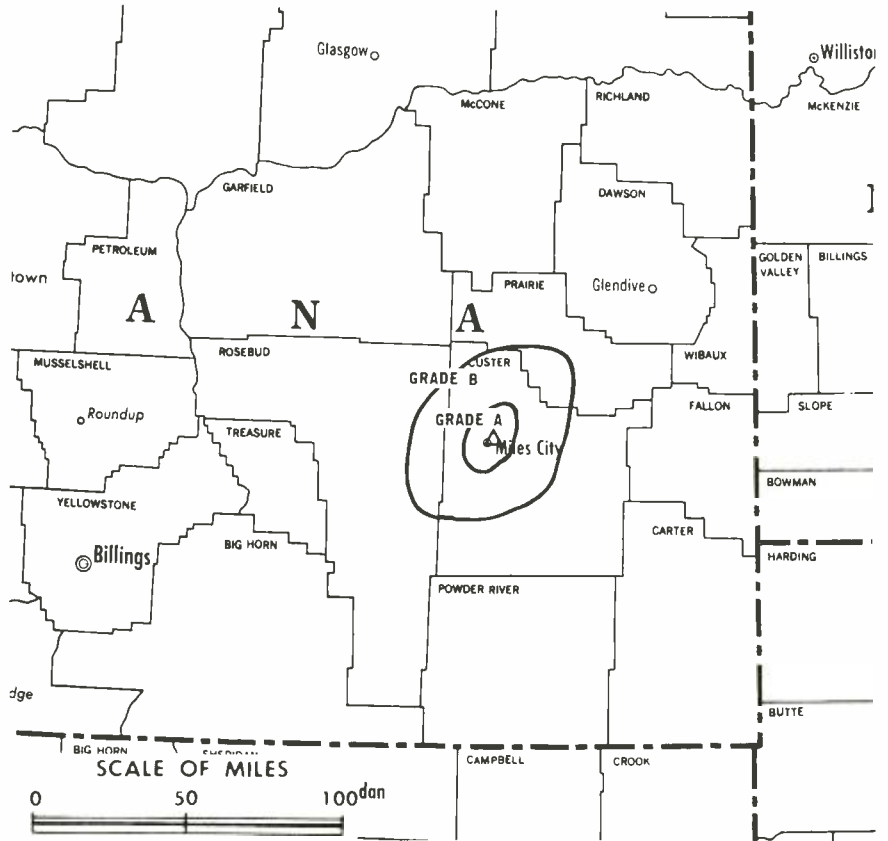
Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.02-kw aural. Antenna: 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: Network, live, film, slide & tape.

TV tape: Recording facilities.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KYUS-TV Ref: FCC File No. BPCT-4020 Granted 1/8/69

© American Map Co., Inc., N.Y., No. 14244

## KYUS-TV

Network Service: NBC.

Licensee: 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 Savalli/Gates; Bob Hix (Denver).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

DAVID G. RIVENES, general manager.  
ELLA M. RIVENES, operations manager & program director.  
CHARLES VICK, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class A—6-10 p.m., daily.						
\$150	\$100	\$75	\$40	\$60	\$30	\$20

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MONTANA</b>		4,600	4,300	93
	Custer				
Between 25-49%	<b>MONTANA</b>		600	500	89
	Prairie				
Between 5-24%	<b>MONTANA</b>		600	500	86
	Garfield				
	Rosebud		3,500	3,200	92
<b>Station Totals</b>		<b>9,300</b>	<b>8,500</b>	<b>91</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>4,300</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>2,500</b>		

Map Note: Contours calculated by revised

Sec. 73.699 of FCC Rules not available.

# Montana—Missoula

## KGVO-TV

Ch. 13

[Operates satellites KCFW-TV, Kalispell & KTVM, Butte, Mont.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"  
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, Mont.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Arbitron Data: Figures include satellites KCFW-TV, Kalispell & KTVM, Butte.

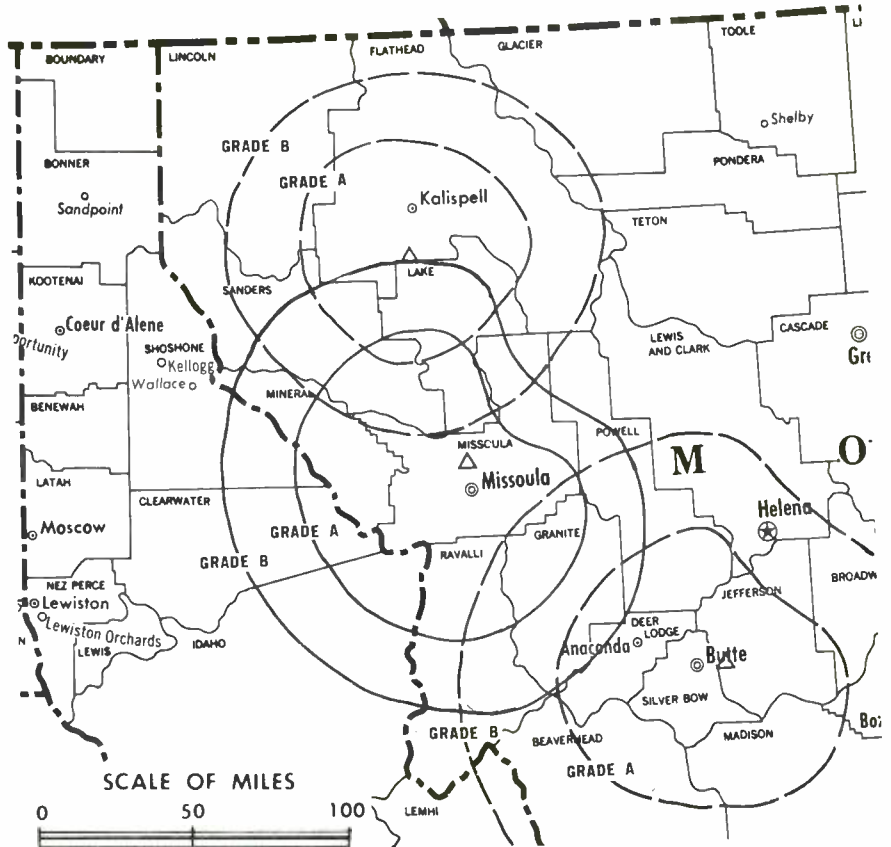
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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 CBS on per program basis.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St. (59801).

Studio: 340 W. Main St.

Telephone: 406-543-8313. TWX No.: 406-543-3521.

Ownership: Precht Communications Inc., 80%; Advance Corp., 20%. Officers: Robert H. Precht, chmn.-secy.; Donald P. Nathanson, pres.-treas.; Ronald Greenberg, Peter Bernbaum & George M. Weiss, asst. secys. Precht Communications owns Sullivan Productions Inc., multiple cable system operator. Advance is licensee of KFBB-TV, Great Falls, Mont. & owns 5.44% of New Mexico Bcstg. Co. Inc., licensee of KGGM-TV, Albuquerque & KVSF, Santa Fe, N.M. Eagle Communications also owns KCFW-TV, Kalispell & KTVM, Butte, Mont.

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved by FCC Aug. 24, 1978.

Represented (sales) by H-R Television; Bob Hix (Denver); Hyett/Ramsland Inc. (Minneapolis); Radio-Television Representatives Ltd. (Toronto & Montreal).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

LYNN KOCH, general manager.  
KAREN MASTERSON, operations director.  
DOUGLAS DRADER, chief engineer.

DIGEST OF RATE CARD NO. 23—(Aug. 29, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10 p.m., daily.  
\$600 \$400 \$200 \$150 Graded rates apply\*

\*Highest rate: \$145.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IDAHO</b>			
	Lemhi	2,200	2,000	91
	<b>MONTANA</b>			
	Beaverhead	3,200	3,000	92
	Deer Lodge	5,200	5,100	98
	Flathead	16,200	15,600	96
	Gallatin	14,200	13,600	95
	Granite	1,000	1,000	96
	Jefferson	2,300	2,200	95
	Lake	6,300	6,000	96
	Lincoln	5,200	4,900	95
	Madison	2,300	2,200	97
	Mineral	1,500	1,400	96
	Missoula	23,400	22,400	96
Powell	2,500	2,400	95	
Ravalli	7,300	7,000	96	
Sanders	3,600	3,300	92	
Silver Bow	16,100	15,600	97	
Between 25-49%	<b>MONTANA</b>			
	Broadwater	1,100	1,000	94
	Meagher	800	700	92
Between 5-24%	<b>IDAHO</b>			
	Boise	900	900	97
	<b>MONTANA</b>			
	Lewis & Clark	14,100	13,500	96
	Liberty	800	800	97
<b>Station Totals</b>		<b>130,200</b>	<b>124,600</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>91,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>64,500</b>

# Montana—Missoula

## KPAX-TV

Ch. 8



MONTANA TELEVISION NETWORK

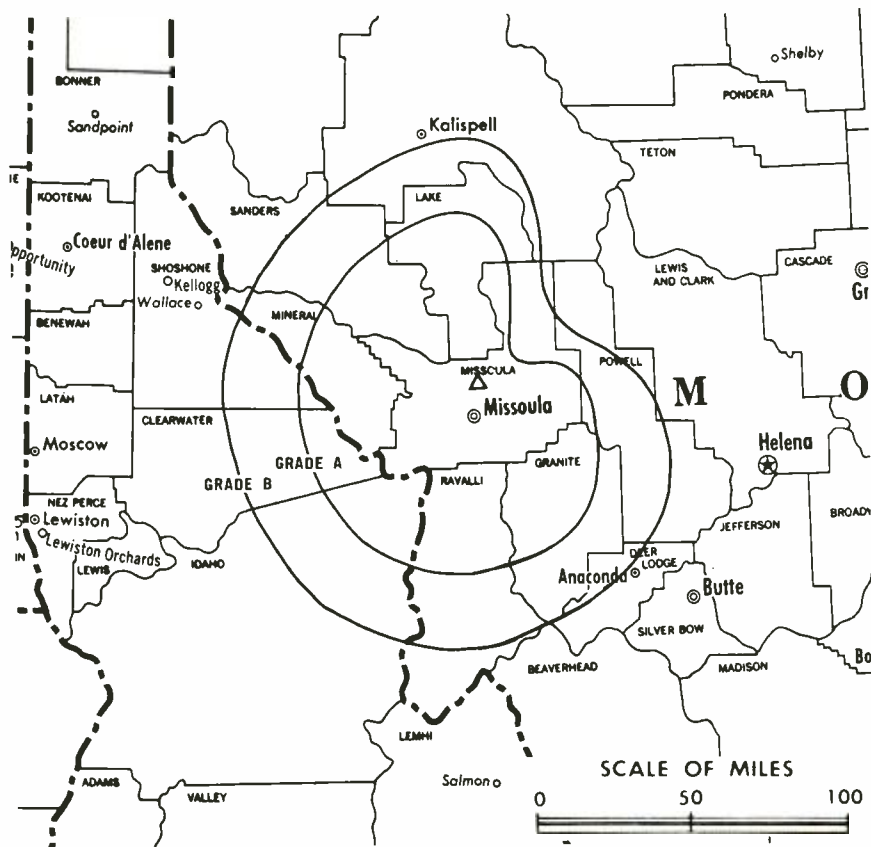
AVERY-KNOOEL INC.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw max. & 257-kw horizontal visual, 51.5-kw max. & 48.0-kw horizontal aural. Antenna: 2150-ft. above av. terrain, 284-ft. above ground, 7101-ft. above sea level. Latitude 47° 01' 06" Longitude 114° 00' 41"

Transmitter: TV Mountain, 4-mi. E of Evaro.

News Wire Service: UPI.

Arbitron Data: Included with KXLF-TV, Butte.



County coverage based on Arbitron study (see page 4-b).

KPAX-TV Ref: FCC File No. BMPCT-7160 Granted 5/22/70

©American Map Co., Inc., N.Y., No. 14244

## KPAX-TV

Network Service: ABC & CBS.

Licensee: Garryowen Corp., Box 3500, Butte, Mont. (59701).

Studio: 2204 Regent (59801).

Ownership: See KXLF-TV, Butte.

Began Operation: May 1, 1970.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Midlen & Reddy.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

PETE FRIDEN, general manager.

SARAH ETCHART, national sales manager.

BILL MOLLER, news director.

DON BRADLEY, film buyer.

LOUIS TYSVER, chief engineer.

Rates: Sold in combination with KXLF-TV, Butte.

# **kpax tv-8**

## **MISSOULA, MONTANA**

# **2<sup>nd</sup>**

# **ANNIVERSARY**

**(We can't all be 25 years old!)**

We're the new star in the MTN sky, placed to cover the wealthy "western slope" of Montana. Rich in timber, our area has a strong industrial and agricultural economy, plus Missoula is the home of the University of Montana. We provide ABC and respond to local needs with special interest programming. And even though we're the "new station in the market" we've made ourselves seen. Western Montana, a big, rich, beautiful area where we deliver the homes for you. One call to MTN will help you cash in on our strength.

**KPAX-TV8 delivers Western Montana with more primetime homes than any other station.\***

\* Source: Nielsen Station Index (NSI) audience estimates, May 4 thru 31, 1978 Report. Subject to qualifications described in said report.

\*\* Source: 1977-78 Arbitron Television Market Areas of Dominant Influence.

#### **MONTANA TELEVISION NETWORK**

With stations in Billings (KTVQ-2), Butte (KXLF-TV4), Great Falls (KRTV-3), Missoula (KPAX-TV8).

Donald G. Bradley, General Manager

Sarah Etchart, National Sales Manager

P.O. Box 2557, Billings, Montana 59103

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

ART MOORE & ASSOCIATES, SEATTLE-PORTLAND.

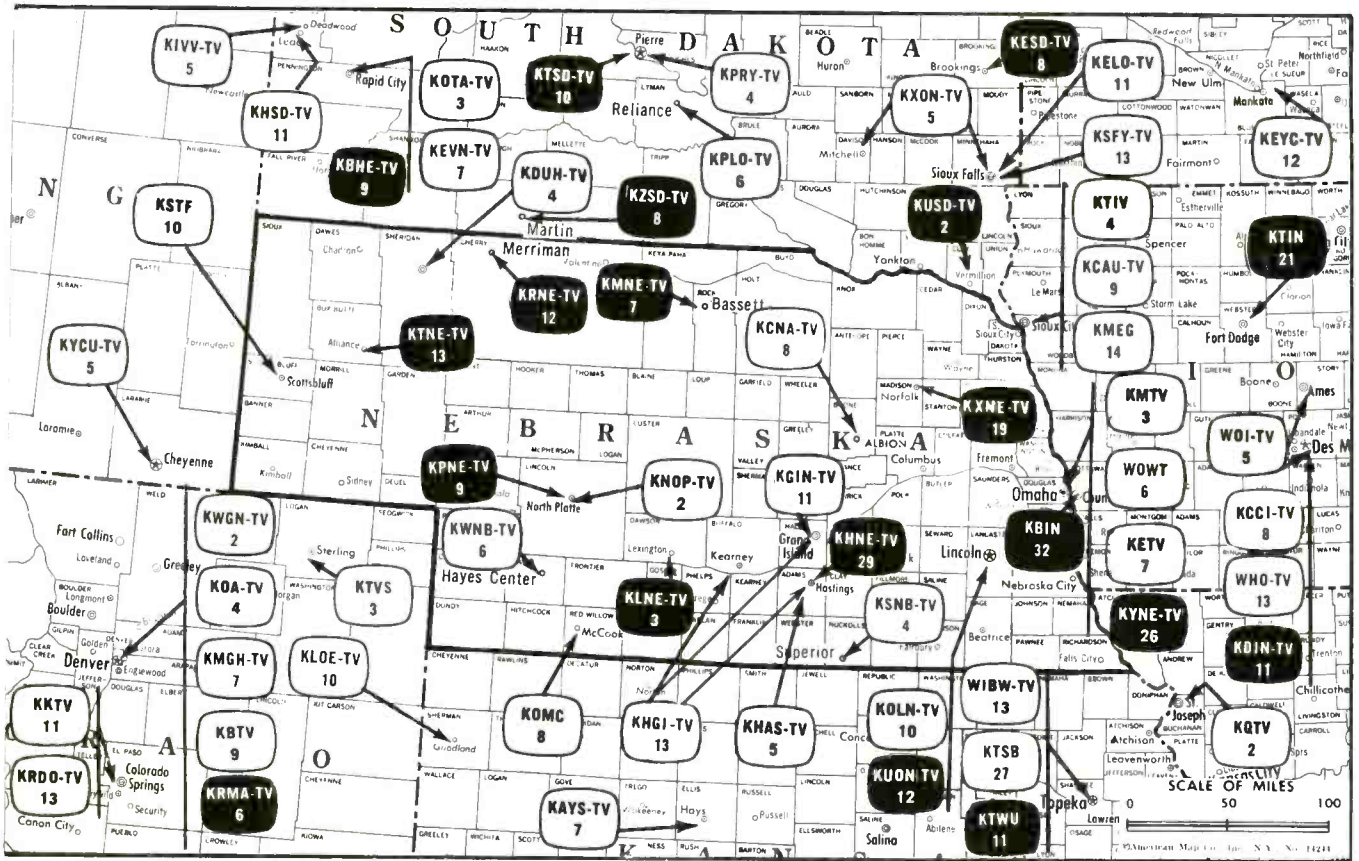
MOUNTAIN MEDIA, INC., DENVER.

ANDY McDERMOTT SALES LTD., CANADA.



**87.5% of the Montana TV households are in ADIs served by Montana Television Network.\*\***

# Nebraska



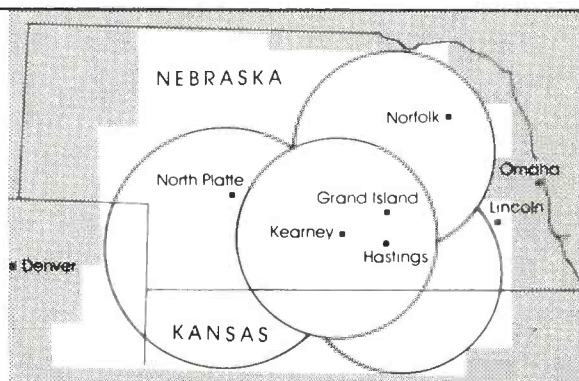
Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Omaha	232,000	58	319,500	65
Lincoln-Hastings-Kearney	122,000	94	228,600	85
North Platte	7,000	203	17,400	208

### Nebraska Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	14	0	14
Educational Television Stations	6	3	9
			23

**NTV network**

The only single ad buy covering the rich agriculture market between Denver and Omaha.



**KHGI-TV Channel 13**  
Kearney, Hastings, Gr. Island

**KCNA-TV Channel 8**  
Albion, Norfolk, Columbus

**KWNB-TV Channel 6**  
North Platte, McCook

**KSNB-TV Channel 4**  
Northern Kansas, SE Nebraska





**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KTNE-TV**

**Alliance**

Ch. 13

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-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: 316-kw visual, 31.6-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

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1568-kw max. & 383-kw horizontal visual, 60.5-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, 10-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, Box 83111, Lincoln (68501).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 825-ft. above av. terrain, 874-ft. above ground, 2049-ft. above sea level.

Latitude	41°	08'	18.1"
Longitude	96°	27'	19.2"

**KRNE-TV**

**Merriman**

Ch. 12

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 182-kw visual, 18.2-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: 2750-kw max. & 309-kw horizontal visual, 30.9-kw 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, 4216-ft. above sea level.

Latitude	41°	01'	16.3"
Longitude	101°	09'	9.8"

**KYNE-TV**

**Omaha**

Ch. 26

Non-Commercial Educational Station

Licensee: Nebraska Educational Television Commission.

Technical Facilities: Channel No. 26 (542-548-MHz). Authorized power: 39.8-kw max. & 33.9-kw horizontal visual, 8-kw max. & 7.8-kw horizontal 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.)

**KCNA-TV**

**Columbus & Norfolk**

(See Albion, Neb.)

# Nebraska—Albion

**KCNA-TV**

Ch. 8



**KATZ TELEVISION**

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1150-ft. above av. terrain, 1134-ft. above ground, 3034-ft. above sea level.

Latitude 41° 40' 54"  
Longitude 97° 52' 38"

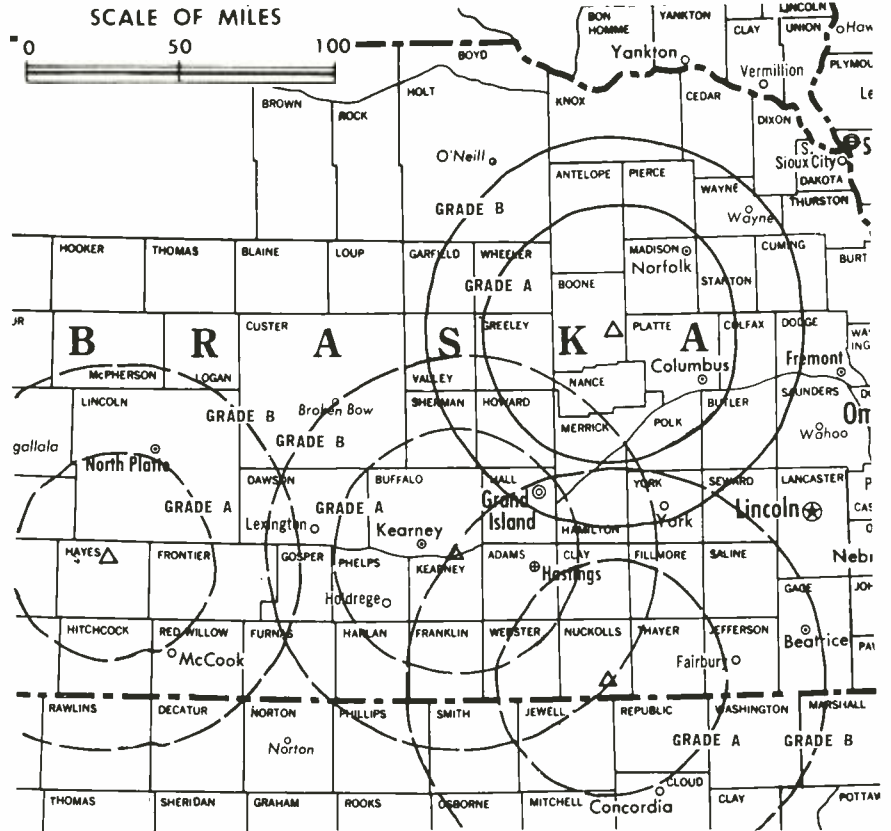
Transmitter: 6-mi. E of Albion, 1.2-mi. S of Rt. 91.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

County coverage based on Arbitron study (see page 4-b).



KCNA-TV Ref: FCC File No. BPCT-3162 Granted 2/5/64

© American Map Co., Inc., N.Y. No. 14244

## KCNA-TV

Network Service: ABC.

Licensee: NTV Enterprises Inc., Box 220, Kearney, Neb. (68847).

Telephone: 308-793-2494, NTV Network, Axtell, Neb.

TWX No.: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: December 5, 1964.

Represented (sales) by Katz Television; Soderlund Co. (Omaha-Lincoln).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

### Personnel:

JAMES D. JOHNSON, exec. vice president & general manager.  
LLOYD MINTZMYER, director of engineering.  
RICHARD L. TILLERY, news director.  
DENNY REEVES, station manager.

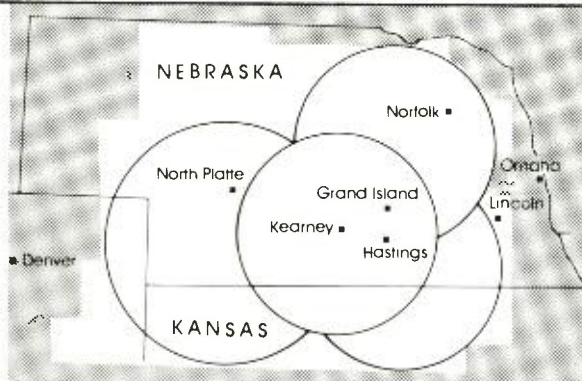
Rates: Sold in conjunction with KHGI-TV, Kearney, KWNB-TV, Hayes Center & KSNB-TV, Superior, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.

**Arbitron Data For This Station Included With Parent KHGI-TV, Kearney, Neb.**



**The only single ad buy covering the rich agriculture market between Denver and Omaha.**



**KHGI-TV Channel 13**  
Kearney, Hastings, Gr. Island  
**KCNA-TV Channel 8**  
Albion, Norfolk, Columbus  
**KWNB-TV Channel 6**  
North Platte, McCook  
**KSNB-TV Channel 4**  
Northern Kansas, SE Nebraska



KCNA  
20-7  
20-7  
20-7

# Nebraska--Grand Island

## KGIN-TV

Ch. 11

[Satellite of KOLN-TV, Lincoln, Neb.]

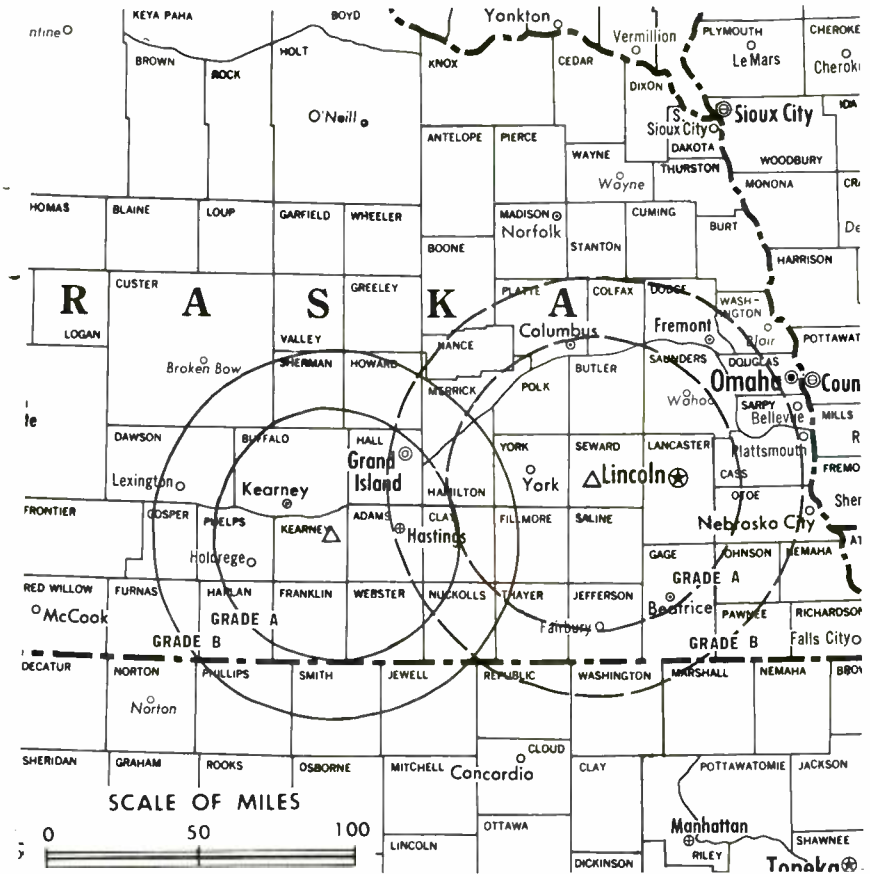


Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude 40° 35' 20"  
Longitude 98° 48' 10"

Transmitter: 10-mi. N.E. of Minden.  
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.  
News Film Service: CBS.



County coverage based on Arbitron study (see page 4-b).

KGIN-TV Ref: FCC File No. BMPCT-5651 Granted 8/24/61

© American Map Co., Inc., N.Y., No. 14244

## KGIN-TV

Network Service: CBS.  
Licensee: Cornhusker Television Corp., KOLN-TV, Lincoln, Neb.  
Studio: 231 S. Locust St., Grand Island, Neb. (68801).  
Telephone: 308-382-6100. TWX No.: 910-621-8114.  
Ownership: See KOLN-TV, Lincoln.  
Began Operation: October 1, 1961.  
Represented (sales) by Avery-Knodel Inc.  
Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:  
Same as KOLN-TV.  
BOB SCHNUELLE, manager, Grand Island.

Rates: See KOLN-TV.

NETWORK BASE HOURLY RATE: Combination rate with KOLN-TV, Lincoln.

**Arbitron Data For This Station Included With  
Parent KOLN-TV, Lincoln, Neb.**

K  
G  
I  
N  
R  
S  
E  
A  
R  
L  
A  
R  
A  
N  
A  
S  
S  
K  
A

# Nebraska—Hastings

## KHAS-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"  
Longitude 98° 23' 04"

Transmitter: Hwy. 281, 3-mi. N of Hastings.

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.

News Film Service: NBC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Nebraska Television Corp., Box 578 (68901).

Telephone: 402-463-1321. TWX No.: 402-596-1490.

Ownership: Seaton Publishing Co., 51.54%; Morrison-Quirk Grain Corp., 3.64%; Radio KHAS, Hastings, 4.07%; D. H. Meves Estate, 4.50%; Duane L. Watts, 1.02%; John Spady Estate, 1.75%; Gladys D. Seaton, 3.30%; James D. Conway, 2.62%; Lloyd P. Kissinger, 1.45%; over 100 other stockholders, none with as much as 1%. Officers: G. D. Seaton, pres.; James D. Conway, secy.-treas.; Duane B. Allison, asst. secy. Seaton family owns Hastings Tribune, controls KHAS; KGGF, Coffeyville, Kan.; KMAN, Manhattan, Kan.; and publishes chain of Western newspapers. Meves estate owns KROW, Dallas, Ore.

Began Operation: Jan. 1, 1956.

Represented (sales) by Adam Young Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

DUANE L. WATTS, exec. v.p. & chief operating officer.  
KAREN HANNA, national sales manager.  
DUANE B. ALLISON, chief engineer.  
JACK BOWE, news director.

Highest 30 Sec. Rate (May 1978): \$115.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Jewell	2,100	2,000	94
	Republic	3,500	3,400	96
	Smith	2,500	2,400	97
50% & Over	<b>NEBRASKA</b>			
	Adams	10,700	10,500	98
	Boone	2,900	2,800	97
	Buffalo	10,900	10,700	98
	Clay	3,100	3,100	99

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fillmore	3,000	2,900	98
	Franklin	1,800	1,800	98
	Garfield	1,100	1,100	96
	Greeley	1,200	1,100	95
	Hall	17,200	16,900	98
	Hamilton	2,900	2,800	98
	Harlan	1,900	1,900	98
	Howard	2,500	2,400	97
	Jefferson	4,200	4,100	97
	Kearney	2,600	2,600	99
	Loup	300	300	96
	Merick	3,100	3,000	97
	Nance	1,900	1,800	97
	Nuckolls	2,300	2,200	96
	Phelps	4,000	4,000	99
	Polk	2,400	2,400	99
Sherman	1,600	1,500	96	
Thayer	3,100	3,000	97	
Valley	2,100	2,000	95	
Webster	2,200	2,200	98	
Wheeler	300	300	95	
York	5,500	5,300	97	
Between 25-49%	<b>KANSAS</b>			
	Cloud	4,900	4,700	95
	Osborne	2,700	2,600	95
	Phillips	3,200	3,000	95
	Rooks	3,000	2,900	97
Sheridan	1,100	1,100	96	
<b>NEBRASKA</b>	Custer	5,500	5,300	96
	Dawson	8,100	7,900	98
	Gosper	700	700	98
	(Continued on page 536-b)			
<b>Station Totals</b>		<b>238,300</b>	<b>232,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>104,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>61,700</b>

# Nebraska—Hayes Center

## KWNB-TV

Ch. 6

[Satellite of KHGI-TV,  
Kearney, Neb.]



KATZ TELEVISION

Technical Facilities: Channel No. 6  
(82-88 MHz). Authorized power:  
100-kw visual, 11.2-kw aural.  
710-ft. above av. terrain, 586-ft.  
above ground, 3851-ft. above sea  
level.

Latitude 40° 37' 32"  
Longitude 101° 01' 46"

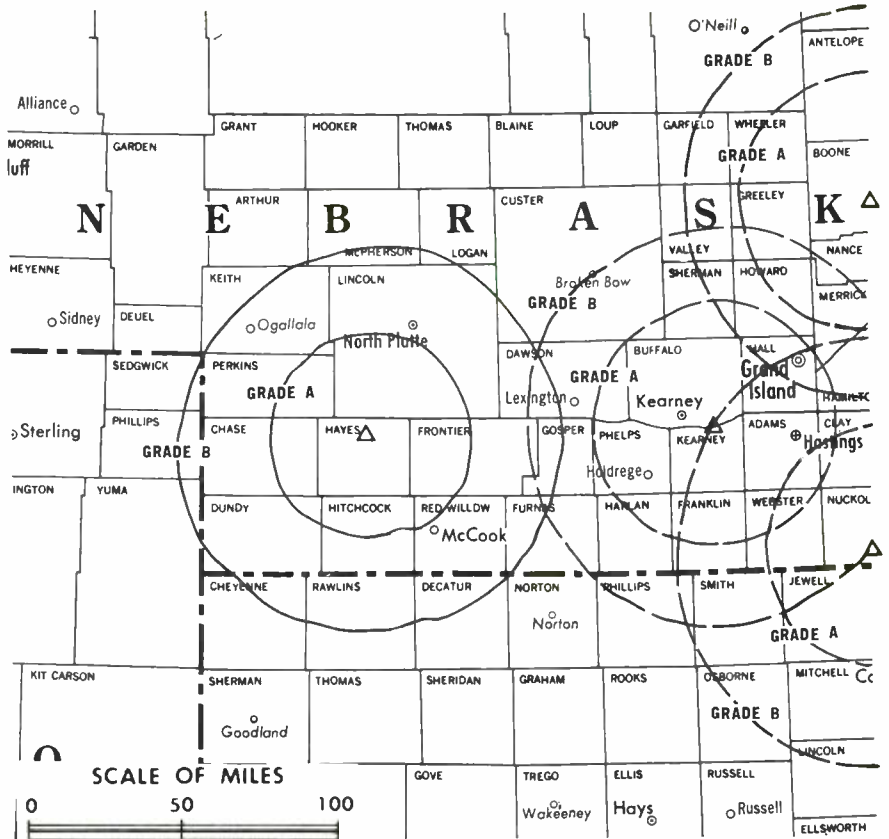
Transmitter: County Rd., 8-mi. N of  
Hayes Center.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

County coverage based on Arbitron study (see  
page 4-b).



KWNB-TV Ref: FCC File No. BPCT-2531 Granted 9/17/58

©American Map Co., Inc., N.Y., No. 14244

## KWNB-TV

Network Service: ABC.

Licensee: NTV Enterprises Inc., Box 220, Kearney, Neb. (68847).

Studio: County Rd., 8-mi. N of Hayes Center.

Telephone: 308-743-2494, NTV Network, Axtell, Neb.

TWX No.: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: Feb. 9, 1956.

Represented (sales) by Katz Television; Soderlund Co. (Omaha-  
Lincoln).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

### Personnel:

JAMES D. JOHNSON, exec. vice president & general manager.

LLOYD MINTZMYER, director of engineering.

RICHARD L. TILLERY, news director.

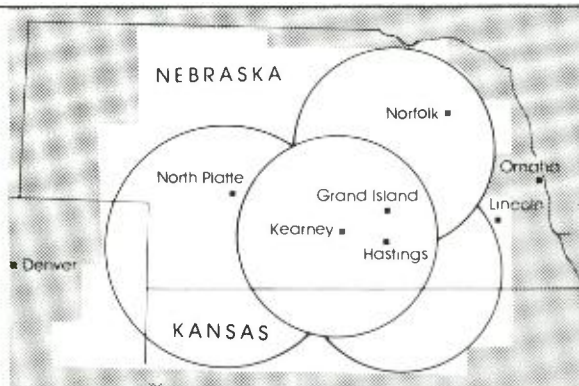
Rates: Sold in conjunction with KHGI-TV, Kearney; KCNA-TV,  
Albion & KSNB-TV, Superior, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.

**Arbitron Data For This Station Included With  
Parent KHGI-TV, Kearney, Neb.**



The only single  
ad buy covering  
the rich  
agriculture market  
between Denver  
and Omaha.



**KHGI-TV Channel 13**  
Kearney, Hastings, Gr. Island  
**KCNA-TV Channel 8**  
Albion, Norfolk, Columbus  
**KWNB-TV Channel 6**  
North Platte, McCook  
**KSNB-TV Channel 4**  
Northern Kansas, SE Nebraska



# Nebraska—Hay Springs-Scottsbluff

## 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, 20-kw aural. Antenna:  
2000-ft. above av. terrain,  
1961-ft. above ground, 6316-ft.  
above sea level.

Latitude 42° 10' 21"  
Longitude 103° 13' 57"

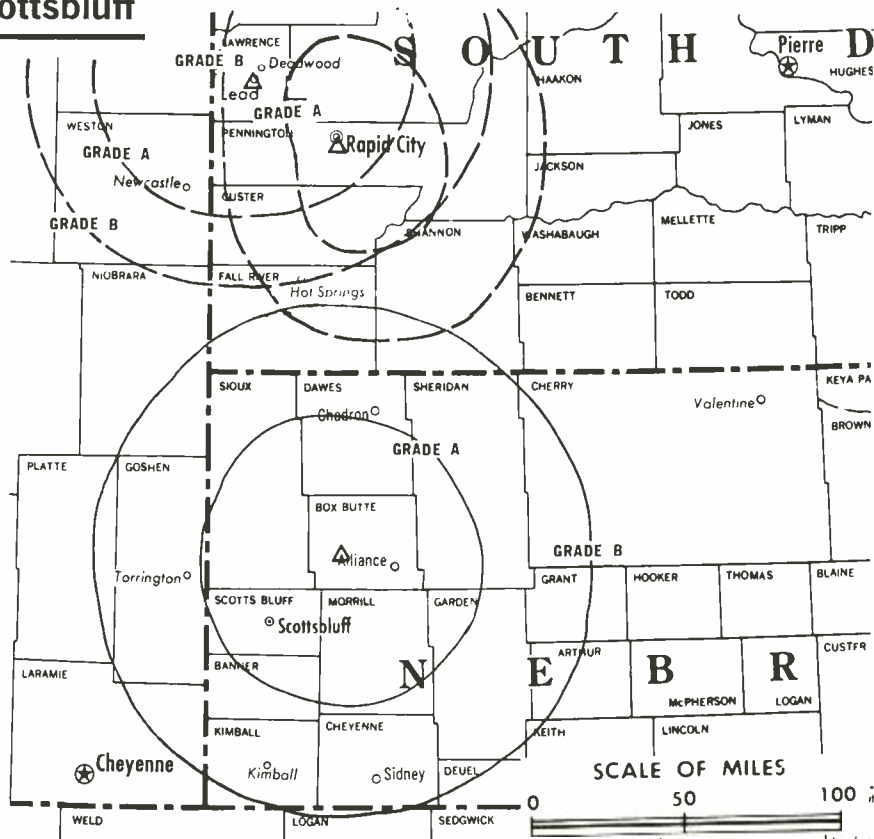
Transmitter: 13.1-mi. SW of Heming-  
ford, Neb.

Color: Network, live, film & slide.

News Wire Service: UPI.

News Film Service: NBC.

Represented (engineering) by Edward  
F. Lorentz & Associates, Vir James  
(Denver).



County coverage based on Arbitron study (see  
page 1-b).

KDUH-TV Ref: FCC File No. BPCT-4269 Granted 11/25/69

©American Map Co., Inc., N.Y., No. 14244

## KDUH-TV

Network Service: NBC & ABC.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, S.D.  
(57709).

Studio: Hwy. 87, Box 250, Hay Springs, Neb. (69347).

Telephone: 605-638-2741.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Feb. 20, 1958.

Represented (sales) by Katz Television; The Soderlund Company  
(Omaha-Lincoln); John McGuire Co. (Denver).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

### Personnel:

WILLIAM DUHAMEL, general manager.  
DAN LESMEISTER, broadcast manager.  
JERRY DISHONG, resident manager.  
FRED WUENSCHER, director of engineering.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: \$225.

Arbitron Data For This Station Included With  
Parent KOTA-TV, Rapid City, S.D.

# Nebraska—Kearney-Hastings-Grand Island

## KHGI-TV

Ch. 13

[Operates NTV Network including satellite KWNB-TV, Hayes Center; semi-satellites KCNA-TV, Albion & KSNB-TV, Superior, all Neb.]

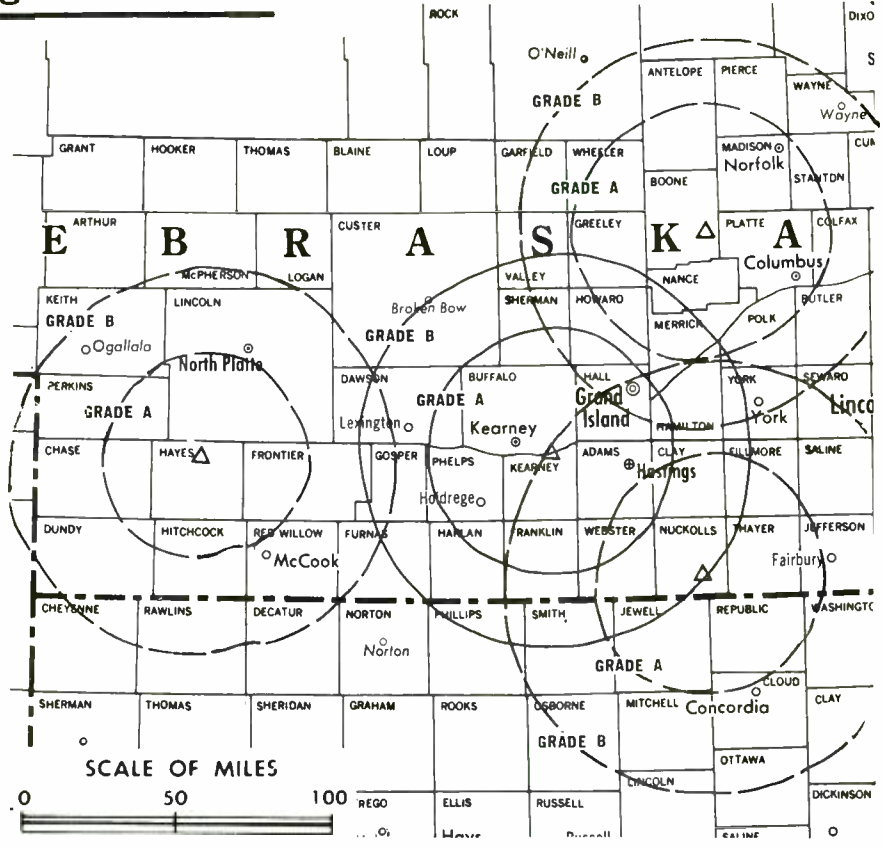


Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1110-ft. above av. terrain, 1173-ft. above ground, 3243-ft. above sea level.

Latitude 40° 39' 27"  
Longitude 98° 52' 04"

Transmitter: 1.2 mi. NW of Lowell.  
Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KHGI-TV Ref: FCC File No. BPCT—2718 Granted 8/1/62

©American Map Co., Inc. N.Y. No. 14244

## KHGI-TV

Network Service: ABC.  
Licensee: NTV Enterprises, Box 220, Kearney, Neb. (68847).  
Studio: 2.5-mi. E of Axtell, Neb.  
Telephone: 308-743-2494, Axtell. TWX No.: 910-960-3746.  
Ownership: John W. Payne, pres., 10%; John M. Crowley, v.p., 10%; Charles E. Oldfather, secy., 16 $\frac{2}{3}$ %; Payne Enterprises Inc., 25%; Richard H. Oldfather, 16 $\frac{2}{3}$ %; James D. Johnson, 5%. NTV Enterprises also owns & operates satellite KWNB-TV, Hayes Center and semi-satellites KCNA-TV, Albion & KSNB-TV, Superior, all Neb.  
Began Operation: Dec. 24, 1953. Sale to present owner by Bi-States Co. (F. Wayne Brewster, et al.) approved by FCC April 29, 1974 (Television Digest, Vol. 14:7).  
Represented (sales) by Katz Television; Soderlund Co. (Omaha-Lincoln).  
Represented (legal) by Fisher, Wayland, Southmayd & Cooper.  
Personnel:  
JAMES D. JOHNSON, exec. vice president & general manager.  
LLOYD MINTZMYER, director of engineering.  
JOHN T. BENSON JR., sales manager.  
RICHARD L. TILLERY, news director.  
Highest 30 Sec. Rate (Sept. 2, 1978): \$700.  
NETWORK BASE HOURLY RATE: \$600.

Arbitron Data for this Station includes Satellites  
KWNB-TV, Hayes Center; KCNA-TV, Albion &  
KSNB-TV, Superior, Neb.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO Phillips	1,900	1,900	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Cheyenne	1,800	1,700	97
	Clay	4,000	3,800	95
	Cloud	4,900	4,700	95
	Decatur	2,000	1,900	97
	Jewell	2,100	2,000	94
	Mitchell	3,000	2,900	96
	Norton	2,400	2,300	97
	Osborne	2,700	2,600	95
	Phillips	3,200	3,000	95
	Rawlins	1,500	1,400	97
	Republic	3,500	3,400	96
	Sherman	3,000	2,900	97
	Smith	2,500	2,400	97
	Washington	3,600	3,400	95
<b>NEBRASKA</b>				
50% & Over	Adams	10,700	10,500	98
	Antelope	3,600	3,400	96
	Arthur	200	200	96
	Boone	2,900	2,800	97
	Brown	1,500	1,400	94
	Buffalo	10,900	10,700	98
	Chase	1,600	1,600	98
	Clay	3,100	3,100	99
	Custer	5,500	5,300	96
	Dawson	8,100	7,900	98
	Deuel	1,000	1,000	98
	Dundy	1,000	1,000	96
	Fillmore	3,000	2,900	98
	Franklin	1,800	1,800	98
	Frontier	1,300	1,300	97
	Furnas	2,700	2,600	96
	Garden	1,200	1,100	93
	Garfield	1,100	1,100	96
	Gosper	700	700	98
	Greeley	1,200	1,100	95
	Hall	17,200	16,900	98

(Continued on page 529-b)

Station Totals	368,900	358,800	97
Net Weekly Circulation (1976-77)	186,400		
Average Daily Circulation (1976-77)	115,500		

# 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, 36.3-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"

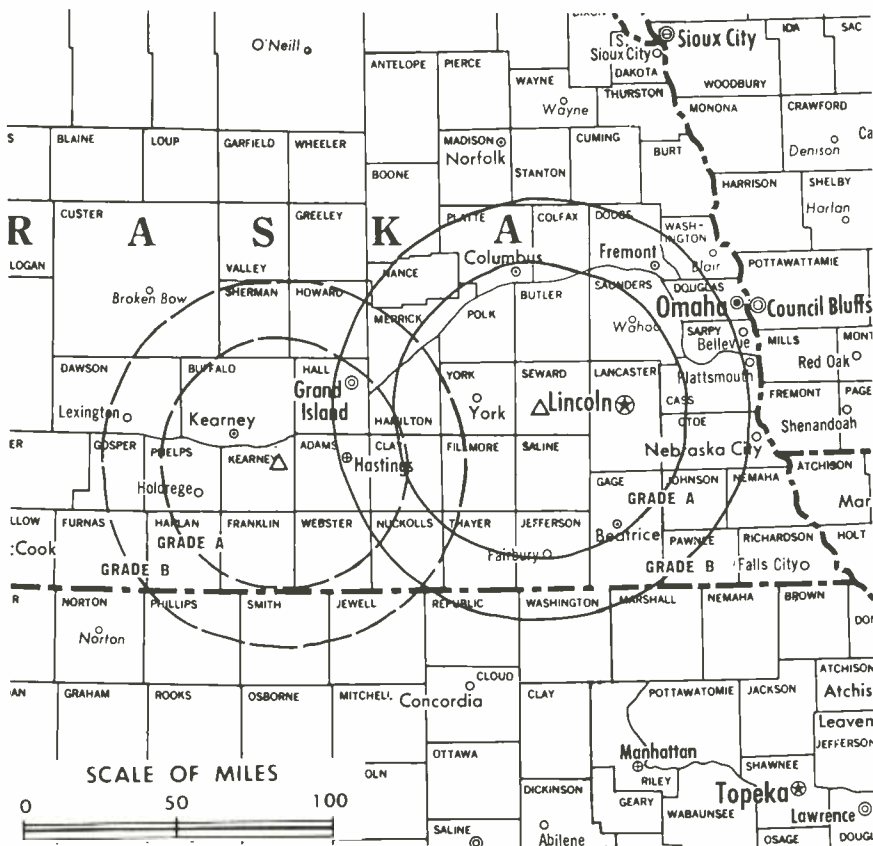
Transmitter: 6-mi. E of Beaver Crossing.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KOLN-TV Ref: FCC File No. BPCT-3649 Granted 12/15/65

©American Map Co., Inc. N.Y., No. 14244

## KOLN-TV

Network Service: CBS.

Licensee: Cornhusker Television Corp., P.O. Box 30350 (68503).

Studio: 40th & W Sts.

Telephone: 402-467-4321. TWX No.: 910-621-8114.

Ownership: Fetzer Communications Inc. For other interests, see WKZO-TV, Kalamazoo, Mich. Cornhusker Television also owns satellite KGIN-TV, Grand Island, Neb.

Begin 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.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN E. FETZER, chairman.

A. JAMES EBEL, president & general manager.

PAUL JENSEN, station manager.

WESLEY MASER, sales manager.

BOB TAYLOR, news director.

BOB FURMAN, production director.

DALE HOLT, public affairs director.

DEBORAH KNEIP McDERMOTT, dir., promotion & public relations.

LLOYD OLIVER, farm director.

RAY TAYLOR, chief engineer.

### DIGEST OF RATE CARD—(Jan. 30, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.				
\$1300	\$800			

\*Highest rate: \$500.

\*Highest rate: \$500.

Includes KGIN-TV, Grand Island, Neb.

NETWORK BASE HOURLY RATE: \$827.

Arbitron Data: Figures include Satellite KGIN-TV, Grand Island, Neb.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
	Cloud	4,900	4,700	95
	Jewell	2,100	2,000	94
	Norton	2,400	2,300	97
	Phillips	3,200	3,000	95
	Republic	3,500	3,400	96
	Smith	2,500	2,400	97
	Washington	3,600	3,400	95
<b>NEBRASKA</b>				
	Adams	10,700	10,500	98
	Antelope	3,600	3,400	96
	Boone	2,900	2,800	97
	Brown	1,500	1,400	94
	Buffalo	10,900	10,700	98
	Butler	3,200	3,100	97
	Clay	3,100	3,100	99
	Coffax	3,900	3,800	96
	Custer	5,500	5,300	96
	Dawson	8,100	7,900	98
	Fillmore	3,000	2,900	98
	Franklin	1,800	1,800	98
	Furnas	2,700	2,600	96
	Gage	8,600	8,400	98
	Garfield	1,100	1,100	96
	Gosper	700	700	98
	Greeley	1,200	1,100	95
	Hall	17,200	16,900	98
	Hamilton	2,900	2,800	98
	Harlan	1,900	1,900	98
	Holt	4,500	4,200	93
	Howard	2,500	2,400	97
	Jefferson	4,200	4,100	97
	Johnson	2,100	2,000	97
	Kearney	2,600	2,600	99
	Lancaster	67,000	65,800	98
	Lincoln	12,800	12,500	98
	Loup	300	300	96
	Merrick	3,100	3,000	97

(Continued on page 529-b)

Station Totals	565,600	553,200	97
Net Weekly Circulation (1976-77)			274,800
Average Daily Circulation (1976-77)			195,100



# 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 \$2,683,526,000, is one. The other is Lincoln-Hastings-Kearney, where retail sales are a robust \$1,820,817,000.

# 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. We dominate with a 62% share of adults 18-49 and a 55% share of ADI homes in late news (10-10:30 p.m.). And our early evening share of women viewers 18-49 is 61%.

That's why you can't cover KOLN-TV/KGIN-TV's half of Nebraska from Omaha... unless you're willing to settle for a maximum of 10% prime time ADI share.

Source ARB/ADI May, 1978  
Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measure of true audience



### The Feltzer Stations

RADIO  
WKZO KALAMAZOO BATTLE CREEK  
WJFM GRAND RAPIDS-KALAMAZOO  
WVAM/WKJF(FM) CADILLAC  
TELEVISION  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTW / CADILLAC TRAVERSE CITY  
/ WWUP-TV SAULT STE MARIE  
KOLN-TV / LINCOLN, NEBRASKA  
/ KGIN-TV GRAND ISLAND, NEB  
KMEG-TV SIOUX CITY, IOWA

## KOLN-TV/KGIN-TV

Channel 10  A CBS Affiliate Channel 11  
LINCOLN, NEBRASKA / GRAND ISLAND, NEBRASKA  
1500 FT. TOWER / 1069 FT. TOWER

Avery-Knodel Television National Representatives

# Nebraska—McCook-Oberlin

## KOMC

Ch. 8

[Satellite of KARD-TV, Wichita, Kan.]

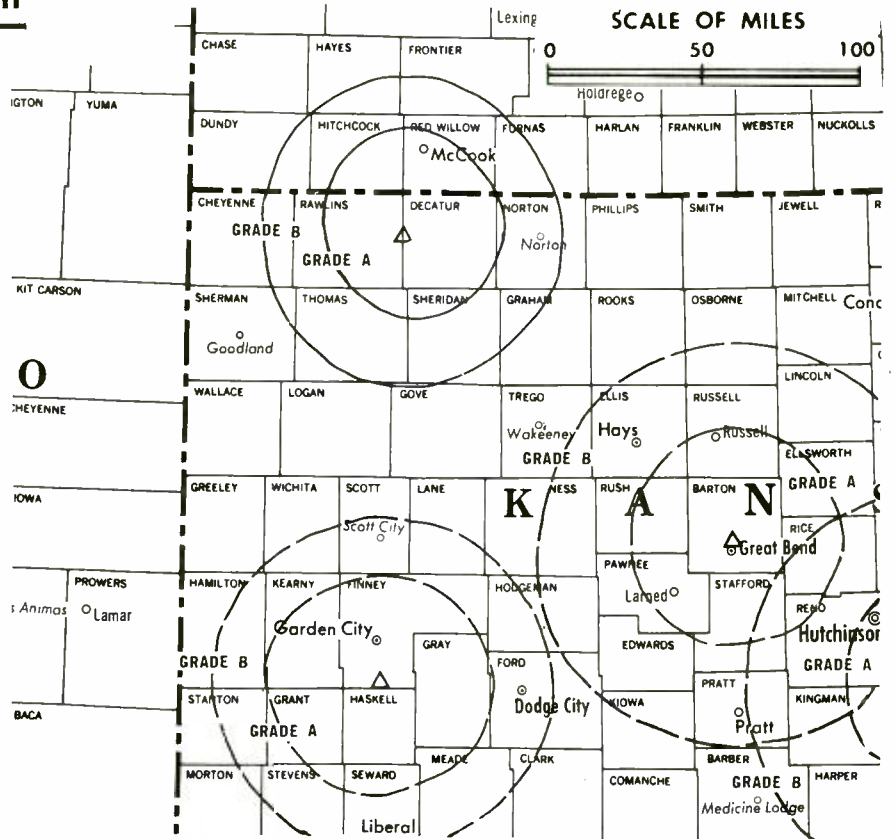
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 710-ft. above av. terrain, 677-ft. above ground, 3537-ft. above sea level.

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: UPI.



County coverage based on Arbitron study (see page 1-b).

KOMC Ref: FCC File No. BMPCT-5393 Granted 10/15/59

©American Map Co., Inc., N.Y., No. 14244

## KOMC

Network Service: NBC.

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 TeleRep.

Represented (legal) by Koteen & Burt.

### Personnel:

ROBERT BERKHEIMER, station manager.

STEVE NELLANS, 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.

**Arbitron Data For This Station Included With Parent KARD-TV, Wichita, Kan.**

**KHGI-TV, Kearney**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEBRASKA—(Continued)</b>				
	Hamilton	2,900	2,800	98
	Harlan	1,900	1,900	98
	Hayes	500	500	97
	Hitchcock	2,000	2,000	98
	Howard	2,500	2,400	97
	Jefferson	4,200	4,100	97
	Kearney	2,600	2,600	99
	Keith	3,500	3,400	98
	Lincoln	12,800	12,500	98
	Logan	200	200	94
	Loup	300	300	96
<b>50% &amp; Over</b>	Mc Pherson	200	200	93
	Merrick	3,100	3,000	97
	Nance	1,900	1,800	97
	Nuckolls	2,300	2,200	96
	Perkins	1,300	1,300	99
	Phelps	4,000	4,000	99
	Pierce	3,300	3,200	97
	Polk	2,400	2,400	99
	Red Willow	5,000	4,900	98
	Rock	700	700	96
	Sherman	1,600	1,500	96
	Thayer	3,100	3,000	97
	Valley	2,100	2,000	95
	Webster	2,200	2,200	98
	Wheeler	300	300	95
	York	5,500	5,300	97
<b>COLORADO</b>				
	Sedgwick	1,300	1,300	96
<b>KANSAS</b>				
	Graham	1,700	1,700	98
	Lincoln	1,700	1,600	95
	Ottawa	2,400	2,300	95
	Rooks	3,000	2,900	97
<b>Between 25-49%</b>	Thomas	3,300	3,200	96
<b>NEBRASKA</b>				
	Holt	4,500	4,200	93
	Knox	4,000	3,800	95
	Madison	11,000	10,600	96
	Platte	9,600	9,400	98
	Thomas	400	400	91
<b>COLORADO</b>				
	Yuma	3,500	3,300	95
<b>KANSAS</b>				
	Dickinson	8,300	8,000	97
	Ellsworth	2,300	2,200	96
	Geary	10,500	10,300	98
	Gove	1,300	1,200	95
	Marshall	5,800	5,600	96
	Sheridan	1,100	1,100	96
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Blaine	200	200	91
	Butler	3,200	3,100	97
	Gage	8,600	8,400	98
	Hooker	300	300	99
	Lancaster	67,000	65,800	98
	Pawnee	1,400	1,300	95
	Saline	5,100	5,000	98
	Seward	5,200	5,000	97
	Stanton	2,300	2,200	96
	Thurston	2,300	2,200	97
	Wayne	2,800	2,800	99

**Nebraska**

**KOLN-TV, Lincoln**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEBRASKA—(Continued)</b>				
	Nance	1,900	1,800	97
	Nuckolls	2,300	2,200	96
	Otoe	6,000	5,900	98
	Pawnee	1,400	1,300	95
	Phelps	4,000	4,000	99
	Platte	9,600	9,400	98
	Polk	2,400	2,400	99
<b>50% &amp; Over</b>	Red Willow	5,000	4,900	98
	Richardson	4,200	4,100	97
	Rock	700	700	96
	Saline	5,100	5,000	98
	Saunders	6,600	6,500	98
	Seward	5,200	5,000	97
	Sherman	1,600	1,500	96
	Thayer	3,100	3,000	97
	Valley	2,100	2,000	95
	Webster	2,200	2,200	98
	Wheeler	300	300	95
	York	5,500	5,300	97
<b>KANSAS</b>				
	Graham	1,700	1,700	98
	Marshall	5,800	5,600	96
	Rooks	3,000	2,900	97
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Blaine	200	200	91
	Cass	6,700	6,600	98
	Madison	11,000	10,600	96
	Nemaha	2,900	2,800	97
	Stanton	2,300	2,200	96
<b>IOWA</b>				
	Harrison	6,200	6,100	98
	Pottawattamie	29,800	29,300	98
<b>KANSAS</b>				
	Decatur	2,000	1,900	97
	Nemaha	3,900	3,800	97
	Osborne	2,700	2,600	95
<b>MISSOURI</b>				
	Atchison	3,600	3,500	97
<b>Between 5-24%</b>	<b>NEBRASKA</b>			
	Burt	3,100	3,100	98
	Cherry	2,600	2,500	96
	Cuming	4,000	3,900	97
	Dodge	13,200	13,000	99
	Douglas	141,900	139,500	98
	Frontier	1,300	1,300	97
	Hitchcock	2,000	2,000	98
	Logan	200	200	94
	Pierce	3,300	3,200	97
	Sarpy	21,700	21,500	99
	Washington	5,500	5,400	99

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

**MALARKEY TAYLOR**  
AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# 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"

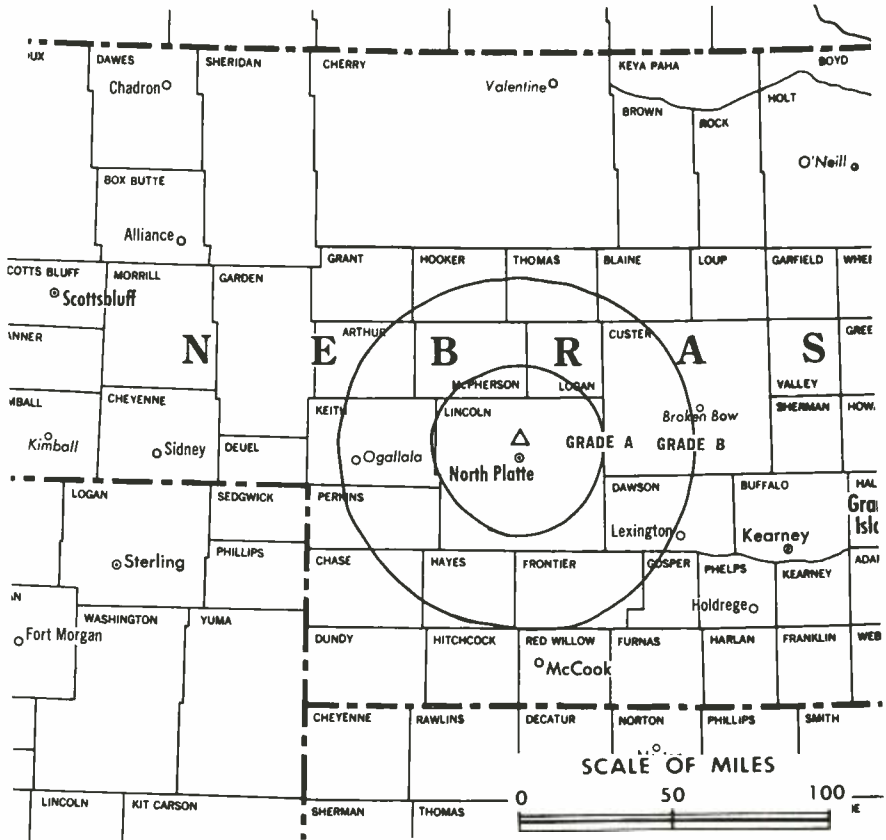
Transmitter: 4.7-mi. NNE of center of town.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: North Platte Television Inc., Box 749 (69101).

Studio: 4.7-mi. NNE of center of town.

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.

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 Savalli/Gates Inc.

Represented (legal) by James E. Greeley.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

ULYSSES A. CARLINI, general manager.  
DON FELDMAN, news director.  
DAVE RINEHART, sports director.  
ROSS HUTCHERSON, chief engineer.  
CHERYL McDONALD, traffic director.

Highest 30 Sec. Rate (April 24, 1978): \$49.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	COLORADO Sedgwick	1,300	1,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>NEBRASKA</b>					
50% & Over	Arthur	200	200	96	
	Blaine	200	200	91	
	Custer	5,500	5,300	96	
	Dawson	8,100	7,900	98	
	Deuel	1,000	1,000	98	
	Garden	1,200	1,100	93	
	Hooker	300	300	99	
	Keith	3,500	3,400	98	
	Lincoln	12,800	12,500	98	
	Logan	200	200	94	
	Mc Pherson	200	200	93	
Perkins	1,300	1,300	99		
Thomas	400	400	91		
<b>NEBRASKA</b>					
Between 25-49%	Chase	1,600	1,600	98	
	Cherry	2,600	2,500	96	
	Frontier	1,300	1,300	97	
	Hayes	500	500	97	
<b>COLORADO</b>					
Between 5-24%	Phillips	1,900	1,900	98	
	<b>NEBRASKA</b>				
	Gosper	700	700	98	
	Grant	600	600	92	
Loup	300	300	96		
<b>SOUTH DAKOTA</b>					
	Bennett	1,100	1,000	94	
<b>Station Totals</b>		<b>46,800</b>	<b>45,700</b>	<b>97</b>	
Net Weekly Circulation (1976-77)				29,600	
Average Daily Circulation (1976-77)				21,300	

# 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.

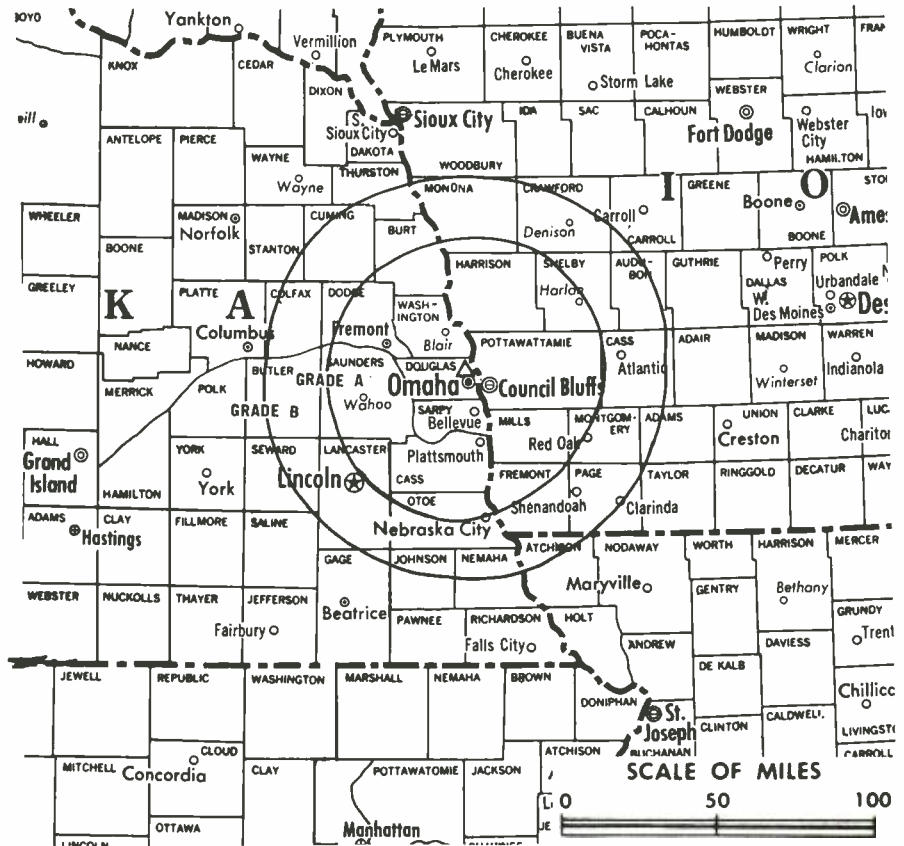
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Represented (legal) by Marmet Professional Corp.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: KETV Television Inc., 27th & Douglas Sts., Omaha (68131).

Ownership: Pulitzer Publishing Co., 100%. For other interests, see KSD-TV, St. Louis, Mo.

Began Operation: Sept. 17, 1957. Sale to present owner by Peter Kiewit Sons' Inc. (publisher of Omaha World-Herald) approved by FCC Feb. 26, 1976 (Television Digest, Vol. 15:45). Previous sale of newspaper and TV station began with transfer of newspaper and 45% of KETV in 1962 and was completed the following year when transfer of the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 2:45, 3:23).

Represented (sales) by Blair Television.

Personnel:

KEN ELKINS, general manager.  
DANNY R. THOMPSON, general sales manager.  
GARY R. NIELSEN, program/operations manager.  
DON CLAUSEN, chief engineer.

DIGEST OF RATE CARD NO. A118—(Sept. 11, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AA—7-10 p.m., daily.					
\$3200	\$1600	\$800	\$800	\$800	\$400

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adams	2,700	2,600	96
	Audubon	3,300	3,200	98
	Cass	6,500	6,400	98
	Crawford	6,800	6,700	98
	Fremont	3,700	3,600	99
Harrison	6,200	6,100	98	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
	Mills	4,700	4,600	98
	Monona	4,800	4,700	98
	Montgomery	5,500	5,400	98
	Page	8,000	7,800	97
	Pottawattamie	29,800	29,300	98
	Shelby	5,100	5,000	98
	Taylor	3,500	3,400	96
<b>MISSOURI</b>				
	Atchison	3,600	3,500	97
<b>NEBRASKA</b>				
	Burt	3,100	3,100	98
	Butler	3,200	3,100	97
	Cass	6,700	6,600	98
	Colfax	3,900	3,800	96
	Cuming	4,000	3,900	97
	Dodge	13,200	13,000	99
	Douglas	141,900	139,500	98
	Gage	8,600	8,400	98
	Johnson	2,100	2,000	97
	Lancaster	67,000	65,800	98
	Nemaha	2,900	2,800	97
	Otoe	6,000	5,900	98
	Pawnee	1,400	1,300	95
	Platte	9,600	9,400	98
	Richardson	4,200	4,100	97
	Saline	5,100	5,000	98
	Sarpy	21,700	21,500	99
	Saunders	6,600	6,500	98
	Seward	5,200	5,000	97
	Stanton	2,300	2,200	96
	Thurston	2,300	2,200	97
	Washington	5,500	5,400	99

(Continued on page 536-b)

Station Totals	600,500	588,500	98
Net Weekly Circulation (1976-77)			400,100
Average Daily Circulation (1976-77)			270,800

# 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.

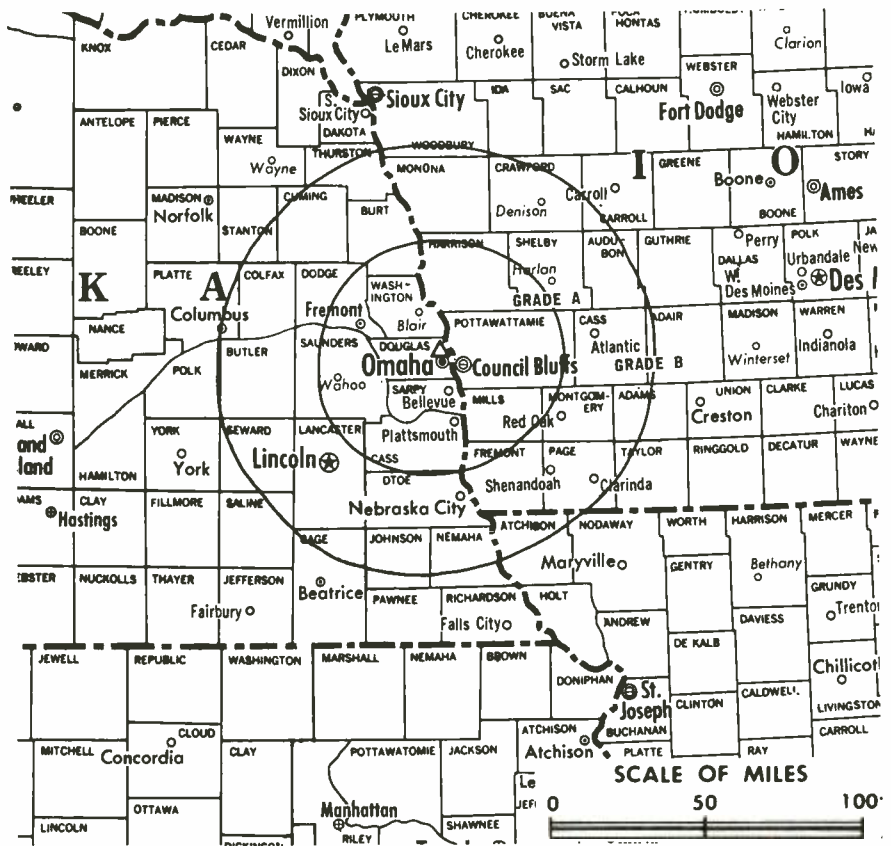
AM Affiliate: KFAB, 50-kw, 1110 kHz (NBC).

FM Affiliate: KGOR, 115-kw, 99.9 MHz (No. 260), 500-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KMTV Ref: FCC File BPCT—3288 Granted 4/26/66

© American Map Co., Inc., N.Y., No. 14244

## KMTV

Network Service: NBC.

Licensee: May Broadcasting Co., 10714 Mockingbird Dr., Omaha, Neb. (68127).

Studio: 10714 Mockingbird Dr., Omaha, Neb. (68127).

Telephone: 402-592-3333. 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.; Jesse D. Rankin Jr., v.p.; Norman W. Williams, v.p.; James B. Shaum, v.p.-secy.; Frances M. Rankin, treas.; and the following directors: Edward W. May, James B. Shaum, Mrs. Frances May Rankin, Mrs. Eleanor Jean May, J. D. Rankin Jr., O. L. Saddler, Norman W. Williams.

Began Operation: Sept. 1, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

EDWARD W. MAY, president.  
OWEN SADDLER, executive v.p. & general manager.  
NORMAN W. WILLIAMS, v.p. & asst. general manager.  
GALE TOTTEN, vice president, engineering.  
JACK A. CARRIGAN, general sales manager.  
RICHARD L. RONCKA, regional & local sales manager.  
ARTHUR JACOBSON, operations director.  
WAYNE BARRINGTON, program manager.  
ARTHUR JANTZ, program production director.  
KENNETH MICHELSON, film director.  
LARRY STEELE, chief engineer.

### DIGEST OF RATE CARD—(Jan. 1, 1977)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$1100.00 \$650.00 ..... Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$1050.

532-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Adams	2,700	2,600	96
	Audubon	3,300	3,200	98
	Cass	6,500	6,400	98
	Crawford	6,800	6,700	98
	Fremont	3,700	3,600	99
	Harrison	6,200	6,100	98
	Mills	4,700	4,600	98
	Monona	4,800	4,700	98
	Montgomery	5,500	5,400	98
	Page	8,000	7,800	97
	Pottawattamie	29,800	29,300	98
	Shelby	5,100	5,000	98
	Taylor	3,500	3,400	96
	<b>MISSOURI</b>			
	Atchison	3,600	3,500	97
<b>50% &amp; Over</b>	<b>NEBRASKA</b>			
	Burt	3,100	3,100	98
	Butler	3,200	3,100	97
	Cass	6,700	6,600	98
	Colfax	3,900	3,800	96
	Cuming	4,000	3,900	97
	Dodge	13,200	13,000	99
	Douglas	141,900	139,500	98
	Gage	8,600	8,400	98
	Johnson	2,100	2,000	97
	Lancaster	67,000	65,800	98
	Nemaha	2,900	2,800	97
	Otoe	6,000	5,900	98
	Pawnee	1,400	1,300	95
	Platte	9,600	9,400	98
	Richardson	4,200	4,100	97
	Saline	5,100	5,000	98
	Sarpy	21,700	21,500	99
(Continued on page 536-b)				
<b>Station Totals</b>		<b>505,500</b>	<b>495,400</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>396,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>267,800</b>

# Nebraska—Omaha

## WOWT

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.

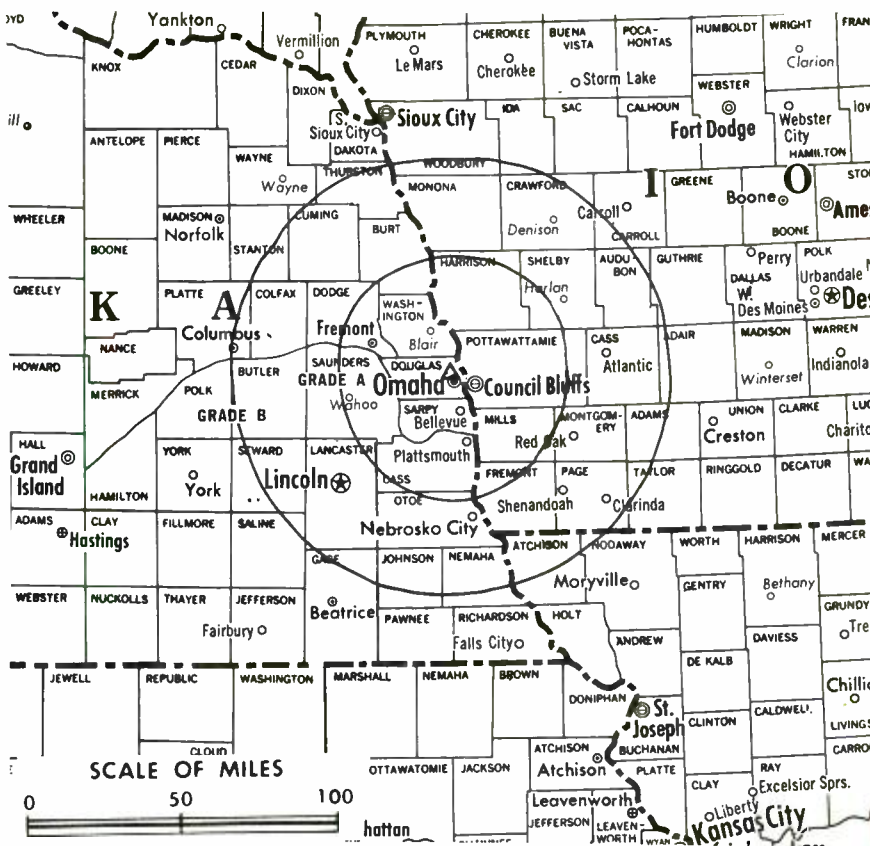
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Represented (engineering) by Hammett & Edison.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WOWT Ref: FCC File No. BPCT—3671 Granted 4/25/66

©American Map Co., Inc., N.Y., No. 14244

## WOWT

Network Service: CBS.

Licensee: Chronicle Broadcasting Co., 1001 Van Ness Ave., San Francisco, Cal. (94119).

Studio: 3501 Farnam St., Omaha, Neb. (68131).

Telephone: 402-346-6666. TWX No.: 910-622-0488.

Ownership: Chronicle Broadcasting Co. Paul Wischmeyer, pres.; James Smith, pres., WOWT Div. For other interests, see KRON-TV, San Francisco.

Began Operation: Aug. 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

JAMES H. SMITH, president & general manager.

ED ZACHARY, general sales manager.

JOHN MARQUISS, local sales manager.

JOHN DIXON, program director.

WAYNE GOETZ, chief engineer.

JUDY HORAN, promotion manager.

RUTH WILLIAMS, creative director.

ARNOLD PETERSON, farm director.

JAMES McGAFFIN, director, public affairs.

HOWARD GREGORY, production manager.

WILLIAM F. TEMPLIN, business manager.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$971.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
50% & Over	Adams	2,700	2,600	96
	Audubon	3,300	3,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA—(Continued)</b>				
	Cass	6,500	6,400	98
	Crawford	6,800	6,700	98
	Fremont	3,700	3,600	99
	Harrison	6,200	6,100	98
	Mills	4,700	4,600	98
	Monona	4,800	4,700	98
	Montgomery	5,500	5,400	98
	Page	8,000	7,800	97
	Pottawattamie	29,800	29,300	98
	Shelby	5,100	5,000	98
	Taylor	3,500	3,400	96
<b>MISSOURI</b>				
	Atchison	3,600	3,500	97
<b>NEBRASKA</b>				
<b>50% &amp; Over</b>				
	Burt	3,100	3,100	98
	Butler	3,200	3,100	97
	Cass	6,700	6,600	98
	Colfax	3,900	3,800	96
	Cuming	4,000	3,900	97
	Dodge	13,200	13,000	99
	Douglas	141,900	139,500	98
	Gage	8,600	8,400	98
	Johnson	2,100	2,000	97
	Lancaster	67,000	65,800	98
	Madison	11,000	10,600	96
	Nemaha	2,900	2,800	97
	Otoe	6,000	5,900	98
	Pawnee	1,400	1,300	95
	Platte	9,600	9,400	98
	Richardson	4,200	4,100	97
	Saline	5,100	5,000	98
	Sarpy	21,700	21,500	99

(Continued on page 536-b)

Station Totals	548,000	537,300	98
Net Weekly Circulation (1976-77)	387,600		
Average Daily Circulation (1976-77)	252,500		

# Nebraska—Scottsbluff-Gering

## KSTF

Ch. 10

[Satellite of KYCU-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"

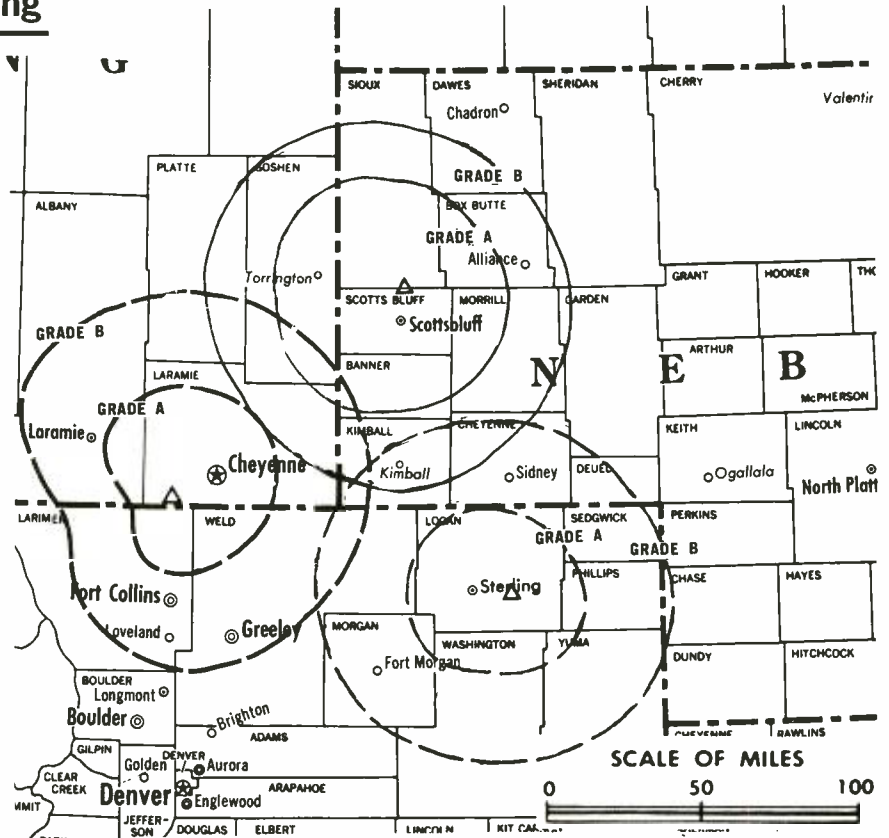
Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of  
Scottsbluff.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.



County coverage based on Arbitron 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: CBS & ABC, same as KYCU-TV, Cheyenne.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway,  
Cheyenne, Wyo. (82001).

Studio: 1402 First Ave., Scottsbluff, Neb. (69361).

Telephone: 307-634-7755, Cheyenne.

Ownership: See KYCU-TV, Cheyenne.

Began Operation: Aug. 7, 1955.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros &  
Schulkind.

### Personnel:

W. J. BRENNAN, resident manager.

CARL J. OCCHIPINTI, general manager.

Rates: Sold in combination with KYCU-TV, Cheyenne, with rates  
applying to simultaneous telecasts on both stations. Separate  
rates also available.

NETWORK BASE HOURLY RATE: Bonus to KYCU-TV, Cheyenne,  
Wyo.

Arbitron Data For This Station Included With  
Report of Parent KYCU-TV, Cheyenne, Wyo.



# Nebraska—Superior

## KSNB-TV

Ch. 4

[Semi-satellite of KHGI-TV,  
Kearney, Neb.]



### KATZ TELEVISION

Technical Facilities: Channel No. 4  
(66-72 MHz). Authorized power:  
100-kw visual, 12.6-kw aural. An-  
tenna: 1130-ft. above av. terrain,  
1083-ft. above ground, 2834-ft.  
above sea level.

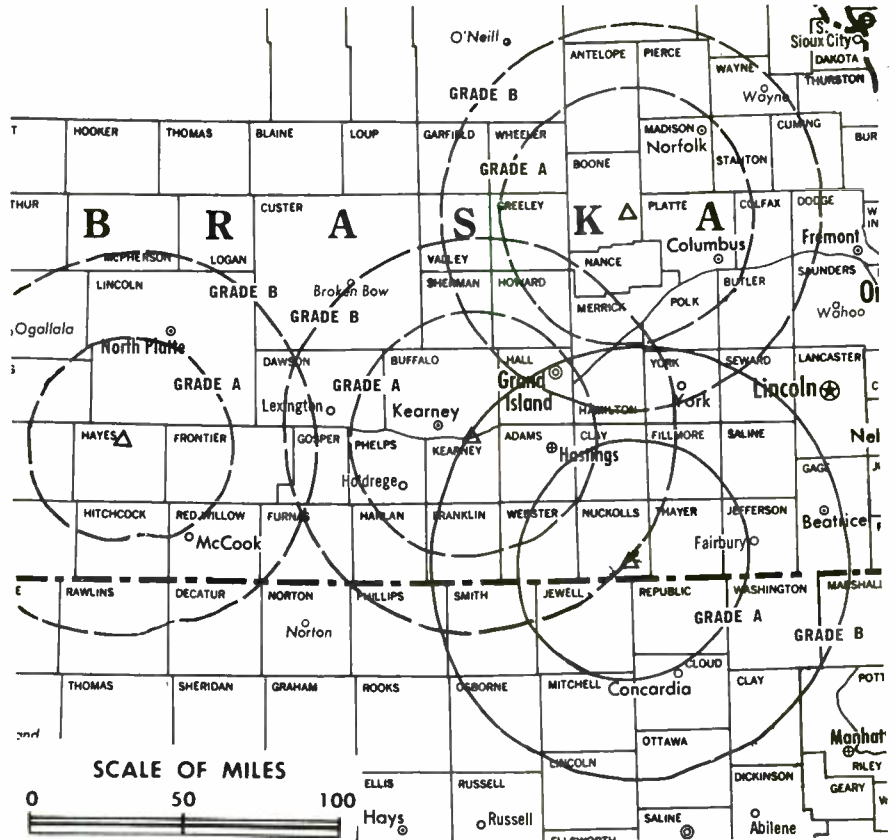
Latitude 40° 05' 13"  
Longitude 97° 55' 12"

Transmitter: 4.7-mi. SW of Ruskin.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP, UPI.

News Film Service: ABC.



County coverage based on Arbitron study (see  
page 4-b).

KSNB-TV Ref: FCC File No. BMPCT-6399 Granted 3/14/67

©American Map Co., Inc., N.Y., No. 14244

## KSNB-TV

Network Service: ABC.

Licensee: NTV Enterprises Inc., Box 220, Kearney, Neb. (68847).

Telephone: 308-743-2494, Axtell, Neb.

TWX No.: 910-960-3746.

Ownership: See KHGI-TV, Kearney, Neb.

Began Operation: Oct. 1, 1965.

Represented (sales) by Katz Television; Soderlund Co. (Omaha-  
Lincoln).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

### Personnel:

JAMES D. JOHNSON, exec. vice president & general manager.

LLOYD MINTZMYER, director of engineering.

RICHARD L. TILLERY, news director.

TOM NUSS, station manager.

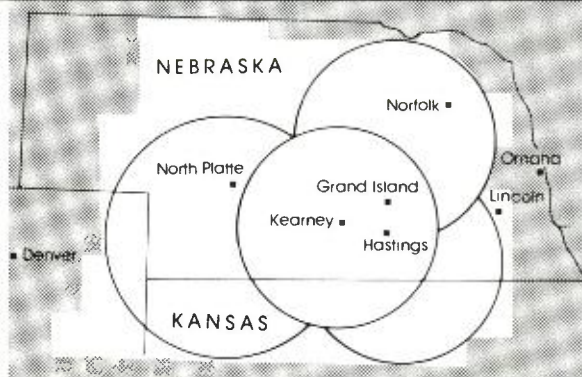
Rates: Sold in conjunction with KHGI-TV, Kearney; KCNA-TV,  
Albion, and KWNB-TV, Hayes Center, all Neb.

NETWORK BASE HOURLY RATE: Bonus to KHGI-TV, Kearney.

Arbitron Data For This Station Included with  
Parent KHGI-TV, Kearney.



The only single  
ad buy covering  
the rich  
agriculture market  
between Denver  
and Omaha.



**KHGI-TV Channel 13**  
Kearney, Hastings, Gr. Island  
**KCNA-TV Channel 8**  
Albion, Norfolk, Columbus  
**KWNB-TV Channel 6**  
North Platte, McCook  
**KSNB-TV Channel 4**  
Northern Kansas, SE Nebraska



# Nebraska

## KETV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>IOWA</b>			
	Carroll	7,400	7,300	99
	Union	5,400	5,300	97
	<b>KANSAS</b>			
	Marshall	5,800	5,600	96
	<b>MISSOURI</b>			
	Nodaway	7,400	7,200	97
	<b>NEBRASKA</b>			
	Jefferson	4,200	4,100	97
	Polk	2,400	2,400	99
Wayne	2,800	2,800	99	
York	5,500	5,300	97	

Between 5-24%	<b>IOWA</b>			
	Adair	3,800	3,700	98
	Buena Vista	8,000	7,800	98
	Cherokee	6,100	6,000	98
	Guthrie	5,600	5,500	98
	Ida	3,200	3,100	98
	Sac	6,100	5,900	98
	Woodbury	38,400	37,800	98
	<b>KANSAS</b>			
	Nemaha	3,900	3,800	97
Republic	3,500	3,400	96	
<b>MISSOURI</b>				
Buchanan	32,500	31,700	98	
Holt	2,900	2,800	95	
Worth	1,300	1,300	98	
<b>NEBRASKA</b>				
Dakota	5,200	5,100	99	
Dixon	2,500	2,500	98	
Fillmore	3,000	2,900	98	
Madison	11,000	10,600	96	
Nance	1,900	1,800	97	

## KMTV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEBRASKA—(Continued)</b>			
	Saunders	6,600	6,500	98
	Seward	5,200	5,000	97
	Stanton	2,300	2,200	96
	Thurston	2,300	2,200	97
	Washington	5,500	5,400	99

Between 25-49%	<b>IOWA</b>			
	Carroll	7,400	7,300	99
	<b>MISSOURI</b>			
	Nodaway	7,400	7,200	97
	<b>NEBRASKA</b>			
Jefferson	4,200	4,100	97	
Polk	2,400	2,400	99	
Wayne	2,800	2,800	99	
York	5,500	5,300	97	

Between 5-24%	<b>IOWA</b>			
	Ida	3,200	3,100	98
	Sac	6,100	5,900	98
	Union	5,400	5,300	97
	<b>KANSAS</b>			
Marshall	5,800	5,600	96	
Nemaha	3,900	3,800	97	

(Continued in next column)

## KMTV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSOURI</b>			
	Holt	2,900	2,800	95
	Worth	1,300	1,300	98
	<b>NEBRASKA</b>			
	Boone	2,900	2,800	97
	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Fillmore	3,000	2,900	98
	Madison	11,000	10,600	96
	Nance	1,900	1,800	97

## WOWT, Omaha (Arbitron Data Continued)

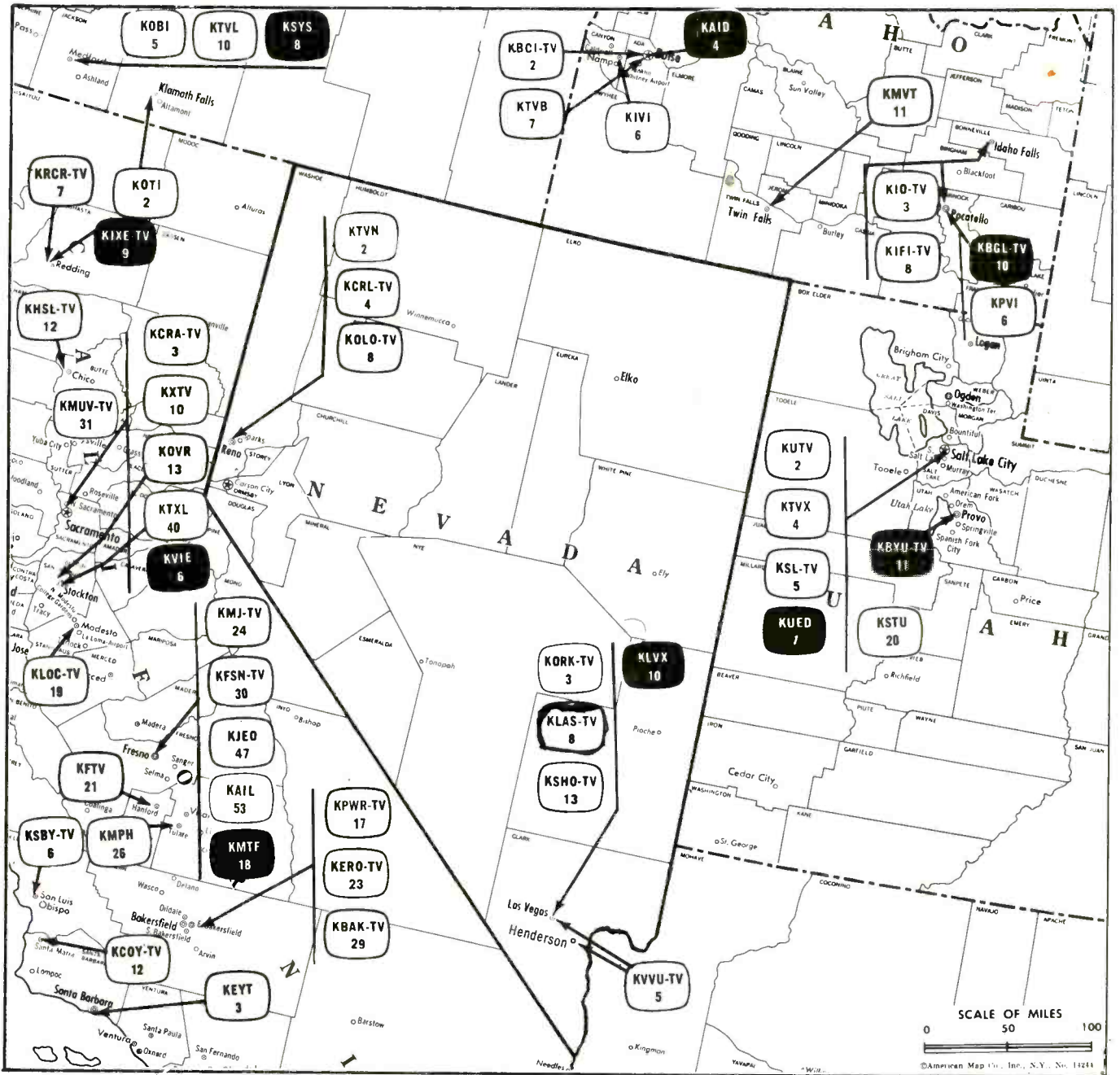
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEBRASKA—(Continued)</b>			
	Saunders	6,600	6,500	98
	Seward	5,200	5,000	97
	Stanton	2,300	2,200	96
	Thurston	2,300	2,200	97
	Washington	5,500	5,400	99

Between 25-49%	<b>MISSOURI</b>			
	Nodaway	7,400	7,200	97
	<b>NEBRASKA</b>			
	Jefferson	4,200	4,100	97
	Polk	2,400	2,400	99
	Wayne	2,800	2,800	99
	York	5,500	5,300	97

Between 5-24%	<b>IOWA</b>			
	Carroll	7,400	7,300	99
	Guthrie	5,600	5,500	98
	Ida	3,200	3,100	98
	Sac	6,100	5,900	98
	Union	5,400	5,300	97
	Woodbury	38,400	37,800	98
	<b>KANSAS</b>			
	Marshall	5,800	5,600	96
	Nemaha	3,900	3,800	97
<b>MISSOURI</b>				
Holt	2,900	2,800	95	
Worth	1,300	1,300	98	
<b>NEBRASKA</b>				
Dakota	5,200	5,100	99	
Dixon	2,500	2,500	98	
Fillmore	3,000	2,900	98	
Pierce	3,300	3,200	97	

## KHAS-TV, Hastings (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KANSAS</b>			
	Mitchell	3,000	2,900	96
	Norton	2,400	2,300	97
	Washington	3,600	3,400	95
	<b>NEBRASKA</b>			
	Blaine	200	200	91
	Brown	1,500	1,400	94
	Gage	8,600	8,400	98
	Lancaster	67,000	65,800	98
	Platte	9,600	9,400	98
Saline	5,100	5,000	98	
Seward	5,200	5,000	97	



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Las Vegas	79,000	131	126,200	136
Reno	56,000	148	100,500	152

Nevada Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
7	0	7
1	0	1
		8

# Nevada—Las Vegas

## KLAS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 291-kw horizontal visual, 63.2-kw max. & 57.6-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"  
Longitude 115° 02' 33"

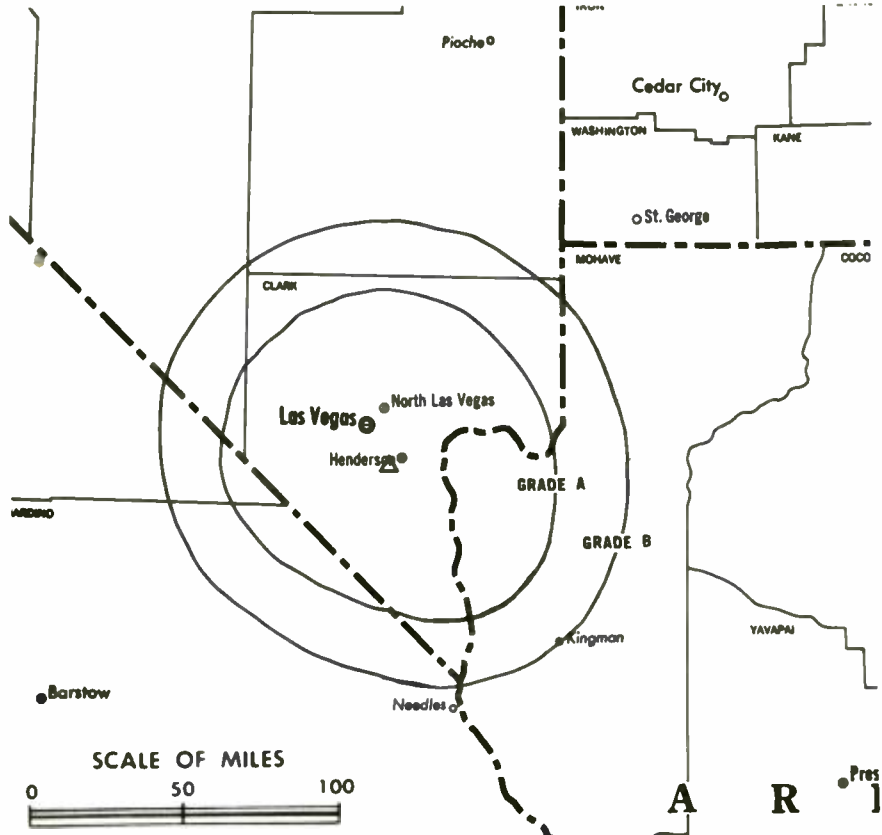
Transmitter: Black Mtn., 7-mi. from Henderson.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KLAS-TV Ref: FCC File No. BPCT-4448 Granted 9/1/71

©American Map Co., Inc., N.Y., No. 14244

## KLAS-TV

Network Service: CBS.

Licensee: KLAS Inc., Box 15047, Las Vegas, Nev. (89114).

Studio: 3228 Channel 8 Drive, Las Vegas (89109).

Telephone: 702-733-8850.

Ownership: Landmark Communications, 100%. For officers & other interests, see WTAR-TV, Norfolk, Va.

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (Television Digest, Vol: 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

Represented (sales) by Katz Television.

Represented (legal) by Hogan & Hartson.

Personnel:

MARK SMITH, general manager.  
ED TABOR, general sales manager.  
TONY MALONE, local sales manager.  
TOM FRANKLIN, operations manager.  
A. C. CUTLER, controller.  
TOM PURNEY, promotion manager.  
TONY BOND, production manager.  
KEN BROOKHART, chief engineer.

### DIGEST OF RATE CARD NO. A19 (Sept. 19, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.						
\$1500				\$450*	\$360*	\$270*

\*8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	128,200	125,300	98
	Lincoln	1,000	900	94
Between 25-49%	<b>ARIZONA</b>			
	Mohave	14,900	14,000	94
	<b>NEVADA</b>			
	Nye	1,800	1,600	90
	White Pine	3,500	3,300	96
Between 5-24%	<b>NEVADA</b>			
	Esmeralda	400	300	85
<b>Station Totals</b>		<b>149,800</b>	<b>145,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>120,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>85,100</b>	

## 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: 4100 Boulder Hwy.

AM Affiliate: KORK, 5-kw, 920 kHz (NBC).

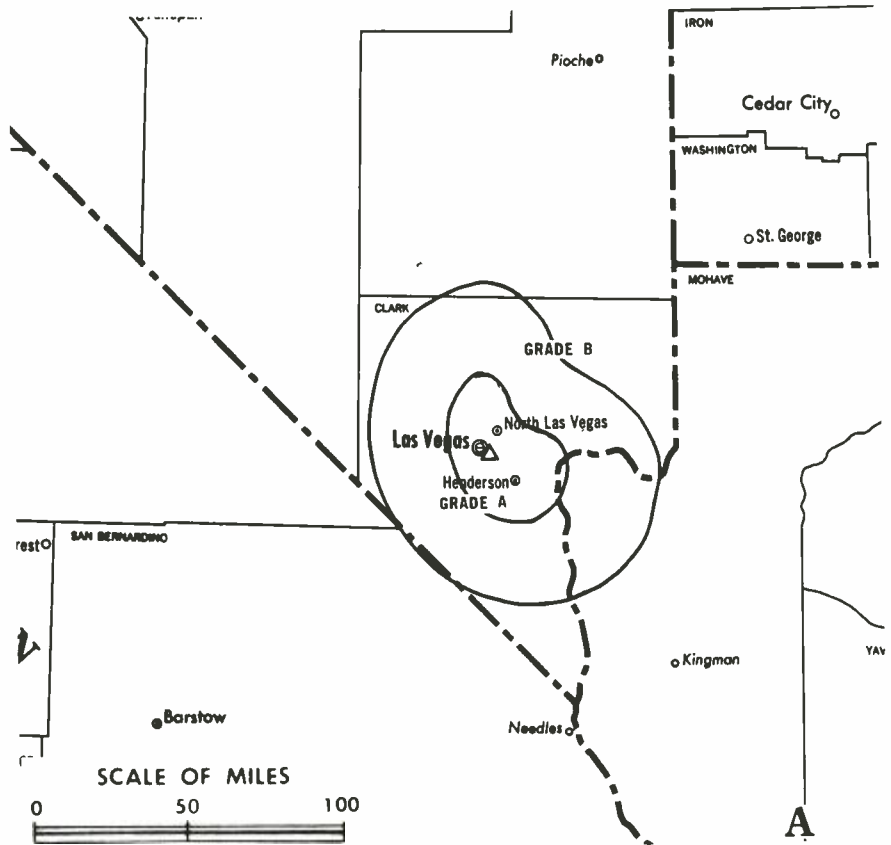
FM Affiliate: KORK-FM, 27-kw, 97.1 MHz (No. 246), 195-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KORK-TV Ref: FCC File No. BMPCT-2582 Granted 12/8/54

©American Map Co., Inc., N.Y., No. 14244

## KORK-TV

Network Service: NBC.

Licensee: Western Communications Inc., Box 550, Las Vegas, Nev. (89101).

Studio: 4100 Boulder Hwy.

Telephone: 702-451-7600. TWX No.: 910-397-6997.

Ownership: Donrey Inc., Donald W. Reynolds, pres., 100%; Reynolds also controls KOLO-TV-AM, Reno; radios KFSA, Fort Smith & KBRS, Springdale, Ark.; Review Journal in Las Vegas & outdoor advertising companies in Ark., Kan., Nev., N.M., Okla. & Wash. For other Donrey newspapers, see Donrey Media Group in Newspapers with TV Station Ownership.

Began Operation: Jan. 23, 1955. Left air temporarily following fire March 6, 1972 (Television Digest, Vol. 12:11).

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
GENE SPRY, vice president & general manager.  
W. I. HOPPER, program director.

ROLLA D. CLEAVER, general sales manager.  
SAM SPIVEY, national sales manager.  
JIM GARNER, chief engineer.  
DAVID HOWE, news director.  
KATHIE MILONE, community relations.

Highest 30 Sec. Rate (May 1977): \$450.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	128,200	125,300	98
	Lincoln	1,000	900	94
	<b>UTAH</b>			
	Washington	6,200	5,800	93
Between 25-49%	<b>NEVADA</b>			
	Eureka	400	300	87
	Nye	1,800	1,600	90
	White Pine	3,500	3,300	96
Between 5-24%	<b>NEVADA</b>			
	Esmeralda	400	300	85
	Lander	1,100	1,000	91
<b>Station Totals</b>		<b>142,600</b>	<b>138,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>119,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>84,000</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.

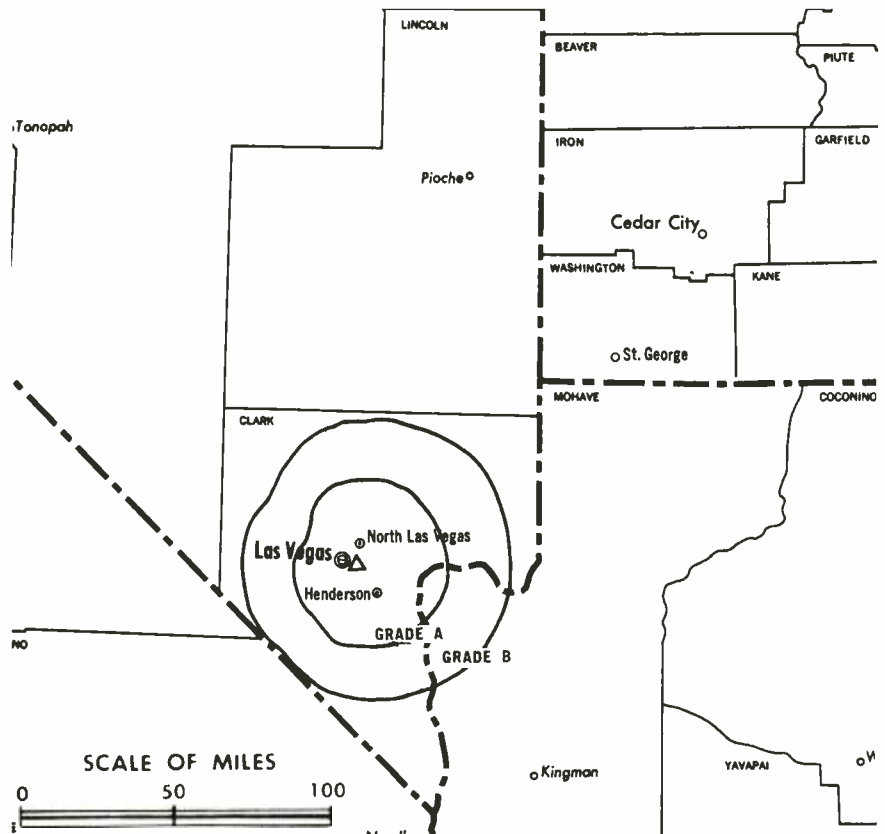
Latitude 36° 07' 44"  
Longitude 115° 11' 21"

Transmitter: 3355 S. Valley View Blvd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KSHO-TV Ref: FCC File No. BPCT—3973 Granted 4/18/69

© American Map Co., Inc., N.Y., No. 14244

## KSHO-TV

Network Service: ABC.

Licensee: Ch. 13 of Las Vegas Inc.

Studio: 3355 S. Valley View, Las Vegas, Nev. (89102).

Telephone: 702-876-1313. TWX No.: 910-397-6984.

Ownership: Arthur Powell Williams, 75%; Samuel M., Meghan L., Barlow M. Williams & Penelope W. Irato, 6.2% each.

Began Operation: May 4, 1956. Positive control acquired by Williams Family Group following FCC approval July 11, 1974. 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 Adam Young Inc.

Represented (legal) by Mullin, Connor & Rhyne.

Personnel:

ARTHUR P. WILLIAMS, chairman & chief exec. officer.  
ARTHUR M. MORTENSEN, president & chief operating officer.  
RED GILSON, vice president & general sales manager.  
WILLIAM E. HAUGHT, vice president & operations manager.  
DAVID G. BEARD, chief engineer.  
DON STUBBS, news director.  
EDWARD P. WAGNER, production manager.

Highest 30 Sec. Rate (Jan. 1, 1979): \$450.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEVADA</b>			
	Clark	128,200	125,300	98
	Lincoln	1,000	900	94
Between 5-24%	<b>NEVADA</b>			
	Esmeralda	400	300	85
	Nye	1,800	1,600	90
<b>Station Totals</b>		<b>131,400</b>	<b>128,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>112,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>73,900</b>	

# ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# Nevada—Henderson-Las Vegas

## KVVU-TV

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: Black Mtn., 2-mi. SW of Henderson.

TV tape: Recording facilities.

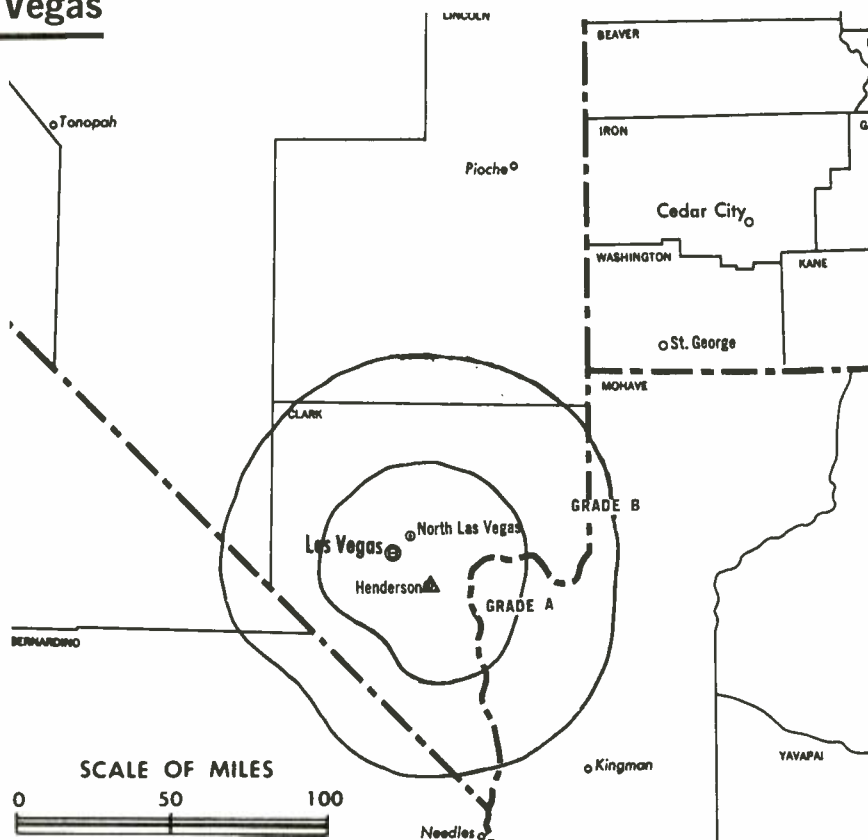
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (sales) by H-R Television.

Represented (legal) by Gordon & Healy.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KVVU-TV Ref: FCC File No. BPCT-3315 Granted 7/27/66

©American Map Co., Inc., N.Y., No. 14244

## KVVU-TV

Network Service: None, independent.

Licensee: Nevada Independent Broadcasting Corp., 1555 E. Flamingo Rd., Las Vegas, Nev. (89109).

Studio: 1800 Boulder Highway, Henderson, Nev. (89105).

Business Office: 1555 E. Flamingo Rd., Las Vegas (89109).

Telephone: 702-735-3191. TWX No.: 910-397-6879.

Ownership: William H. HERNSTADT, pres.-treas., 74%; Judith F. HERNSTADT, v.p., 20%; Sal Durante, secy., 2%; Jack Smith, dir. of engineering, 1%; Leslie Terry Jones, asst. secy.; Bill Utton, 3%. Note: Sale pends (Television Digest, Vol. 18:25).

Began Operation: Sept. 10, 1967. Sale to present owner by Levin-Townsend Enterprises approved by FCC Sept. 1, 1971. Previous sale by Charles Vanda approved by FCC May 1, 1969 (Television Digest, Vol. 9:18).

### Personnel:

WILLIAM H. HERNSTADT, president & treasurer.  
JUDITH F. HERNSTADT, vice president.  
RUSTY DURANTE, station & program manager.  
BILL UTTON, general sales manager.  
BOB RICH, national sales manager.  
JACK SMITH, director of engineering.

### DIGEST OF RATE CARD NO. 22

(Sept. 6, 1976)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	ID
Class AA—5-8 & 11-11:30 p.m., daily.						
\$450	\$300	\$175	\$150	\$100	\$65	\$30

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEVADA</b>				
50% & Over	Clark	128,200	125,300	98
<b>NEVADA</b>				
Between 5-24%	Esmeralda	400	300	85
	Lincoln	1,000	900	94
	Nye	1,800	1,600	90
<b>Station Totals</b>		<b>131,400</b>	<b>128,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>97,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>50,800</b>	

# 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, live, film, slide & tape.

News Wire Service: UPI.

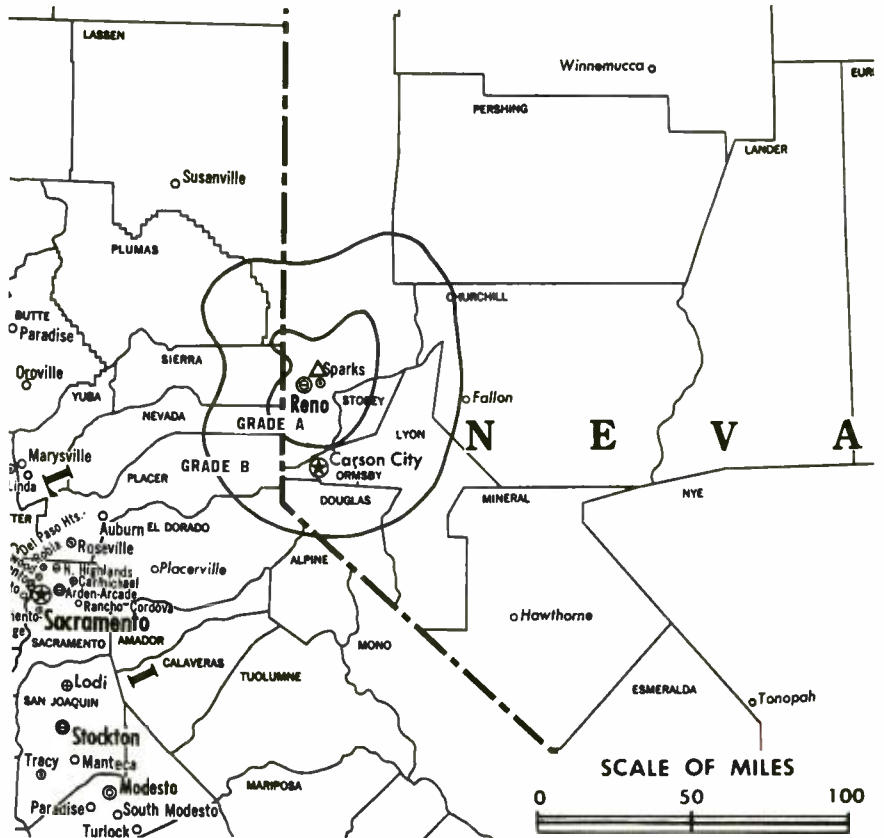
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KCRL-TV Ref: FCC File No. BPCT-2656 Granted 6/15/61

© American Map Co., Inc., N.Y., No. 14244

## KCRL-TV

Network Service: NBC.

Licensee: Circle L Inc., P.O. Box 7160, Reno, Nev. (89510).

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. (national); The Tacher Co. (regional).

Represented (engineering) by Bond & Oakley.

Personnel:

CHARLES E. CORD, president & general manager.

JIM ELLIOTT, station manager.

NORVEL SEYLER, chief engineer.

DICK DeWITT, news director.

Highest 30 Sec. Rate (Aug. 9, 1978): \$190.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>CALIFORNIA</b>			
	Alpine	500	400	84
	El Dorado East	8,600	8,200	95

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>CALIFORNIA—(Continued)</b>			
	Lassen	7,200	6,600	92
	Placer East	2,700	2,600	95
	<b>NEVADA</b>			
	Churchill	4,400	4,300	98
	Douglas	4,900	4,700	95
	Lyon	3,600	3,400	95
	Mineral	2,700	2,600	96
	Nye	1,800	1,600	90
	Carson City	10,500	10,200	97
	Pershing	1,200	1,100	96
	Storey	300	300	93
	Washoe	60,600	58,700	97
Between 25-49%	<b>NEVADA</b>			
	Esmeralda	400	300	85
Between 5-24%	<b>CALIFORNIA</b>			
	Mono	2,800	2,300	83
	Plumas	5,700	5,200	92
	Sierra	1,000	900	91
<b>Station Totals</b>		<b>118,900</b>	<b>113,400</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>89,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>57,200</b>	



KCRILE TV

*Channel*

4



OUTSTANDING IN **RENO** NEVADA

REPRESENTED REGIONALLY BY

**THE TACHER COMPANY:** SEATTLE-PORTLAND

REPRESENTED NATIONALLY BY

**EVERY-KNODEL, INC:** NEW YORK • CHICAGO • ST. LOUIS • DETROIT • ATLANTA • DALLAS • SAN FRANCISCO • LOS ANGELES

# 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"

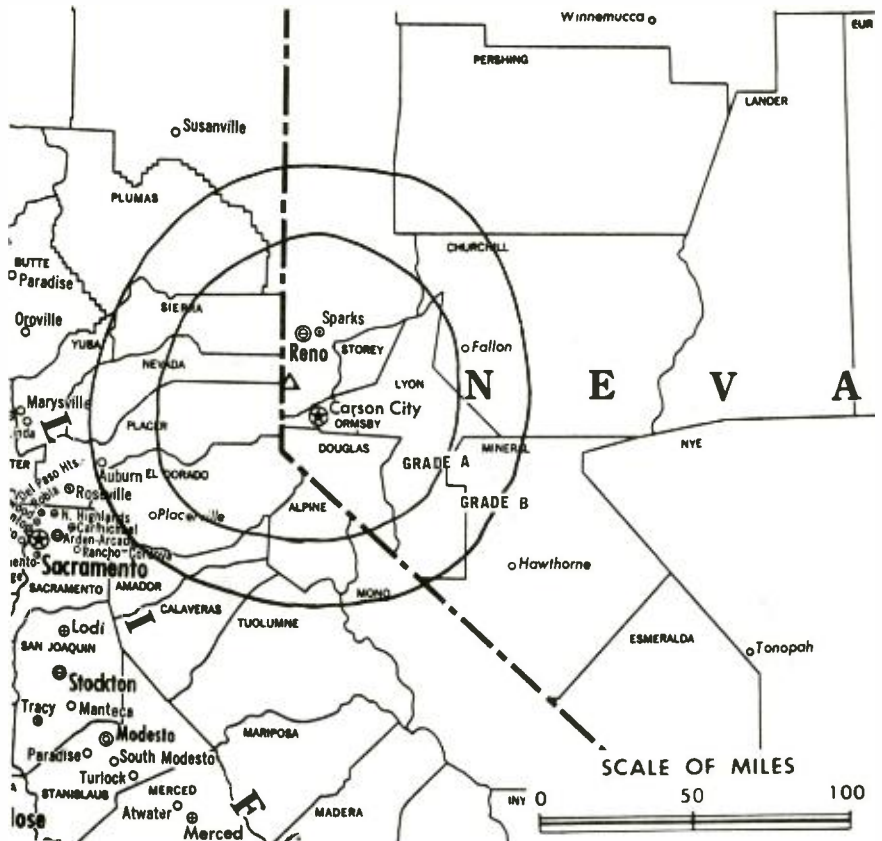
Transmitter: Slide Mt., Washoe County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KOL0, 5-kw, 920 kHz.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: ABC.

Licensee: Nevada Radio-Television Inc., Box 10,000, Reno, Nev. (89510).

Studio: 770 E. 5th St. (89502).

Temporary Studio: 2555 Vassar, Reno.

Telephone: 702-786-8880. TWX No.: 910-395-7051.

Ownership: Donrey Inc., Donald W. Reynolds, pres., 100%. For Reynolds' other holdings see KORK-TV, Las Vegas.

Began Operation: Sept. 26, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

Personnel:

DONALD W. REYNOLDS, president.  
JAMES C. HERZIG, vice president & general manager.  
DAN GUSTIN, general sales manager.  
BUZZ FLOYD, program/operations manager.  
AL RUCH, chief engineer.  
JOHN HOWE, news & public affairs director.

Highest 30 Sec. Rate: \$360.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	500	400	84
	El Dorado East	8,600	8,200	95
	Lassen	7,200	6,600	92

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA—(Continued)			
	Modoc	3,200	2,900	91
	Mono	2,800	2,300	83
	Placer East	2,700	2,600	95
	NEVADA			
	Churchill	4,400	4,300	98
	Douglas	4,900	4,700	95
	Elko	5,800	5,300	91
	Esmeralda	400	300	85
	Eureka	400	300	87
	Humboldt	2,500	2,400	96
	Lander	1,100	1,000	91
Between 25-49%	Lyon	3,600	3,400	95
	Mineral	2,700	2,600	96
	Nye	1,800	1,600	90
	Carson City	10,500	10,200	97
	Pershing	1,200	1,100	96
	Storey	300	300	93
	Washoe	60,600	58,700	97
	CALIFORNIA			
	Nevada East	1,400	1,300	92
	OREGON			
Lake	2,500	2,300	91	
Between 5-24%	CALIFORNIA			
	Inyo	7,400	6,400	87
	Plumas	5,700	5,200	92
	Sierra	1,000	900	91
	NEVADA			
White Pine	3,500	3,300	96	
Station Totals		146,700	138,600	94
Net Weekly Circulation (1976-77)			103,700	
Average Daily Circulation (1976-77)			68,900	

# 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,  
151-ft. above ground, 5580-ft.  
above sea level.

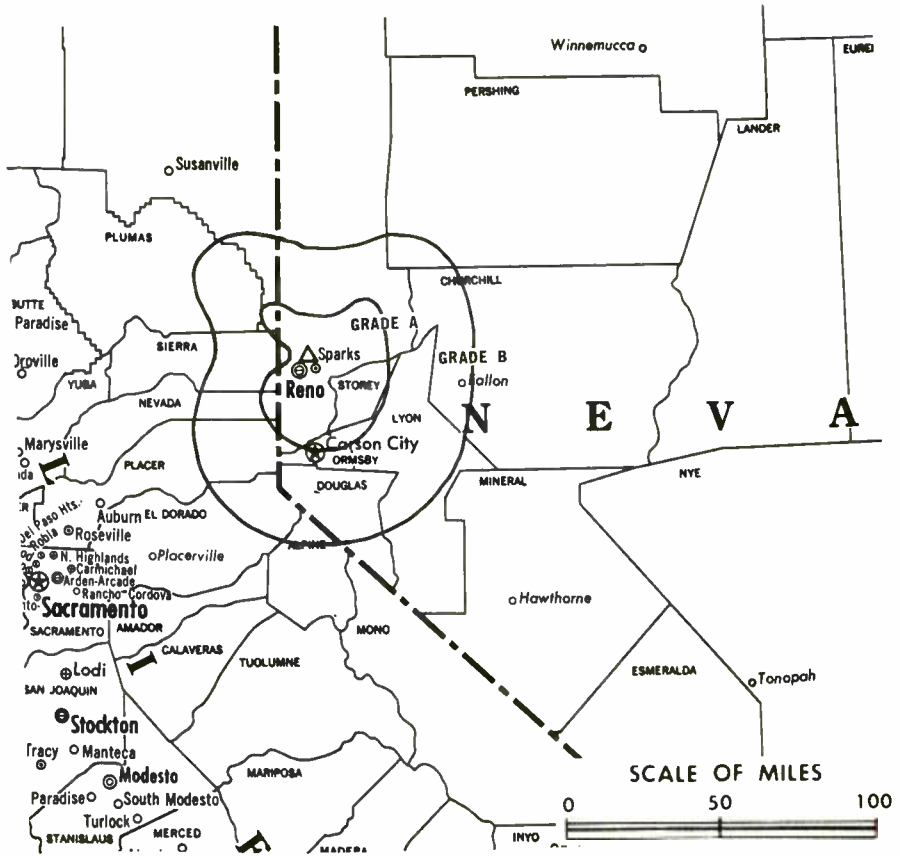
Latitude 39° 35' 00.5"  
Longitude 119° 47' 52.0"

Transmitter: 4-mi. N of Reno Post  
Office.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see  
page 4-b).

KTVN Ref: FCC File No. BPCT-3686 Granted 7/27/66

© American Map Co., Inc., N.Y., No. 14244

## KTVN

Network Service: CBS.

Licensee: Washoe Empire, 4925 Energy Way, Reno, Nev. (89505).

Studio: 4925 Energy Way, Reno (89505).

Telephone: 702-786-2212.

Ownership: Lee D. Hirshland, pres., 28.57%; H. G. Wells & Robert  
A. Paisley, 19.05% each; Estate of David McKay & Robert L.  
Stoker, 9.52% each; Frank N. Bender & Link Piazza, 4.7%  
each; John E. Palmer, Emanuel Berger, John G. Scott, William E.  
Pasutti, 1.19% each.

Began Operation: June 4, 1967.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

LEE D. HIRSHLAND, president & general manager.  
STU MURLAND, operations manager.  
AL RICHARDS, chief engineer.  
JACK PORRAY, sales manager.  
ED PEARCE, news editor.

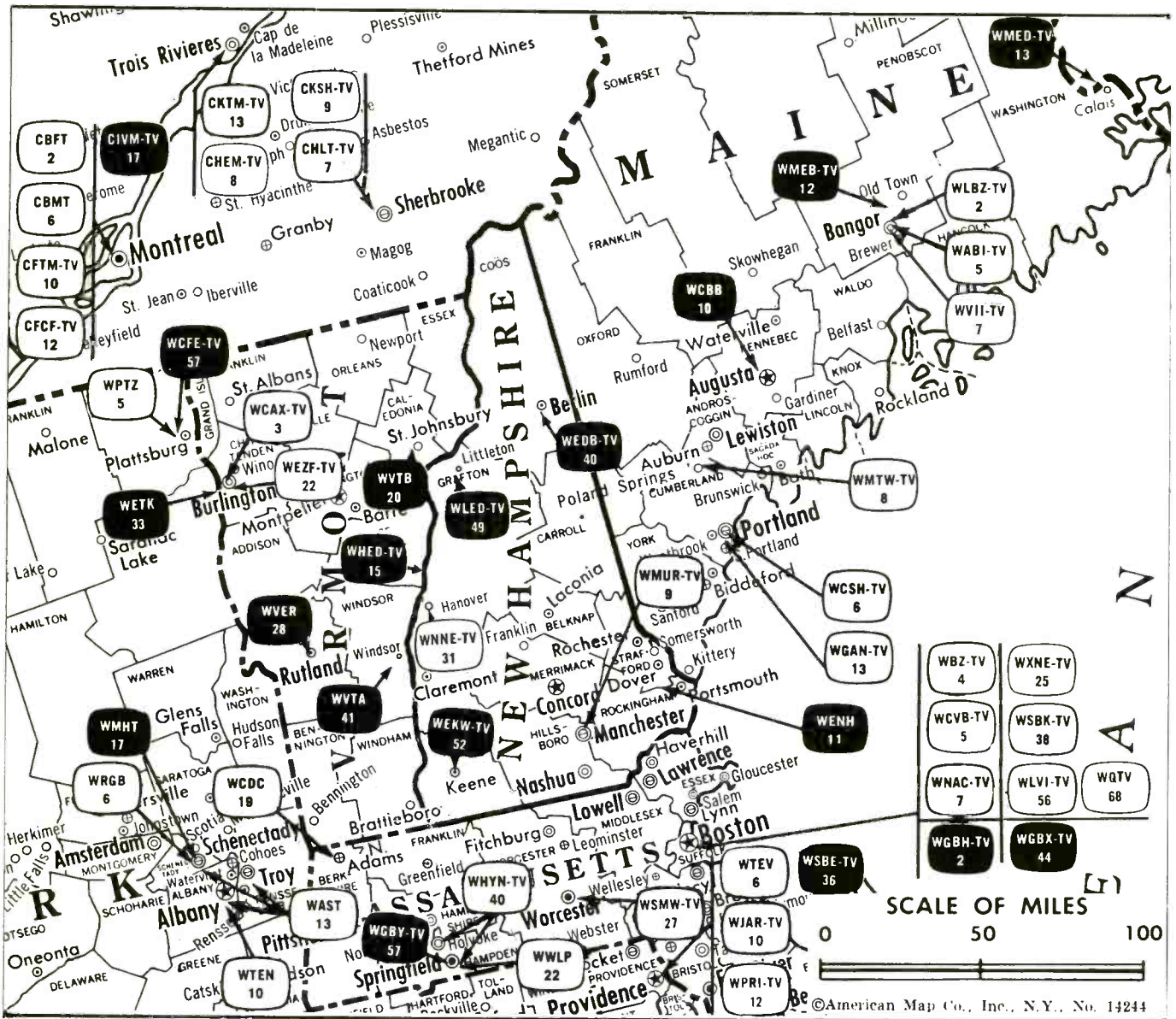
Highest 30 Sec. Rate (April 25, 1978): \$400.

NETWORK BASE HOURLY RATE: \$250.

For Translator Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CALIFORNIA</b>			
	Alpine	500	400	84
	El Dorado East	8,600	8,200	95
	Placer East	2,700	2,600	95
	<b>NEVADA</b>			
	Churchill	4,400	4,300	98
	Douglas	4,900	4,700	95
	Elko	5,800	5,300	91
<b>50% &amp; Over</b>	Humboldt	2,500	2,400	96
	Lander	1,100	1,000	91
	Lyon	3,600	3,400	95
	Mineral	2,700	2,600	96
	Nye	1,800	1,600	90
	Carson City	10,500	10,200	97
	Pershing	1,200	1,100	96
	Storey	300	300	93
	Washoe	60,600	58,700	97
	<b>CALIFORNIA</b>			
	Lassen	7,200	6,600	92
<b>Between 25-49%</b>	<b>NEVADA</b>			
	Esmeralda	400	300	85
	Eureka	400	300	87
	<b>CALIFORNIA</b>			
<b>Between 5-24%</b>	Plumas	5,700	5,200	92
	Sierra	1,000	900	91
<b>Station Totals</b>		<b>125,900</b>	<b>120,100</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>90,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>58,900</b>

# New Hampshire



New Hampshire Station Status as of  
September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	1	0	1
● Educational Television Stations	1	4	5
			6

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WMTW-TV, Mt. Washington**  
(See Poland Spring, Me.)

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## WEDB-TV

**Berlin**

Ch. 40

Non-Commercial Educational Station

Licensee: 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 visual, 7.44-kw aural. Antenna: 1280-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 visual, 7.5-kw aural. Antenna: 1080-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 visual, 7.35-kw aural. Antenna: 1280-ft. above av. terrain, 443-ft. above ground, 2426-ft. above sea level.

Latitude	44°	21'	14"
Longitude	71°	44'	23"

Find out how a station  
got a shot at a \$6500 order for \$80.

Call your Arbitron representative  
and ask about AID.

**Arbitron  
Information  
On Demand**



# New Hampshire—Hanover

## WNNE-TV

Ch. 31

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 20.9-kw max. & 12.9-kw horizontal visual, 2.09-kw max. & 1.29-kw horizontal aural. Antenna: 470-ft. above av. terrain, 80-ft. above ground, 1350-ft. above sea level.  
 Latitude 43° 38' 48"  
 Longitude 72° 21' 49"

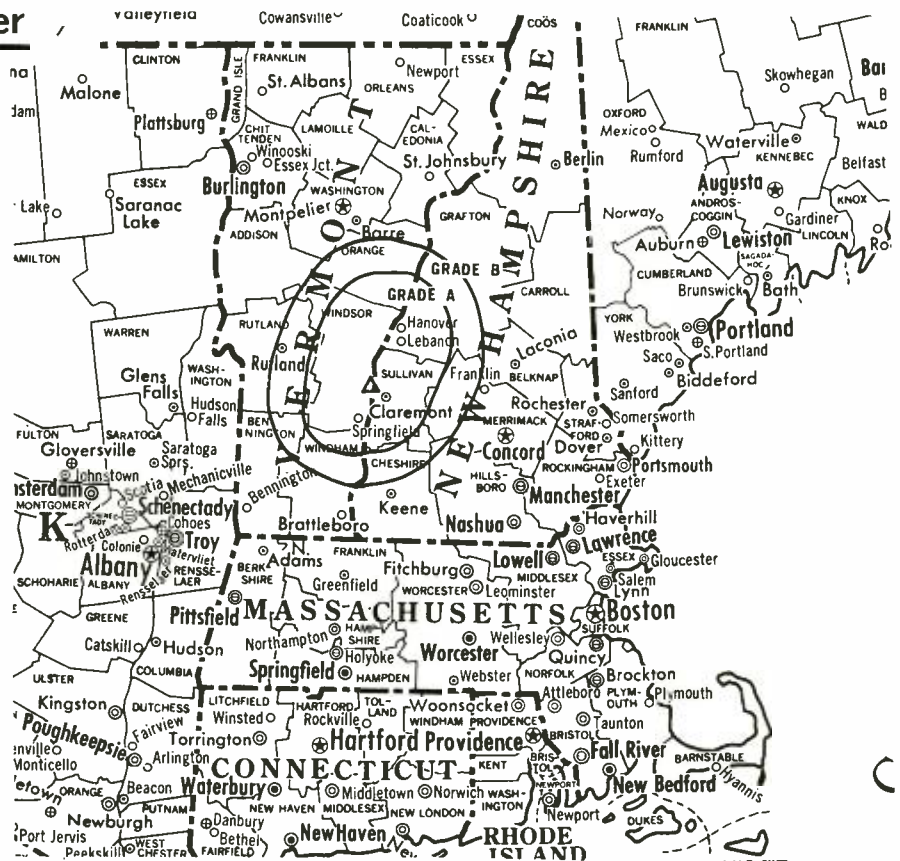
Transmitter: South Knob of Hurricane Hill, Hartford, Vt.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by Jules Cohen & Associates.



WNNE-TV Ref: FCC File No. BPCT-4983 Granted 5/26/77

© American Map Co., Inc., N.Y., No. 14244

## WNNE-TV

Network Service: NBC.

Grantee: Taft Broadcasting Corp., 4808 San Felipe Rd., Houston, Tex. (77027).

Studio: Holiday Inn Dr., White River Junction, Vt.

Telephone: 802-295-7564.

Ownership: Paul E. Taft, pres., 55.5%; Paul E. Milling, exec. v.p., 3%; B. Thomas Hoyt, v.p., 1%; Jerry G. Bridges, secy.-treas., 3%; Philip D. Taft, 12.5%; Paul E. Taft Jr., 12%; Harriett T. Taft, 12.5%; Lemuel Deskins & Roland Brazier, 0.2% each. Taft owns KODA-AM-FM, Houston, Tex.; has interest in KRXV (AM), Fort Worth, Tex. & is licensee of MDS stations in Dallas, Fort Worth & Houston; has interest in MDS licensee in San Antonio, Tex.

Began Operation: Sept. 27, 1978.

Personnel:

WILLIAM R. LOFTUS, general manager.

Rates: Not available.

Media Brokerage Specialist  
 Radio and TV

**THE  
 TED HEPBURN  
 COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
 Telephone (513) 791-8730

# 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.

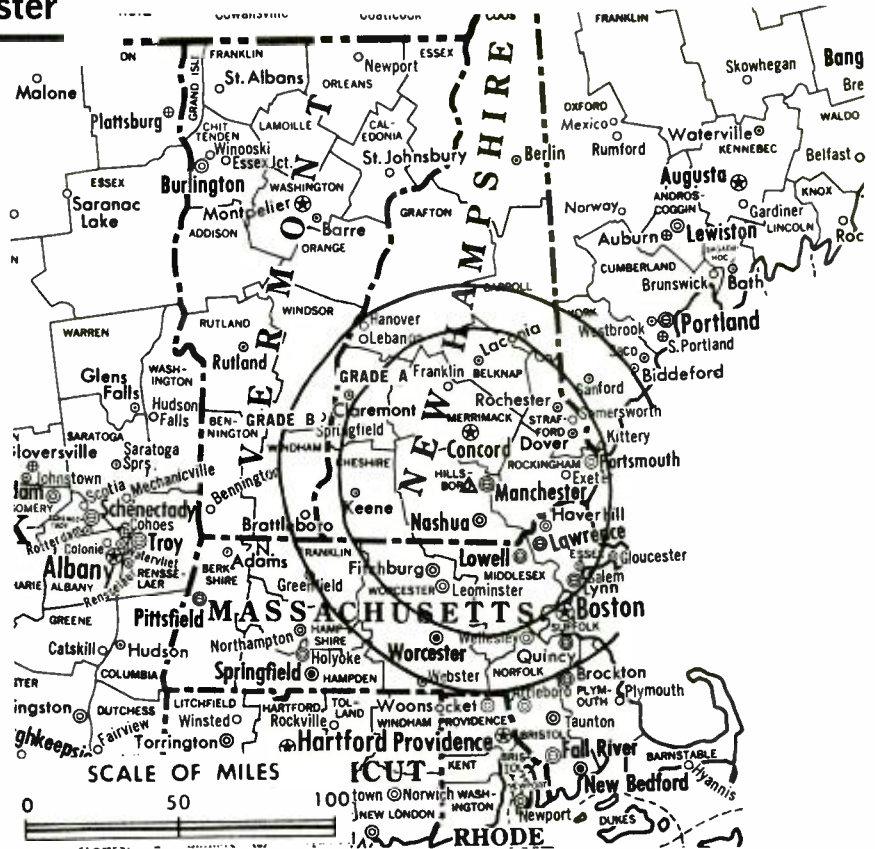
Latitude 42° 58' 59"  
Longitude 71° 35' 19"

Transmitter: Goffstown, N.H.

Color: Network, live, film, slide & tape.

News Wire Service: AP

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WMUR-TV Ref: FCC File No. BPC2-2407 Granted 11/15/55

©American Map Co., Inc., N.Y., No. 14244

## WMUR-TV

Network Service: ABC.

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 United Bcstg. in Group Ownership. Note: Sale to Acton Corp. pends (Television Digest, Vol. 17:50).

Began 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); The Queen Co. (Boston).

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

RICHARD EATON, president & film buyer.  
SAM PHILLIPS, v.p. & general manager.  
RAY HARRIS, program manager.

### DIGEST OF RATE CARD NO. 11 (July 1, 1978)

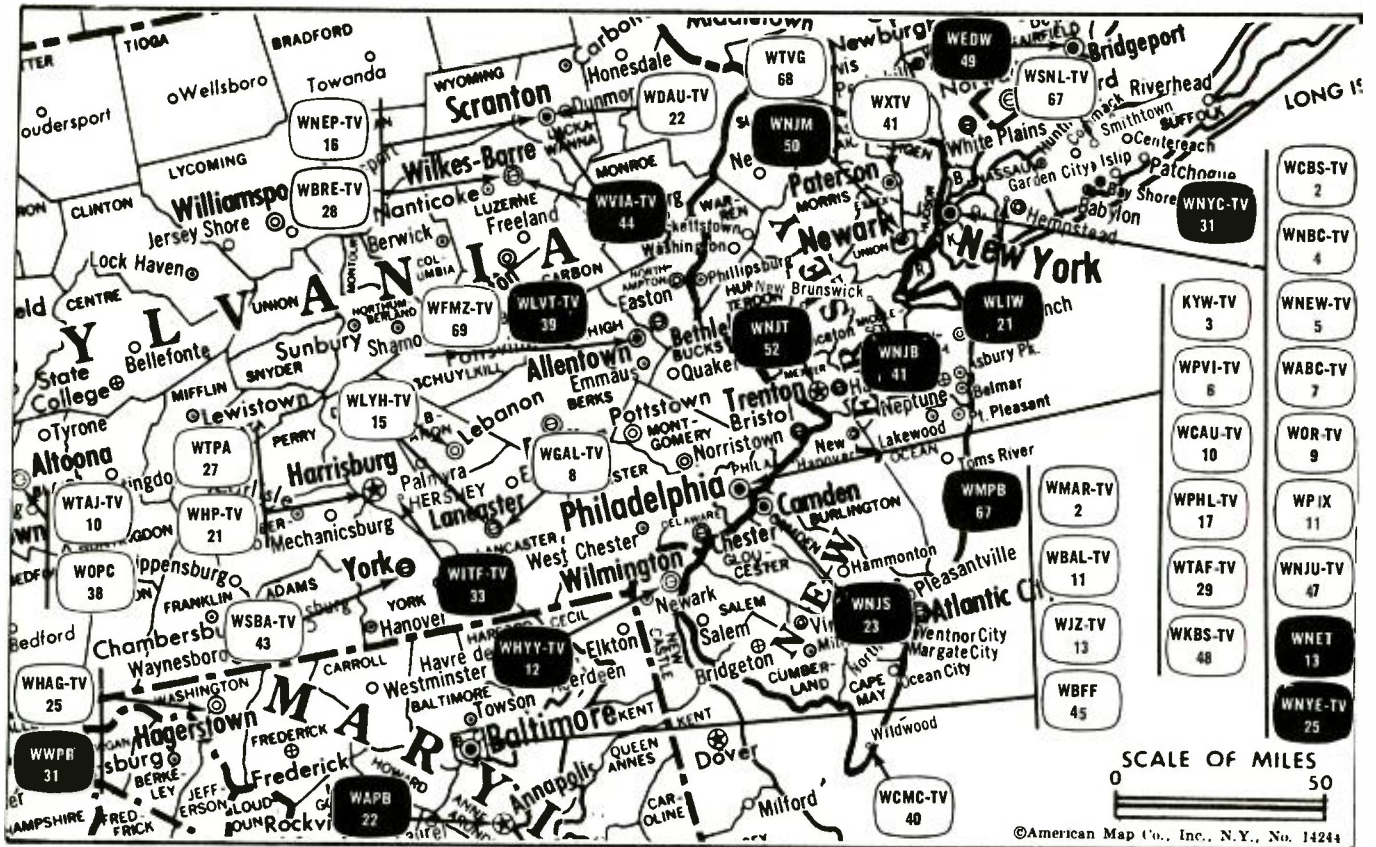
Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—7:29-11 p.m., daily.				
	\$735	\$455	\$315	\$127
				\$89

NETWORK BASE HOURLY RATE: \$300.

For Translator Stations,  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>NEW HAMPSHIRE</b>				
		Belknap	12,900	12,600	98
		Cheshire	19,500	18,600	96
		Hillsborough	84,500	82,700	98
		Merrimack	30,700	29,700	97
	Sullivan	12,200	11,600	95	
<b>Between 25-49%</b>	<b>NEW HAMPSHIRE</b>				
		Grafton	19,800	18,800	95
		Rockingham	53,800	52,700	98
	Strafford	25,900	25,200	97	
	<b>VERMONT</b>				
		Windham	12,500	11,600	93
	Windsor	16,600	15,900	95	
<b>Between 5-24%</b>	<b>MAINE</b>				
		York	43,700	42,800	98
	<b>MASSACHUSETTS</b>				
		Essex	220,700	216,700	98
		Franklin	24,500	23,300	95
	Middlesex	469,600	460,900	98	
	Nantucket	2,000	1,900	95	
	Suffolk	272,400	262,300	96	
	Worcester	218,400	213,600	98	
	<b>NEW HAMPSHIRE</b>				
		Carroll	8,600	8,300	97
	<b>VERMONT</b>				
		Orange	6,900	6,600	96
<b>Station Totals</b>		<b>1,555,200</b>	<b>1,515,800</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>323,600</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>126,100</b>		

# New Jersey



New Jersey Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	0	1	1
● Educational Television Stations	0	4	4
			<hr/>
			5

State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WNJU-TV, Linden (Newark)**

(See New York, N.Y.)

**WTVG, Newark**

(See New York, N.Y.)

**WXTV, Paterson**

(See New York, N.Y.)

For New Jersey CATV Systems,  
see Services Volume



# State Educational Technical Facilities

(Complete Data in Educational Directory)

## **WNJS**

**Camden**

Ch. 23

Non-Commercial Educational Station

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2323-kw max. & 813-kw horizontal visual, 361.4-kw max. & 126-kw horizontal aural. Antenna: 890-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude	39°	43'	41''
Longitude	74°	50'	39''

## **WNJM**

**Montclair**

Ch. 50

Non-Commercial Educational Station

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2094-kw max. & 882.9-kw horizontal visual, 314-kw max. & 132.4-kw horizontal aural. Antenna: 800-ft. above av. terrain, 656-ft. above ground, 1049-ft. above sea level.

Latitude	40°	51'	53''
Longitude	74°	12'	03''

## **WNJB**

**New Brunswick**

Ch. 58

Non-Commercial Educational Station

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1321-kw max. & 1000-kw horizontal visual, 198.1-kw max. & 148-kw horizontal aural. Antenna: 730-ft. above av. terrain, 401-ft. above ground, 949-ft. above sea level.

Latitude	40°	37'	17''
Longitude	74°	30'	15''

## **WNJT**

**Trenton**

Ch. 52

Non-Commercial Educational Station

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1939-kw max. & 818-kw horizontal visual, 302-kw max. & 127-kw horizontal aural. Antenna: 890-ft. above av. terrain, 990-ft. above ground, 1049-ft. above sea level.

Latitude	40°	17'	00''
Longitude	74°	41'	20''

# Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

Suite 219

16255 Ventura Boulevard  
Encino, California 91436

(213) 986-3201

# New Jersey—Wildwood

## WCMC-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 16.6-kw visual, 1.66-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"

Requests CP for change to 1706.1-kw visual, 170.6-kw aural, 417-ft. above av. terrain, 447-ft. above ground, 452-ft. above sea level, lat. 39° 07' 28", long. 74° 45' 56"; change transmitter & studio location to Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

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.



\*Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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.

Licensee: 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%. Note: Sale pends (Television Digest, Vol. 17:44).

Began Operation: January 25, 1966.

Represented (sales) by Dome & Associates Inc. (Philadelphia).

Represented (legal) by Daly, Joyce & Borsari.

Personnel:

WILLIAM C. WOTRING JR., president & general manager.

FRANK STROHM, sales manager.

JACK WEIGAND, program director.

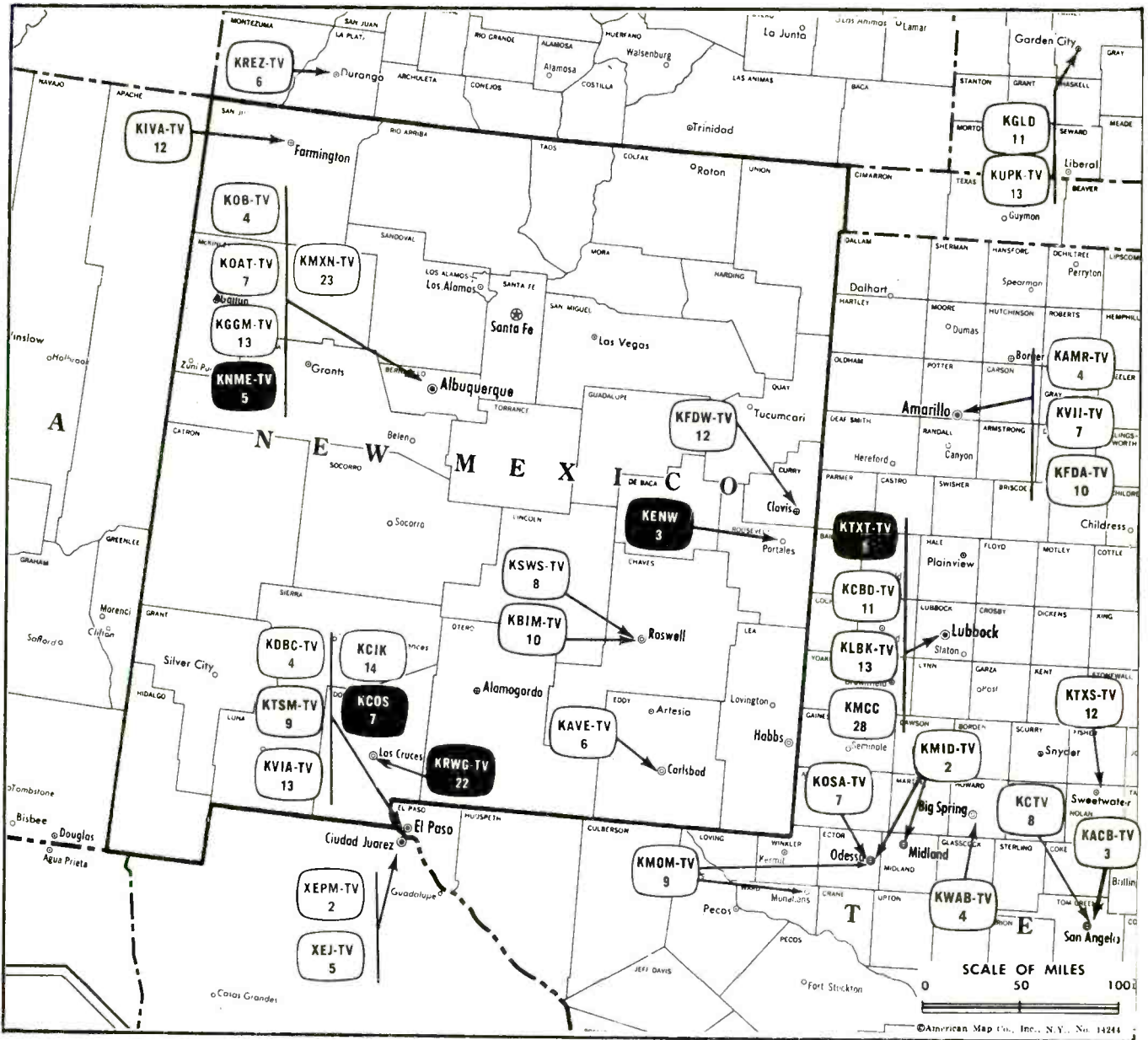
CARLTON S. OWEN, operations manager.

### DIGEST OF RATE CARD NO. 3

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6 p.m.-midnight, daily.					
\$125.00	\$75.00	\$40.00	\$26.00	\$20.00	\$15.00

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW JERSEY</b>				
Between 5-24%	Cape May	29,300	28,600	98
<b>Station Totals</b>		<b>29,300</b>	<b>28,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>4,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>1,600</b>	

For List of NAB TV Code Subscribers,  
see Services Volume



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Albuquerque	171,000	73	258,400	79
Roswell	11,000	196	47,400	182
Farmington	3,000	209	19,300	206

New Mexico Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	8	1	9
Educational Television Stations	2	1	3
			12



**CATV & Microwave • Earth Stations**  
**Design and Field Service**  
 Telephone 602/961-1186  
**KOENICK ELECTRONICS COMPANY**  
 7650 Mercury Way, Chandler, AZ 85224

# New Mexico

## KOB-TV, Albuquerque

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>COLORADO</b>			
	Alamosa	3,900	3,700	94
	Archuleta	1,100	1,000	91
	Conejos	2,100	2,000	93
	Costilla	1,000	900	87
	Dolores	600	500	87
	La Plata	8,400	7,900	94
	Montezuma	5,500	5,200	94
	Rio Grande	3,400	3,200	93
	Saguache	1,300	1,200	92
	<b>NEW MEXICO</b>			
	Bernalillo	129,900	127,300	98
	Catron	800	700	87
	Cofax	4,700	4,400	93
50% & Over	Curry	15,200	14,700	97
	Guadalupe	1,600	1,500	92
	Harding	500	400	89
	Lincoln	3,700	3,500	95
	Los Alamos	5,400	5,300	98
	Mc Kinley	13,600	12,300	91
	Mora	1,700	1,400	85
	Otero	13,600	13,200	97
	Rio Arriba	8,300	7,600	91
	Sandoval	6,300	5,800	93
	San Miguel	6,800	6,200	91
	Santa Fe	21,500	20,700	96
	Sierra	4,000	3,700	92
	Socorro	3,100	3,000	97
	Taos	6,500	5,800	89
	Torrance	2,400	2,300	94
	Valencia	14,400	14,100	98
	<b>NEW MEXICO</b>			
Between 25-49%	Eddy	15,300	14,900	97
	Quay	4,200	4,000	94
	San Juan	20,800	19,300	93
	<b>ARIZONA</b>			
Between 5-24%	Navajo	16,100	14,300	89
	<b>UTAH</b>			
	San Juan	3,000	2,700	90

## KOAT-TV, Albuquerque

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>COLORADO</b>			
	Mineral	200	200	89
	<b>NEW MEXICO</b>			
Between 5-24%	Hidalgo	2,000	1,800	92
	<b>TEXAS</b>			
	Parmer	2,800	2,700	97
	<b>UTAH</b>			
	San Juan	3,000	2,700	90

## 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 (87102).

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 28-kw visual, 5.37-kw aural. Antenna: 4150-ft. above av. terrain, 123-ft. above ground, 10,776-ft. above sea level.

Latitude 35° 12' 44"  
Longitude 106° 26' 58"

### KRWG-TV

Las Cruces

Ch. 22

Non-Commercial Educational Station

Licensee: Regents of New Mexico State University, Drawer 3J, Las Cruces (88003).

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1730-kw max. & 1620-kw horizontal visual, 344-kw max. & 324-kw horizontal aural. Antenna: 450-ft. above av. terrain, 399-ft. above ground, 4843-ft. above sea level.

Latitude 32° 15' 23.8"  
Longitude 106° 58' 33.7"

### KENW

Portales

Ch. 3

Non-Commercial Educational Station

Licensee: Regents of Eastern New Mexico University, Eastern New Mexico U., Portales (88130).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1150-ft. above av. terrain, 1083-ft. above ground, 5549-ft. above sea level.

Latitude 33° 33' 18.5"  
Longitude 103° 39' 02.7"

### KGGM-TV, Albuquerque

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW MEXICO</b>			
Between 5-24%	De Baca	1,000	1,000	95
	Hidalgo	2,000	1,800	92
	Union	1,900	1,700	92
	<b>UTAH</b>			
	San Juan	3,000	2,700	90

# 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 (87103).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

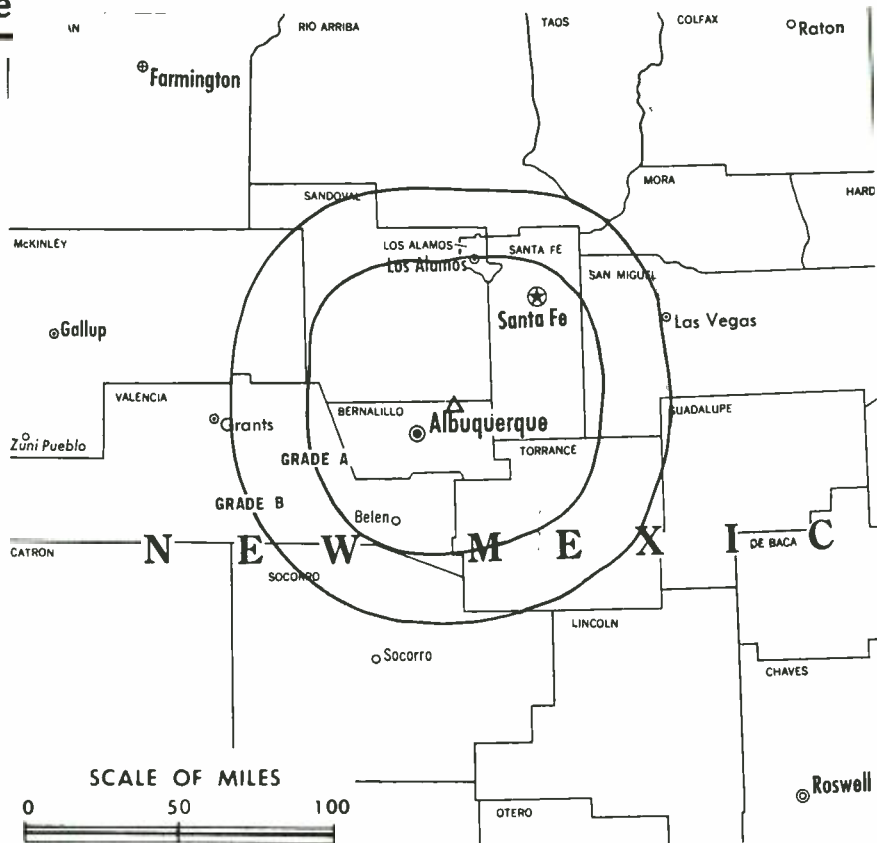
News Wire Service: AP.

News Film Service: CBS.

Represented (sales) by Katz Television.

Represented (legal) by Glaser, Fletcher & Johnson, P. C.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KGGM-TV Ref: FCC File No. BPCT-2178 Granted 9/18/56

©American Map Co., Inc., N.Y., No. 14244

## KGGM-TV

Network Service: CBS.

Licensee: New Mexico Bcstg. Co. Inc., Box 1294 (87103).

Telephone: 505-243-2285. TWX No.: 910-989-1676.

Ownership: Goldie Hebenstreit, 56.64%; Bruce Hebenstreit, pres.; Mrs. A. R. Hebenstreit, chmn. of board; N. M. Switzer, secy.; Lucretia Douglas, treas. & asst. secy.; 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 (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

BRUCE HEBENSTREIT, president & general manager.  
C. L. (BUD) HOLGERSON, operations manager.  
PAUL THORNE, sales manager.

### DIGEST OF RATE CARD NO. A37—(April 10, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$1000	\$600			Graded rates apply*

\*Highest rate: \$275.

NETWORK BASE HOURLY RATE: \$609.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
	Apache North	8,600	7,500	87
	<b>COLORADO</b>			
50% & Over	Alamosa	3,900	3,700	94
	Archuleta	1,100	1,000	91
	Conejos	2,100	2,000	93
	Costilla	1,000	900	87
	La Plata	8,400	7,900	94

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>COLORADO—(Continued)</b>			
	Mineral	200	200	89
	Montezuma	5,500	5,200	94
	Rio Grande	3,400	3,200	93
	Saguache	1,300	1,200	92
	<b>NEW MEXICO</b>			
	Bernalillo	129,900	127,300	98
	Catron	800	700	87
	Colfax	4,700	4,400	93
	Guadalupe	1,600	1,500	92
	Lincoln	3,700	3,500	95
	Los Alamos	5,400	5,300	98
50% & Over	Mc Kinley	13,600	12,300	91
	Mora	1,700	1,400	85
	Otero	13,600	13,200	97
	Rio Arriba	8,300	7,600	91
	Sandoval	6,300	5,800	93
	San Juan	20,800	19,300	93
	San Miguel	6,800	6,200	91
	Santa Fe	21,500	20,700	96
	Sierra	4,000	3,700	92
	Socorro	3,100	3,000	97
	Taos	6,500	5,800	89
	Torrance	2,400	2,300	94
	Valencia	14,400	14,100	98
	<b>NEW MEXICO</b>			
Between 25-49%	Harding	500	400	89
	<b>COLORADO</b>			
Between 5-24%	Dolores	600	500	87
	Huerfano	2,400	2,200	93
	(Continued on page 554-b)			
<b>Station Totals</b>		<b>316,000</b>	<b>301,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>245,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>163,300</b>

# New Mexico—Albuquerque

**KMXN-TV**

Ch. 23  
(Spanish Language)



Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 11.66-kw horizontal visual, 2.215-kw horizontal aural. Antenna: Minus 25-ft. above av. terrain, 291-ft. above ground, 5245-ft. above sea level.

Latitude 35° 05' 19"  
Longitude 106° 39' 06"

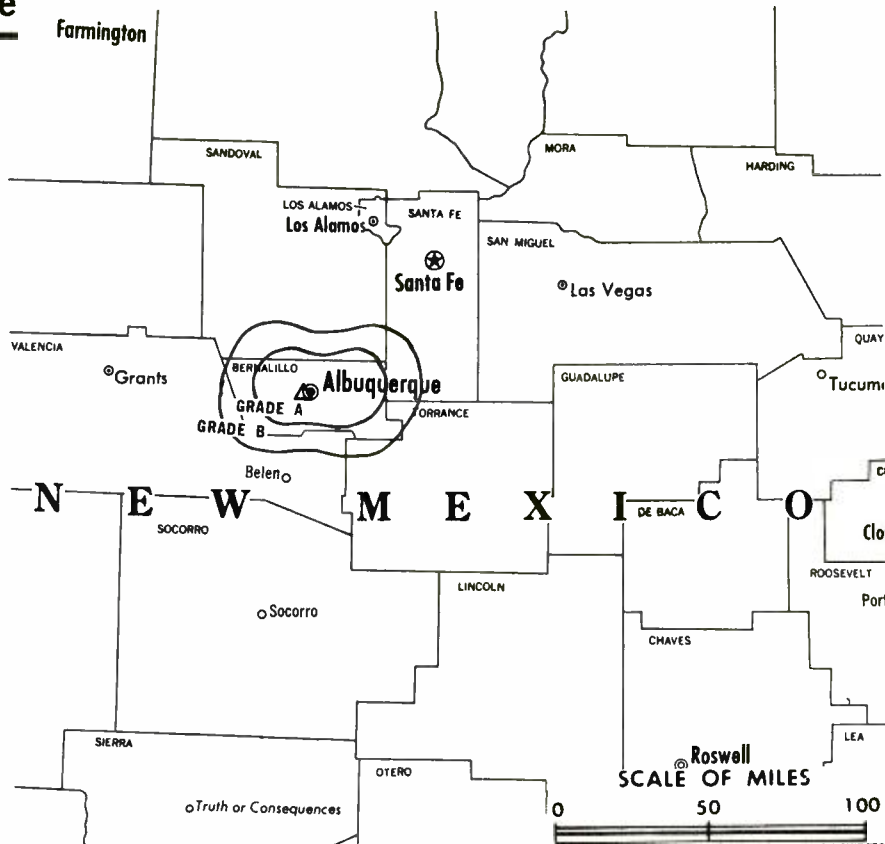
Transmitter: 505 Marquette St., Albuquerque.

TV tape: Recording facilities.

News Wire Service: UPI.

Color: Live, film, slide & tape.

Arbitron Data: Not available.



KMXN-TV Ref: FCC File No. BPCT-4775 Granted 3/12/75

©American Map Co., Inc., N.Y., No. 14244

## KMXN-TV

Network Service: Spanish International Network.

Licensee: Spanish Television of New Mexico Inc., 505 Marquette N.W., Suite 1810, Albuquerque, N.M. (87102).

Studio: Suite 1810, 505 Marquette N.W.

Telephone: 505-843-7023.

Ownership: Eddie L. Pena, chmn., 42%; Herbert J. Taylor, 8.9%; C. B. Trujillo, 5.1%; others, none with as much as 5%.

Began Operation: Aug. 10, 1975.

Represented (sales) by Spanish International Network Inc.

Represented (legal) by Baraff, Koerner & Olender, P.C.

Personnel:

EDDIE L. PENA, chairman of the board.

MANUEL A. CANTU, secretary-treasurer & general manager.

MANUELA M. BRUNO, program director.

Highest 30 Sec. Rate: \$80.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: AP. News Film Service: NBC.

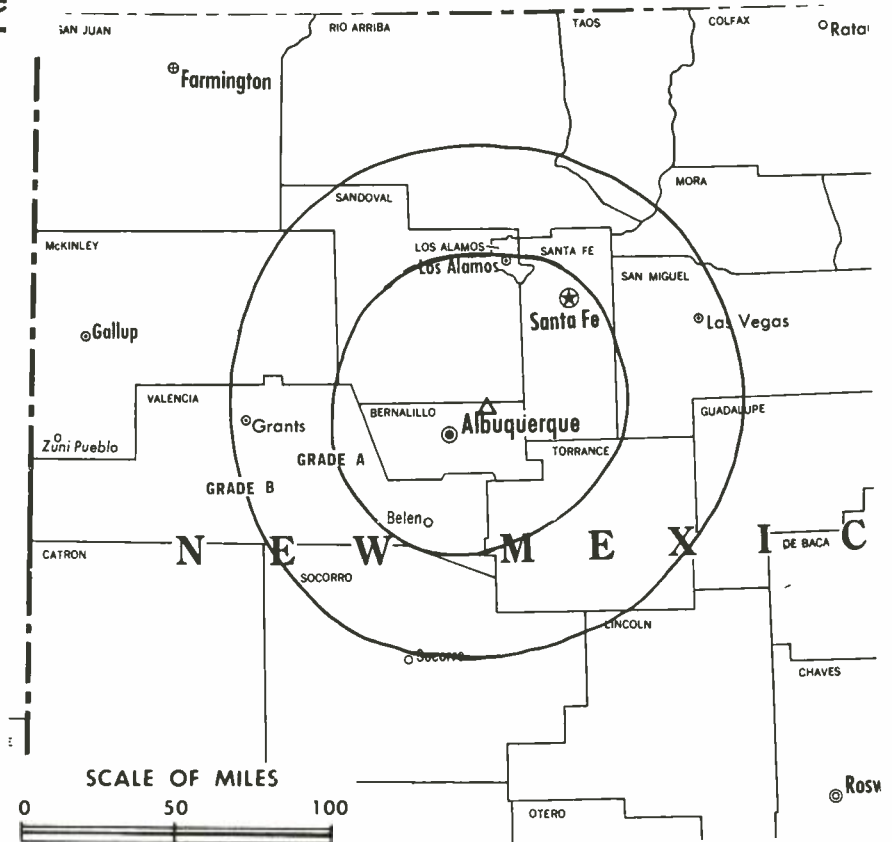
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Hubbard Broadcasting Inc., Box 1351 (87103).

Studio: 4 Broadcast Plaza S.W. (87104).

Telephone: 505-243-4411. TWX No.: 910-989-1682.

AM Affiliate: KOB, 50-kw, 770 kHz (NBC).

FM Affiliate: KOB-FM, 21.5-kw, 93.3 MHz (No. 227), 4150-ft.

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 Petry Television Inc.; Mountain Media (Denver); Andy McDermott Sales Ltd. (Canada.)

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

STANLEY E. HUBBARD, chairman of the board.  
STANLEY S. HUBBARD, president.

JERRY DANZIGER, general manager.  
DAVE HERMAN, general sales manager.  
BILL FANNING, local manager.  
DAVE WILKINS, production manager.  
DON MARION, promotion director.  
F. A. BIBEAU, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.	\$1400	\$900	.....	Graded rates apply*

\*Highest rate: \$210.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARIZONA</b>			
	Apache North	8,600	7,500	87
(Continued on page 554-b)				
Station Totals		359,300	342,200	95
Net Weekly Circulation (1976-77)				261,500
Average Daily Circulation (1976-77)				183,200



# KOB-TV, First In New Mexico! and Southern Colorado

Now the nation's 77th Market, Over 276,200 ADI Homes.

A Division of Hubbard Broadcasting, Inc. KSTP AM/FM/TV · KOB AM/FM/TV · WTOG-TV · WGTO AM

# 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.: 910-989-1687.

TV tape: Recording facilities.

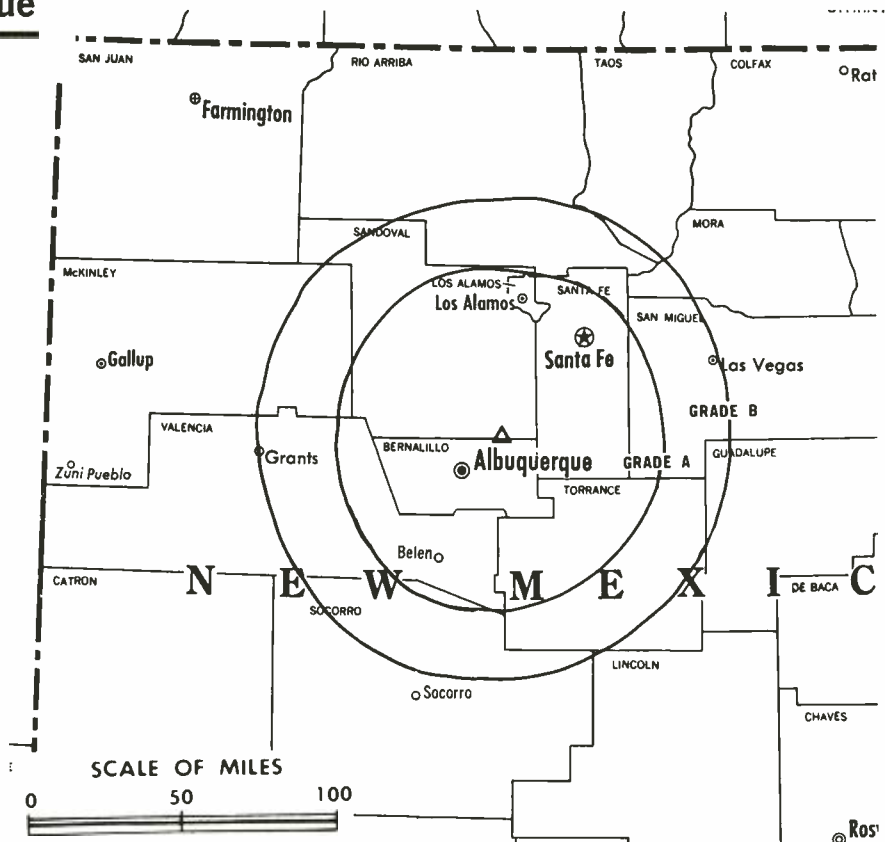
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (legal) by Marmet Professional Corp.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

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 A.D. Ring & Associates.

Personnel:

MAX SKLOWER, general manager.  
ELVIN SMITH, operations mgr. & national sales manager.  
JIM RIORDAN, news director.  
JAMES SHARMAN, chief engineer.  
DAVE SHAW, production manager.  
DICK GOIN, local sales manager.

Highest 30 Sec. Rate (May 1, 1978): \$900.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARIZONA</b>			
	Apache North	8,600	7,500	87
	<b>COLORADO</b>			
	Alamosa	3,900	3,700	94
50% & Over	Archuleta	1,100	1,000	91
	Conejos	2,100	2,000	93
	Costilla	1,000	900	87
	Dolores	600	500	87
	La Plata	8,400	7,900	94
	Montezuma	5,500	5,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>COLORADO—(Continued)</b>			
	Rio Grande	3,400	3,200	93
	Saguache	1,300	1,200	92
	<b>NEW MEXICO</b>			
	Bernalillo	129,900	127,300	98
	Catron	800	700	87
	Colfax	4,700	4,400	93
	Curry	15,200	14,700	97
	De Baca	1,000	1,000	95
	Grant	8,600	8,000	93
	Guadalupe	1,600	1,500	92
	Harding	500	400	89
	Lincoln	3,700	3,500	95
	Los Alamos	5,400	5,300	98
50% & Over	Luna	5,600	5,300	95
	Mc Kinley	13,600	12,300	91
	Mora	1,700	1,400	85
	Otero	13,600	13,200	97
	Quay	4,200	4,000	94
	Rio Arriba	8,300	7,600	91
	Sandoval	6,300	5,800	93
	San Juan	20,800	19,300	93
	San Miguel	6,800	6,200	91
	Santa Fe	21,500	20,700	96
	Sierra	4,000	3,700	92
	Socorro	3,100	3,000	97
	Taos	6,500	5,800	89
	Torrance	2,400	2,300	94
	Valencia	14,400	14,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW MEXICO</b>			
Between 25-49%	Chaves	17,400	17,000	98
	Eddy	15,300	14,900	97

(Continued on page 554-b)

Station Totals	380,800	363,900	95
Net Weekly Circulation (1976-77)			294,000
Average Daily Circulation (1976-77)			210,700



# New Mexico—Carlsbad

## KAVE-TV

Ch. 6

[Satellite of KVIA-TV, El Paso, Tex.]

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

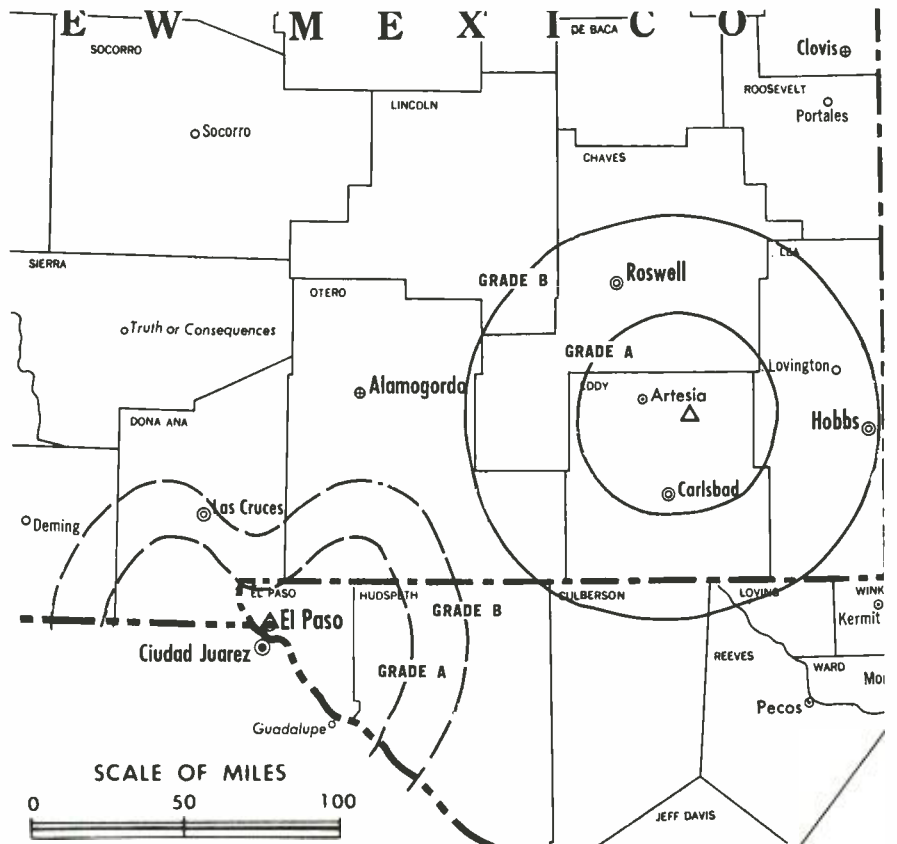
Latitude 32° 47' 39"  
Longitude 104° 12' 27"

Transmitter: 12-mi. E of Artesia on Rt. 83.

Color: Network.

News Wire Service: AP.

Arbitron Data: Included with KVIA-TV, El Paso, Tex.



County coverage based on Arbitron study (see page 4-b).

KAVE-TV Ref: FCC File No. BPCT-4944 Granted 1/10/77

©American Map Co., Inc., N.Y., No. 14244

## KAVE-TV

Network Service: ABC.

Licensee: Marsh Media of El Paso, Box 12277, El Paso, Tex. (79912).

Ownership: See KVIA-TV, El Paso, Tex.

Began Operation: Aug. 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 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 Katz Television.

Represented (legal) by Kirkland & Ellis.

Personnel:

WAYNE M. ROY, general manager.  
GEORGE TAYLOR, chief engineer.

Rates: On request. In combination with KVIA-TV, El Paso.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# New Mexico—Clovis

## KFDW-TV

Ch. 12

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"

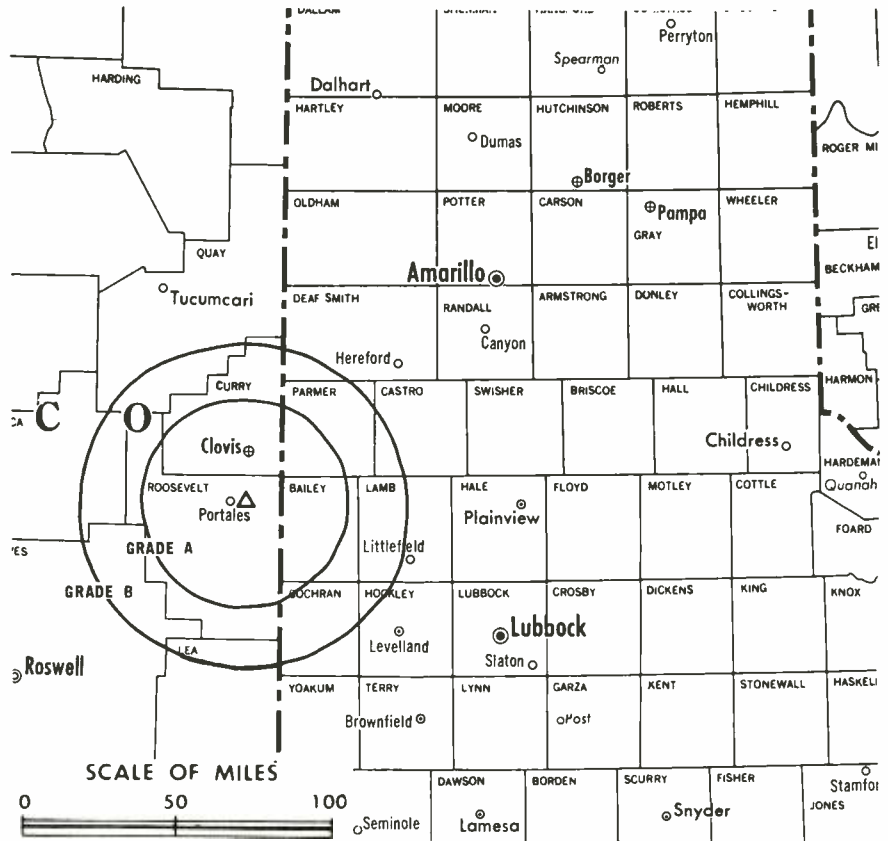
Transmitter: 3.4-mi. ENE of center of Portales, .55-mi. NE of State Rt. 88, near Portales, N.M.

Color: Network, film, slide & tape.

Telephone: 505-276-8266.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFDW-TV Ref: FCC File No. BMPCT-6454 Granted 6/7/67

©American Map Co., Inc., N.Y., No. 14244

## KFDW-TV

Network Service: CBS.

Licensee: Mel Wheeler Inc., Box 125, Denton, Tex. (76201).

Ownership: Melvin L. Wheeler, pres., 100%; Clark Wheeler, James H. Boso Jr., Herm Reavis & John Millett, v.p.s; Vinny Wheeler, secy.-treas. Mel Wheeler also owns WSLC & WSLQ(FM), Roanoke, Va.; KDNT-AM-FM, Denton, Tex.; 50% of KITT(FM), San Diego, Cal. & 30% of KSYL(AM), Alexandria, La.

Began Operation: Dec. 2, 1956. Sale to present owner by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to Bass 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 H-R Television.

Represented (legal) by Smith & Pepper.

Represented (engineering) by Edward F. Lorentz & Associates.

### Personnel:

MIKE LEE, general manager.  
FRANK CALDWELL, chief engineer.

Highest 30 Sec. Rate: \$50.

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
Between 25-49%	Roosevelt	6,400	6,200	96
<b>NEW MEXICO</b>				
Between 5-24%	Curry	15,200	14,700	97
<b>TEXAS</b>				
	Bailey	2,600	2,500	97
<b>Station Totals</b>		<b>24,200</b>	<b>23,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>3,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>2,400</b>	

# New Mexico—Farmington

## KIVA-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 158-kw visual, 15.8-kw aural. Antenna: 410-ft. above av. terrain, 210-ft. above ground, 6047-ft. above sea level.

Latitude 36° 41' 43"  
Longitude 108° 13' 14"

Transmitter: 2-mi. SSW of Farmington on Hwy. 371.

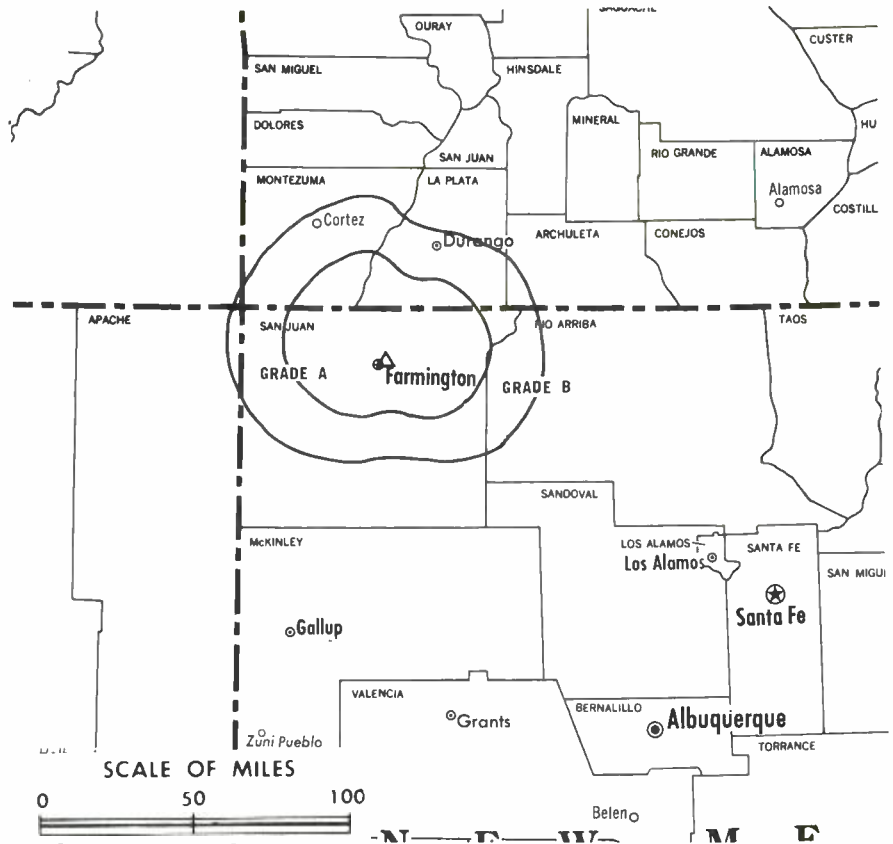
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: Highway 371 South (87401).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KIVA-TV Ref: FCC File No. BPCT-4639 Granted 9/20/74

©American Map Co., Inc., N.Y., No. 14244

## KIVA-TV

Network Service: NBC.

Licensee: Four States Television Inc., P.O. Box 1620, Farmington, N.M. (87401).

Telephone: 505-327-9881. TWX No.: 910-980-0604.

Ownership: John R. Catsis, pres.-treas. & gen. mgr., 17.5%; Connie T. Catsis, v.p.-secy., 17.5%; Robert L. Clarke, D. Kent Anderson & Eugene Talbert, 20% each; Herbert A. Phelan, 5%. Clarke & Anderson have 1/3 each of KIXL(AM), Austin, Tex.

Began Operation: Oct. 20, 1972. Sale to present owners by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

Represented (sales) by Avery-Knodel Inc.; Bob Hix Co. Inc. (Mountain States).

Represented (engineering) by Charles Crossno & Associates.

Represented (legal) by Cohn & Marks.

### Personnel:

JOHN R. CATSIS, president & general manager.  
LEE WINSLOW, general sales manager.  
EUGENE HESKETT, chief engineer.  
VAL SKALSKI, production supervisor.  
RICHARD DRAPER, news director.  
CONNIE T. CATSIS, public relations director.  
JUDY SIMMS, operations director.

### DIGEST OF RATE CARD NO. 5—(Jan. 30, 1978)

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class A—5-10 p.m., daily.				
\$230	\$150	\$110	\$84	\$40

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	San Juan	20,800	19,300	93
Between 5-24%	<b>ARIZONA</b>			
	Apache North	8,600	7,500	87
	<b>COLORADO</b>			
	Dolores	600	500	87
	Hinsdale	500	500	99
	La Plata	8,400	7,900	94
<b>Station Totals</b>		<b>38,900</b>	<b>35,700</b>	<b>91</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>17,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>11,200</b>

# 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: 2 1/2-mi. E of Hagerman, N.M.

TV tape: Recording facilities.

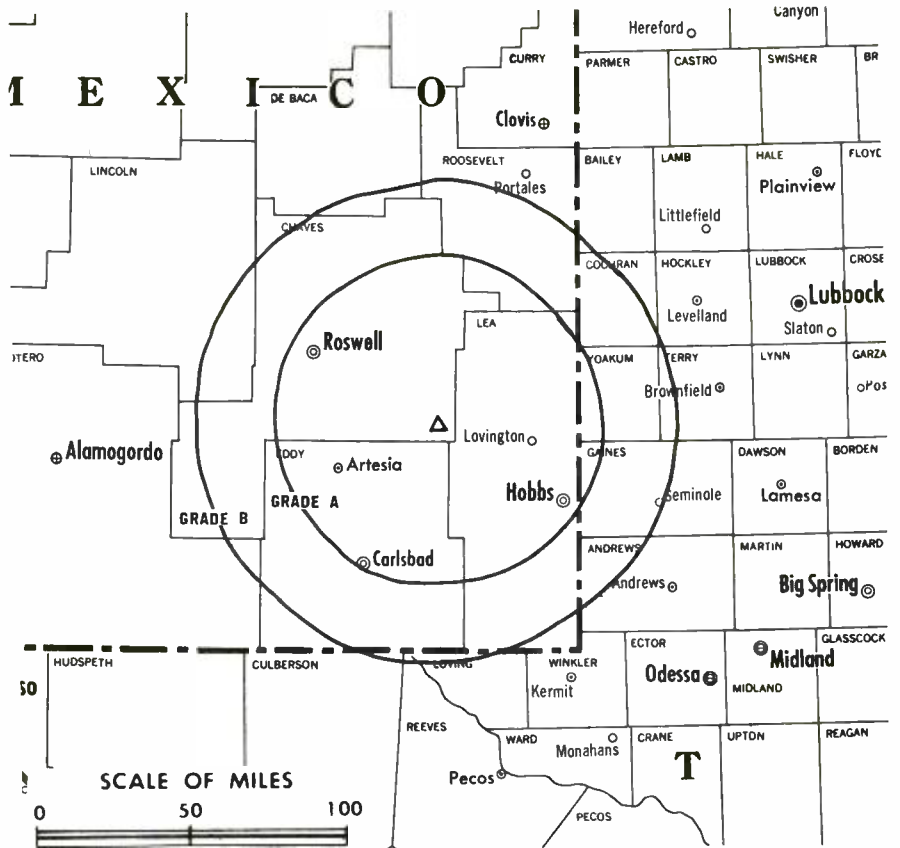
Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: KBIM, 5-kw, 910 kHz (ABC).

FM Affiliate: KBIM-FM, 100-kw, 94.9 MHz (No. 235), 1550-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Holsum Inc., Box 910, Roswell, N.M. (88201).

Studio: 308 North Main.

Telephone: 505-622-2120. TWX No.: 910-986-0072.

Ownership: Gene Reischman, 47.72%; J. Kenneth Smith, 26.42%; W. C. Taylor, 14.48%; others. All also have interest in KBIM AM-FM.

Began Operation: Feb. 23, 1966.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Guy C. Hutcheson.

Personnel:

JOE CARRIERE, vice president & general manager.

E. C. RADER, chief engineer.

DAVID SIMMONS, v.p., national sales manager.

### DIGEST OF RATE CARD NO. 11 (Aug. 30, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—5:30-10 p.m., daily.						
\$250	\$150	\$100	\$75	\$50*	\$50*	\$25*

\*Class AA—5:30-9 p.m., daily.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Chaves	17,400	17,000	98
	De Baca	1,000	1,000	95
	Eddy	15,300	14,900	97
	Lea North	16,000	15,500	97
	Lincoln	3,700	3,500	95
	Otero	13,600	13,200	97
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Curry	15,200	14,700	97
	Lea South	2,400	2,300	97
	Roosevelt	6,400	6,200	96
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Yoakum	2,600	2,600	98
	<b>TEXAS</b>			
	Andrews	4,100	4,000	97
	Cochran	1,400	1,400	97
	Dawson	5,500	5,300	97
	Gaines	3,700	3,600	98
	Hudspeth	900	800	92
Parmer	2,800	2,700	97	
Reeves	4,700	4,500	96	
<b>Station Totals</b>		<b>116,700</b>	<b>113,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>66,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>39,400</b>

# 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.

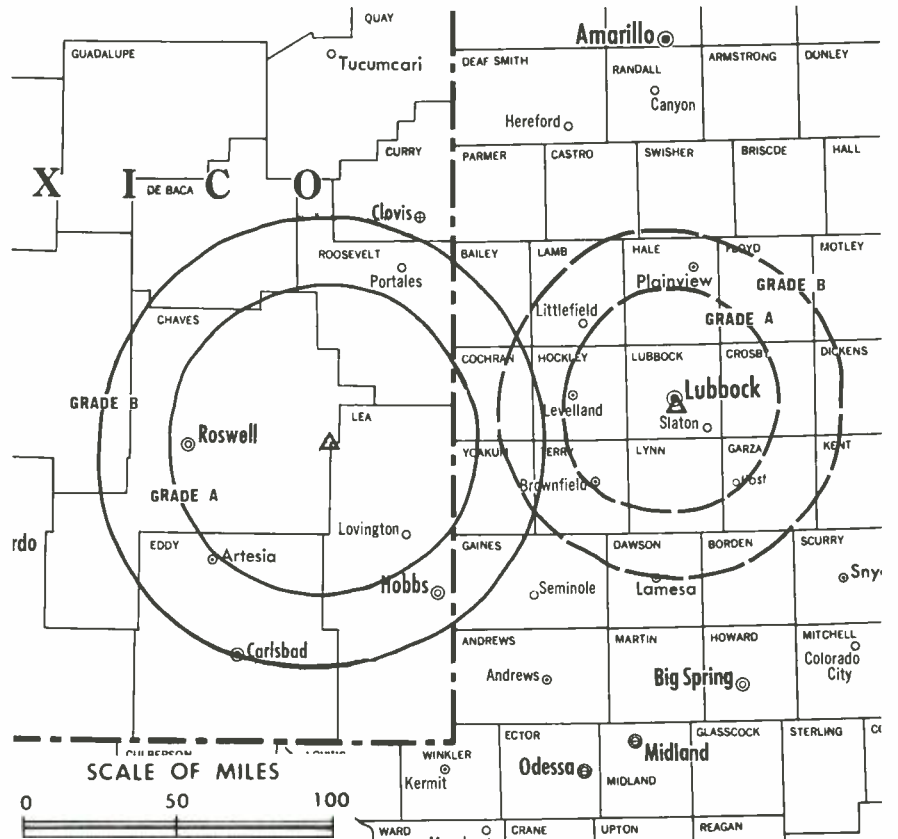
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by Blair Television.

Arbitron Data: Included with KCBd-TV, Lubbock.



County coverage based on Arbitron study (see page 4-b).

KSWs-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: State Telecasting Co. Inc., Columbia, S.C.

Studio: 5600 Ave. A, Lubbock, Tex. (79404).

Telephone: 806-744-1414. TWX No.: 910-896-4306.

Ownership: See WCBD-TV, Charleston, S.C.

Began Operation: June 24, 1953. Sale to present owner by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

Personnel: See KCBd-TV, Lubbock.

Rates: See KCBd-TV, Lubbock.

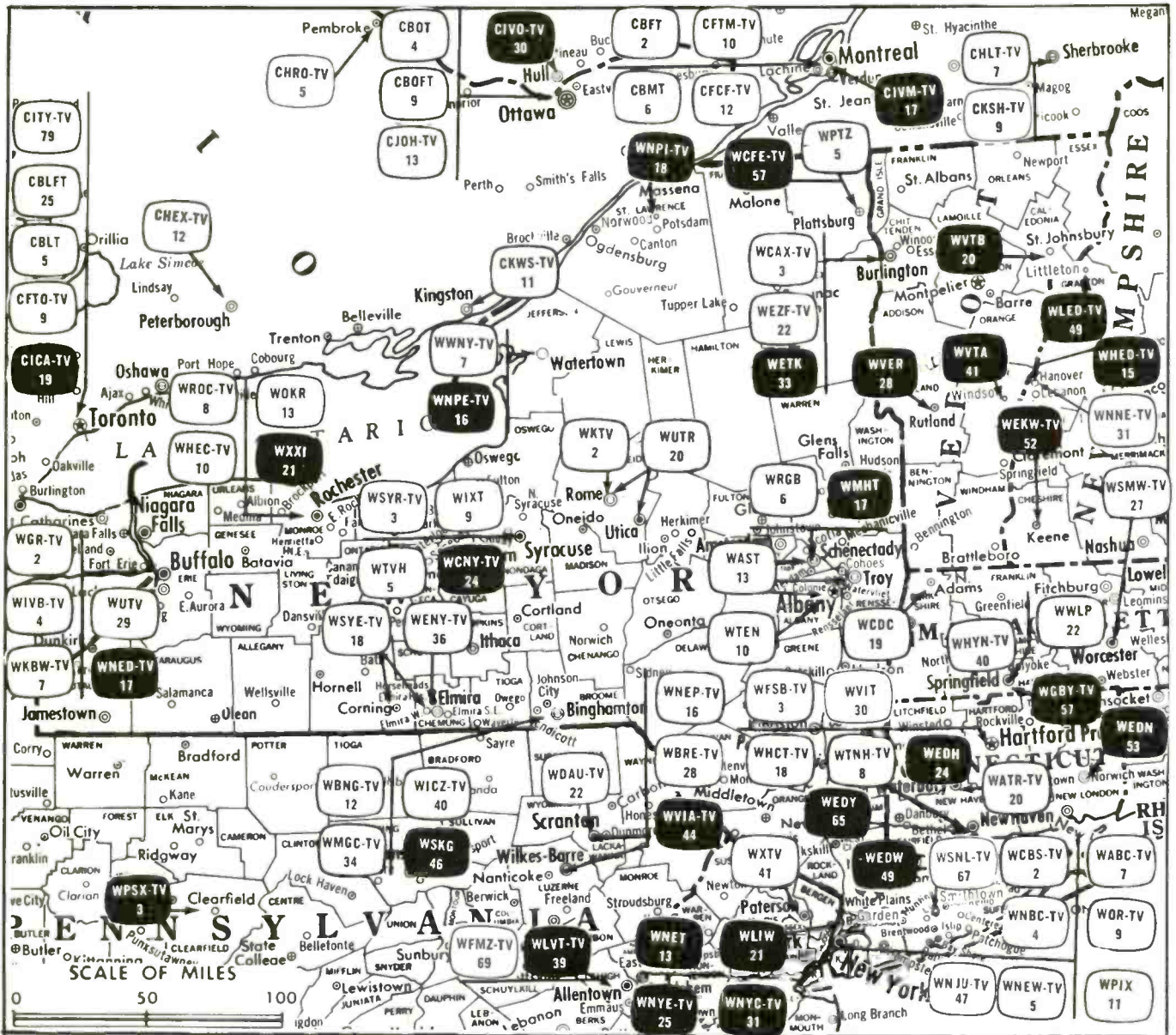
NETWORK BASE HOURLY RATE: \$325.

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151

# New York



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
New York City	4,550,000	1	6,524,300	1
Buffalo	369,000	29	615,400	28
Albany-Schenectady-Troy	290,000	42	445,300	41
Syracuse-Elmira	271,000	48	*	*
Rochester	200,000	65	319,200	66
Burlington-Plattsburgh	91,000	116	179,700	101
Binghamton	83,000	129	143,000	122
Utica	52,000	152	102,200	149
Watertown-Carthage	24,000	179	74,400	163

# State Educational Technical Facilities

(Complete Data in Educational Directory)

## **WSKG**

**Binghamton**

Ch. 46

Non-Commercial Educational Station

Licensee: Southern Tier ETV Assn., 3311 E. Main St., Endwell, N.Y. (13760).

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, 934-ft. above ground, 2559-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., Box 1263, Buffalo, N.Y. (14240).

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: 1580-kw max. & 562-kw horizontal visual, 105-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"

## **WNET**

**New York-Newark**

Ch. 13

Non-Commercial Educational Station

Licensee: Educational Bcstg. Corp., 356 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"

## **WNYC-TV**

**New York**

Ch. 31

Non-Commercial Educational Station

Licensee: City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 890-kw visual, 89-kw aural. Antenna: 1294-ft. above av. terrain, 1280-ft. above ground, 1330-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: 658-kw max. & 594-kw horizontal visual, 152-kw max. & 119-kw horizontal aural. Antenna: 583-ft. above av. terrain, 597-ft. above ground, 649-ft. above sea level.

Latitude	40°	41'	21"
Longitude	73°	58'	37"

## **WNPI-TV**

**Norwood**

Ch. 18

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 667-kw max. & 556-kw horizontal visual, 100-kw max. & 83.4-kw horizontal aural. Antenna: 794-ft. above av. terrain, 754-ft. above ground, 1989-ft. above sea level.

Latitude	44°	29'	30"
Longitude	74°	51'	29"

## **WCFE-TV**

**Plattsburgh**

Ch. 57

Non-Commercial Educational Station

Licensee: Northeast New York ETV Assn., State University College, Plattsburgh, N.Y. (12901).

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 562-kw max. & 145-kw horizontal visual, 117-kw max. & 28-kw horizontal aural. Antenna: 2427-ft. above av. terrain, 446-ft. above ground, 4096-ft. above sea level.

Latitude	44°	41'	43"
Longitude	73°	53'	00"

# New York

## **WXXI** **Rochester** Ch. 21

Non-Commercial Educational Station

Licensee: Rochester Area ETV Association Inc., Box 21, Rochester (14601).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 453-ft. above av. terrain, 346-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: 2630-kw max. & 2000-kw horizontal visual, 398-kw aural. Antenna: 980-ft. above av. terrain, 271-ft. above ground, 1791-ft. above sea level.

Latitude 42° 38' 13"  
Longitude 74° 00' 06"

## **WCNY-TV** **Syracuse**

Ch. 24

Non-Commercial Educational Station

Licensee: The Public Bcstg. 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"

## **WNPE-TV** **Watertown**

Ch. 16

Non-Commercial Educational Station

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 618-kw max. & 525-kw horizontal visual, 123.6-kw max. & 105-kw horizontal aural. Antenna: 1214-ft. above av. terrain, 939-ft. above ground, 2509-ft. above sea level.

Latitude 43° 51' 44"  
Longitude 75° 43' 40"

### New York Station Status as of September 1, 1978

	VHF	UHF	TOTAL
☐ Commercial Television Stations	22	9	31
● Educational Television Stations	1	10	11
			42

## State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### **WWNY-TV, Carthage** (See Watertown, N.Y.)

### **WCAX-TV & WEZF-TV, Plattsburgh** (See Burlington, Vt.)

### **WAST, WRGB & WTEN, Schenectady** (See Albany, N.Y.)

### **WAST & WRGB, Troy** (See Albany, N.Y.)

### **WUTR, Rome** (See Utica, N.Y.)

Find out how a station  
proved it was best in a key county.

Call your Arbitron representative  
and ask about AID.

**Arbitron**  
**Information**  
**On Demand**





# 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: 1210-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, N.Y. (12204).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Smith & Powstenko.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Total Households: ① MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WAST Ref: FCC File No. BPCT-3099 Granted 2/13/63

©American M&D Co., Inc., N.Y., No. 1424

## WAST

Network Service: CBS.

Licensee: Sonderling Broadcasting Corp., Box 4035, Albany (12204).

Telephone: 518-436-4791. TWX No.: 710-441-8282.

Ownership: Sonderling Bcstg. Corp. Egmont Sonderling, pres., 24.625%; Richard Goodman, 1st v.p., 19.375%; Jerrold Levine, exec. v.p.; Mason A. Loundy, secy.-treas., 7%; A. Harry Becker, 1.5%; over 1,300 others. Sonderling Bcstg. also owns radios WOPA & WBMX(FM), Oak Park, Ill.; WWRL & WRVR(FM), New York, N.Y.; WDIA & WQUD(FM), Memphis, Tenn.; KICK-AM-FM, Houston-Pasadena, Tex.; WOL & WMZQ(FM), Washington, D.C.; KDIA, Oakland, Cal. Note: Merger of Sonderling into Viacom pends (Television Digest, Vol. 18:12, 25).

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.

Personnel:

MICHAEL J. CORKEN, vice president & general manager.  
THOMAS BURKE, director of station administration.  
LAURENCE J. REILLY, general sales manager.  
JACK E. LEE, local sales manager.  
RICHARD HERD, national sales manager.  
JOSEPH KRONE, production manager.  
CHARLES BURNELL, promotion manager.  
KAREN OLMSTEAD, traffic manager.  
FREDERICK LASS, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$600.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b> Berkshire	51,100	49,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
	Columbia	19,600	19,100	97
	Fulton	21,100	20,600	98
	Greene	14,500	14,200	98
	Montgomery	21,100	20,500	97
	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Schoharie	9,900	9,600	97
Warren	19,400	18,800	97	
Washington	17,900	17,500	98	
<b>VERMONT</b>	Bennington	10,900	10,500	96
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Ulster	55,400	53,300	96
	<b>VERMONT</b>			
	Rutland	18,200	17,500	96
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	<b>NEW YORK</b>			
	Delaware	16,800	16,000	95
	Essex	12,100	11,800	97
Franklin	14,500	14,000	97	
Hamilton	2,000	1,900	96	
Herkimer	25,000	24,400	98	
Otsego	19,600	18,900	96	
<b>VERMONT</b>				
Addison	7,700	7,400	96	
Chittenden	33,900	33,000	97	
<b>Station Totals</b>		<b>679,000</b>	<b>660,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>433,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>278,300</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, 10-kw, 99.5 MHz (No. 258), 805-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (sales) by Katz Television.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WRGB Ref: FCC File No. BPCT-1047 Granted 9/16/52

©American Map Co., Inc., N.Y., No. 14244

## WRGB

Network Service: NBC.

Licensee: General Electric Broadcasting Co. Inc., 1400 Balltown Rd. (12309).

Studio: 1400 Balltown Rd., Schenectady (12309).

Telephone: 518-385-1385. TWX No.: 710-442-2974.

Ownership: Subsidiary of General Electric Co. Officers: John F. Welch, chmn.; Reid L. Shaw, pres.; Clarence O. Yeates, treas.; L. Mason Harter, v.p. & gen. counsel. Parent corp. is manufacturer of TV-radio, household appliances, heavy duty electrical equipment, etc. Also owns WNGE & WSIX-AM-FM, Nashville; KOA-TV-AM & KOAQ (FM), Denver, Colo.; WJIB (FM), Boston, Mass. and KFOG (FM), San Francisco.

Began Operation: Dec. 1, 1947 (on air since Nov. 6, 1939).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JAMES J. DELMONICO, vice president & general manager.  
RAYMOND J. SCHONBAK, manager, WRGB television.  
DAVID A. OLMSTED, manager, television sales.  
TERRY WALDEN, manager, promotion.  
ARTHUR R. GARLAND, mgr., program services & public affairs.  
CHARLES B. KING, manager, operations.  
DONALD J. DECKER, manager, news.

Highest 30 Sec. Rate (Feb. 1, 1978): \$1200.

NETWORK BASE HOURLY RATE: \$2550.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	<b>NEW YORK</b>			
<b>50% &amp; Over</b>	Albany	106,600	104,100	98
	Columbia	19,600	19,100	97
	Fulton	21,100	20,600	98
	Greene	14,500	14,200	98
	Hamilton	2,000	1,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	Montgomery	21,100	20,500	97
	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Schoharie	9,900	9,600	97
<b>50% &amp; Over</b>	Ulster	55,400	53,300	96
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
	<b>VERMONT</b>			
	Bennington	10,900	10,500	96
	Rutland	18,200	17,500	96
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Delaware	16,800	16,000	95
	Otsego	19,600	18,900	96
	<b>CONNECTICUT</b>			
	Litchfield	53,100	51,600	97
	<b>NEW HAMPSHIRE</b>			
	Cheshire	19,500	18,600	96
	Sullivan	12,200	11,600	95
	<b>NEW YORK</b>			
	Dutchess	76,100	74,000	97
	Essex	12,100	11,800	97
	Herkimer	25,000	24,400	98
<b>Between 5-24%</b>	Oneida East	60,100	58,900	98
	Orange	83,700	81,600	97
	<b>VERMONT</b>			
	Addison	7,700	7,400	96
	Chittenden	33,900	33,000	97
	Orange	6,900	6,600	96
	Washington	16,700	16,200	97
	Windham	12,500	11,600	93
	Windsor	16,600	15,900	95
<b>Station Totals</b>		<b>1,002,400</b>	<b>974,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>503,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>346,000</b>	

# New York—Albany

**WTEN**

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., Helderberg Mt., New Scotland.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

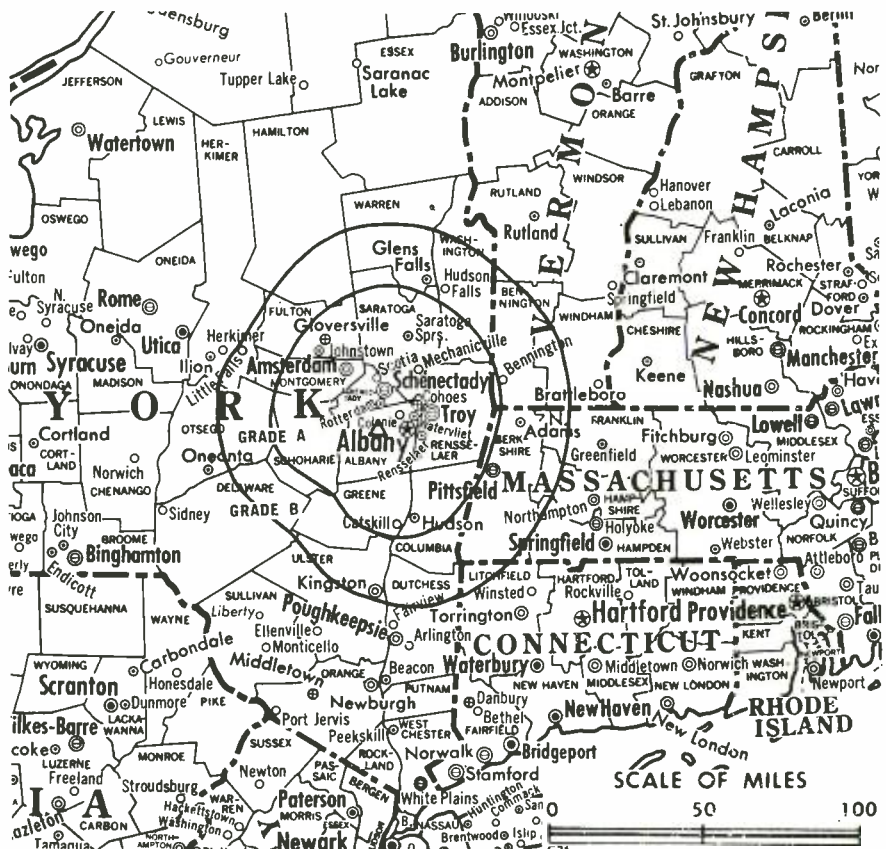
News Wire Service: AP, UPI.

Represented (sales) by MMT Sales Inc.

Represented (engineering) by Carl T. Jones Associates.

Arbitron Data: Includes satellite, WCDC, Adams, Mass.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTEN Ref: FCC File No. BNPCT-5867 Granted 6/14/63

©American Map Co., Inc., N.Y., No. 14244

## WTEN

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc.

Studio: 341 Northern Blvd., Albany (12204).

Telephone: 518-436-4822. TWX No.: 710-441-8203.

Ownership: Knight-Ridder Newspapers, 100%. For other interests, see WJRT-TV, Flint, Mich.

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). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vols. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved by FCC Dec. 21, 1977 (Vol. 17:26).

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

TERRENCE McGUIRK, vice president & general manager.  
VINCENT DeLUCA, general sales manager.  
JOHN DeROCHE, national sales manager.  
GENE COLLINS, program/promotion manager.  
J. ROBERT BRENNAN, business manager.  
EUGENE P. GILDOW, chief engineer.

Highest Hour Rate (Jan. 1, 1978): \$2100.

NETWORK BASE HOURLY RATE: \$2100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
	Columbia	19,600	19,100	97
	Fulton	21,100	20,600	98
	Greene	14,500	14,200	98
	Herkimer	25,000	24,400	98
	Montgomery	21,100	20,500	97
	Rensselaer	54,000	52,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Schoharie	9,900	9,600	97
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
<b>VERMONT</b>	Bennington	10,900	10,500	96
	Rutland	18,200	17,500	96
<b>MASSACHUSETTS</b>	Franklin	24,500	23,300	95
	<b>NEW YORK</b>			
<b>Between 25-49%</b>	Ulster	55,400	53,300	96
<b>VERMONT</b>	Windham	12,500	11,600	93
	<b>CONNECTICUT</b>			
	Tolland	34,300	33,300	97
<b>MASSACHUSETTS</b>	Hampden	163,100	159,200	98
	Hampshire	39,900	38,500	96
<b>NEW HAMPSHIRE</b>	Cheshire	19,500	18,600	96
	<b>NEW YORK</b>			
<b>Between 5-24%</b>	Delaware	16,800	16,000	95
	Dutchess	76,100	74,000	97
	Essex	12,100	11,800	97
	Hamilton	2,000	1,900	96
	Oneida East	60,100	58,900	98
	Otsego	19,600	18,900	96
<b>VERMONT</b>	Addison	7,700	7,400	96
	<b>Station Totals</b>	<b>1,041,100</b>	<b>1,012,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>523,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>356,300</b>	

# New York—Binghamton

## WMGC-TV

(formerly 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, live, film, slide & tape.

News Wire Service: AP.

Telephone: 607-798-7111.

Represented (sales) by Avery-Knodel Inc.

Studio: Ingraham Hill Rd., Binghamton, N.Y. (13902).

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WMGC-TV Ref: FCC File No. Doc. 14274—Effective 1/22/62

©American Map Co., Inc. N.Y., No. 14244

## WMGC-TV

Network Service: ABC.

Licensee: Pinnacle Communications Inc., Box 813, Binghamton, N.Y. (13902).

Ownership: Pinnacle Communications Inc., 100%. Philip D. Marella, pres.-treas., 80%; Inez Marella, v.p.-asst. secy.; John L. Laubach Jr., secy.; David Croll, 1%; Devonshire Capital Corp., 19%. Laubach owns 30% of WSBR, Boca Raton, Fla.; 49.5% of WWGO & WCCK-FM, Erie, Pa.; 66.7% of WESA-AM-FM, Charleroi, Pa. Devonshire owns 19% of WUTV, Buffalo, N.Y. & has cable interests.

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). Sale to present owners approved Aug. 7, 1978.

Personnel:

PHILIP D. MARELLA, president & general manager.

JAMES VALENT, general sales manager.

LAWRENCE HESS, program director.

LOWELL NELSON, chief engineer.

Highest 30 Sec. Rate: \$160.

NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Broome	77,000	75,500	98
	Tioga	16,100	15,700	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Chenango	16,500	16,000	97
	Cortland	16,400	16,000	98
	<b>PENNSYLVANIA</b>			
	Bradford	20,400	19,800	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Delaware	16,800	16,000	95
	<b>PENNSYLVANIA</b>			
	Sullivan	1,900	1,800	96
	Susquehanna	13,300	12,900	97
	Wyoming	8,300	8,000	97
<b>Station Totals</b>		<b>186,700</b>	<b>181,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>96,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>48,100</b>

# New York—Binghamton

## WBNG-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"  
Longitude 75° 57' 06"

Transmitter: Ingham Hill Rd.

TV tape: Recording facilities.

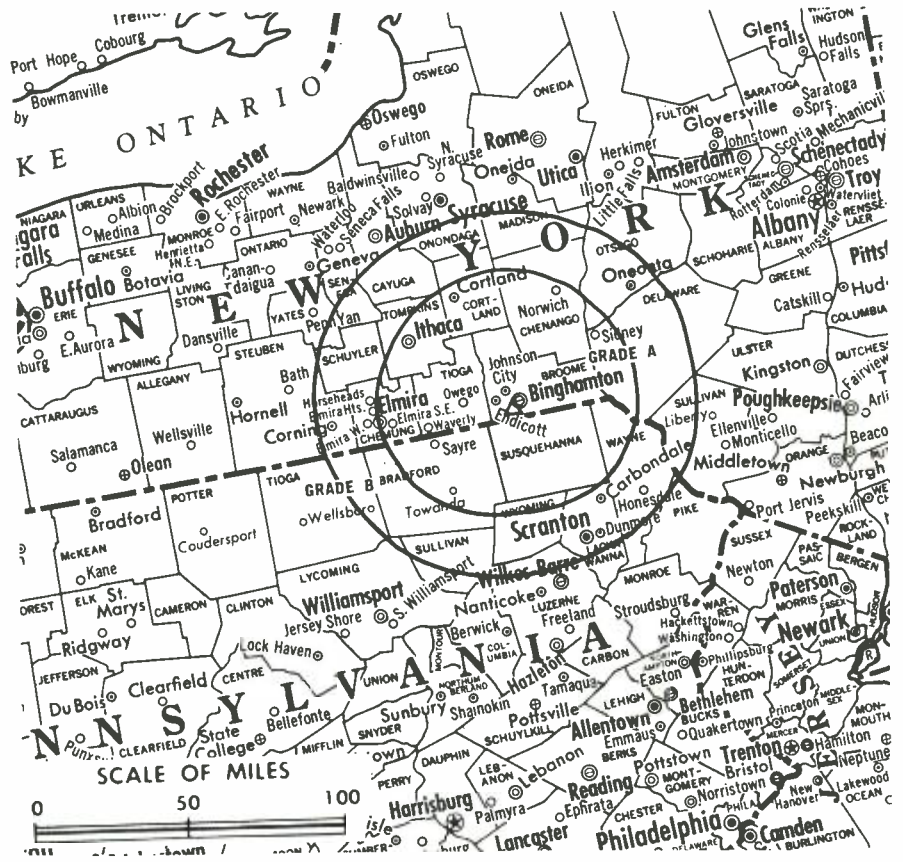
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Represented (sales) by Blair Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBNG-TV Ref: FCC File No. BMPCT-3731 Granted 2/24/56 ©American Map Co., Inc., N.Y., No. 14244

## WBNG-TV

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612, Executive Bldg., Cherry Hill, N.J. (08002).

Studio: 50 Front St., Binghamton (13902).

Telephone: 607-723-7311. TWX No.: 510-252-1991.

Ownership: Bergen Evening Record Corp. Gateway Communications officers: George A. Koehler, pres.; H. Lewis Klein, exec. v.p.; John Brown, v.p.-treas.; Herbert E. Nelson, secy. Gateway also owns WTAJ-TV, Altoona; WLYH-TV, Lancaster-Lebanon, Pa. & WOWK-TV, Huntington-Charleston, W. Va.

Began Operation: Dec. 1, 1949. Sale to present owners by Triangle Publications approved by FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous sale to Triangle by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11, 19).

Represented (legal) by Wilner & Scheiner.

Personnel:

DONALD F. SNYDER, v.p. & general manager.  
JOHN WEIDMAN, national sales manager.  
RAY McCORMACK, local sales manager.  
RICHARD A. STEIKA, business manager.  
MICHAEL A. LaMONICA, chief engineer.  
ROBERT EOLIN, director of programs & promotion.  
LARRY ESTEPA, news director.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	ID
Prime—8-11 p.m., daily.				
\$2200	\$1300			Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1150.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

### NEW YORK

	Broome	77,000	75,500	98
	Chemung	34,700	33,700	97
	Chenango	16,500	16,000	97
	Delaware	16,800	16,000	95
	Otsego	19,600	18,900	96
<b>50% &amp; Over</b>	Tioga	16,100	15,700	98
	Tompkins	29,100	27,200	94

### PENNSYLVANIA

	Bradford	20,400	19,800	97
	Sullivan	1,900	1,800	96
	Susquehanna	13,300	12,900	97
	Tioga	13,400	12,800	96

### NEW YORK

	Cortland	16,400	16,000	98
	Schuyler	6,500	6,300	96
<b>Between 25-49%</b>	Steuben	35,300	34,200	97

### PENNSYLVANIA

	Wyoming	8,300	8,000	97
--	---------	-------	-------	----

### NEW YORK

	Cayuga	26,200	25,400	97
	Seneca	10,900	10,700	98
	Sullivan	22,200	21,300	96

### PENNSYLVANIA

<b>Between 5-24%</b>	Lackawanna	86,500	85,000	98
	Lycoming	41,200	39,500	96
	Pike	6,200	5,900	95
	Potter	6,600	6,300	96
	Wayne	11,700	11,100	95

<b>Station Totals</b>		<b>536,800</b>	<b>520,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>241,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>164,000</b>

# New York—Binghamton

## WICZ-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 565-kw max. & 501-kw horizontal visual, 56.5-kw max. & 50.1-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"  
Longitude 75° 56' 39"

Transmitter: Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

Color: Network, live, film, slide & tape.

News Film Service: NBC.

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (sales) by H-R Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WICZ-TV Ref: FCC File No. BPC-4379 Granted 2/22/71

© American Map Co., Inc., N.Y., No. 14244

## WICZ-TV

Network Service: NBC.

Licensee: Stainless Broadcasting Company, 3rd St. & Montgomery Ave., North Wales, Pa. (19454).

Studio: Vestal Pkwy. (State Rt. #434), approx. 1/2-mi. beyond city limits of Binghamton, Vestal, N.Y.

Mailing Address: Box 1626, Binghamton (13902).

Telephone: 607-798-7873. TWX No.: 607-772-0240.

Ownership: Henry J. Guzewicz, pres. Stainless Bcstg. Co. also owns WCDL-AM-FM, Carbondale, Pa.

Began Operation: Nov. 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (Television Digest, Vol. 10:31).

Personnel:

JESSE C. PEVEAR, general manager.

MARTY OWENS, sales manager.

GINO RICCIARDELLI, technical director.

Highest 30 Sec. Rate (April 1978): \$200.

NETWORK BASE HOURLY RATE: \$350.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Broome	77,000	75,500	98
	Tioga	16,100	15,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Chenango	16,500	16,000	97
	Delaware	16,800	16,000	95
	Tompkins	29,100	27,200	94
Between 5-24%	<b>PENNSYLVANIA</b>			
	Bradford	20,400	19,800	97
	Susquehanna	13,300	12,900	97
Between 5-24%	<b>NEW YORK</b>			
	Chemung	34,700	33,700	97
	Cortland	16,400	16,000	98
	Otsego	19,600	18,900	96
	Schuyler	6,500	6,300	96
	Steuben	35,300	34,200	97
Between 5-24%	<b>PENNSYLVANIA</b>			
	Pike	6,200	5,900	95
	Sullivan	1,900	1,800	96
	Tioga	13,400	12,800	96
	Wayne	11,700	11,100	95
	Wyoming	8,300	8,000	97
<b>Station Totals</b>		<b>343,200</b>	<b>331,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>130,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>70,600</b>	

# New York—Buffalo

## WIVB-TV

Ch. 4



HARRINGTON, RIGHTER & PARSONS INC.

STEPHENS & TOWNDROW CO. LTD.

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.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WIVB-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

©American Map Co., Inc., N.Y., No. 14244

## WIVB-TV

Network Service: CBS.

Licensee: Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. Facsimile Service: UPI. News Film Service: CBS.

Telephone: 716-874-4410. TWX No.: 710-522-1719.

Ownership: Howard Publications Inc. Robert S. Howard, chmn., 63%; Wendell Marshall, 18.4%; M. T. Deaton, 17.4%; John E. Tompkins, 1.2%. Buffalo Bcstg. officers: Robert S. Howard, chmn.; Leslie G. Arries Jr., pres.; Thomas W. Howard, v.p.; Wendell Marshall, secy.; Elvah Dixon, asst. secy.-treas.

Began Operation: May 14, 1948. Sale to present owner by Buffalo Evening News approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22).

Represented (sales) by Harrington, Righter & Parsons Inc.; Stephens & Towndrow Co. Ltd. (Canada).

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Cordon & Jacob.

Personnel:

LESLIE G. ARRIES JR., president & general manager.  
GEORGE D. LILLY, station manager.

RAYMOND COLEMAN, general sales manager.  
TERENCE BROWN, national sales manager.  
FRANK A. MASER, director of engineering.  
QUINTIN E. RENNER, program director.  
JIM CHIRUMBULO, manager of creative services.  
HOWARD GLASSROTH, news director.  
SARAH L. LEWIS, community services director.  
TWILA HENNEBERGER, executive producer.  
LESTER H. OTTERMAN, controller.

DIGEST OF RATE CARD NO. 32—(Sept. 18, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.
Class AA—8-11 p.m., daily.				
\$7000	\$3500	\$1120	\$1100	\$1100

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Allegany	16,300	15,700	96

(Continued on page 582-b)

Station Totals	1,066,500	1,044,900	97
Net Weekly Circulation (1976-77)			619,900
Average Daily Circulation (1976-77)			434,000

# FOR RENT

## A Complete Production Center on Wheels... The WIVB-TV Color Mobile Unit

From professional hockey and football to college basketball and special events, whatever your remote production needs, the WIVB-TV Color Mobile Unit is ready to go to work for you.

- Six-camera availability/TK44
- Special Effects and Chroma-Key
- Stop-Action
- Slow-Motion
- Instant Replay
- Complete slide system (Colorizer included)
- The best in lighting equipment
- Complete intercom facilities including five-position program interrupt feature
- Two video tape recorders

For details on how we can put the WIVB-TV Color Mobile Unit to work for you contact: Director of Engineering, WIVB-TV, 2077 Elmwood Avenue, Buffalo, New York 14207, (716) 874-4410.



# 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 (ABC).

FM Affiliate: WGRQ, 12.6-kw, 96.9 MHz (No. 245), 628-ft. (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Taft Broadcasting Co., 259 Delaware Ave., Buffalo (14202).

Studio: 259 Delaware Ave.

Telephone: 716-856-1414.

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 TeleRep; Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Koteen & Burt.

Personnel:

PHIL JONES, general manager.  
MIKE FISHER, general sales manager.  
GENE R. KIRSHENSTEIN, business manager.  
FRANK S. DeTILLIO, local sales manager.  
DONALD A. LARICK, production manager.  
ED HERBERT, operations manager.  
RICHARD WESTLUND, manager of engineering.  
STEWART DAN, news director.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Allegany	16,300	15,700	96
	Cattaraugus	30,100	29,200	97
	Chautauqua	53,000	51,700	98
	Erie	375,100	369,000	98
	Genesee	20,900	20,500	98
	Niagara	81,300	80,000	98
Orleans	13,100	12,800	97	
Wyoming	12,400	12,200	98	
	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	98
	Mc Kean	18,600	18,000	97
	Potter	6,600	6,300	96
	<b>PENNSYLVANIA</b>			
Between 25-49%	Warren	16,000	15,300	95
	<b>NEW YORK</b>			
Between 5-24%	Livingston	18,800	18,300	98
	Monroe	248,400	243,700	98
	Steuben	35,300	34,200	97
<b>Station Totals</b>		<b>948,600</b>	<b>929,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>591,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>385,100</b>	

(Station also received in Canadian markets)



# 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: (M) MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 485 Madison Ave., New York (10022).

Studio: 7 Broadcast Plaza, Buffalo, N.Y. (14202).

Telephone: 716-883-0770. TWX No.: 710-522-1846.

Ownership: Capital Cities Communications Inc., 100%. (For other interests see Group Ownership).

Began Operation: Nov. 30, 1958.

Represented (sales) by Blair TV; Metrospot (Toronto).

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

PHILIP R. BEUTH, vice president & general manager.

RICHARD SHEPARD, general sales manager.

CLIFF FISHER, local sales manager.

DICK BALES, regional sales manager.

RON MARTZOLF, program manager.

DON HOLLAND, chief engineer.

BILL APPLGATE, news director.

STEVE ZAPPIA, production manager.

KEN KOLLER, business manager.

WILL MEBANE, promotion manager.

Highest 30 Sec. Rate (April 15, 1977): \$1800.

NETWORK BASE HOURLY RATE: \$1900.

Station also received in Canadian markets

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Allegany	16,300	15,700	96
		Cattaraugus	30,100	29,200	97
		Chautauqua	53,000	51,700	98
		Erie	375,100	369,000	98
		Genesee	20,900	20,500	98
		Niagara	81,300	80,000	98
		Orleans	13,100	12,800	97
	Wyoming	12,400	12,200	98	
	<b>PENNSYLVANIA</b>				
		Cameron	2,700	2,700	98
		Mc Kean	18,600	18,000	97
		Potter	6,600	6,300	96
<b>Between 25-49%</b>		Warren	16,000	15,300	95
	<b>NEW YORK</b>				
	Livingston	18,800	18,300	98	
	Steuben	35,300	34,200	97	
	<b>PENNSYLVANIA</b>				
		Elk	12,500	12,200	97
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Monroe	248,400	243,700	98
	<b>PENNSYLVANIA</b>				
		Erie	92,000	90,300	98
	Tioga	13,400	12,800	96	
<b>Station Totals</b>			<b>1,066,500</b>	<b>1,044,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>629,400</b>
<b>Average Daily Circulation (1976-77)</b>					<b>439,500</b>

# New York—Buffalo

**WUTV**

Ch. 29

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground 1549-ft. above sea level.

Latitude 43° 01' 27"  
Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, N.Y.

TV tape: Recording facilities.

Color: Live, film, slide & tape

News Wire Service: UPI.



WUTV Ref: FCC File No. BPCT-3200 Granted 1/21/68

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WUTV

Network Service: None, independent.

Licensee: Whitehaven Entertainment Corp., 951 Whitehaven Rd., Grand Island, N.Y. (14072).

Studio: 951 Whitehaven Rd., Grand Island (14072).

Telephone: 716-773-7531. TWX No.: 710-260-1359.

Ownership: Herman Pease, pres.-treas., 54.2%; William D. Schulz, secy.; Charles River Resources Inc., 11.4%; First Capital Corp. of Boston, 9.9%; Devonshire Capital Corp., 19.4%; William P. Egan, Craig L. Burr & James F. Carlin, 1.1% each; C. Kevin Landry, 0.8%; David Croll, 0.9%. First Capital Corp. & Devonshire Capital Corp. have multiple communications interests.

Began Operation: December 21, 1970. Sale to present owners by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (Television Digest, Vol. 17:31).

Represented (sales) by Bolton Broadcasting Ltd.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

HERMAN PEASE, president & general manager.  
ALBERT M. BENZ, director of sales & administration.  
ROBERT JAY, general sales manager.  
DENISE KRUMM, program director.  
DARRELL MOEN, production manager.  
RAND DULAR, director of engineering.  
KATH PROHASKA, news director.

Highest 30 Sec. Rate (May 1, 1978): \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Erie	375,100	369,000	98
	Niagara	81,300	80,000	98
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Orleans	13,100	12,800	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Cattaraugus	30,100	29,200	97
	Chautauqua	53,000	51,700	98
	Genesee	20,900	20,500	98
	Livingston	18,800	18,300	98
	Madison	21,000	20,500	98
	Onondaga	163,800	160,900	98
Wyoming	12,400	12,200	98	
	<b>PENNSYLVANIA</b>			
	Warren	16,000	15,300	95
<b>Station Totals</b>		<b>805,500</b>	<b>790,400</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>306,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>129,700</b>	

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.

News Wire Service: AP.

AM Affiliate: WENY, 1-kw, 1230 kHz.

FM Affiliate: WLEZ, 750 watts, 92.7 MHz (No. 224), 560-ft.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



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.

Licensee: WENY Inc., Box 208, Elmira, N.Y. (14902).

Studio: 596 Old Ithaca Rd., Horseheads, N.Y. (14845).

Telephone: 607-739-3636.

Ownership: Donald M. Simmons & Howard L. Green, 50% each. They also own radios WOND, Pleasantville, N.J. & WMGM (FM), Atlantic City, N.J. & 25% each of South Jersey Bcstg. Corp. which is buying WCMC-TV, Wildwood, N.J.

Began Operation: Nov. 19, 1969.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by Lohnes & Culver.

Personnel:

HOWARD L. GREEN, executive vice president.

MICHAEL C. STEELE, general manager.

C. ROBERT EDWARDS, station & sales manager.

JOHN HERRICK, program & promotion director.

LARRY TAYLOR, director of engineering.

Highest 30 Sec. Rate (Jan. 1, 1978): \$85.

NETWORK BASE HOURLY RATE: \$125.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>		<b>NEW YORK</b>			
		Chemung	34,700	33,700	97
		Steuben	35,300	34,200	97
<b>Between 25-49%</b>		<b>PENNSYLVANIA</b>			
		Bradford	20,400	19,800	97
		Tioga	13,400	12,800	96
<b>Between 5-24%</b>		<b>NEW YORK</b>			
		Schuyler	6,500	6,300	96
		Tompkins	29,100	27,200	94
<b>Station Totals</b>		<b>NEW YORK</b>			
		Broome	77,000	75,500	98
		Tioga	16,100	15,700	98
<b>Net Weekly Circulation (1976-77)</b>		<b>PENNSYLVANIA</b>			
		Potter	6,600	6,300	96
		Sullivan	1,900	1,800	96
<b>Average Daily Circulation (1976-77)</b>					
			<b>248,300</b>	<b>240,400</b>	<b>96</b>
					<b>98,400</b>
					<b>57,500</b>

# 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, live, film & slide.

News Wire Service: UPI.

Arbitron Data: Included with WSYR-TV, Syracuse.

County coverage based on Arbitron study (see page 4-b).



WSYE-TV Ref: FCC File No. BMPCT-4636 Granted 5/31/57

©American Map Co., Inc. N.Y., No. 14244

## WSYE-TV

Network Service: NBC.

Licensee: Newhouse Broadcasting Corp., 1030 James St., Syracuse, N.Y. (13203).

Studio: See WSYR-TV, Syracuse.

Telephone: 607-733-5536.

Ownership: See WSYR-TV, Syracuse, N.Y.

Began Operation: Sept. 10, 1956.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JON WINGATE, manager.

T. A. GREENE, chief engineer.

Rates: Sold in combination with WSYR-TV, Syracuse.

NETWORK BASE HOURLY RATE: Bonus to WSYR-TV, Syracuse.

## WSYR-TV, Syracuse

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>NEW YORK</b>			
	Broome	77,000	75,500	98
	Hamilton	2,000	1,900	96
	Herkimer	25,000	24,400	98
	Otsego	19,600	18,900	96
	Tioga	16,100	15,700	98
	<b>PENNSYLVANIA</b>			
	Bradford	20,400	19,800	97
Between 5-24%	<b>NEW YORK</b>			
	Delaware	16,800	16,000	95
	St Lawrence	36,200	35,300	97
	<b>PENNSYLVANIA</b>			
	Potter	6,600	6,300	96

# 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"

Holds CP for change to 64.6-kw visual, 12.92-kw aural, 1611-ft. above av. terrain, 1727-ft. above ground, 1739-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Bldg. of World Trade Center, New York. BPCT-4425.

Transmitter: Empire State Bldg.

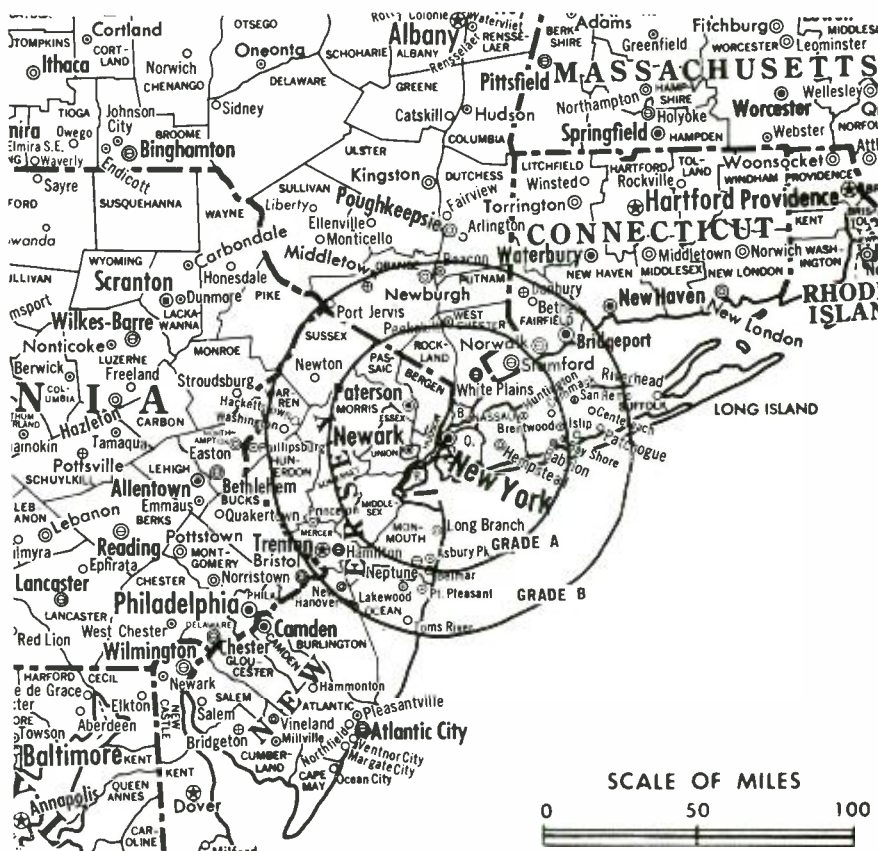
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: ABC.

Licensee: American Broadcasting Co., 1330 Ave. of the Americas, New York, N.Y. (10019).

Studio: 1330 Ave. of the Americas. Telephone: 212-581-7777.

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: WPLJ, 4.6-kw, 95.5 MHz (No. 238), 1300-ft.

Ownership: American Broadcasting Co., is a division of American Broadcasting Companies Inc. Leonard Goldenson, chmn. Also owns and operates WLS-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; KABC-TV, Los Angeles; and radios WLS & WDAI(FM), Chicago; WXYZ & WRIF(FM), Detroit; KXYZ & KAUM(FM), Houston; KGO & KSFX(FM) San Francisco; KABC-AM-FM, Los Angeles; WABC & WPLJ(FM), New York and WMAL & WRQX(FM), Washington, D.C.

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 & Kittner.

Personnel:

KENNETH H. MacQUEEN, vice president & general manager.  
N. NEIL KUVIN, program director.  
JOHN BONANNI, general sales manager.  
JOSEPH AHERN, local sales manager.  
ANDREW FEINSTEIN, national sales manager.  
BERNADETTE TYRRELL, sales service manager.  
GORDON KUNZ, production manager.  
MICHAEL HUDAK, dir. of research & sales development.  
JAMES BAKER, chief engineer.  
JONATHAN OLKEN, dir. of advertising & press information.  
SHEILA TERRACE, director of community affairs.  
CANDACE CARUTHERS, editorial director.  
HOWARD ROTHSTEIN, business affairs manager.  
TAK KAKO, assistant director of programming.  
RONALD TINDIGLIA, director of news & public affairs.  
SYLVIA HUESTON, director of community relations.

Rates: On request.

NETWORK BASE HOURLY RATE: \$8800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	<b>NEW JERSEY</b>			
	Bergen	304,500	301,600	99
	Essex	314,000	307,800	98
	Hudson	218,900	214,900	98
	Hunterdon	26,600	26,000	98
	Middlesex	187,400	185,200	99
	Monmouth	159,800	157,400	98
	Morris	123,000	121,700	99
	Ocean	113,800	112,300	99
	Passaic	159,500	156,900	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	Union	179,600	177,400	99
	<b>NEW YORK</b>			
<b>50% &amp; Over</b>	Bronx	509,900	498,800	98
	Dutchess	76,100	74,000	97
	Kings	919,600	896,700	98
	Nassau	433,100	429,700	99
	New York	714,500	664,200	93
	Orange	83,700	81,600	97
	Putnam	23,600	23,100	98
	Queens	778,700	767,300	99
	Richmond	109,600	108,200	99
	Rockland	78,900	77,300	98
	Suffolk East	112,600	111,000	99
	Suffolk West	272,900	269,200	99
	Sullivan	22,200	21,300	96
	Ulster	55,400	53,300	96
	Westchester	316,500	311,300	98

(Continued on page 582-b)

<b>Station Totals</b>	<b>7,596,900</b>	<b>7,423,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>5,814,300</b>
<b>Average Daily Circulation (1976-77)</b>			<b>3,576,100</b>

# New York—New York

## WCBS-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 42-kw visual, 6.31-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"

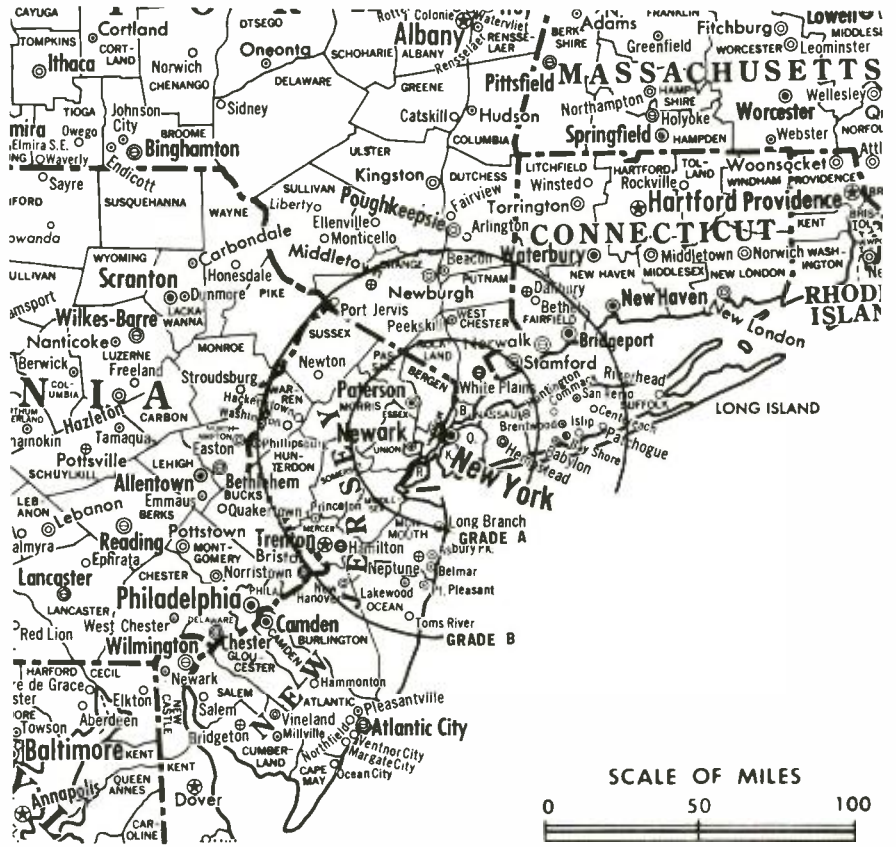
Holds CP for change to 20.3-kw visual, 4.06-kw aural, 1577-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49"; transmitter to World Trade Center, New York. BPCT-4280.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

Studio: 524 W. 57th St.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: CBS Inc., 51 West 52nd St., New York, N.Y. (10019).

Telephone: 212-975-4321. TWX No.: 212-867-7987.

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. News Film Service: CBS.

Ownership: William S. Paley, chairman of board; John Backe, pres.; Julius F. Brauner, secy.; Kenneth W. Hoehn, treas. Also owns KNXT & KNX-AM-FM, Los Angeles; WBBM-TV-AM-FM, Chicago; KMOX-TV-AM-FM, St. Louis; WCAU-TV-AM-FM, Philadelphia; WCBS-AM-FM, New York; KCBS-AM-FM, San Francisco; WEEI-AM-FM, Boston.

Began Operation: July 1, 1941.

Represented (sales) by CBS Television Stations National Sales.

Personnel:

- NEIL E. DERROUGH, vice president & general manager.
- MICHAEL DiGENNARO, director of sales.
- LAURITZ WENG, general sales manager.
- J. DOUGLAS COX, national sales manager.
- JAMES CUSICK, director of news.
- PETER KOHLER, director of editorials & station services.
- THOMAS MOCARSKY, manager of advertising & promotion.
- LINDA GOLDMAN, operations manager.
- WILLIAM C. LACEY, broadcast administration director.
- VINCE MANZE, director of communications.
- ROBERT STRUTZEL, director, technical operations.

Rates: On request.

NETWORK BASE HOURLY RATE: \$9500.

Net Weekly Circulation	State County	Total Households	TV Households	%
------------------------	--------------	------------------	---------------	---

CONNECTICUT				
50% & Over	Fairfield	280,700	275,300	98
	New Haven	265,600	259,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW JERSEY</b>				
	Bergen	304,500	301,600	99
	Essex	314,000	307,800	98
	Hudson	218,900	214,900	98
	Hunterdon	26,600	26,000	98
	Middlesex	187,400	185,200	99
	Monmouth	159,800	157,400	98
	Morris	123,000	121,700	99
	Ocean	113,800	112,300	99
	Passaic	159,500	156,900	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	Union	179,600	177,400	99
<b>NEW YORK</b>				
	Bronx	509,900	498,800	98
	Dutchess	76,100	74,000	97
50% & Over	Kings	919,600	896,700	98
	Nassau	433,100	429,700	99
	New York	714,500	664,200	93
	Orange	83,700	81,600	97
	Putnam	23,600	23,100	98
	Queens	778,700	767,300	99
	Richmond	109,600	108,200	99
	Rockland	78,900	77,300	98
	Suffolk East	112,600	111,000	99
	Suffolk West	272,900	269,200	99
	Sullivan	22,200	21,300	96
	Ulster	55,400	53,300	96
	Westchester	316,500	311,300	98
<b>PENNSYLVANIA</b>				
	Monroe	21,300	20,800	98
	Pike	6,200	5,900	95

(Continued on page 582-b)

Station Totals	7,551,600	7,378,400	97
Net Weekly Circulation (1976-77)	6,119,300		
Average Daily Circulation (1976-77)	3,875,100		

# 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.

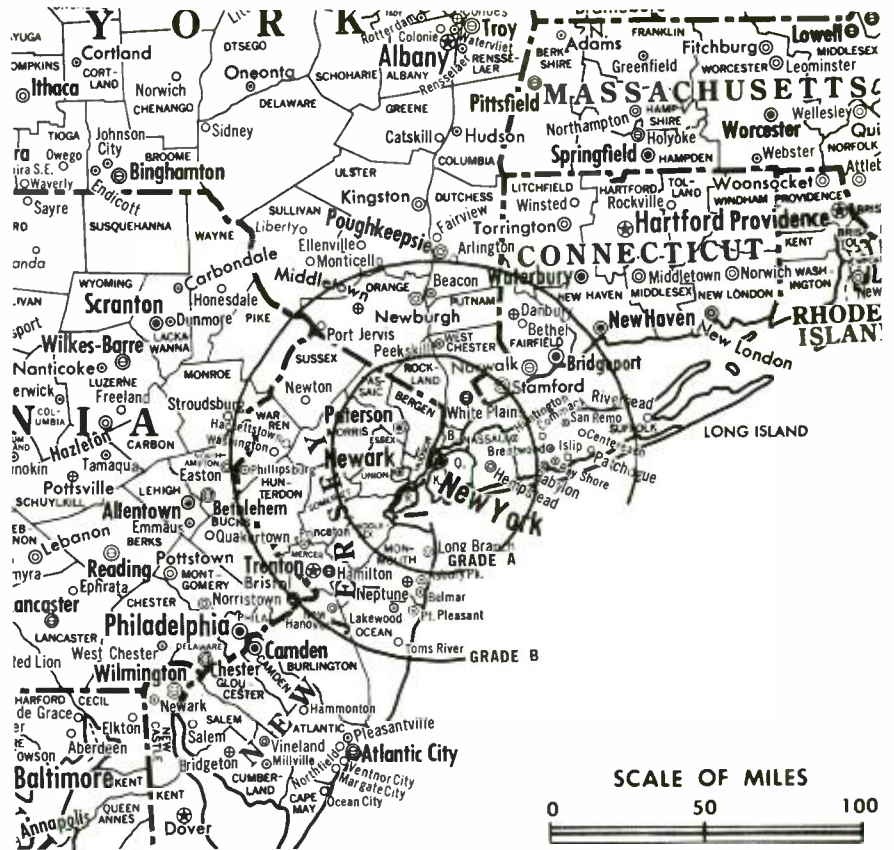
Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Holds CP for change to 17.54-kw visual, 3.51-kw aural, 1688-ft. above av. terrain, 1762-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Tower, World Trade Center. BPCT-4423.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WNBC-TV Ref.: FCC File No. BPCT-1020 Granted 1/23/53

©American Map Co., Inc., N.Y., No. 14244

## WNBC-TV

Network Service: NBC.

Licensee: National Broadcasting Co., 30 Rockefeller Plaza, N.Y. (10020).

Studio: 30 Rockefeller Plaza.

Telephone: 212-664-4444. TWX No.: 212-640-5788.

AM Affiliate: WNBC, 50-kw, 660 kHz (NBC).

FM Affiliate: WYNY, 4.6-kw, 97.1 MHz (No. 246), 1300-ft.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. News Film Service: NBC. Facsimile Service: AP, UPI.

Ownership: NBC is wholly owned subsidiary of RCA. NBC owns WNBC-TV-AM & WYNY(FM), New York; WRC-TV-AM & WKYS(FM), Washington, D.C.; WMAQ-TV-AM & WJOL(FM), Chicago; WKYC-TV, Cleveland; KNBC(TV), Los Angeles; KNBR (AM) & KNAI-FM, San Francisco.

Began Operation: July 1, 1941.

Represented (sales) by NBC Spot Sales.

Personnel:

ROBERT T. HOWARD, vice president & general manager.  
ANN BERK, station manager.  
DOM CAMERA, sales director.  
THOMAS RYAN, sales manager.  
STANFORD LEVY, sales manager.  
CHARLES W. LARSEN, program director.  
ROBERT FLYNN, manager, station operations.  
LAWRENCE JOHNSON, manager, public affairs.  
JOSEPH MICHAELS, manager, editorials.  
JOSEPH E. ONDRICK, manager, advertising & promotion.  
JOANNA DYMOND, manager, press & publicity.  
JACK C. HUGHES, manager, technical operations.  
CHARLES LICAMELI, manager, broadcast standards.  
J. KARL BELL, director, business affairs.  
KENNETH TYLER, manager, community relations.  
NORMAN FEIN, news director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$10,000.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	New Haven	265,600	259,700	98
	<b>NEW JERSEY</b>			
	Bergen	304,500	301,600	99
	Essex	314,000	307,800	98
	Hudson	218,900	214,900	98
	Hunterdon	26,600	26,000	98
	Middlesex	187,400	185,200	99
	Monmouth	159,800	157,400	98
	Morris	123,000	121,700	99
	Ocean	113,800	112,300	99
	Passaic	159,500	156,900	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	Union	179,600	177,400	99
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Bronx	509,900	498,800	98
	Dutchess	76,100	74,000	97
	Kings	919,600	896,700	98
	Nassau	433,100	429,700	99
	New York	714,500	664,200	93
	Orange	83,700	81,600	97
	Putnam	23,600	23,100	98
	Queens	778,700	767,300	99
	Richmond	109,600	108,200	99
	Rockland	78,900	77,300	98
	Suffolk East	112,600	111,000	99
	Suffolk West	272,900	269,200	99
	Sullivan	22,200	21,300	96

(Continued on next page)

Station Totals	7,658,800	7,483,300	97
Net Weekly Circulation (1976-77)			6,015,400
Average Daily Circulation (1976-77)			3,647,200

## New York

### WABC-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b> Pike	6,200	5,900	95
	<b>CONNECTICUT</b> New Haven	265,600	259,700	98
Between 25-49%	<b>NEW JERSEY</b> Mercer	111,300	109,000	98
	Warren	28,600	27,900	98
Between 5-24%	<b>PENNSYLVANIA</b> Monroe	21,300	20,800	98
	<b>CONNECTICUT</b> Litchfield	53,100	51,600	97
	<b>NEW JERSEY</b> Cape May	29,300	28,600	98
	<b>NEW YORK</b> Columbia	19,600	19,100	97
	Delaware	16,800	16,000	95
	Greene	14,500	14,200	98
	<b>PENNSYLVANIA</b> Bucks	147,200	145,300	99
	Carbon	19,300	18,800	98
	Lehigh	99,800	97,800	98
	Northampton	80,900	79,100	98
Wayne	11,700	11,100	95	

### WCBS-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>CONNECTICUT</b> Litchfield	53,100	51,600	97
	<b>NEW JERSEY</b> Mercer	111,300	109,000	98
	Warren	28,600	27,900	98
	<b>PENNSYLVANIA</b> Northampton	80,900	79,100	98
Between 5-24%	Wayne	11,700	11,100	95
	<b>CONNECTICUT</b> Middlesex	42,600	41,400	97
	<b>NEW JERSEY</b> Burlington	98,200	96,900	99
	Cape May	29,300	28,600	98
	<b>NEW YORK</b> Delaware	16,800	16,000	95
	Greene	14,500	14,200	98
	<b>PENNSYLVANIA</b> Lehigh	99,800	97,800	98

### WNBC-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK—(Continued)</b>			
	Ulster	55,400	53,300	96
	Westchester	316,500	311,300	98
Between 25-49%	<b>PENNSYLVANIA</b> Pike	6,200	5,900	95
	<b>CONNECTICUT</b> Litchfield	53,100	51,600	97
	<b>NEW JERSEY</b> Mercer	111,300	109,000	98
	Warren	28,600	27,900	98
	<b>PENNSYLVANIA</b> Monroe	21,300	20,800	98
	Wayne	11,700	11,100	95
	<b>CONNECTICUT</b> Middlesex	42,600	41,400	97
	<b>NEW JERSEY</b> Atlantic	72,700	70,700	97
	Cape May	29,300	28,600	98
	<b>NEW YORK</b> Delaware	16,800	16,000	95
Between 5-24%	<b>PENNSYLVANIA</b> Bucks	147,200	145,300	99
	Lehigh	99,800	97,800	98
	Northampton	80,900	79,100	98

### WIVB-TV, Buffalo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK—(Continued)</b>			
	Cattaraugus	30,100	29,200	97
	Chautauqua	53,000	51,700	98
	Erie	375,100	369,000	98
	Genesee	20,900	20,500	98
	Niagara	81,300	80,000	98
	Orleans	13,100	12,800	97
	Wyoming	12,400	12,200	98
	<b>PENNSYLVANIA</b> Cameron	2,700	2,700	98
Between 25-49%	Mc Kean	18,600	18,000	97
	Potter	6,600	6,300	96
	Warren	16,000	15,300	95
	<b>NEW YORK</b> Livingston	18,800	18,300	98
Steuben	35,300	34,200	97	
Between 5-24%	<b>NEW YORK</b> Monroe	248,400	243,700	98
	<b>PENNSYLVANIA</b> Elk	12,500	12,200	97
	Erie	92,000	90,300	98
	Tioga	13,400	12,800	96



# 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"

Holds CP for change to 17.54-kw visual, 3.51-kw aural, 1688-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49". BPCT-4434.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: ITNA, Metro-media News.

AM Affiliate: WNEW, 50-kw, 1130 kHz.

FM Affiliate: WNEW-FM, 1.3-kw, 102.7 MHz (No. 274), 1360-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WNEW-TV Ref: FCC File No. BMPCT-2974 Granted 4/1/55

©American Map Co., Inc., N.Y., No. 14244

## WNEW-TV

Network Service: None, independent.

Licensee: Metromedia Inc., One Harmon Plaza, Secaucus, N.J. (07094).

Studio: 205 E. 67th St. (10021).

Telephone: 212-535-1000. TWX No.: 212-867-4835.

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; Metromedia Producers Corp.; Cole Publications and Harlem Globetrotters Inc. **Officers:** John W. Kluge, chairman & pres.; Clemens M. Weber, exec. v.p.; Ross Barrett, sr. v.p.; Albert P. Krivin, sr. v.p.; Alfred L. Schwartz, sr. v.p. & gen. counsel; Robert Maresca, treas.; Stanley Landow, v.p. & controller; George Etkin, secy.; Thomas J. Dougherty, v.p.-Metromedia Bcstg.; Mary L. McKenna, v.p.-market research; Robert E. Pantell, dir. of personnel administration. **Metromedia Television:** Lawrence P. Fraiberg, pres.; Chet Collier, v.p., programming; Richard Woollen, v.p., program operations; Morton A. Slakoff, v.p., creative services; Martin Ozer, v.p.-sales; Harold A. Christiansen, v.p.-controller; Richard Anderson, v.p.-engineering; S. James Coppersmith, v.p. & gen. mgr., WNEW-TV; William Carpenter, v.p. & gen. mgr., WTTG, Washington; Charles D. Young, v.p. & gen. mgr., KTTV, Los Angeles; R. Kent Replogle, v.p. & gen. mgr., KMBC-TV, Kansas City, Mo.; Robert C. Fransen, v.p. & gen. mgr., WTCN-TV, Minneapolis; Allan Ginsberg, v.p. & gen. mgr., WXIX-TV, Newport, Ky.-Cincinnati, Ohio; M. Jerry Marcus, v.p. & gen. mgr., KRIV-TV, Houston, Tex. **Metromedia Radio:** George Duncan, pres.; Varner Paulsen, v.p., administration; Gerald Carrus, v.p. & controller; Mel Karmazin, v.p. & gen. mgr., WNEW-AM-FM, New York; Susan Breakfield, v.p. & gen. mgr., WASH(FM) Washington; Harold Deutsch, v.p. & gen. mgr., WCBM, Baltimore; Bill Kunkel, v.p. & gen. mgr., WOMC(FM), Detroit; Harvey Pearlman, v.p. & gen. mgr., WMET(FM), Chicago; Donald J. Kelly, v.p. & gen. mgr., WIP, Philadelphia; Bruce Holberg, v.p. & gen. mgr., WMMR(FM), Philadelphia; William Ward, v.p. & gen. mgr., KLAC, Los Angeles; David Moorhead, v.p. & gen. mgr., KMET(FM), Los Angeles; Hal Smith, v.p. & gen. mgr., KNEW, Oakland; Jerry Graham, v.p. & gen. mgr., KSAN (FM), San Francisco; Carl Brazell, v.p. & gen. mgr., KRLD, Dallas, Tex. **Metro TV Sales:** Thomas Tilson, pres. **Metro Radio Sales:** Dick Kelliher, 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:

S. JAMES COPPERSMITH, vice president & general manager.  
CHARLES MEEHAN, vice president & general sales manager.  
LAWRENCE MALONEY, vice president & local sales manager.  
ROBERT HANCE, vice president & local sales manager.  
ROBERT DONOHUE, v.p. & national sales manager.  
RICHARD BALLINGER, vice president & program manager.  
WILLIAM D. KELLY, vice president & chief engineer.  
MARK MONSKY, vice president & news director.  
JOE FLYNN, vice president & business manager.  
DIANE L. SASS, v.p., director of marketing & research.  
PHYLLIS SEIFER, v.p. & director of creative services.  
JOHN VON SOOSTEN, production manager.

Highest 30 Sec. Rate (June 28, 1978): \$2000.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	New Haven	265,600	259,700	98
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Bergen	304,500	301,600	99
	Essex	314,000	307,800	98
	Hudson	218,900	214,900	98
	Hunterdon	26,600	26,000	98
	Mercer	111,300	109,000	98
	Middlesex	187,400	185,200	99
	Monmouth	159,800	157,400	98
	Morris	123,000	121,700	99

(Continued on page 586-b)

<b>Station Totals</b>	<b>9,897,700</b>	<b>9,667,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>5,963,700</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>3,107,000</b>	

# 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"  
Holds CP for change to 62-kw visual, 12.4-kw aural, 1637-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to #1 World Trade Center, New York. BPCT-4440.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

AM Affiliate: WOR, 50-kw, 710 kHz.

FM Affiliate: WXLO, 5.4-kw, 98.7 MHz (No. 254), 1230-ft. antenna.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WOR-TV Ref: FCC File No. BMPCT-1000 Granted 4/23/53

© American Map Co., Inc., N.Y., No. 14244

## WOR-TV

Network Service: None, independent.

Licensee: RKO General Inc., 1440 Broadway (10018).

Studio: 1481 Broadway (10036).

Telephone: 216-431-8888. TWX No.: 810-421-8406.

Ownership: Storer Bcstg. Co., 1177 Kane Concourse, Miami Beach, Co. John B. Poor, chmn. & chief exec. officer; Frank Shakespeare, pres. & chief operating officer. RKO General operates WNAC-TV, Boston (WRKO-AM & WROR-FM); KHJ-TV-AM & KRTH (FM), Los Angeles; WHBQ-TV-AM, Memphis, Tenn.; WGMS-AM-FM, Washington, D.C.; KFRC (AM), San Francisco, Cal.; WAXY (FM), Fort Lauderdale, Fla.; WFYR (FM), Chicago, Ill. RKO is selling WNAC-TV, Boston.

Began 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; RTVR Inc.

Represented (legal) by Pierson, Ball & Dowd (Washington); Regan, Goldfarb, Heller, Wetzler & Quinn (New York).

Personnel:

ROBERT WILLIAMSON, vice president & general manager.  
LEWIS CASTER, WOR division controller.  
GEORGE SNOWDEN, vice president & program director.  
ROBERT FENNIMORE, v.p. & general sales manager.  
PAT A. SERVODIDIO, v.p. & local sales manager.  
WILLIAM JOHNSON, research director.  
PAT ARGUE, director, advertising & promotion.  
FRANK ANTHONY, news director.  
DICK QUODOMINE, director of engineering.  
JOHN MURRAY, v.p., public affairs, govt. relations.  
PAT ARGUE, dir., advertising & public relations.

Rates: On request.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW JERSEY</b>			
	Bergen	304,500	301,600	99
	Essex	314,000	307,800	98
	Hudson	218,900	214,900	98
	Middlesex	187,400	185,200	99
	Monmouth	159,800	157,400	98
	Ocean	113,800	112,300	99
	Passaic	159,500	156,900	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	Union	179,600	177,400	99
	<b>50% &amp; Over</b>			
	<b>NEW YORK</b>			
	Bronx	509,900	498,800	98
	Kings	919,600	896,700	98
	Nassau	433,100	429,700	99
	Orange	83,700	81,600	97
	Putnam	23,600	23,100	98
	Queens	778,700	767,300	99
	Richmond	109,600	108,200	99
	Rockland	78,900	77,300	98
	Suffolk East	112,600	111,000	99
	Suffolk West	272,900	269,200	99
	Westchester	316,500	311,300	98
	<b>CONNECTICUT</b>			
	Fairfield	280,700	275,300	98
	New Haven	265,600	259,700	98
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Cape May	29,300	28,600	98
	<b>Between 25-49%</b>			
	Mercer	111,300	109,000	98
	Morris	123,000	121,700	99
	Warren	28,600	27,900	98
	<b>NEW YORK</b>			
	Broome	77,000	75,500	98

(Continued on page 586-b)

Station Totals	10,092,900	9,856,200	97
Net Weekly Circulation (1976-77)			4,279,100
Average Daily Circulation (1976-77)			1,547,500

# 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"

Holds CP for change to 58.35-kw visual, 11.67-kw aural, 1663-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to 1 World Trade Center. BPCT-4854.

Transmitter: Empire State Bldg.

TV tape: Recording facilities.

FM Affiliate: WPIX-FM, 5.4-kw, 101.9 MHz (No. 270), 1220-ft.

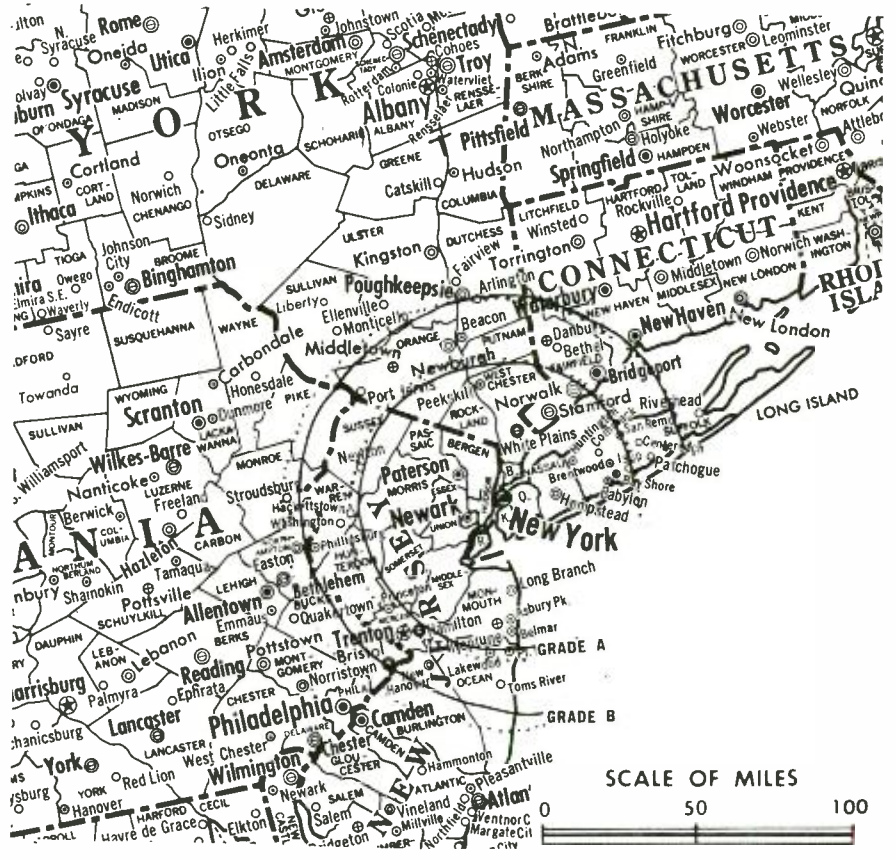
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ITNA.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPIX Ref: FCC File No. BMPCT-838 Granted 1/7/53  
CP: BPCT-4854 Granted 7/14/75

©American Map Co., Inc., N.Y., No. 14244

## WPIX

Network Service: None, independent.

Licensee: WPIX Inc., 220 E. 42nd St., New York (10017).

Studio: 220 E. 42nd St. Telephone: 212-949-1100.

Ownership: New York News Inc., 54.5%; seven executives, 45.5%. Interlocking ownership with Tribune Co. TV stations WGN-TV, Chicago and KWGN-TV, Denver. WPIX also owns WPIX-FM, New York & WICC, Bridgeport, Conn.

Began Operation: June 15, 1948.

Represented (sales) by TeleRep Inc.

Represented (legal) by Kirkland & Ellis (Washington); Townley & Updike (New York).

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- LEAVITT J. POPE, president.
- T. E. MITCHELL, senior v.p., finance & administration.
- RICHARD N. HUGHES, senior v.p., programs.
- GERARD MULDERRIG, senior v.p., sales.
- DAVID H. POLINGER, v.p. & assistant to president.
- OTIS FREEMAN, v.p., engineering.
- WILLIAM L. COOPER JR., v.p., film.
- JOHN CORPORON, v.p., news.
- JOHN MCGOWAN, v.p., program sales.
- GERARD PUCCIO, v.p., sales manager.
- DON CARNEY, v.p., sports & special events.
- YVONNE STEWART, v.p., personnel & office management.
- JANE PERLMAN, v.p., research.
- PAUL FREAS, v.p. & controller.

Rates: On request.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT Fairfield	280,700	275,300	98

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>NEW JERSEY</b>				
		Bergen	304,500	301,600	99
		Hudson	218,900	214,900	98
		Middlesex	187,400	185,200	99
		Monmouth	159,800	157,400	98
		Morris	123,000	121,700	99
		Ocean	113,800	112,300	99
		Passaic	159,500	156,900	98
		Somerset	63,900	63,000	99
		Sussex	32,700	31,900	98
		Union	179,600	177,400	99
		<b>NEW YORK</b>			
		Bronx	509,900	498,800	98
		Dutchess	76,100	74,000	97
	Kings	919,600	896,700	98	
	Nassau	433,100	429,700	99	
	Oneida East	60,100	58,900	98	
	Orange	83,700	81,600	97	
	Putnam	23,600	23,100	98	
	Queens	778,700	767,300	99	
	Richmond	109,600	108,200	99	
	Rockland	78,900	77,300	98	
	Suffolk East	112,600	111,000	99	
	Suffolk West	272,900	269,200	99	
	Westchester	316,500	311,300	98	
	<b>PENNSYLVANIA</b>				
	Cameron	2,700	2,700	98	
	Pike	6,200	5,900	95	
	<b>CONNECTICUT</b>				
	New Haven	265,600	259,700	98	
	<b>MASSACHUSETTS</b>				
	Berkshire	51,100	49,700	97	
	<b>NEW JERSEY</b>				
	Atlantic	72,700	70,700	97	
	Cape May	29,300	28,600	98	

(Continued on page 587-b)

Station Totals	10,050,800	9,813,400	97
Net Weekly Circulation (1976-77)	4,539,100		
Average Daily Circulation (1976-77)	1,959,300		

585-b

# New York

## WNEW-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW JERSEY—(Continued)</b>			
	Ocean	113,800	112,300	99
	Passaic	159,500	156,900	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	Union	179,600	177,400	99
	Warren	28,600	27,900	98
	<b>NEW YORK</b>			
	Bronx	509,900	498,800	98
	Chemung	34,700	33,700	97
	Dutchess	76,100	74,000	97
	Kings	919,600	896,700	98
	Nassau	433,100	429,700	99
	New York	714,500	664,200	93
	Oneida East	60,100	58,900	98
	Orange	83,700	81,600	97
	Putnam	23,600	23,100	98
	Queens	778,700	767,300	99
	Richmond	109,600	108,200	99
	Rockland	78,900	77,300	98
Suffolk East	112,600	111,000	99	
Suffolk West	272,900	269,200	99	
Sullivan	22,200	21,300	96	
Ulster	55,400	53,300	96	
Westchester	316,500	311,300	98	
<b>PENNSYLVANIA</b>				
Lehigh	99,800	97,800	98	
Monroe	21,300	20,800	98	
Northampton	80,900	79,100	98	
Pike	6,200	5,900	95	
<b>Between 25-49%</b>	<b>CONNECTICUT</b>			
	Litchfield	53,100	51,600	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	<b>NEW JERSEY</b>			
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98
	<b>NEW YORK</b>			
	Broome	77,000	75,500	98
	Cattaraugus	30,100	29,200	97
	Herkimer	25,000	24,400	98
	St Lawrence	36,200	35,300	97
	Steuben	35,300	34,200	97
	Tompkins	29,100	27,200	94
	Yates	7,300	7,100	97
<b>PENNSYLVANIA</b>				
Carbon	19,300	18,800	98	
Centre	34,900	33,600	96	
Lycoming	41,200	39,500	96	
Mc Kean	18,600	18,000	97	
Schuylkill	59,900	58,100	97	
Warren	16,000	15,300	95	
Wayne	11,700	11,100	95	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Middlesex	42,600	41,400	97
	<b>NEW JERSEY</b>			
	Burlington	98,200	96,900	99
	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
	Allegany	16,300	15,700	96
	Cayuga	26,200	25,400	97
	Chautauqua	53,000	51,700	98
	Chenango	16,500	16,000	97
	Cortland	16,400	16,000	98
	Delaware	16,800	16,000	95
	Greene	14,500	14,200	98
	Jefferson	31,900	31,200	98
	Montgomery	21,100	20,500	97
	Oneida West	29,400	28,800	98
	Onondaga	163,800	160,900	98
	Ontario	29,900	29,300	98

## WNEW-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 5-24%</b>	<b>NEW YORK—(Continued)</b>			
	Oswego	37,000	36,300	98
	Otsego	19,600	18,900	96
	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Seneca	10,900	10,700	98
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
	<b>PENNSYLVANIA</b>			
Berks	114,100	111,500	98	
Bucks	147,200	145,300	99	
Clearfield	27,800	27,100	97	
Clinton	13,400	13,100	97	
Columbia	21,200	20,600	97	
Lackawanna	86,500	85,000	98	
Luzerne	127,300	124,800	98	
Northumberland	37,600	36,100	96	
Susquehanna	13,300	12,900	97	

## WOR-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NEW YORK—(Continued)</b>			
	Chemung	34,700	33,700	97
	Dutchess	76,100	74,000	97
	Montgomery	21,100	20,500	97
	New York	714,500	664,200	93
	Oneida East	60,100	58,900	98
	St Lawrence	36,200	35,300	97
	Steuben	35,300	34,200	97
	Sullivan	22,200	21,300	96
	Tompkins	29,100	27,200	94
	Ulster	55,400	53,300	96
	<b>PENNSYLVANIA</b>			
	Carbon	19,300	18,800	98
	Centre	34,900	33,600	96
	Lehigh	99,800	97,800	98
Lycoming	41,200	39,500	96	
Mc Kean	18,600	18,000	97	
Monroe	21,300	20,800	98	
Montour	5,200	5,000	96	
Northampton	80,900	79,100	98	
Pike	6,200	5,900	95	
Schuylkill	59,900	58,100	97	
<b>Between 5-24%</b>	<b>CONNECTICUT</b>			
	Hartford	285,400	278,200	97
	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	<b>MASSACHUSETTS</b>			
	Berkshire	51,100	49,700	97
	<b>NEW JERSEY</b>			
	Burlington	98,200	96,900	99
	Cumberland	45,700	44,800	98
	Hunterdon	26,600	26,000	98
	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
	Allegany	16,300	15,700	96
	Cattaraugus	30,100	29,200	97
	Cayuga	26,200	25,400	97
Chautauqua	53,000	51,700	98	
Chenango	16,500	16,000	97	
Columbia	19,600	19,100	97	
Cortland	16,400	16,000	98	
Delaware	16,800	16,000	95	
Greene	14,500	14,200	98	
Franklin	14,500	14,000	97	
Fulton	21,100	20,600	98	
Greene	14,500	14,200	98	
Herkimer	25,000	24,400	98	
Jefferson	31,900	31,200	98	

**WOR-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK—(Continued)</b>				
	Madison	21,000	20,500	98
	Oneida West	29,400	28,800	98
	Onondaga	163,800	160,900	98
	Ontario	29,900	29,300	98
	Oswego	37,000	36,300	98
	Otsego	19,600	18,900	96
	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Seneca	10,900	10,700	98
	Tioga	16,100	15,700	98
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
	Wayne	28,600	27,900	98
	Yates	7,300	7,100	97
<b>PENNSYLVANIA</b>				
Between 5-24%	Bradford	20,400	19,800	97
	Bucks	147,200	145,300	99
	Clearfield	27,800	27,100	97
	Clinton	13,400	13,100	97
	Columbia	21,200	20,600	97
	Elk	12,500	12,200	97
	Jefferson	17,200	16,700	97
	Lackawanna	86,500	85,000	98
	Luzerne	127,300	124,800	98
	Mifflin	16,800	16,000	95
	Northumberland	37,600	36,100	96
	Potter	6,600	6,300	96
	Snyder	10,000	9,400	94
	Susquehanna	13,300	12,900	97
	Tioga	13,400	12,800	96
	Union	9,800	9,200	94
	Warren	16,000	15,300	95
	Washington	76,500	74,900	98
	Wayne	11,700	11,100	95

**WPIX, New York**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW JERSEY—(Continued)</b>				
	Essex	314,000	307,800	98
	Mercer	111,300	109,000	98
	Warren	28,600	27,900	98
<b>NEW YORK</b>				
	Broome	77,000	75,500	98
	Chemung	34,700	33,700	97
	Cortland	16,400	16,000	98
	Franklin	14,500	14,000	97
	Herkimer	25,000	24,400	98
	Jefferson	31,900	31,200	98
	Montgomery	21,100	20,500	97
	New York	714,500	664,200	93
Between 25-49%	St Lawrence	36,200	35,300	97
	Seneca	10,900	10,700	98
	Steuben	35,300	34,200	97
	Sullivan	22,200	21,300	96
	Tompkins	29,100	27,200	94
	Ulster	55,400	53,300	96
<b>PENNSYLVANIA</b>				
	Carbon	19,300	18,800	98
	Centre	34,900	33,600	96
	Clearfield	27,800	27,100	97
	Lehigh	99,800	97,800	98
	Lycoming	41,200	39,500	96
	Mc Kean	18,600	18,000	97
	Mifflin	16,800	16,000	95

**New York—New York**

**WPIX—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
	Monroe	21,300	20,800	98
	Montour	5,200	5,000	96
	Northampton	80,900	79,100	98
Between 25-49%	Northumberland	37,600	36,100	96
	Schuylkill	59,900	58,100	97
	Union	9,800	9,200	94
<b>VERMONT</b>				
	Chittenden	33,900	33,000	97
<b>CONNECTICUT</b>				
	Litchfield	53,100	51,600	97
	Middlesex	42,600	41,400	97
	New London	79,600	76,900	97
<b>NEW HAMPSHIRE</b>				
	Belknap	12,900	12,600	98
	Sullivan	12,200	11,600	95
<b>NEW JERSEY</b>				
	Cumberland	45,700	44,800	98
	Hunterdon	26,600	26,000	98
<b>NEW YORK</b>				
	Albany	106,600	104,100	98
	Allegany	16,300	15,700	96
	Cattaraugus	30,100	29,200	97
	Cayuga	26,200	25,400	97
	Chautauqua	53,000	51,700	98
	Chenango	16,500	16,000	97
	Ciinton	25,300	24,800	98
	Columbia	19,600	19,100	97
	Delaware	16,800	16,000	95
	Essex	12,100	11,800	97
	Fulton	21,100	20,600	98
	Greene	14,500	14,200	98
	Madison	21,000	20,500	98
	Niagara	81,300	80,000	98
	Oneida West	29,400	28,800	98
	Onondaga	163,800	160,900	98
	Ontario	29,900	29,300	98
	Oswego	37,000	36,300	98
	Otsego	19,600	18,900	96
Between 5-24%	Rensselaer	54,000	52,600	97
	Saratoga	49,200	48,300	98
	Schenectady	59,000	57,900	98
	Schuyler	6,500	6,300	96
	Tioga	16,100	15,700	98
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
	Wayne	28,600	27,900	98
	Yates	7,300	7,100	97
<b>PENNSYLVANIA</b>				
	Berks	114,100	111,500	98
	Bradford	20,400	19,800	97
	Bucks	147,200	145,300	99
	Clinton	13,400	13,100	97
	Columbia	21,200	20,600	97
	Elk	12,500	12,200	97
	Jefferson	17,200	16,700	97
	Lackawanna	86,500	85,000	98
	Luzerne	127,300	124,800	98
	Potter	6,600	6,300	96
	Snyder	10,000	9,400	94
	Susquehanna	13,300	12,900	97
	Tioga	13,400	12,800	96
	Warren	16,000	15,300	95
	Wayne	11,700	11,100	95
	Wyoming	8,300	8,000	97
<b>VERMONT</b>				
	Bennington	10,900	10,500	96
	Rutland	18,200	17,500	96

# New York—New York-Newark, New Jersey

## WNJU-TV

Ch. 47

[Channel assigned to Linden, N.J.]

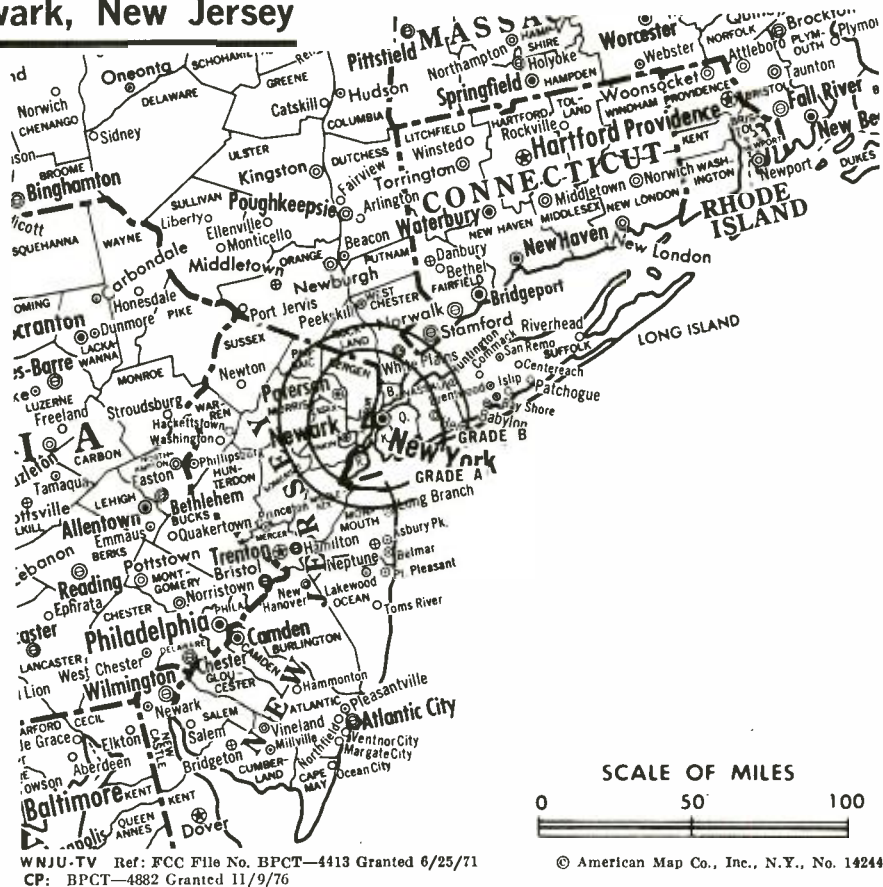
Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 380-kw max. & 12-kw horizontal visual, 76.4-kw max. & 2.4-kw horizontal aural. Antenna: 1182-ft. above av. terrain, 1465-ft. above ground, 1515-ft. above sea level.

Latitude 40° 44' 54"  
Longitude 73° 59' 10"

Holds CP for change to 4680-kw max. & 1620-kw horizontal visual, 468-kw max. & 162-kw horizontal aural, 1510-ft. above av. terrain, 1549-ft. above ground, 1561-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to World Trade Center. BPCT-4882.

Transmitter: Empire State Bldg.  
Color: Live, film, slide & tape.  
News Wire Service: AP.  
Facsimile Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WNJU-TV

Network Service: None, independent.

Licensee: WNJU-TV Broadcasting Corp., 1020 Broad St., Newark, N.J. (07102).

Studio: Symphony Hall, 1020 Broad St., Newark.

Telephone: 201-643-9100.

Sales Office: 711 Fifth Ave., New York (10022). Telephone: 212-233-6240.

Ownership: Screen Gems Stations Inc., subsidiary, Columbia Pictures Industries, 100%. Columbia Pictures also owns WWVA & WCPI(FM), Wheeling, W.Va. & WYDE(AM), Birmingham, Ala.; KCPX-AM-FM, Salt Lake City.

Began Operation: May 16, 1965. Sale to present owner by Henry P. Becton, Fairleigh S. Dickinson Jr., et al., approved by FCC Sept. 9, 1970 (Television Digest, Vol. 9:24; 10:37).

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Hammett & Edison.

### Personnel:

CARLOS BARBA, vice president & general manager.  
EUGENE SUTORIUS, general sales manager.  
THOMAS JOHANSEN, national sales manager.  
FELIX SURIA, director of programming.  
RICHARD BORRILLO, director of public affairs.  
GEORGE KRAUS, chief engineer.  
SYLVIA PASCUAL, traffic manager.  
DOMINICK CASCIO, business manager.

### DIGEST OF RATE CARD NO. 16—(Feb. 1, 1978)

Hour	30 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class AA—6-11 p.m., daily.					
\$2000	\$1350	\$500	\$550	\$275	\$275

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW JERSEY</b>			
	Hudson	218,900	214,900	98
	<b>NEW YORK</b>			
Between 5-24%	Bronx	509,900	498,800	98
	Kings	919,600	896,700	98
	New York	714,500	664,200	93
<b>Station Totals</b>		<b>2,362,900</b>	<b>2,274,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>231,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>96,700</b>

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# New York—New York-Newark, New Jersey

## WTVG

Ch. 68

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 2000-kw max. & 832-kw horizontal visual, 166-kw horizontal aural. Antenna: 737-ft. above av. terrain, 346-ft. above ground, 967-ft. above sea level.

Latitude 40° 48' 08"  
Longitude 74° 14' 48"

Transmitter: 416 Eagle Rock Ave., West Orange, N.J.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI, Reuters.

Arbitron Data: Not available.



WTVG Ref: FCC File No. BMPCT—7527 Granted 5/8/74

©American Map Co., Inc., N.Y., No. 1424

## WTVG

Network Service: None, independent.

Licensee: Wometco-Blonder-Tongue Broadcasting Corp., 416 Eagle Rock Ave., West Orange, N.J. (07052).

Studio: 416 Eagle Rock Ave., West Orange, N.J. (07052).

Telephone: 201-731-9024.

Ownership: Wometco Enterprises, 80%; Isaac S. Blonder, 19%; Ben H. Tongue, 1%. Blonder & Tongue have 47.5% each of Blonder-Tongue Laboratories, equipment manufacturer. For other Wometco interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (Television Digest, Vol. 17:11); other hours, conventional commercial television. Sale to present owner approved by FCC July 20, 1977 (Vol. 16:11; 17:32).

Represented (legal) by Cohn & Marks.

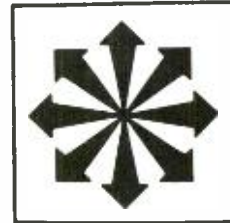
Personnel:

DICK HOLLANDS, president.  
KEN TAISHOFF, vice president & general manager.  
ED KAUFMAN, operations manager.  
ARNOLD KOHLER, sales manager.  
JOE GIARDINA, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-8 p.m., daily.					
\$1200	\$600	\$240	\$120	\$120	\$60

## BLACKBURN & COMPANY, INC.



RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# 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"

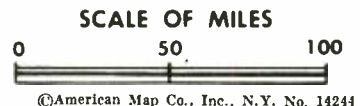
Holds CP for change to 1612-kw max. & 291-kw horizontal visual, 322-kw max. & 58.2-kw horizontal aural, 1468-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to North Bldg., World Trade Center New York City. BPCT-4483.

Transmitter: 70 Pine St., New York.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WXTV Ref: FCC File No. BMPCT-6719 Granted 1/29/68  
CP: BPCT-4483 Granted 4/8/74



## WXTV

Network Service: Spanish International Network.  
Licensee: Spanish International Communications Corp., 250 Park Ave., New York, N.Y. (10017). Telephone: 212-557-9050.  
Studio: 641 Main St., Paterson, N.J. (07503).  
Telephones: 201-345-0041 & 212-557-9050.  
TV tape: Recording facilities. Color: Live, film, slide & tape. News Wire Service: UPI. Facsimile Service: UPI.  
Ownership: Spanish International Communications Corp. For other interests, see KMEX-TV, Los Angeles, Cal.  
Began Operation: Aug. 4, 1968. Merger of Trans-Tel Corp. with Spanish International Communications approved by FCC Dec. 26, 1972.  
Represented (sales) by Spanish International Network Inc.  
Represented (legal) by McKenna, Wilkinson & Kittner.  
Represented (engineering) by Jules Cohen & Associates.  
Personnel:

IVAN EGAS, general manager.  
LORENZO PEGO, program director.  
FREDA FLOOD, operations manager.  
G. EDWARD HAMILTON, chief engineer.

### DIGEST OF RATE CARD NO. 15 (Dec. 1, 1977)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	
Zone I—6-10:30 p.m., Mon.-Fri.	\$3000	\$1800	\$1250	\$1050	\$850	\$800	\$400

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW JERSEY</b>			
	Hudson	218,900	214,900	98
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Bronx	509,900	498,800	98
<b>Station Totals</b>		<b>728,800</b>	<b>713,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>139,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>52,500</b>	

# ON TOP

... a position in the industry maintained by those who read **Television Digest** regularly.

For Details Use Order Card #8 Stations Volume



# 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: Box 249, Old Moffitt Rd., Plattsburgh, N.Y. (12901).

Telephones: 518-561-5555 & 802-862-8817.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

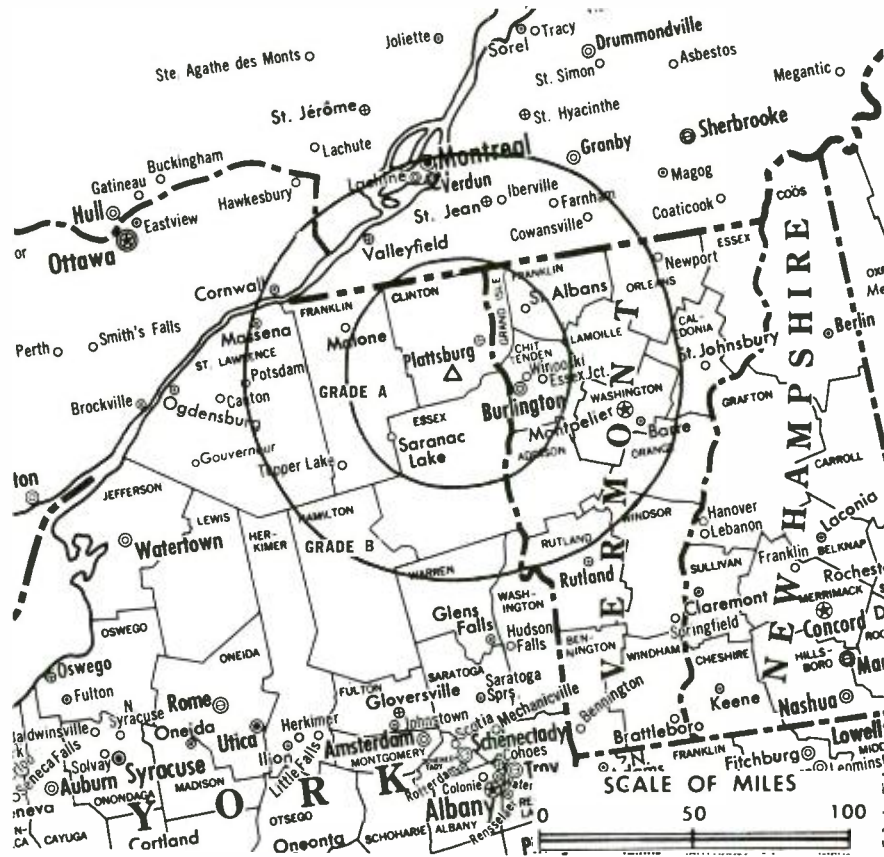
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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; R. Randall Rollins, pres. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-TV-AM & WBES (FM), Charleston, W. Va. and radio stations WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; KDAY, Santa Monica and owns Rollins Outdoor Advertising, Orkin Exterminating Co., Rollins Services, Dettelbach Pesticide Corp., State Fidelity Finance Inc., Rollins Protective Services, Patterson Services.

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 (U.S.); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Smith & Pepper.

Personnel:

JOHN JANAS, group vice president, media.

ROBERT O. PAXSON, general manager.

BOB GROOTHAND, general sales manager.

CARL LEAHY, operations manager.

TOM BRADSHAW, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., daily.			
\$900	\$540	\$250	\$125

NETWORK BASE HOURLY RATE: \$700.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Clinton	25,300	24,800	98
		Essex	12,100	11,800	97
		Franklin	14,500	14,000	97
	<b>VERMONT</b>				
		Addison	7,700	7,400	96
		Chittenden	33,900	33,000	97
		Franklin	11,100	10,900	98
		Grand Isle	1,200	1,200	99
		Lamoille	4,900	4,800	97
	Orleans	7,400	7,200	97	
	Rutland	18,200	17,500	96	
	Washington	16,700	16,200	97	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		St Lawrence	36,200	35,300	97
	<b>VERMONT</b>				
	Orange	6,900	6,600	96	
<b>Between 5-24%</b>	<b>NEW HAMPSHIRE</b>				
		Grafton	19,800	18,800	95
	<b>NEW YORK</b>				
		Hamilton	2,000	1,900	96
	<b>VERMONT</b>				
		Caledonia	8,700	8,400	97
	Essex	2,200	2,100	97	
	Windsor	16,600	15,900	95	
<b>Station Totals</b>			<b>245,400</b>	<b>237,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>151,600</b>
<b>Average Daily Circulation (1976-77)</b>					<b>99,900</b>

(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"

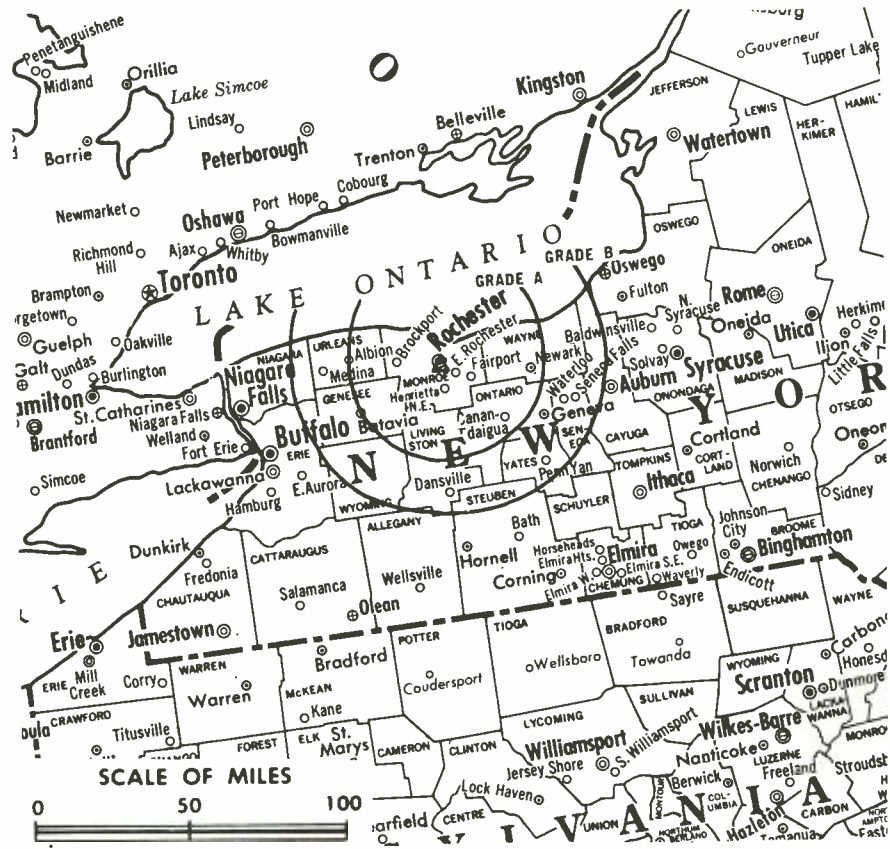
Transmitter: Pinnacle Hill.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.



WHEC-TV Ref: FCC File No. BPCT-3022 Granted 4/11/62

© American Map Co., Inc., N.Y. No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WHEC-TV

Network Service: CBS.

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%. Allen H. Neuharth, chmn., 0.297%; John E. Heselden, v.p., 0.221%; Frank E. Gannett Newspaper Foundation Inc., 34.6%; more than fifty others, none with as much as 5%. The Gannett Co. owns a chain of newspapers, including Rochester Times-Union and Democrat & Chronicle. Gannett also owns WBJR(AM), Marietta, Ohio. For other newspaper interests, see Newspaper Ownership of TV Stations. Note: Merger of Gannett Co. & Combined Communications pends (Television Digest, Vol. 18:20).

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 Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOHN P. DECKER, president & general manager.

ALFRED KRONQUEST, v.p., marketing.

HOWARD HUFF, technical administrator.

For Newspaper Ownership of TV Stations,  
see Services Volume

### DIGEST OF RATE CARD NO. A26—(June 14, 1976)

Hour 30 Min. 15 Min. 30 Sec. 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: \$700.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
	Genesee	20,900	20,500	98
	Livingston	18,800	18,300	98
	Monroe	248,400	243,700	98
<b>50% &amp; Over</b>	Ontario	29,900	29,300	98
	Orleans	13,100	12,800	97
	Seneca	10,900	10,700	98
	Wayne	28,600	27,900	98
	Wyoming	12,400	12,200	98
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Allegany	16,300	15,700	96
	Cayuga	26,200	25,400	97
	Schuyler	6,500	6,300	96
	Yates	7,300	7,100	97
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Steuben	35,300	34,200	97
	Tompkins	29,100	27,200	94
<b>Station Totals</b>		<b>503,700</b>	<b>491,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>355,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>251,000</b>

(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, Western Union.



WOKR Ref: FCC File No. BPCT-I-3 Granted 7/3/62

American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WOKR

Network Service: ABC.

Licensee: Flower City Television Corp., 4225 W. Henrietta Rd., Henrietta, N.Y. (14623).

Studio: 4225 W. Henrietta Rd.

Telephone: 716-334-8700.

Ownership: Post Corp., 100%. For officers & other interests, see WEAU-TV, Eau Claire, Wis.

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 March 1, 1970. Sale to present owner approved by FCC Aug. 15, 1977 (Vol. 17:16).

Represented (sales) by Peters, Griffin, Woodward Inc.; Paul Mulvihill & Co. Ltd.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

FRANK DiPROSA, general manager.  
KENT BECKWITH, sales manager.  
JAMES HOGAN, national sales manager.  
TERRY FAUTH, program manager.  
GREGORY BABCOCK, office manager.  
CLYDE PARKER, engineering manager.  
STEVE SATTERWHITE, promotion manager.  
GERRY WALKER, director, public affairs.  
DICK BURT, news director.

### DIGEST OF RATE CARD NO. 17A (May 9, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
\$1500	\$1000	\$750	\$500	Graded rates apply*		

\*Highest rate: \$1100.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Genesee	20,900	20,500	98
		Livingston	18,800	18,300	98
		Monroe	248,400	243,700	98
		Ontario	29,900	29,300	98
		Orleans	13,100	12,800	97
		Seneca	10,900	10,700	98
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Cayuga	26,200	25,400	97
		Schuyler	6,500	6,300	96
	Yates	7,300	7,100	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Allegany	16,300	15,700	96
		Oswego	37,000	36,300	98
		Steuben	35,300	34,200	97
	Tompkins	29,100	27,200	94	
<b>Station Totals</b>		<b>540,700</b>	<b>527,600</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>348,800</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>238,800</b>		

(Station also received in Canadian markets)

For Group Ownership of TV Stations,  
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: WPXY, 50-kw, 97.9 MHz (No. 250), 399-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

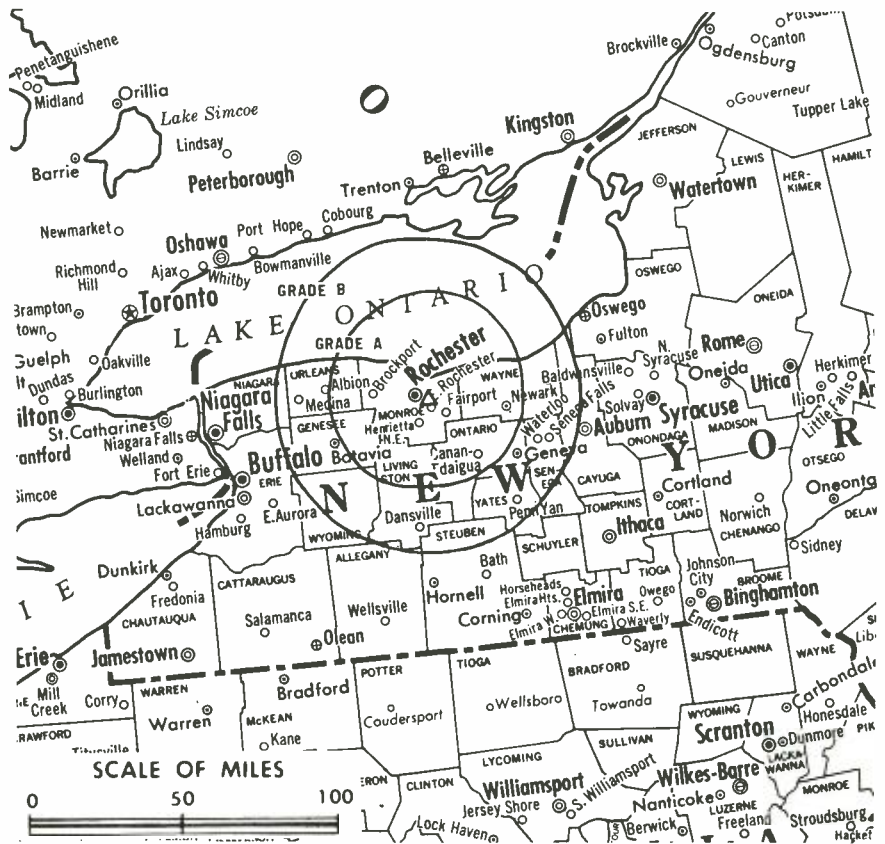
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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. 14214

## WROC-TV

Network Service: NBC.

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 Pety Television Inc.

Represented (legal) by Kirkland & Ellis.

Personnel:

ALLEN S. FEUER, vice president & general manager.  
STEVEN ENGLAS, asst. gen. manager & director of sales.  
THOMAS WALL, general sales manager.  
HARRY J. WIEST, program manager.  
BILL WATSON, news director.  
EDWARD SIMON, chief engineer.

### DIGEST OF RATE CARD NO. 8F—(Sept. 4, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—7-11 p.m., Mon.-Sat.; 6-11 p.m., Sun.	\$1700	\$900	\$600	\$400	Graded rates apply*	

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Genesee	20,900	20,500	98
	Livingston	18,800	18,300	98
	Monroe	248,400	243,700	98
	Ontario	29,900	29,300	98
	Orleans	13,100	12,800	97
Seneca	10,900	10,700	98	
Wayne	28,600	27,900	98	
<b>Between 25-49%</b>	<b>NEW YORK</b>			
	Allegany	16,300	15,700	96
	Cayuga	26,200	25,400	97
	Schuyler	6,500	6,300	96
	Steuben	35,300	34,200	97
Wyoming	12,400	12,200	98	
Yates	7,300	7,100	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
Tompkins	29,100	27,200	94	
<b>Station Totals</b>		<b>503,700</b>	<b>491,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>349,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>220,300</b>	

(Station also received in Canadian markets)

**For Sales & Transfers of TV Stations,  
see Services Volume**

# New York—Smithtown

## WSNL-TV

Ch. 67

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 5000-kw max. & 1820-kw horizontal visual, 186-kw horizontal aural. Antenna: 440-ft. above av. terrain, 450-ft. above ground, 540-ft. above sea level.

Latitude 40° 48' 27"  
Longitude 73° 10' 48"

Transmitter: Long Island Expwy. & Blydenburgh Rd., Hauppauge, N.Y.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.



WSNL-TV Ref: FCC File No. BPCT-4694 Granted 2/15/74

© American Map Co., Inc., N.Y., No. 14244

## WSNL-TV

Network Service: None, independent. Note: Holds subscription television authorization.

Licensee: Suburban Broadcasting Corp., Central Islip, N.Y. (11722).

Studio: Long Island Expressway, South Service Rd., Central Islip, N.Y. (11722).

Telephone: 212-895-6700.

Ownership: Suburban Bcstg. Corp. Robert A. Rosen, chmn. & pres.

Began Operation: Nov. 18, 1973. Left air June 20, 1975. Due to resume operation late 1978.

Represented (legal) by Gordon & Healy.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

ROBERT A. ROSEN, chairman & president.  
HERBERT LEFKOWITZ, v.p. & general manager.  
JACK KANAKARIS, production manager.

## DIGEST OF RATE CARD NO. 2

(Nov. 1, 1973)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AAA—8:30 p.m.-midnight, daily.	\$950	\$475	\$375	\$275	\$180	\$90

Find out if your station was short-changed on new viewers.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand



# New York—Syracuse

## WIXT

(formerly 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"

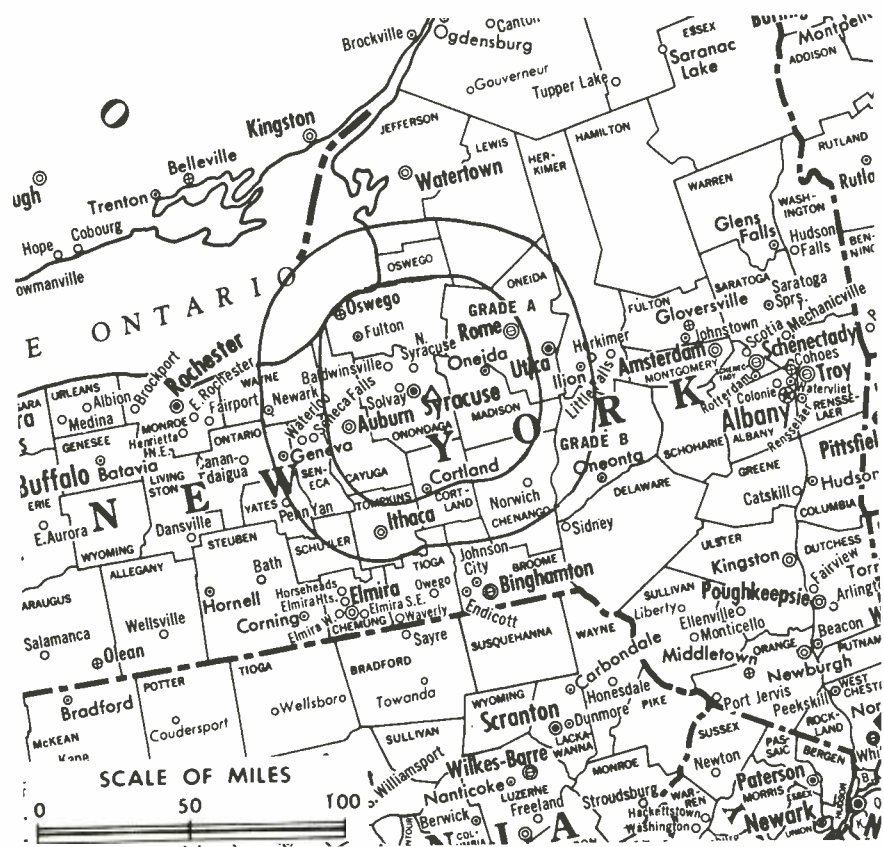
Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service AP.

Facsimile Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WIXT Ref: FCC File No. BMPCT-6915 Granted 10/8/68

©American Map Co., Inc., N.Y., No. 14244

## WIXT

Network Service: ABC.

Licensee: WIXT Television Inc., Box 9, Syracuse, N.Y. (13214).

Studio: Shoppingtown, Syracuse (13214).

Telephone: 315-446-4780.

TWX No.: 710-541-0565.

Ownership: Coca-Cola Bottling Co., 51%; Stephen J. Kumble, chmn.-secy.-treas., 10%; Larry H. Israel, pres., 34%; Henry B. Silverman, 5%.

Began Operation: Sept. 9, 1962 as joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants, May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (Television Digest, Vol. 11:20; 12:30). Sale to present owners approved by FCC Nov. 15, 1977 (Vol. 17:24, 36; 18:2).

Represented (sales) by Petry Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

CARL D. JAQUINT, vice president & general manager.  
ROBERT A. FISHMAN, vice president, sales.  
W. THOMAS PESCHEL, national sales manager.  
CHARLES F. MULVEY, chief engineer.  
BERNARD J. AIELLO, operations manager.

### DIGEST OF RATE CARD NO. 11

(Sept. 11, 1978)

Hour 30 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6-11 p.m., daily.

\$1900 \$1150 ..... Graded rates apply\*

\*Highest rate: \$850.

NETWORK BASE HOURLY RATE: \$823.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
	Cayuga	26,200	25,400	97
	Chenango	16,500	16,000	97
	Cortland	16,400	16,000	98
	Madison	21,000	20,500	98
	Oneida West	29,400	28,800	98
<b>50% &amp; Over</b>	Onondaga	163,800	160,900	98
	Oswego	37,000	36,300	98
	Otsego	19,600	18,900	96
	Schuyler	6,500	6,300	96
	Seneca	10,900	10,700	98
	Tompkins	29,100	27,200	94
	Yates	7,300	7,100	97
<b>NEW YORK</b>				
	Chemung	34,700	33,700	97
	Delaware	16,800	16,000	95
	Hamilton	2,000	1,900	96
<b>Between 25-49%</b>	Jefferson	31,900	31,200	98
	Oneida East	60,100	58,900	98
	Ontario	29,900	29,300	98
	St Lawrence	36,200	35,300	97
	Wayne	28,600	27,900	98
<b>NEW YORK</b>				
	Broome	77,000	75,500	98
	Franklin	14,500	14,000	97
<b>Between 5-24%</b>	Herkimer	25,000	24,400	98
	Lewis	8,100	7,900	97
	Steuben	35,300	34,200	97
	Tioga	16,100	15,700	98
<b>Station Totals</b>		<b>799,900</b>	<b>780,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>426,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>244,400</b>

# 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.

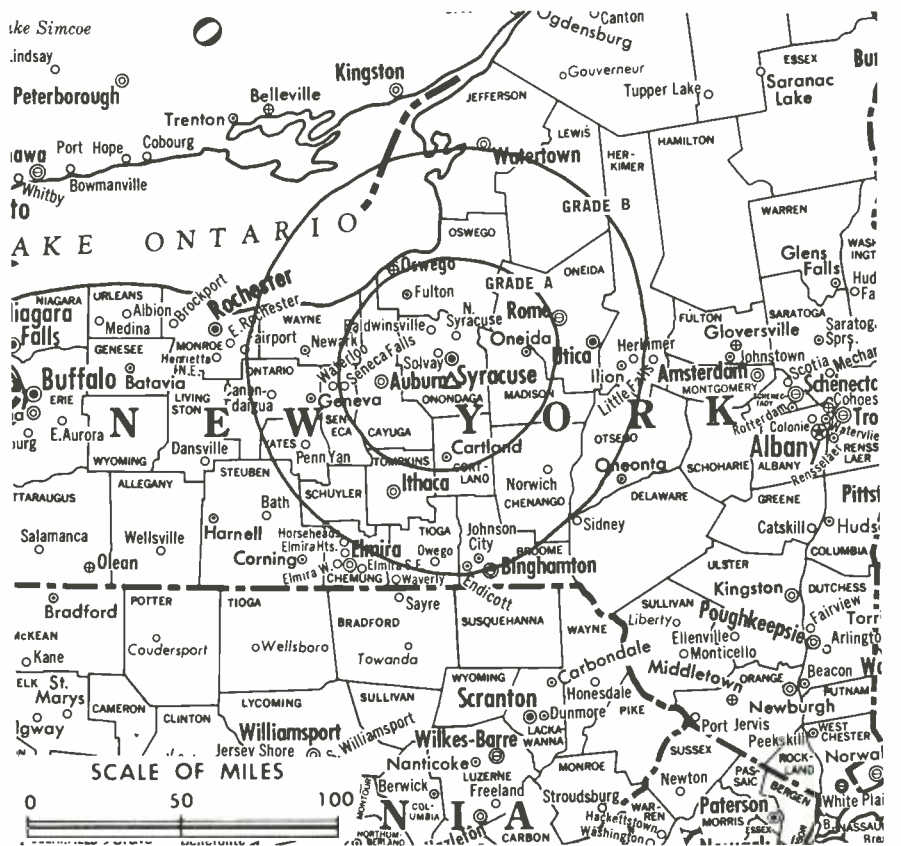
AM Affiliate WSYR, 5-kw, 570 kHz (NBC). FM Affiliate: WSYR-FM, 100-kw, 94.5 MHz (No. 233), 650-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Arbitron Data: Figures include WSYE-TV, Elmira, N.Y.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSYR-TV Ref: FCC File No. BPCT-3145 Granted 4/12/63

© American Map Co., Inc., N.Y., No. 14244

## 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.; Robert J. Miron, exec. v.p.; Mitzi E. Newhouse, v.p. & secy., 2.22%; David J. Shurtleff, v.p., Samuel I. Newhouse, 44.44%; Samuel I. Newhouse Jr., 26.67%; Donald E. Newhouse, v.p., 26.67%. Interlocking ownership with Newhouse newspapers including Syracuse Post-Standard and Herald-Journal. For other Newhouse newspapers, see Newspapers with TV Station Ownership. 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 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 interests, see NewChannels under CATV Group Ownership.

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.  
ROBERT J. MIRON, executive vice president.  
MITZI E. NEWHOUSE, v.p. & secretary.  
DONALD E. NEWHOUSE, vice president.  
DAVID J. SHURTLEFF, v.p. & general manager.  
NORMAN CISSNA, general sales manager.  
LOUIS B. SWITZER, promotion director.  
ROBERT P. WINN, assistant treasurer.  
ROBERT J. PARKHURST, chief engineer.  
DONALD L. EDWARDS, program manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	ID
Class A—6 p.m.-midnight, daily.				
\$2000	\$1200	\$800		Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
	Cayuga	26,200	25,400	97
	Chemung	34,700	33,700	97
	Chenango	16,500	16,000	97
	Cortland	16,400	16,000	98
	Jefferson	31,900	31,200	98
	Lewis	8,100	7,900	97
	Madison	21,000	20,500	98
	Oneida East	60,100	58,900	98
	Oneida West	29,400	28,800	98
<b>50% &amp; Over</b>	Onondaga	163,800	160,900	98
	Ontario	29,900	29,300	98
	Oswego	37,000	36,300	98
	Schuyler	6,500	6,300	96
	Seneca	10,900	10,700	98
	Steuben	35,300	34,200	97
	Tompkins	29,100	27,200	94
	Wayne	28,600	27,900	98
	Yates	7,300	7,100	97
<b>PENNSYLVANIA</b>				
	Tioga	13,400	12,800	96

(Continued on page 578-b)

Station Totals	825,800	804,900	97
Net Weekly Circulation (1976-77)			532,900
Average Daily Circulation (1976-77)			348,700

# New York—Syracuse

**WTVH**

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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WTVH Ref: FCC File No. Doc. 13858 Granted 7/20/61

© American Map Co. Inc., N.Y., No. 1421

## WTVH

Network Service: CBS.

Licensee: Meredith Corp., 980 James St. (13203).

Studio: 980 James St. (13203). Telephone: 315-425-5555.

TXW No.: 710-541-0443.

Ownership: Meredith Corp., Des Moines, Iowa. For Meredith Corp. executives see Publishing Firms with TV Station Ownership. Meredith Broadcasting Group: James Conley, pres. & gen. mgr., 747 Third Ave., New York, N.Y. (10017). Phone: 212-688-7300. Same interests own WOW & KEZO (FM), Omaha, Neb.; KCMO-TV, KCMO & KCEZ (FM), Kansas City, Mo.; KPHO-TV, Phoenix, Ariz.; WNEM-TV, Bay City-Saginaw-Flint, Mich.; WGST & WPCH (FM), Atlanta, Ga.

Began Operation: Dec. 1, 1948.

Represented (sales) by MMT Sales Inc.

Represented (engineering) by A. D. Ring & Associates.

Represented (legal) by Haley, Bader & Potts.

Personnel:

LAWRENCE RHODES, vice president & general manager.

ROBERT DELEHANTY, general sales manager.

ANTHONY C. BATTAGLIA, local sales manager.

GEORGE L. WALSH, program director.

ANDY BRIGHAM, news & public affairs director.

DALE BOOTH, operations director.

TOM WEEMS, director of engineering.

DAVE OETJEN, promotion director.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.

\$1100.00 ..... Graded rates apply\*

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$1100.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>				
		Cayuga	26,200	25,400	97
		Cortland	16,400	16,000	98
		Herkimer	25,000	24,400	98
		Madison	21,000	20,500	98
		Oneida East	60,100	58,900	98
		Oneida West	29,400	28,800	98
		Onondaga	163,800	160,900	98
		Ontario	29,900	29,300	98
		Oswego	37,000	36,300	98
		Schuyler	6,500	6,300	96
		Seneca	10,900	10,700	98
		Tompkins	29,100	27,200	94
	Wayne	28,600	27,900	98	
	Yates	7,300	7,100	97	
<b>Between 25-49%</b>	<b>NEW YORK</b>				
		Chemung	34,700	33,700	97
		Chenango	16,500	16,000	97
		Hamilton	2,000	1,900	96
		Jefferson	31,900	31,200	98
		Lewis	8,100	7,900	97
	Otsego	19,600	18,900	96	
	Steuben	35,300	34,200	97	
<b>Between 5-24%</b>	<b>NEW YORK</b>				
		Broome	77,000	75,500	98
		Delaware	16,800	16,000	95
		Tioga	16,100	15,700	98
	Ulster	55,400	53,300	96	
<b>Station Totals</b>			<b>804,600</b>	<b>784,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>489,400</b>
<b>Average Daily Circulation (1976-77)</b>					<b>306,800</b>



# New York—Utica

**WKTV**

Ch. 2

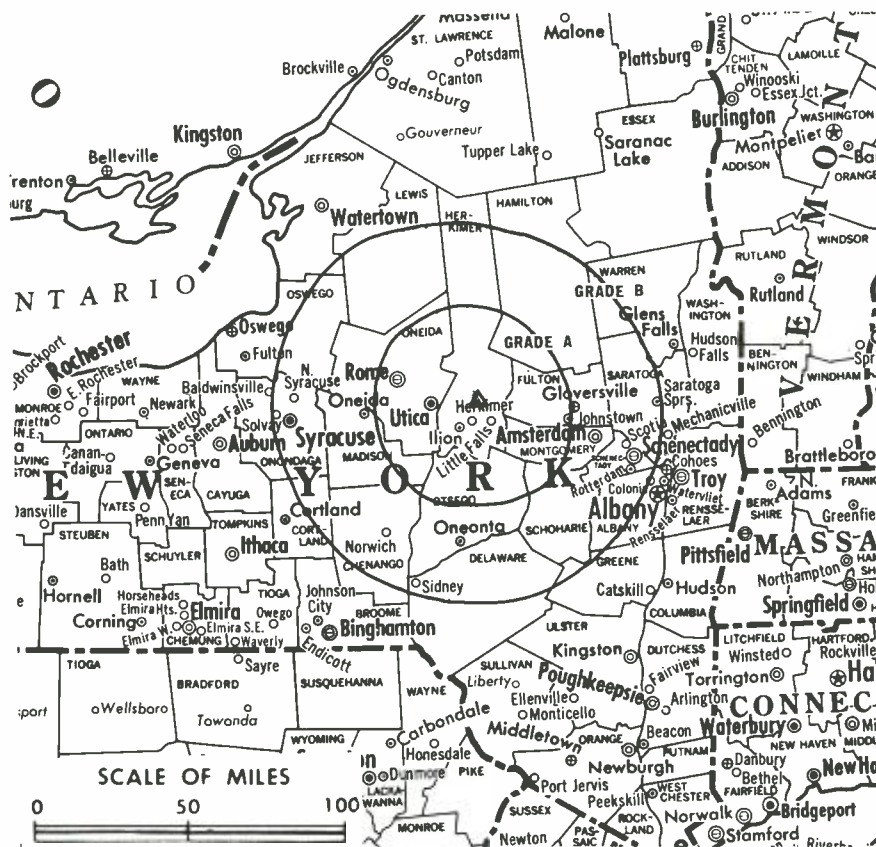
Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 5.25-kw aural (directional antenna). Antenna: 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"  
Longitude 74° 56' 27"

Transmitter: Near Middleville, N.Y.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: Harron Communications Corp., Smith Hill Rd. (13502).

Studio: Smith Hill Rd.

Telephone: 315-733-0404.

TWX No.: 315-797-1832.

Ownership: 79.24% of Harron Communications Corp. is controlled by Margaret E. Harron, Voting Trustee; Lawrence D. Biele, 9.3%; Patrick & Catherine M. Kennedy, joint tenants, 1.4%; Sheldon F. Storrier, 1.4%; 16 others with less than 1%. Harron also owns WMTW-TV, Poland Spring, Me. For CATV interests, see CATV Group Ownership.

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 Peters, Griffin, Woodward Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

SHELDON STORRIER, secy.-treas. & general manager.  
DANIEL GERMAN, program & operations manager.  
CARL EGOLF, chief engineer.

Highest 30 Sec. Rate (April 1, 1977): \$200.

NETWORK BASE HOURLY RATE: \$731.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	96
	Herkimer	25,000	24,400	98
	Montgomery	21,100	20,500	97
	Oneida East	60,100	58,900	98
<b>Between 25-49%</b>	Oneida West	29,400	28,800	98
	Otsego	19,600	18,900	96
	<b>NEW YORK</b>			
	Chenango	16,500	16,000	97
	Delaware	16,800	16,000	95
<b>Between 5-24%</b>	Fulton	21,100	20,600	98
	Lewis	8,100	7,900	97
	Madison	21,000	20,500	98
	Schoharie	9,900	9,600	97
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Albany	106,600	104,100	98
<b>Between 5-24%</b>	Greene	14,500	14,200	98
	Jefferson	31,900	31,200	98
	Rensselaer	54,000	52,600	97
	Schenectady	59,000	57,900	98
<b>VERMONT</b>	Bennington	10,900	10,500	96
<b>Station Totals</b>		<b>527,500</b>	<b>514,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>184,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>118,100</b>

# New York—Utica

**WUTR**

Ch. 20

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 912-kw max. & 813-kw horizontal visual, 137.4-kw max. & 123-kw horizontal aural. Antenna: 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"  
Longitude 75° 10' 35"

Transmitter: Atop Smith Hill, approx. 2-mi. NE of city limits.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WUTR Ref: FCC File No. BPCT-3977 Granted 10/9/68

© American Map Co., Inc., N.Y., No. 14244

## WUTR

Network Service: ABC.

Licensee: Roy H. Park Bcstg. of Utica-Rome Inc., P.O. Box 20, Utica, N.Y. (13503).

Studio: Smith Hill, Deerfield.

Telephone: 315-797-5220.

Ownership: Park Bcstg. Inc. Roy H. Park, sole owner. For other interests, see WNCT-TV, Greenville, N.C.

Began Operation: Feb. 28, 1970.

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

GARY R. BOLTON, vice president & general manager.  
JOHN MUCHA, program director.  
MATTHEW SCHWARTZ, news director.  
DAVID BRAZINSKI, production manager.  
ROBERT HAJEC, chief engineer.

Highest 30 Sec. Rate (June 1, 1978): \$500.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW YORK</b>				
<b>50% &amp; Over</b>	Herkimer	25,000	24,400	98
	Oneida East	60,100	58,900	98
<b>NEW YORK</b>				
<b>Between 25-49%</b>	Jefferson	31,900	31,200	98
	Oneida West	29,400	28,800	98
	Otsego	19,600	18,900	96
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Lewis	8,100	7,900	97
	Madison	21,000	20,500	98
	Montgomery	21,100	20,500	97
	Onondaga	163,800	160,900	98
	St Lawrence	36,200	35,300	97
<b>Station Totals</b>		<b>416,200</b>	<b>407,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>117,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>67,800</b>

For List of Subscribers to the NAB TV Code, see Services Volume

# New York—Carthage-Watertown

## WWNY-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level using .36° electrical beam tilt.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

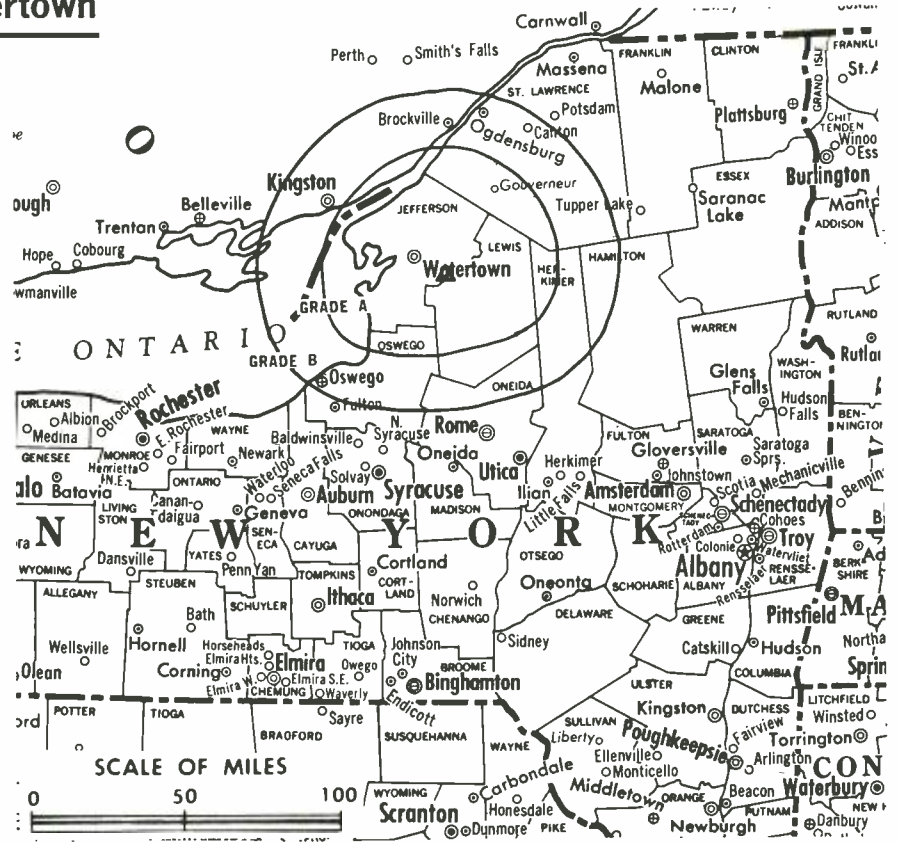
Transmitter: Champion Rd., 6-mi. W of Carthage & 9-mi. E of Watertown.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kHz (CBS).

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WWNY-TV Ref: FCC File No. BPCT--4508 Granted 4/21/72

©American Map Co., Inc., N.Y., No. 14244

## WWNY-TV

Network Service: ABC, CBS, NBC.

Licensee: Johnson Newspaper Corporation, 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.); Radio-TV Representatives Ltd. (Toronto & Montreal, Canada).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Cohen & Dippell.

Personnel:

JAMES W. HIGGINS, general manager.  
DAVID G. PROPECK, sales manager.  
GLENN H. HALL, director of operations.  
DAVID M. GRAVES, program manager & film buyer.  
LOIS DEMPSTER, director of community services & promotion.  
ROBERT TOMPKINS, news director.  
MICHAEL R. YONKOVIG, director of engineering.  
DONALD C. MOREHOUSE, chief engineer.

Highest 30 Sec. Rate (May 1, 1978): \$280.

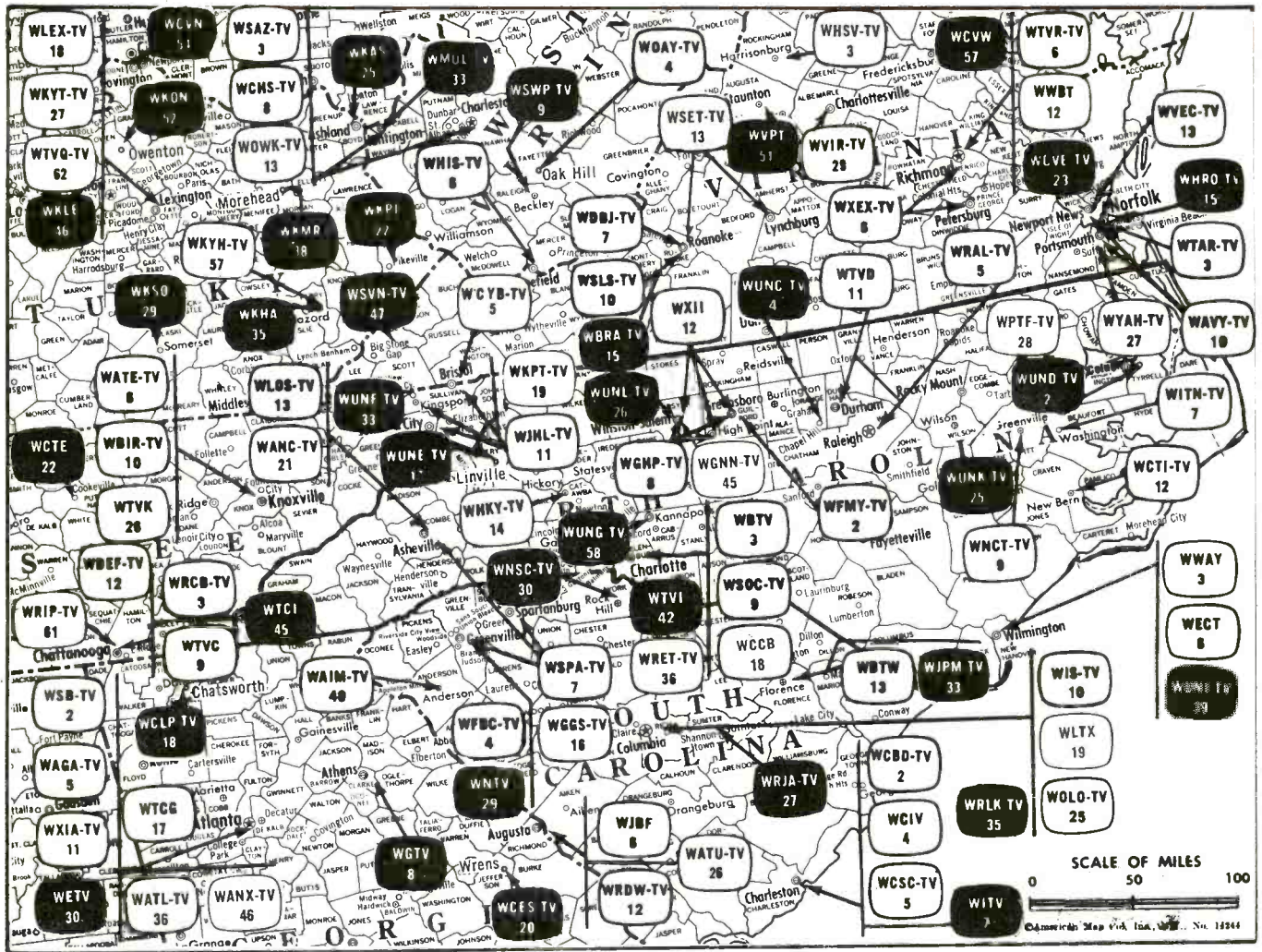
NETWORK BASE HOURLY RATE: \$584.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Jefferson	31,900	31,200	98
	Lewis	8,100	7,900	97
	St Lawrence	36,200	35,300	97
Between 25-49%	<b>NEW YORK</b>			
	Hamilton	2,000	1,900	96
Between 5-24%	<b>NEW YORK</b>			
	Essex	12,100	11,800	97
	Franklin	14,500	14,000	97
	Oswego	37,000	36,300	98
<b>Station Totals</b>		<b>141,800</b>	<b>138,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>85,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>63,800</b>

(Station also received in Canadian markets)

Did you read  
**Television Digest**  
this week?

# North Carolina



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Charlotte	314,000	34	542,000	33
Greenville-Spartanburg- Asheville	305,000	37	495,100	37
Greensboro-Winston-Salem- High Point	266,000	50	400,200	53
Raleigh-Durham	215,000	61	405,500	51
Greenville-New Bern- Washington	123,000	93	215,700	87
Wilmington	89,000	121	130,300	132
Hickory	*	*	*	*

## North Carolina Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	12	5	17
Educational Television Stations	2	7	9
			26

## North Carolina

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

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, 1041-ft. above ground, 1047-ft. above sea level.

Latitude 35° 53' 59"  
Longitude 76° 20' 52"

### WUNG-TV Concord

Ch. 58

Non-Commercial Educational Station

Licensee: 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"

### WUNK-TV Greenville

Ch. 25

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 126-kw max. & 112-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 1164-ft. above ground, 1249-ft. above sea level.

Latitude 35° 33' 01"  
Longitude 77° 36' 02"

### WUNE-TV Linville

Ch. 17

Non-Commercial Educational Station

Licensee: 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"

## 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.)

### WPTF-TV & WTVD, Durham

(See Raleigh, N.C.)

### WGHP-TV, Greensboro

(See Winston-Salem, N.C.)

### WITN-TV & WCTI-TV, Greenville

(See Washington & New Bern, N.C.)

### WGHP-TV, High Point

(See Greensboro, N.C.)

### WNCT-TV & WCTI-TV, Washington

(See Greenville & New Bern, N.C.)

### WFMY-TV, WGHP-TV & WXII Winston-Salem

(See Greensboro, N.C.)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WUNF-TV

Asheville

Ch. 33

Non-Commercial Educational Station

Licensee: 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, 338-ft. above ground, 6059-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, 799-ft. above ground, 1549-ft. above sea level.

# North Carolina

## WUNJ-TV

Wilmington

Ch. 39

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 661-kw max. & 525-kw horizontal visual, 130-kw max. & 105-kw horizontal aural. Antenna: 930-ft. above av. terrain, 963-ft. above ground, 999-ft. above sea level.

Latitude 34° 19' 16.2"  
Longitude 78° 13' 42.5"

## WUNL-TV

Winston-Salem

Ch. 26

Non-Commercial Educational Station

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 776-kw max. & 302-kw horizontal visual, 155-kw max. & 60.3-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 363-ft. above ground, 2742-ft. above sea level.

Latitude 36° 22' 34"  
Longitude 80° 22' 14"

## WRET-TV, Charlotte

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Robeson	28,500	27,200	95
	Rutherford	18,000	17,600	98
	Surry	20,400	19,800	97
	Wake	91,400	89,200	98
	Wayne	28,500	27,600	97
	Wilkes	19,000	18,300	96
	Yadkin	9,800	9,500	97
	Yancey	5,000	4,700	93
<b>SOUTH CAROLINA</b>				
	Darlington	17,800	17,100	96
	Dillon	8,300	7,900	95
	Fairfield	5,800	5,500	94
	Florence	31,200	30,200	97
	Greenville	93,400	91,400	98
	Horry	28,500	27,300	96
	Kershaw	11,600	11,100	96
	Laurens	15,900	15,400	97
	Lee	4,900	4,600	94
	Marion	10,100	9,600	95
	Marlboro	8,800	8,400	95
	Richland	71,700	69,500	97
	Spartanburg	66,500	64,900	98
	Sumter	24,800	23,800	96
	Union	10,600	10,300	97
<b>TENNESSEE</b>				
	Carter	17,000	16,600	98
	Sullivan	48,500	47,800	98
	Washington	29,500	29,000	98
<b>VIRGINIA</b>				
	Carroll	10,900	10,400	95
	Grayson	5,400	5,200	96
	Washington	20,900	20,300	97

Between 5-24%

## WBTV, Charlotte

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Davidson	35,400	34,600	98
	Forsyth	81,900	80,200	98
	Polk	4,700	4,500	95
	Richmond	14,100	13,600	97
	Yadkin	9,800	9,500	97
	Yancey	5,000	4,700	93
<b>SOUTH CAROLINA</b>				
	Fairfield	5,800	5,500	94
	Spartanburg	66,500	64,900	98
<b>TENNESSEE</b>				
	Johnson	4,600	4,400	97
<b>NORTH CAROLINA</b>				
	Buncombe	55,900	54,200	97
	Haywood	15,800	15,200	96
	Madison	5,600	5,200	94
	Moore	14,700	14,100	96
	Randolph	29,300	28,600	97
	Robeson	28,500	27,200	95
	Scotland	9,600	9,200	96
	Surry	20,400	19,800	97
<b>SOUTH CAROLINA</b>				
	Darlington	17,800	17,100	96
	Greenwood	18,000	17,500	97
	Kershaw	11,600	11,100	96
	Laurens	15,900	15,400	97
	Lee	4,900	4,600	94
	Marlboro	8,800	8,400	95
	Newberry	10,700	10,300	96
<b>TENNESSEE</b>				
	Carter	17,000	16,600	98
	Hawkins	13,300	12,900	97
	Sullivan	48,500	47,800	98
	Unicoi	6,000	5,800	97
	Washington	29,500	29,000	98
<b>VIRGINIA</b>				
	Carroll	10,900	10,400	95
	Grayson	5,400	5,200	96
	Pulaski	11,100	10,800	97
	Smyth	10,200	9,900	97

Between 5-24%

## WCCB, Charlotte

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Montgomery	6,800	6,600	97
	Surry	20,400	19,800	97
	Watauga	9,500	9,100	96
	Yadkin	9,800	9,500	97
<b>SOUTH CAROLINA</b>				
	Cherokee	14,300	13,900	97
	Darlington	17,800	17,100	96
	Fairfield	5,800	5,500	94
	Kershaw	11,600	11,100	96
	Lee	4,900	4,600	94
	Marlboro	8,800	8,400	95
	Union	10,600	10,300	97

Between 5-24%

# North Carolina—Asheville

## WANC-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 17.2-kw max. & 12.36-kw horizontal visual, 1.74-kw max. & 1.49-kw horizontal aural. Antenna: 423-ft. above av. terrain, 149-ft. above ground, 2869-ft. above sea level.

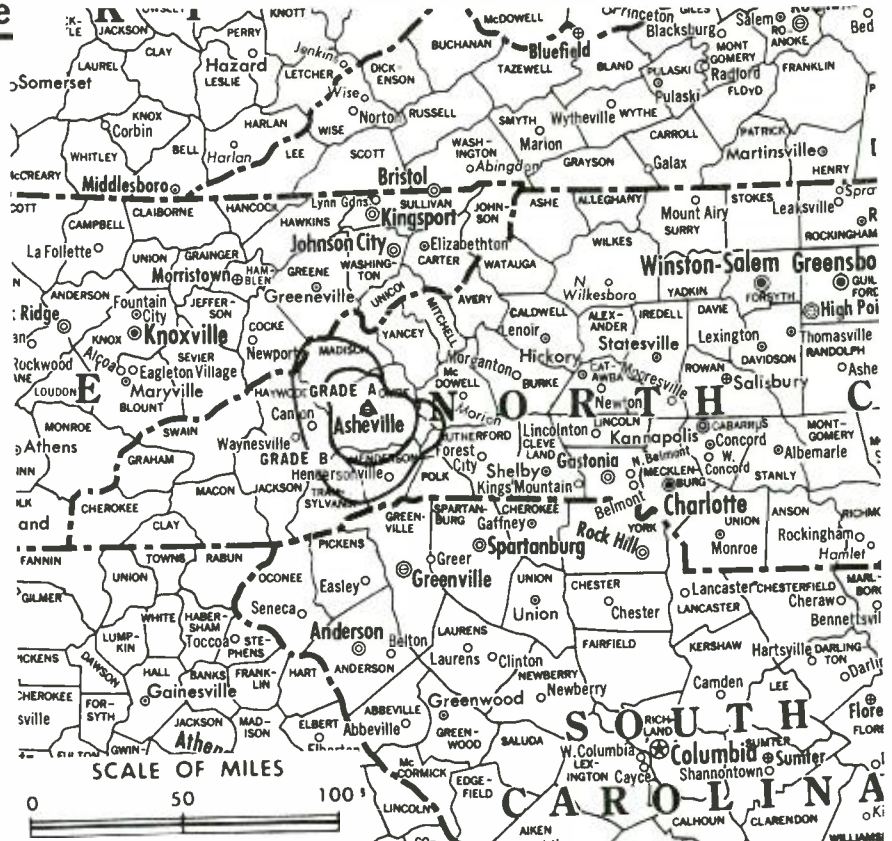
Latitude 35° 36' 33.5"  
Longitude 82° 32' 11.8"

Transmitter: Sunset Mt.

Color: Network.

Arbitron Data: Not available.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



WANC-TV Ref: FCC File No. BMPCT-7340 Granted 8/31/71

© American Map Co., Inc., N.Y., No. 14244

## WANC-TV

Network Service: None, independent.

Licensee: WISE-TV Inc., 75 Scenic Highway (28804).

Studio: Sunset Mt. Telephone: 704-254-4663.

Ownership: The Thoms Broadcasting Companies Inc., controlled by Meredith S. Thoms & Matilann Thoms Gennett. Thoms also owns WEAM, Arlington, Va.; WKLM, Wilmington, N.C. and WCOG, Greensboro, N.C.; CATV system in Asheville. Note: Sale pending.

Began Operation: July 5, 1953.

Represented (legal) by Jorgensen, Johnson & Northrop.

Represented (engineering) by Cohen & Dippell.

Personnel:

MEREDITH S. THOMS, president.  
RICHARD K. THOMS, executive vice president.  
JOHN RANDOLPH, chief engineer.

Rates: On request.

Media Brokerage Specialist  
Radio and TV

THE  
TED HEPBURN  
COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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"

Transmitter: Spencer Mt., Gaston County.

TV tape: Recording facilities.

AM Affiliate: WBT, 50-kw, 1110 kHz.

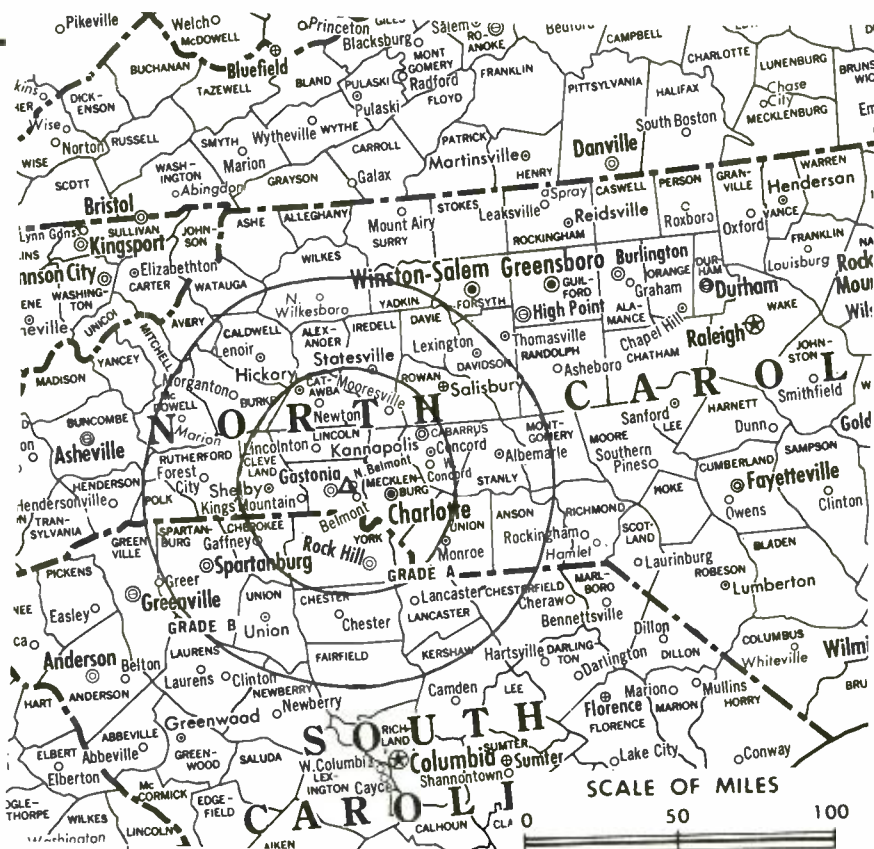
FM Affiliate: WBCY, 100-kw, 107.9 MHz (No. 300), 950-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBTV Ref: FCC File No. BPCT-805 Granted 12/19/52

© American Map Co., Inc., N.Y., No. 14244

## WBTV

Network Service: CBS.

Licensee: Jefferson-Pilot Broadcasting Co., One Julian Price Place, Charlotte (28208).

Telephone: 704-374-3500. 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-AM & WBCY (FM), Charlotte; KIMN-AM-FM, Denver, Colo.; WQXI (AM), Atlanta & WQXI-FM, Smyrna, Ga.; WHSL & WWIL (FM), Wilmington, N.C. Principal Bcstg. officers: Joseph M. Bryan, chmn.; Wallace Jorgenson, pres.; James G. Babb Jr., exec. v.p.

Began Operation: July 15, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

WALLACE JORGENSEN, president.  
JAMES G. BABB JR., executive vice president.  
JOHN A. EDGERTON, vice president & managing director.  
RICHARD E. TOMLINSON, director of sales & marketing.  
FRANK F. BATEMAN, vice president, engineering.  
GEORGE K. REYNOLDS, technical operations manager.  
GERALD W. KING, treasurer.  
JOHN H. HUTCHINSON JR., program operations manager.  
WILLIAM T. BALLARD, news & information manager.  
JAMES E. THACKER, sports director.

Highest 30 Sec. Rate (Sept. 4, 1978): \$1500.

NETWORK BASE HOURLY RATE: \$2800.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Alexander	7,200	7,000	97
	Anson	8,000	7,600	95
	Ashe	7,200	6,800	95
	Avery	4,500	4,300	95
	Burke	21,400	20,900	98
	Cabarrus	28,600	28,100	98
	Caldwell	20,300	19,800	98
	Catawba	35,600	35,000	98
	Cleveland	26,800	26,100	98
	Davie	7,300	7,000	96
	Gaston	54,500	53,400	98
	Henderson	19,200	18,600	97
	Iredell	28,000	27,300	98
	Lincoln	13,300	13,100	98
	Mc Dowell	12,000	11,600	97
<b>50% &amp; Over</b>	Mecklenburg	131,700	129,200	98
	Mitchell	5,000	4,800	96
	Montgomery	6,800	6,600	97
	Rowan	34,200	33,500	98
	Rutherford	18,000	17,600	98
	Stanly	16,300	15,900	98
	Union	21,300	20,600	97
	Watauga	9,500	9,100	96
	Wilkes	19,000	18,300	96
<b>SOUTH CAROLINA</b>				
	Cherokee	14,300	13,900	97
	Chester	9,900	9,600	97
	Chesterfield	11,100	10,600	95
	Lancaster	14,800	14,400	97
	Union	10,600	10,300	97
	York	29,900	29,000	97

<b>NORTH CAROLINA</b>				
Between 25-49%	Alleghany	3,400	3,200	95

(Continued on page 604-b)

Station Totals	1,296,900	1,261,400	97
Net Weekly Circulation (1976-77)			676,400
Average Daily Circulation (1976-77)			458,800



# North Carolina—Charlotte

## WCCB

Ch. 18

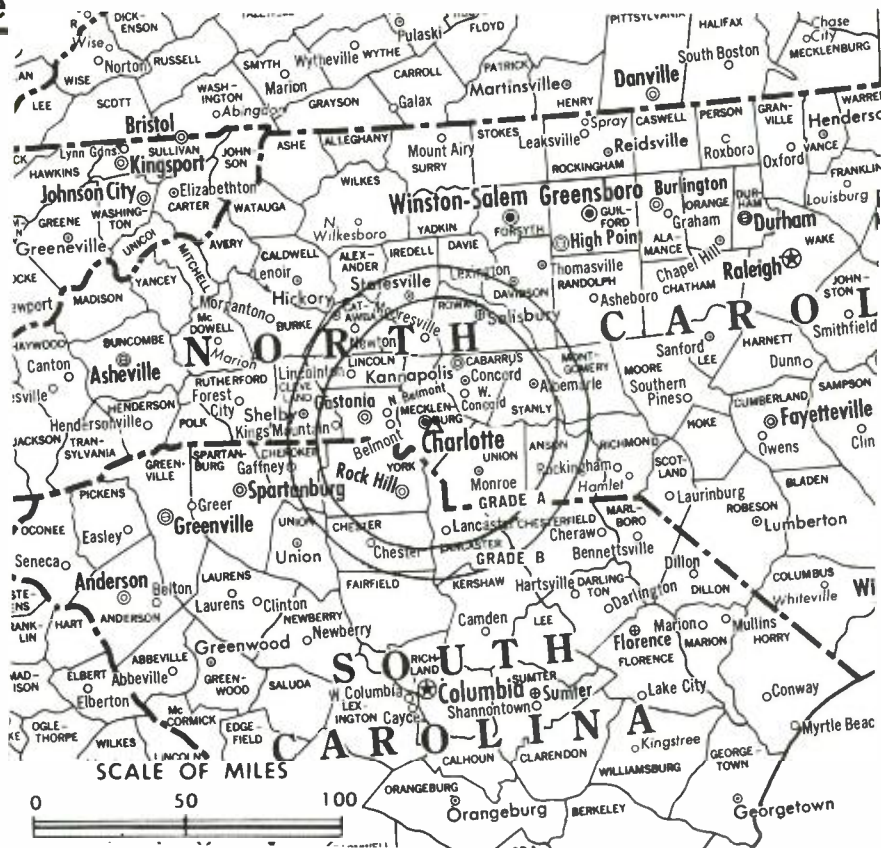
Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 5000-kw max. & 2813-kw horizontal visual, 600-kw max. & 337-kw horizontal aural. Antenna: 1295-ft. above av. terrain, 1249-ft. above ground, 2049-ft. above sea level.

Latitude 35° 15' 56"

Longitude 80° 44' 06"

Transmitter: ½ mi. SE of Newell.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.



WCCB Ref: FCC File No. BPCT-5120 Granted 1/12/78

© American Map Co., Inc., N.Y. No. 1424

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WCCB

Network Service: None, independent.

Licensee: WCCB-TV 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.; WBAK-TV, Terre Haute, Ind.; radio stations WABG, Greenwood, Miss.; WLBK & 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 Bolton Broadcasting Ltd.

Personnel:

CY N. BAHAKEL, president.  
DON E. KASSNER, vice president.  
MIKE KASSNER, vice president.  
LORRAINE LANCASTER, assistant vice president.  
JIM THRASH, vice president & acting general manager.  
MARK CONRAD, station manager.  
KEVIN M. MIREK, general sales manager.  
BEVERLY POSTON, program director.  
GUY TITMAN, chief engineer.  
RICK RAY, operations manager.

Highest 30 Sec. Rate (July 1, 1978): \$500.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>					
		Cabarrus	28,600	28,100	98
		Catawba	35,600	35,000	98
		Gaston	54,500	53,400	98
		Iredell	28,000	27,300	98
		Lincoln	13,300	13,100	98
		Mecklenburg	131,700	129,200	98
<b>50% &amp; Over</b>		Stanly	16,300	15,900	98
		Union	21,300	20,600	97
<b>SOUTH CAROLINA</b>					
		Chester	9,900	9,600	97
		Chesterfield	11,100	10,600	95
		Lancaster	14,800	14,400	97
		York	29,900	29,000	97
<b>NORTH CAROLINA</b>					
		Alexander	7,200	7,000	97
		Anson	8,000	7,600	95
<b>Between 25-49%</b>		Caldwell	20,300	19,800	98
		Richmond	14,100	13,600	97
		Rowan	34,200	33,500	98
<b>NORTH CAROLINA</b>					
		Burke	21,400	20,900	98
		Cleveland	26,800	26,100	98
<b>Between 5-24%</b>		Davidson	35,400	34,600	98
		Davie	7,300	7,000	96
		Forsyth	81,900	80,200	98
		Mc Dowell	12,000	11,600	97
(Continued on page 604-b)					
<b>Station Totals</b>			<b>783,900</b>	<b>764,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>364,300</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>187,900</b>	

# North Carolina—Charlotte

## WRET-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.

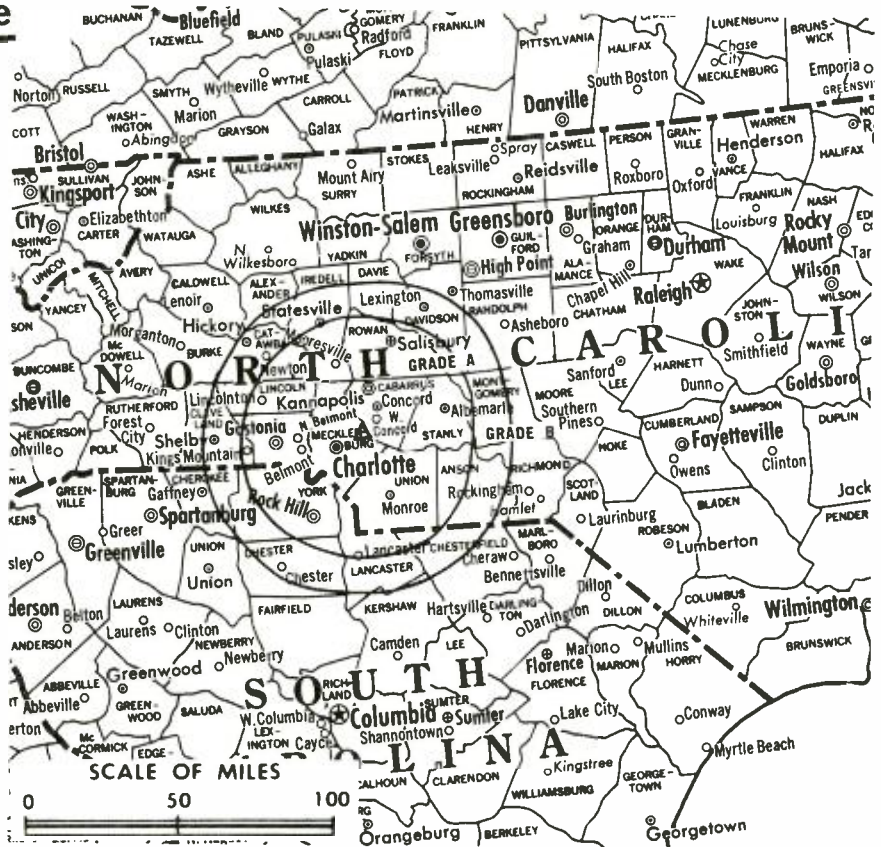
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRET-TV Ref: FCC File No. BPCT-3830 Granted 2/2/66

© American Map Co., Inc., N.Y., No. 14244

## WRET-TV

Network Service: NBC.

Licensee: Turner Communications Corp., P.O. Box 12665, Charlotte (28205).

Studio: Hood Road.

Telephone: 704-536-3636. TWX No.: 810-621-7888.

Ownership: R. E. Turner, 100%. Turner Communications also owns WTCG(TV), Atlanta, Ga.; WGOW, Chattanooga, Tenn. & an outdoor advertising business in Atlanta, Ga. & Chattanooga, Tenn.

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to present owner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970.

Represented (sales) by RTVR Inc.

Represented (engineering) by Silliman, Moffet & Kowalski.

Represented (legal) by Smith & Pepper.

Personnel:

ROBERT SCHUESSLER, vice president & general manager.

BRUCE R. BAKER, general sales manager.

DAVE J. UHRICH, station manager.

JACK BARR, chief engineer.

CURTIS O. PETERS, director of public affairs.

Rates: On request.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Alexander	7,200	7,000	97
	Anson	8,000	7,600	95
	Cabarrus	28,600	28,100	98
<b>50% &amp; Over</b>	Gaston	54,500	53,400	98
	Iredell	28,000	27,300	98
	Lincoln	13,300	13,100	98
	Mecklenburg	131,700	129,200	98
	Richmond	14,100	13,600	97
	Rowan	34,200	33,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Stanly	16,300	15,900	98
	Union	21,300	20,600	97
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>			
	Chester	9,900	9,600	97
	Lancaster	14,800	14,400	97
	York	29,900	29,000	97
<b>NORTH CAROLINA</b>				
	Catawba	35,600	35,000	98
	Cleveland	26,800	26,100	98
	Cumberland	68,300	66,400	97
	Davidson	35,400	34,600	98
	Davie	7,300	7,000	96
<b>Between 25-49%</b>	Forsyth	81,900	80,200	98
	Montgomery	6,800	6,600	97
	Scotland	9,600	9,200	96
	Watauga	9,500	9,100	96
<b>SOUTH CAROLINA</b>				
	Cherokee	14,300	13,900	97
	Chesterfield	11,100	10,600	95
<b>NORTH CAROLINA</b>				
	Alamance	35,000	34,400	98
	Ashe	7,200	6,800	95
	Buncombe	55,900	54,200	97
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
<b>Between 5-24%</b>	Guilford	104,600	102,700	98
	Lee	11,400	11,100	97
	Mc Dowell	12,000	11,600	97
	Moore	14,700	14,100	96
	Randolph	29,300	28,600	97
(Continued on page 604-b)				
<b>Station Totals</b>		<b>1,792,900</b>	<b>1,745,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>492,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>251,600</b>

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC, Newsweek.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WSOC-TV Ref: FCC File No. BPCT-304 Granted 12/12/56

©American Map Co., Inc., N.Y., No. 14244

## WSOC-TV

Network Service: ABC.

Licensee: Carolina Broadcasting Co., Box 2536 (28201).

Studio: 1901-25 N. Tryon St. (28206).

Telephone: 704-372-0930.

TWX No.: 810-621-0437.

AM Affiliate: WSOC, 5-kw (1-kw night), 930 kHz (NBC).

FM Affiliate: WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

Ownership: Carolina Broadcasting Co., subsidiary of Cox Broadcasting Corp. J. Leonard Reinsch, chairman of the board; Clifford M. Kirtland Jr., pres.; Stanley G. Mouse, exec. v.p. For other interests, see WSB-TV, Atlanta, Ga.

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 TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

CLIFFORD M. KIRTLAND JR., president.  
FREEMAN R. JONES, v.p. & general manager.  
C. M. MURPHY, treasurer, asst. secy. & controller.  
MARVIN PRIDGEN, general sales manager.  
HAROLD G. BOGART, national sales manager.  
FRED D. COLLINS JR., local & regional sales manager.  
JOHN E. CALLAGHAN, station manager.  
JERRY MOORE, production manager.  
ROBERT McCOURT, program operations manager.  
LEWIS BROOKS, news & public affairs director.  
CHARLES W. WHITLEY, chief engineer.  
EDIE RENO, promotion director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$1775.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Alexander	7,200	7,000	97
	Anson	8,000	7,600	95
	Burke	21,400	20,900	98
	Cabarrus	28,600	28,100	98
	Caldwell	20,300	19,800	98
	Catawba	35,600	35,000	98
	Cleveland	26,800	26,100	98
	Gaston	54,500	53,400	98
	Iredell	28,000	27,300	98
	Lincoln	13,300	13,100	98
	Mecklenburg	131,700	129,200	98
<b>50% &amp; Over</b>	Montgomery	6,800	6,600	97
	Richmond	14,100	13,600	97
	Rowan	34,200	33,500	98
	Stanly	16,300	15,900	98
	Union	21,300	20,600	97
	Watauga	9,500	9,100	96
	Wilkes	19,000	18,300	96
<b>SOUTH CAROLINA</b>				
	Chester	9,900	9,600	97
	Chesterfield	11,100	10,600	95
	Lancaster	14,800	14,400	97
	York	29,900	29,000	97
<b>NORTH CAROLINA</b>				
	Davidson	35,400	34,600	98
	Davie	7,300	7,000	96
<b>Between 25-49%</b>	Forsyth	81,900	80,200	98
	Mitchell	5,000	4,800	96
	Rutherford	18,000	17,600	98
	Scotland	9,600	9,200	96
	Yadkin	9,800	9,500	97

(Continued on page 615-b)

Station Totals	1,120,400	1,089,800	97
Net Weekly Circulation (1976-77)			581,900
Average Daily Circulation (1976-77)			333,200

609-b

# 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"

Holds CP for change to 1924-ft. above av. terrain, 1995-ft. above ground, 2705-ft. above sea level, lat. 35° 51' 22", long. 79° 50' 25", transmitter to Randolph County Rd. 1926, New Market, N. C. BPCT-4412.

Transmitter: Phillips Ave. & White St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WFMY-TV Ref: FCC File No. BMPCT-1223 Granted 7/22/53

©American Map Co., Inc., N.Y., No. 14244

## WFMY-TV

Network Service: CBS.

Licensee: WFMY Television Corp., Phillips Ave. (27405).

Studio: Phillips Ave. & White St. (27405).

Mailing Address: Box TV-2, Greensboro, N.C. (27420).

Telephone: 919-379-9369. TWX No.: 510-925-1193.

Ownership: Harte-Hanks Communications Inc. For other interests, see KENS-TV, San Antonio, Tex.

Began Operation: Sept. 22, 1949. Sale to present owner by Landmark Communications approved by FCC Oct. 29, 1976 (Television Digest, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51).

Represented (sales) by Blair Television.

Represented (legal) by Arnold & Porter.

Represented (engineering) by Lohnes & Culver.

Personnel:

CHARLES A. WHITEHURST, president & general manager.  
WILLIAM M. ALEXANDER, general sales manager.  
FRANK BENNETT, director of sales.  
FRANK WILLIS, engineering manager.  
DAVE ALEXANDER, program manager.  
CARL HOLLIDAY, promotion manager.  
JACK FOREHAND, production manager.  
RITA MIDKIFF, community affairs director.  
IAN MacBRYDE, news & public affairs manager.  
JETA PACE, personnel director.  
RICHARD OZAN, business manager.

Highest 30 Sec. Rate (April 24, 1978): \$800.

NETWORK BASE HOURLY RATE: \$1140.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
<b>50% &amp; Over</b>	Caswell	6,100	5,900	96
	Chatham	10,500	10,100	97
	Davidson	35,400	34,600	98
	Forsyth	81,900	80,200	98
	Guilford	104,600	102,700	98
	Montgomery	6,800	6,600	97
	Orange	22,600	21,700	96
	Person	8,800	8,500	97
	Randolph	29,300	28,600	97
	Rockingham	27,200	26,600	98
Stokes	10,300	10,000	97	
Surry	20,400	19,800	97	
Yadkin	9,800	9,500	97	
<b>VIRGINIA</b>				
	Henry	23,800	23,200	97
	Patrick	5,600	5,300	95
<b>NORTH CAROLINA</b>				
<b>Between 25-49%</b>	Davie	7,300	7,000	96
	Durham	50,000	48,500	97
	Lee	11,400	11,100	97
	Moore	14,700	14,100	96
	Rowan	34,200	33,500	98
	Vance	10,900	10,500	97
	Wilkes	19,000	18,300	96
<b>VIRGINIA</b>				
	Carroll	10,900	10,400	95
	Grayson	5,400	5,200	96
	Pittsylvania	36,800	35,600	97

(Continued on page 615-b)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
<b>50% &amp; Over</b>	Alamance	35,000	34,400	98
	Alleghany	3,400	3,200	95

Station Totals	989,600	962,500	97
Net Weekly Circulation (1976-77)	498,100		
Average Daily Circulation (1976-77)	316,600		

# 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' 36.0"

Transmitter: 1.2-mi. SE of Sophia, N.C.

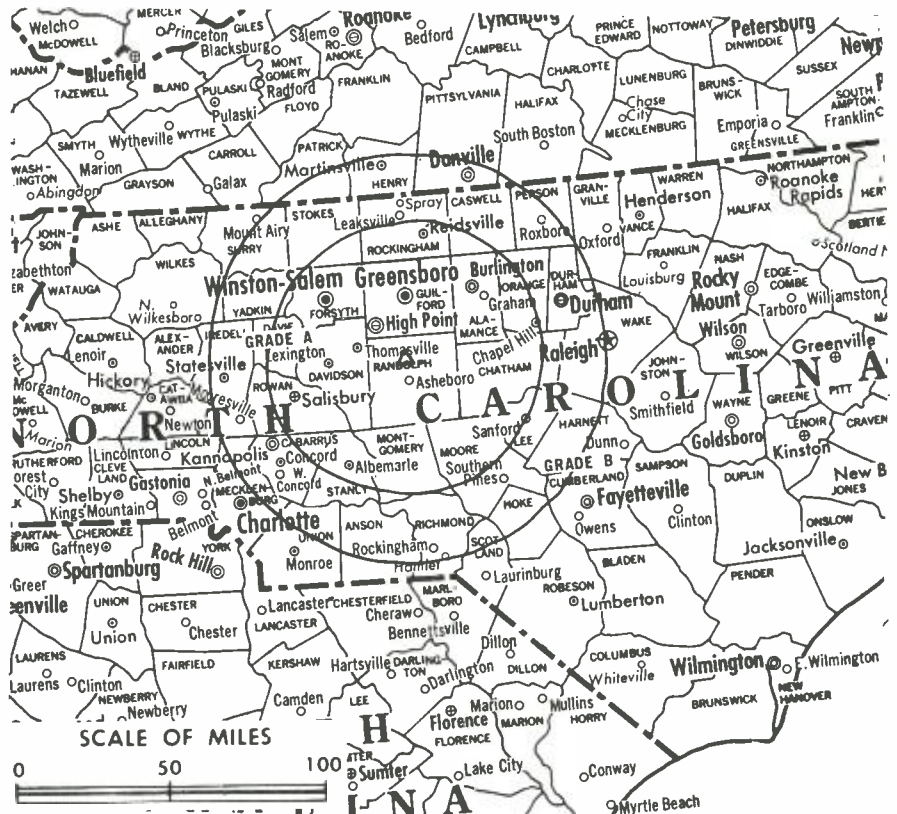
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WGHP-TV Ref: FCC File No. BPCT-2579 Granted 10/3/62

© American Map Co., Inc., N.Y., No. 14244

## WGHP-TV

Network Service: ABC.

Licensee: WGHP-TV Inc., 400 N. Main St., High Point, N.C. (27260).

Studio: 400 N. Main St., High Point, N.C. (27260).

Telephone: 919-883-7131.

Ownership: Gulf United Corp., 100%. For other interests, see WTSP-TV.

Began Operation: October 14, 1963. Sale to present owner by Southern Bcstg. Co. approved by FCC June 16, 1978.

Represented (sales) by Storer Television Sales Inc.

Represented (legal) by Arnold & Porter.

Personnel:

EUGENE H. BOHI, president & general manager.  
C. DAVID WHITAKER, general sales manager.  
GARY ROBINSON, operations manager.  
FRANK TERRY, controller.  
JERRY BLANKENBEKER, chief engineer.

### DIGEST OF RATE CARD NO. 18 (Sept. 11, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-11:30 p.m., daily.	\$2000	\$1200	\$725	Graded rates apply*	

\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1023.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Alamance	35,000	34,400	98
	Alleghany	3,400	3,200	95
	Caswell	6,100	5,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Chatham	10,500	10,100	97
	Davidson	35,400	34,600	98
	Davie	7,300	7,000	96
	Forsyth	81,900	80,200	98
	Guilford	104,600	102,700	98
	Iredell	28,000	27,300	98
	Lee	11,400	11,100	97
	Montgomery	6,800	6,600	97
	Moore	14,700	14,100	96
50% & Over	Randolph	29,300	28,600	97
	Richmond	14,100	13,600	97
	Rockingham	27,200	26,600	98
	Rowan	34,200	33,500	98
	Scotland	9,600	9,200	96
	Stanly	16,300	15,900	98
	Stokes	10,300	10,000	97
	Surry	20,400	19,800	97
	Wilkes	19,000	18,300	96
	Yadkin	9,800	9,500	97
<b>VIRGINIA</b>				
	Carroll	10,900	10,400	95
	Grayson	5,400	5,200	96
	Henry	23,800	23,200	97
	Patrick	5,600	5,300	95

<b>NORTH CAROLINA</b>				
	Alexander	7,200	7,000	97
	Anson	8,000	7,600	95
Between 25-49%	Cumberland	68,300	66,400	97
	Durham	50,000	48,500	97
	Orange	22,600	21,700	96
	Person	8,800	8,500	97

(Continued on page 615-b)

Station Totals	1,126,200	1,093,800	97
Net Weekly Circulation (1976-77)			589,900
Average Daily Circulation (1976-77)			335,800

# North Carolina—Winston-Salem-Greensboro & High Point

**WXII**

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.5-kw aural. Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 3095-ft. above sea level.

Latitude 36° 22' 31"  
Longitude 80° 22' 27"

Transmitter: Sauratown Mt., 7-mi. N of King, N.C.

Studio: 700 Coliseum Dr. (27106).

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by Jules Cohen & Associates.

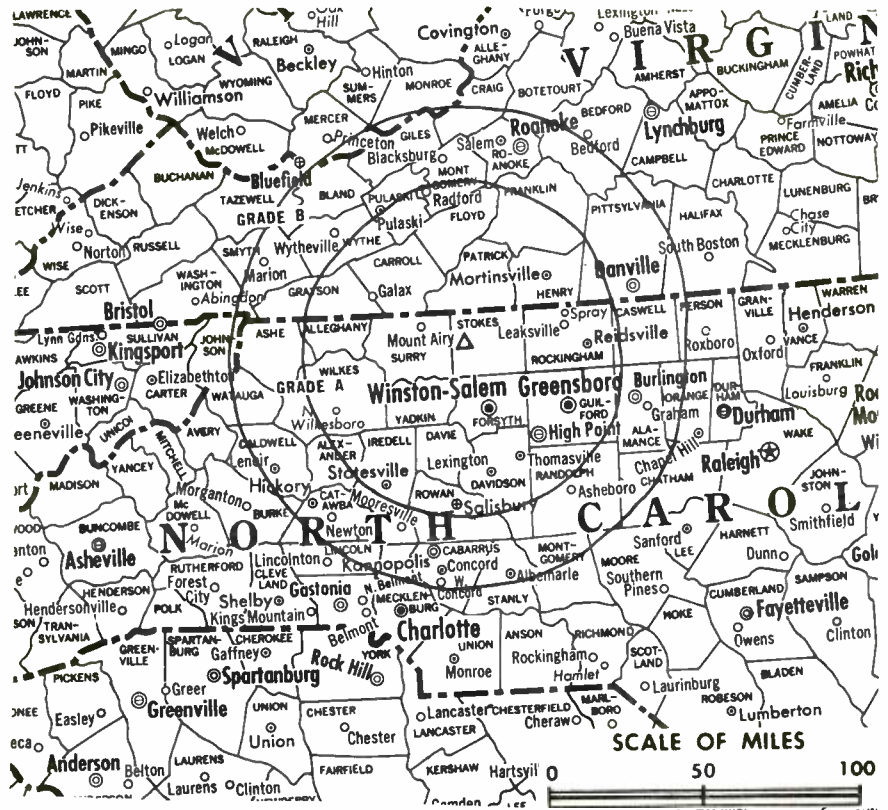
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WXII Ref: FCC File No. BMPCT-2857 Granted 1/4/55

© American Map Co., Inc., N.Y., No. 1424

## WXII

Network Service: NBC.

Licensee: Multimedia Inc., Box 11847, Winston-Salem (27106).

Telephone: 919-723-9241. TWX No.: 510-931-3676.

Ownership: Multimedia Inc. For other interests, see WLWT(TV), Cincinnati, Ohio.

Began Operation: Sept. 30, 1953. Sale to present owners by Triangle Bcstg. Corp. approved by FCC Sept. 7, 1972 (Television Digest, Vol. 11:44; 12:37).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JAMES A. TANDY, vice president & general manager.

JOHN COMAS, mgr., programming & film buyer.

ZACK MANNING, general sales manager.

AL MANN, news director.

DOUGLAS BALES, promotion manager.

HENRY HUNT, director of engineering.

Highest 30 Sec. Rate (March 27, 1978): \$650.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Alamance	35,000	34,400	98
	Alleghany	3,400	3,200	95
	Caswell	6,100	5,900	96
	Davidson	35,400	34,600	98
	Davie	7,300	7,000	96
<b>50% &amp; Over</b>	Forsyth	81,900	80,200	98
	Guilford	104,600	102,700	98
	Iredell	28,000	27,300	98
	Randolph	29,300	28,600	97
	Rockingham	27,200	26,600	98
	Rowan	34,200	33,500	98
	Stokes	10,300	10,000	97
	Surry	20,400	19,800	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Wilkes	19,000	18,300	96
	Yadkin	9,800	9,500	97
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Carroll	10,900	10,400	95
	Henry	23,800	23,200	97
	Patrick	5,600	5,300	95
	Pittsylvania	36,800	35,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Alexander	7,200	7,000	97
	Montgomery	6,800	6,600	97
<b>Between 25-49%</b>	Person	8,800	8,500	97
	Watauga	9,500	9,100	96
<b>VIRGINIA</b>				
	Grayson	5,400	5,200	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Anson	8,000	7,600	95
	Ashe	7,200	6,800	95
	Burke	21,400	20,900	98
	Cabarrus	28,600	28,100	98
	Caldwell	20,300	19,800	98
	Catawba	35,600	35,000	98
<b>Between 5-24%</b>	Chatham	10,500	10,100	97
	Lee	11,400	11,100	97
	Lincoln	13,300	13,100	98
	Mc Dowell	12,000	11,600	97
	Moore	14,700	14,100	96
	Orange	22,600	21,700	96
	Richmond	14,100	13,600	97
	Stanly	16,300	15,900	98

(Continued on page 615-b)

Station Totals	868,500	845,300	97
Net Weekly Circulation (1976-77)			469,300
Average Daily Circulation (1976-77)			263,800

# 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"

Requests CP for change to 1958-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 55"; transmitter to Hwy. 118, 2.1-mi. E of Grifton. BPCT-5087.

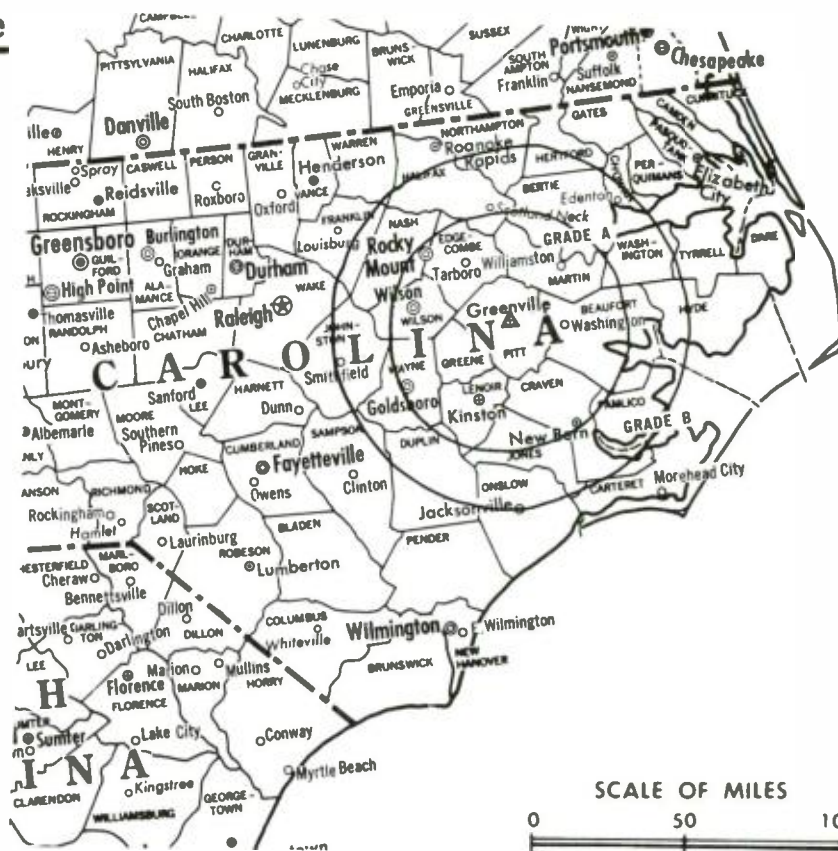
Transmitter: S. Evans St. extended, 2-mi. S of city.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WNCT-TV Ref: FCC File No. BMPCT—3096 Granted 6/2/55

©American Map Co., Inc., N.Y., No. 14244

## WNCT-TV

Network Service: CBS.

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.: 510-929-1616.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.7 MHz (No. 299), 560-ft. (CBS).

Ownership: Roy H. Park Broadcasting Inc. Park Broadcasting Inc., which is 100% owned by Roy H. Park, owns Roy H. Park Broadcasting Inc. and also the licensees of WNCT-AM-FM, Greenville, N.C.; WDEF-TV-AM-FM, Chattanooga, Tenn.; WJHL-TV, Johnson City, Tenn.; WTVR-TV-AM-FM, Richmond, Va.; WSLS-TV, Roanoke, Va.; WUTR(TV), Utica, N.Y.; WBMG(TV), Birmingham Ala.; WNAX(AM), Yankton, S.D.; KRSI(AM) & KFMX(FM), St. Louis Park, Minn.; WHEN & WONO(FM), Syracuse, N.Y.; KWJJ (AM) & KJIB(FM), Portland, Ore. & KEZX(FM), Seattle. Park also owns outdoor advertising firms in Binghamton, Ogdensburg, Utica-Rome, Elmira-Corning, Ithaca-Auburn, N.Y. & Scranton-Wilkes Barre, Pa. For Park Newspapers, see listing under Newspaper Ownership of TV Stations.

Began Operation: Dec. 22, 1953. Sale to present owner 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 & Kittner.

Personnel:

- BLAKE C. LEWIS JR., general manager.
- JOHN G. CLARK JR., general sales manager.
- MAC NICHOLSON, operations manager.
- CURTIS PAUL, business manager.
- DONITA WELSH, program director.
- HEBER ADAMS, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$750.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Beaufort	13,200	12,800	97
	Bertie	6,800	6,400	94
	Carteret	13,000	12,600	97
	Craven	22,600	22,100	98
	Duplin	13,600	13,000	96
	Edgecombe	17,300	16,700	97
	Greene	4,800	4,600	96
	Halifax	17,000	16,100	95
	Hyde	2,100	1,900	93
	Jones	2,900	2,800	97
<b>50% &amp; Over</b>	Lenoir	19,200	18,600	97
	Martin	8,000	7,700	97
	Nash	22,200	21,400	97
	Northampton	6,800	6,400	95
	Onslow	26,800	26,300	98
	Pamlico	3,400	3,300	97
	Pitt	24,400	23,600	97
	Tyrrell	1,500	1,400	94
	Washington	4,600	4,400	96
	Wayne	28,500	27,600	97
	Wilson	20,000	19,300	97
<b>NORTH CAROLINA</b>				
	Chowan	4,000	3,900	97
	Franklin	9,400	9,000	95
<b>Between 25-49%</b>	Johnston	23,600	22,800	96
	New Hanover	35,600	34,700	97
	Vance	10,900	10,500	97
<b>NORTH CAROLINA</b>				
<b>Between 5-24%</b>	Dare	3,400	3,200	94
	Gates	2,700	2,600	94

(Continued on page 615-b)

Station Totals	436,500	421,200	96
Net Weekly Circulation (1976-77)			263,800
Average Daily Circulation (1976-77)			170,100

613-b

# 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: UPI.

Color: Network, live, film, slide & tape.

AM Affiliate: WHKY, 5-kw, 1290 kHz.

FM Affiliate: WHKY-FM, 14.8-kw, 102.9 MHz (No. 275), 325-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: 704-322-5726.

Ownership: Robert E. Cline, pres., 1.4%; Mrs. Mildred J. Gifford, v.p., 14.3%; Edmund S. Long, secy.-treas., 32%; Lester C. Gifford, 14.5%; Mrs. Mary L. Cline, 6.2%; Kaysee & Co., 4.8%; Roberta S. Long, 4%; Thomas E. Long, 13%; Mrs. B. E. Jordan, 3.2%; John G. Millholland, 3.2%; others, none with as much as 3%.

Began Operation: Feb. 14, 1968.

Represented (legal) by Miller & Fields.

Represented (sales) by Savalli/Gates Inc.

Personnel:

THOMAS E. LONG, station manager, sales manager & chief engineer.

THOMAS E. LONG JR., 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 Households	%
<b>NORTH CAROLINA</b>				
Between 5-24%	Alexander	7,200	7,000	97
	Caldwell	20,300	19,800	98
	Catawba	35,600	35,000	98
<b>Station Totals</b>		<b>63,100</b>	<b>61,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>8,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>2,300</b>	

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151



**WGHP-TV, High Point**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
NORTH CAROLINA—(Continued)				
	Vance	10,900	10,500	97
	Watauga	9,500	9,100	96
<b>Between 25-49%</b>	<b>SOUTH CAROLINA</b>			
	Chesterfield	11,100	10,600	95
	Marlboro	8,800	8,400	95
	<b>VIRGINIA</b>			
	Pittsylvania	36,800	35,600	97
NORTH CAROLINA				
	Ashe	7,200	6,800	95
	Cabarrus	28,600	28,100	98
	Caldwell	20,300	19,800	98
	Granville	9,400	9,000	96
	Harnett	18,100	17,500	97
	Hoke	4,900	4,600	95
	Johnston	23,600	22,800	96
	Robeson	28,500	27,200	95
<b>Between 5-24%</b>	Union	21,300	20,600	97
	Wake	91,400	89,200	98
	<b>SOUTH CAROLINA</b>			
	Darlington	17,800	17,100	96
	<b>VIRGINIA</b>			
	Floyd	3,500	3,400	96
	Franklin	10,400	10,000	96
	Smyth	10,200	9,900	97
	Wythe	8,000	7,600	96

**WSOC-TV, Charlotte**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
SOUTH CAROLINA				
<b>Between 25-49%</b>	Cherokee	14,300	13,900	97
	Fairfield	5,800	5,500	94
	Marlboro	8,800	8,400	95
	Union	10,600	10,300	97
NORTH CAROLINA				
	Alleghany	3,400	3,200	95
	Ashe	7,200	6,800	95
	Avery	4,500	4,300	95
	Henderson	19,200	18,600	97
	Mc Dowell	12,000	11,600	97
	Moore	14,700	14,100	96
	Polk	4,700	4,500	95
	Randolph	29,300	28,600	97
	Robeson	28,500	27,200	95
	Surry	20,400	19,800	97
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>			
	Darlington	17,800	17,100	96
	Dillon	8,300	7,900	95
	Florence	31,200	30,200	97
	Kershaw	11,600	11,100	96
	Lee	4,900	4,600	94
	Spartanburg	66,500	64,900	98
	<b>TENNESSEE</b>			
	Carter	17,000	16,600	98
	Johnson	4,600	4,400	97
	Washington	29,500	29,000	98
	<b>VIRGINIA</b>			
	Carroll	10,900	10,400	95
	Grayson	5,400	5,200	96

**North Carolina**

**WNCT-TV, Greenville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
NORTH CAROLINA—(Continued)				
	Harnett	18,100	17,500	97
	Hertford	7,400	7,100	96
	Pasquotank	9,400	9,100	97
<b>Between 5-24%</b>	Pender	6,900	6,500	94
	Sampson	16,000	15,400	96
	Warren	5,700	5,400	94
	<b>VIRGINIA</b>			
	Brunswick	4,700	4,500	95

**WFMY-TV, Greensboro**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
NORTH CAROLINA				
	Alexander	7,200	7,000	97
	Anson	8,000	7,600	95
	Ashe	7,200	6,800	95
	Cabarrus	28,600	28,100	98
	Cumberland	68,300	66,400	97
	Granville	9,400	9,000	96
	Iredell	28,000	27,300	98
	Richmond	14,100	13,600	97
<b>Between 5-24%</b>	Stanly	16,300	15,900	98
	Wake	91,400	89,200	98
	Watauga	9,500	9,100	96
	<b>VIRGINIA</b>			
	Alleghany	9,600	9,300	97
	Botetourt	7,400	7,200	97
	Franklin	10,400	10,000	96
	Halifax	11,700	11,200	96
	Mecklenburg	9,300	8,900	95
	Pulaski	11,100	10,800	97

**WXII, Winston-Salem**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
VIRGINIA				
	Bland	2,100	1,900	93
	Franklin	10,400	10,000	96
<b>Between 5-24%</b>	Halifax	11,700	11,200	96
	Montgomery	22,500	21,900	97
	Pulaski	11,100	10,800	97
	Wythe	8,000	7,600	96

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

**MALARKEY TAYLOR**  
AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# North Carolina—New Bern

## WCTI-TV

Ch. 12

[Also serves Greenville and Washington, N.C.]

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 940-ft. above av. terrain, 1004-ft. above ground, 1049-ft. above sea level.

Latitude 35° 02' 43"  
Longitude 77° 21' 00"

Requests CP for change to 316-kw visual, 31.6-kw aural, 1955-ft. above av. terrain, 1997-ft. above ground, 2027-ft. above sea level, lat. 35° 22' 17", long. 77° 23' 55", transmitter to Hwy. 118, 2.1-mi. E of Grifton.

Transmitter: State Route 58, 1.54-mi. S of Trenton, N.C.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

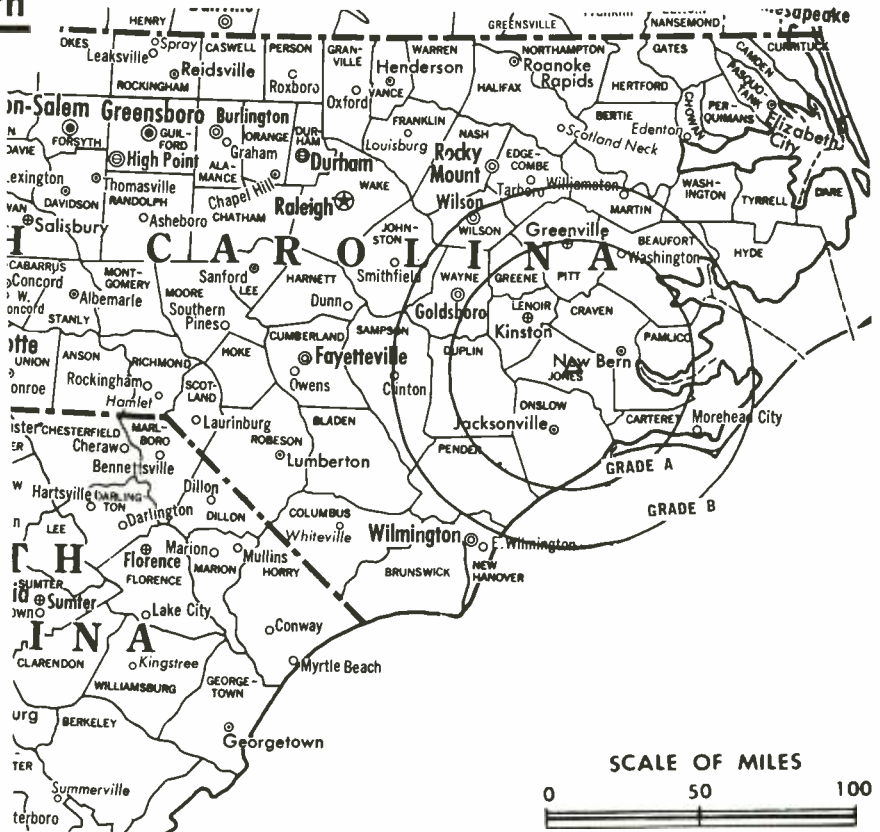
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WCTI-TV Ref: FCC File No. BPCT-3831 Granted 1/4/67

© American Map Co., Inc., N.Y., No. 14244

## WCTI-TV

Network Service: ABC.

Licensee: Malrite of North Carolina Inc., East 12th & Euclid Ave., Cleveland, Ohio (44115).

Studio: Box 2325, Park Ave., Glen Burnie Gardens, New Bern, N.C. (28560).

Telephone: 919-637-2111.

Ownership: Malrite Bcstg. Co., Milton Maltz, 100%. Also owns WBRB-AM-FM, St. Clemens, Mich.; WNYR & WEZO(FM), Rochester, N.Y.; WZUU-AM-FM, Milwaukee, Wis.; KEYE-AM-FM, St. Paul, Minn.; WHK & WMMS(FM), Cleveland, Ohio. Malrite holds CP for Ch. 31, Rochester, N.Y.; is applicant for Ch. 30, Jacksonville, Fla.; Ch. 25, West Palm Beach, Fla. Officers: Milton Maltz, pres.; Carl E. Hirsch, exec. v.p.; John R. Wilson, treas.

Began Operation: Sept. 7, 1963. Sale to present owner by Continental TV approved by FCC Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved by FCC April 15, 1969.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Miller & Fields.

Personnel:

CARL E. HIRSCH, executive vice president.  
BILL JENKINS, vice president & general manager.  
SHELTON POGUE, national & regional sales manager.  
ROBERT WOLFE, operations manager.  
CHUCK LINDSAY, news director.  
BUTCH FIGURELLA, chief engineer.  
ELIZABETH BLAKESLEE, production manager.

### DIGEST OF RATE CARD

(Jan. 16, 1978)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1000	\$500	\$150			Graded rates apply*

\*Highest rate: \$220.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Beaufort	13,200	12,800	97
	Carteret	13,000	12,600	97
	Craven	22,600	22,100	98
	Duplin	13,600	13,000	96
<b>50% &amp; Over</b>	Jones	2,900	2,800	97
	Lenoir	19,200	18,600	97
	Martin	8,000	7,700	97
	Onslow	26,800	26,300	98
	Pamlico	3,400	3,300	97
	Pitt	24,400	23,600	97
<b>NORTH CAROLINA</b>				
	Bertie	6,800	6,400	94
	Greene	4,800	4,600	96
<b>Between 25-49%</b>	Hyde	2,100	1,900	93
	Washington	4,600	4,400	96
	Wayne	28,500	27,600	97
<b>NORTH CAROLINA</b>				
	Dare	3,400	3,200	94
	Edgecombe	17,300	16,700	97
	Gates	2,700	2,600	94
	Nash	22,200	21,400	97
<b>Between 5-24%</b>	New Hanover	35,600	34,700	97
	Pender	6,900	6,500	94
	Sampson	16,000	15,400	96
	Scotland	9,600	9,200	96
	Wilson	20,000	19,300	97
<b>Station Totals</b>		<b>327,600</b>	<b>316,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>145,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>81,700</b>

For CPs & Applications, see Services Volume

# North Carolina—Raleigh-Durham



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2340-ft. above sea level.

Latitude 35° 40' 35"  
Longitude 78° 32' 09"

Transmitter: 1.6-mi. SE of Auburn.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.  
News Film Service: ABC

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WRAL-TV Ref: FCC File No. BMPCT-7707 Granted 3/23/78 © American Map Co., Inc., N.Y., No. 14244

## WRAL-TV

Network Service: ABC.  
Licensee: Capitol Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, N.C. (27605).  
Studio & Offices: 2619 Western Blvd.  
Telephone: 919-828-2511. TWX No.: 510-928-1833.  
FM Affiliate: WRAL-FM, 250-kw, 101.5 MHz (No. 268), 990-ft.  
Ownership: A. J. Fletcher, chairman & chief exec. officer, 67.53%; James F. Goodman, pres., 20.60%; Fred Fletcher, 3.5%; Jesse Helms, A. H. Moore Jr., Ray Reeve, Libado Co., 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 Katz Television.  
Represented (legal) by Fletcher, Heald & Hildreth.  
Personnel:

A. J. FLETCHER, chief executive officer.  
JIM GOODMAN, president.  
FRED BARBER, vice president & general manager.  
JOHN GREENE, station operations manager.

W. H. COGGINS, general sales manager.  
BILL BROWN, promotion & graphic arts manager.  
RICK RAY, program manager.  
W. BEN WATERS, news director.  
BOB BROWNING, manager of engineering.  
DAVID WITHERSPOON, v.p., sales development & promotion.  
A. H. MOORE JR., v.p., finance.

Highest 30 Sec. Rate (March 31, 1978): \$1000.  
NETWORK BASE HOURLY RATE: \$1450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Chatham	10,500	10,100	97
	Cumberland	68,300	66,400	97

(Continued on page 623-b)

Station Totals	994,500	963,000	96
Net Weekly Circulation (1976-77)			520,900
Average Daily Circulation (1976-77)			320,700

**More people watch our early news than all our competitors' early and late news combined.\* That's dominance!**

**WRAL-TV RALEIGH, N.C.**  
REPRESENTED NATIONALLY BY KATZ AMERICAN

\* Source: ARB/NSI May 1978, Monday-Friday, total persons 2+.

# North Carolina—Durham-Raleigh

## WPTF-TV

(formerly WRDU-TV)

Ch. 28



**PETERS, GRIFFIN, WOODWARD INC.**  
DURHAM LIFE BROADCASTING SERVICE INC.

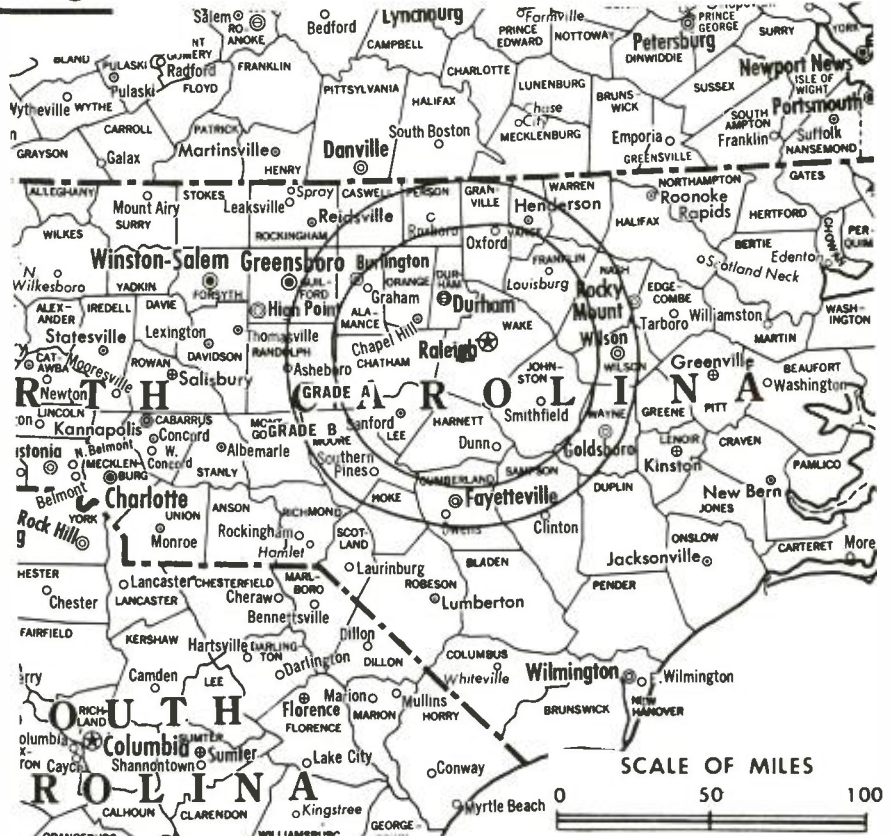
Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. & 3240-kw horizontal visual, 500-kw max. & 324-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1240-ft. above ground, 1700-ft. above sea level.

Latitude 35° 43' 00"  
Longitude 78° 48' 31"

Transmitter: Intersection of State Rds. 1010 & 1379, near Apex, N.C.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPTF-TV Ref: FCC File No. BMPCT-7758 Granted 8/17/78

## WPTF-TV

Network Service: NBC.

Licensee: Durham Life Broadcasting Service Inc., Box 3540, Durham, N.C. (27702).

Studio: Hwy. 54, Durham.

Telephone: 919-832-9783. TWX No.: 510-927-1818.

Ownership: Durham Life Insurance Co., 100%. T. A. Upchurch, chmn.; Carl V. Venters Jr., pres.; C. D. Little Jr., secy.-treas.; Sonja M. Stephenson, asst. secy. Durham Life Bcstg. is licensee of WPTF & WQDR(FM), Raleigh, N.C. Durham Life Insurance Co. owns 3.5% of Jefferson-Pilot Corp. (see WBTV, Charlotte, N.C.).

Began Operation: Nov. 4, 1968. Sale to present owner by R. O., K. R. & Robinson O. Everett, et al., approved by FCC May 19, 1977 (Television Digest, Vol. 17:5).

Represented (legal) by Tharrington, Smith & Hargrove.

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

R. DOUGLAS McLARTY, vice president & general manager.  
PETER W. DEVEREAUX, general sales manager.  
C. G. PERRY III, engineering director.  
ROBERT WOLPERT JR., operations manager.  
JOHN LYONS, creative services director.  
BILL RAMSEY, production manager.  
JOHN PEARCY, local/regional sales manager.  
ASA SPAULDING, director of public affairs.  
WOODY DURHAM, news director.

Highest 30 Sec. Rate (March 27, 1978): \$350.

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NORTH CAROLINA</b>			
	Chatham	10,500	10,100	97
	Durham	50,000	48,500	97
	Granville	9,400	9,000	96
	Lee	11,400	11,100	97
Orange	22,600	21,700	96	
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Alamance	35,000	34,400	98
	Moore	14,700	14,100	96
	Vance	10,900	10,500	97
Wake	91,400	89,200	98	
<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Caswell	6,100	5,900	96
	Cumberland	68,300	66,400	97
	Franklin	9,400	9,000	95
	Guilford	104,600	102,700	98
	Harnett	18,100	17,500	97
	Johnston	23,600	22,800	96
	Montgomery	6,800	6,600	97
	Person	8,800	8,500	97
Scotland	9,600	9,200	96	
Surry	20,400	19,800	97	
Wayne	28,500	27,600	97	
<b>Station Totals</b>		<b>560,100</b>	<b>544,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>163,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>65,600</b>	

# 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"

Requests CP for change to 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level. BPCT-5161.

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, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbltrn 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.

Licensee: Capital Cities Communications Inc., Box 2009, Durham (27702).

Studio: 411 Liberty St., Durham, N.C. (27702).

Raleigh Office: P.O. Box 1326.

Telephone: 919-683-1111. TWX No.: 510-927-1810.

Ownership: Capital Cities Communications Inc., see Group Ownership of TV Stations.

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:

RICHARD F. APPLETON, general manager  
JACK WEST, general sales manager.  
RICHARD ARMPFIELD, local sales manager.  
JIM DUNCAN, program manager.  
ALLEN JONES, news director.  
ERNIE GREUP, director of public affairs.  
ED WALL, chief engineer.  
BOB JOHNSON, production manager.  
WILLIAM HIGGS, business manager.  
MARIE BROWN, sales coordinator.  
WALTER NORFLETT, minority affairs coordinator.

Highest 30 Sec. Rate (May 2, 1977): \$750.

NETWORK BASE HOURLY RATE: \$1450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA</b>				
	Chatham	10,500	10,100	97
	Cumberland	68,300	66,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>NORTH CAROLINA—(Continued)</b>				
	Duplin	13,600	13,000	96
	Durham	50,000	48,500	97
	Edgecombe	17,300	16,700	97
	Franklin	9,400	9,000	95
	Granville	9,400	9,000	96
	Greene	4,800	4,600	96
	Halifax	17,000	16,100	95
	Harnett	18,100	17,500	97
	Hoke	4,900	4,600	95
	Johnston	23,600	22,800	96
	Lee	11,400	11,100	97
	Moore	14,700	14,100	96
	Nash	22,200	21,400	97
	Orange	22,600	21,700	96
	Person	8,800	8,500	97
	Sampson	16,000	15,400	96
	Scotland	9,600	9,200	96
	Vance	10,900	10,500	97
	Wake	91,400	89,200	98
	Warren	5,700	5,400	94
	Wayne	28,500	27,600	97
	Wilson	20,000	19,300	97
<b>VIRGINIA</b>				
	Mecklenburg	9,300	8,900	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>				
<b>NORTH CAROLINA</b>				
	Alamance	35,000	34,400	98
	Bladen	9,300	8,700	94
	Lenoir	19,200	18,600	97
	Pitt	24,400	23,600	97
	Robeson	28,500	27,200	95

(Continued on page 623-b)

Station Totals	926,000	896,300	96
Net Weekly Circulation (1976-77)	509,300		
Average Daily Circulation (1976-77)	335,200		

# North Carolina—Washington

**WITN-TV**

Ch. 7



KATZ TELEVISION



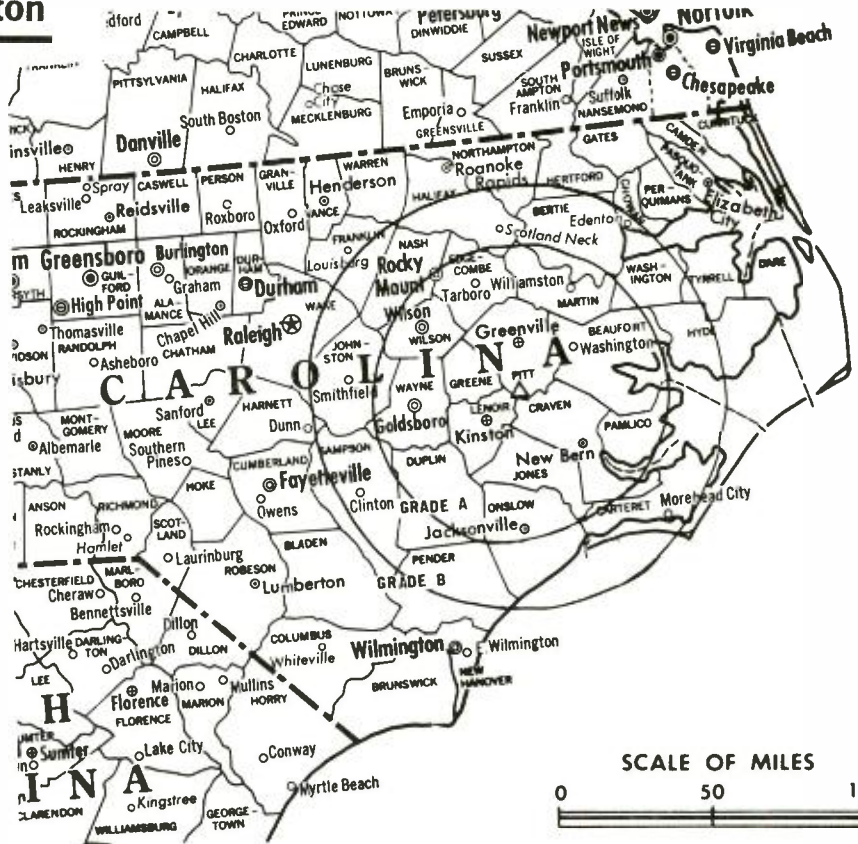
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1470-ft. above av. terrain, 1523-ft. above ground, 1549-ft. above sea level.

Latitude 35° 22' 17"  
Longitude 77° 23' 55"

Holds CP for change to 316-kw visual, 31-kw aural, 1950-ft. above av. terrain, 2000-ft. above ground, 2026-ft. above sea level. BPCT-5064.

Transmitter: Hwy. 118, 2.1-mi. E of Grifton.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WITN-TV Ref: FCC File No. BPCT—2780 Granted 2/28/61  
CP: BPCT—5064 Granted 5/17/78

©American Map Co., Inc., N.Y., No. 14244

## WITN-TV

Network Service: NBC.

Licensee: North Carolina Television Inc., Box 468 (27889).

Studio: 2.5-mi. S of Washington on U.S. 17.

Telephone: 919-946-3131. TWX No.: 510-924-1834.

Color: Network, live, film, slide & tape. News Wire Service: AP. News Film Service: NBC.

Ownership: W. R. Roberson Jr. & family, 61%; Wm. S. Page, 25%; W. E. Barnes, 10%; others, 4%.

Began Operation: Sept. 28, 1955.

Represented (legal) by Everett D. Johnston.

Represented (sales) by Katz Television.

Represented (engineering) by Cohen & Dippell.

Personnel:

- W. R. ROBERSON JR., chmn. & chief executive officer.
- DICK PAUL, president & chief operating officer.
- MICHAEL C. GRISHAM, national sales manager.
- W. E. BASS JR., v.p., local sales.
- PAUL OUGHTON, v.p., operations.
- ROBERT S. CULLER, regional sales manager.
- A. E. MANNING, v.p., engineering.
- HELEN S. JACKSON, sales service director.

JOHN RATCLIFFE III, production manager.

ROY HARDEE, v.p., news.

KAY CURRIE, woman's director.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11:30 p.m., daily.	\$875	\$600	Graded rates apply*	

\*Highest rate: \$375.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Beaufort	13,200	12,800	97
	Bertie	6,800	6,400	94
(Continued on page 623-b)				
Station Totals		607,700	587,700	96
Net Weekly Circulation (1976-77)				312,500
Average Daily Circulation (1976-77)				192,600

# COMING BY MID 1979: A TALL ONE!

Under construction... WITN-TV's NEW TALL ONE... A new transmitting facility including a 2,000 foot tower, new transmitter and attendant facilities. The data listed above is based on our present 1,549 foot tower. With the new 2,000 foot tower we will provide even greater coverage. WITN-TV the "must buy" station in Eastern North Carolina.



**NOW IN OUR 24th YEAR**

# 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"

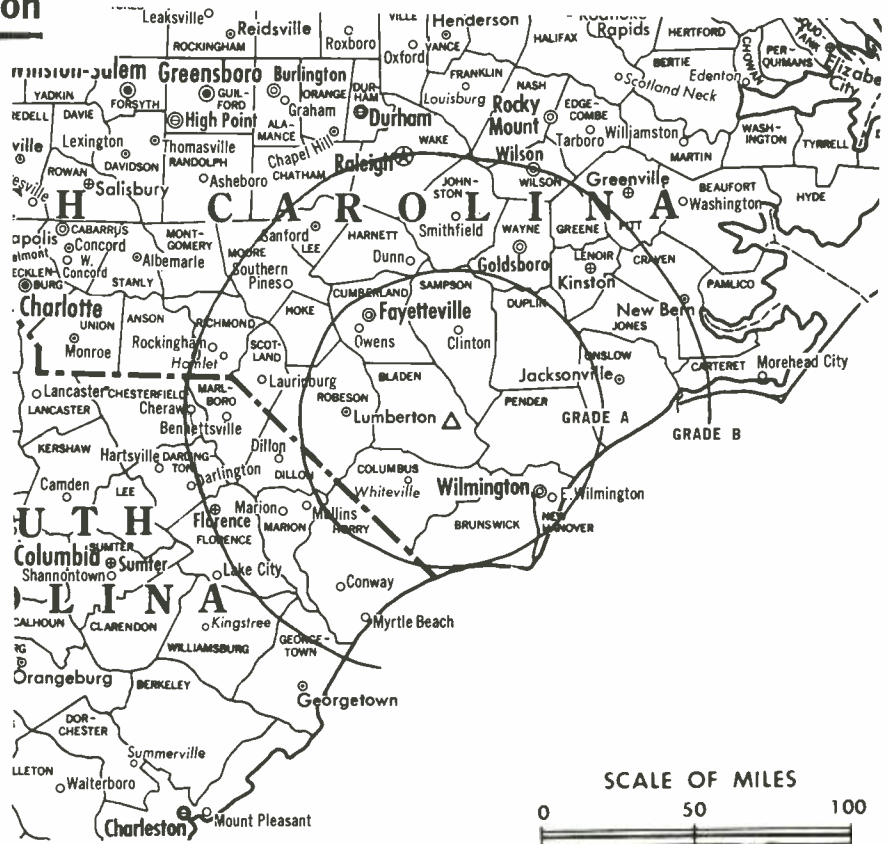
Transmitter: N.C. Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WECT Ref: FCC File No. BMPCT-6919 Granted 10/11/68

©American Map Co., Inc., N.Y., No. 14244

## WECT

Network Service: NBC.

Licensee: Atlantic Telecasting Corp., 322 Shipyard Blvd.

Studio: 322 Shipyard Blvd. (28401).

Telephone: 919-791-8070. TWX No.: 510-937-0314.

Ownership: Atlantic Pepsi-Cola Bottling Co. Inc., 100%.

Began 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 Katz Television.

Represented (legal) by Tharrington, Smith & Hargrove.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

PAUL A. BRISSETTE JR., president & general manager.  
BILL ELKS, v.p., technical operations.  
ERNIE WHITMEYER, v.p., production.  
C. D. MARTIN JR., v.p., sales.  
KENNETH R. MURPHY, v.p., news.  
HANK SANDERS, promotion & public relations director.

Highest 30 Sec. Rate (May 15, 1978): \$400.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Bladen	9,300	8,700	94
	Brunswick	11,000	10,500	96
	Columbus	16,200	15,400	95
<b>50% &amp; Over</b>	Cumberland	68,300	66,400	97
	Duplin	13,600	13,000	96
	Hoke	4,900	4,600	95
	Moore	14,700	14,100	96
	New Hanover	35,600	34,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Onslow	26,800	26,300	98
	Pender	6,900	6,500	94
	Robeson	28,500	27,200	95
	Sampson	16,000	15,400	96
<b>50% &amp; Over</b>	Scotland	9,600	9,200	96
<b>SOUTH CAROLINA</b>				
	Dillon	8,300	7,900	95
	Horry	28,500	27,300	96
	Marion	10,100	9,600	95
	Marlboro	8,800	8,400	95
<b>NORTH CAROLINA</b>				
	Harnett	18,100	17,500	97
	Jones	2,900	2,800	97
<b>Between 25-49%</b>	Richmond	14,100	13,600	97
<b>SOUTH CAROLINA</b>				
	Florence	31,200	30,200	97
<b>NORTH CAROLINA</b>				
	Carteret	13,000	12,600	97
	Chatham	10,500	10,100	97
	Greene	4,800	4,600	96
	Johnston	23,600	22,800	96
	Lee	11,400	11,100	97
	Lenoir	19,200	18,600	97
<b>Between 5-24%</b>	Montgomery	6,800	6,600	97
	Wayne	28,500	27,600	97
<b>SOUTH CAROLINA</b>				
	Chesterfield	11,100	10,600	95
	Darlington	17,800	17,100	96
	Georgetown	11,300	10,700	95
	Lee	4,900	4,600	94
<b>Station Totals</b>		<b>546,300</b>	<b>526,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>295,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>190,300</b>	

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Clay Broadcasting Corp., Box 2068, 615 N. Front St., Wilmington, N.C. (28401).

Studio: 615 N. Front St. (28401).

Telephone: 919-762-8581.

Ownership: Clay Communications Inc., publisher of Charleston Daily Mail, 80%; Lyell B. Clay, 20%. Clay Communications officers: Lyell B. Clay, chmn. of the board, 30.76%; John F. McGee, pres., 4.33%; Buckner Clay, v.p.-secy., 30.76%; George Diab, v.p., 1.0%; Charles Avampato, treas.; Julie Clark Alexander, 30.76%; others, 2.4%. Clay Communications also owns KFDX-TV, Wichita Falls & KJAC-TV, Port Arthur-Beaumont, both Tex. Clay Realty Co., controlled by Lyell B. Clay, is licensee of WCHV & WCCV (FM), Charlottesville, Va.

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; Ayers Inc.

Personnel:

GEORGE DIAB, president, Clay Broadcasting.  
MITCHELL SAIEED, general manager.  
HENRY E. SULLIVAN, sales manager.  
GEORGE ALLEN, operations manager.  
ROBERT PHILIPS, production manager.  
ART MADELEY, chief engineer.  
JOHN RANDT, news director.

### DIGEST OF RATE CARD NO. 14—(April 3, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$600	\$400	\$250	\$250	\$125

NETWORK BASE HOURLY RATE: \$525.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>					
		Bladen	9,300	8,700	94
		Brunswick	11,000	10,500	96
		Columbus	16,200	15,400	95
		New Hanover	35,600	34,700	97
<b>50% &amp; Over</b>		Pender	6,900	6,500	94
		Robeson	28,500	27,200	95
<b>SOUTH CAROLINA</b>					
		Horry	28,500	27,300	96
		Marion	10,100	9,600	95
<b>NORTH CAROLINA</b>					
		Duplin	13,600	13,000	96
		Onslow	26,800	26,300	98
<b>Between 25-49%</b>		Sampson	16,000	15,400	96
<b>SOUTH CAROLINA</b>					
		Dillon	8,300	7,900	95
<b>NORTH CAROLINA</b>					
		Cumberland	68,300	66,400	97
		Hoke	4,900	4,600	95
		Montgomery	6,800	6,600	97
		Scotland	9,600	9,200	96
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
		Darlington	17,800	17,100	96
		Florence	31,200	30,200	97
		Georgetown	11,300	10,700	95
		Marlboro	8,800	8,400	95
<b>Station Totals</b>			<b>369,500</b>	<b>355,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>163,900</b>
<b>Average Daily Circulation (1976-77)</b>					<b>96,400</b>



**WITN-TV, Washington**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Carteret	13,000	12,600	97
	Craven	22,600	22,100	98
	Duplin	13,600	13,000	96
	Edgecombe	17,300	16,700	97
	Greene	4,800	4,600	96
	Halifax	17,000	16,100	95
	Hyde	2,100	1,900	93
<b>50% &amp; Over</b>	Johnston	23,600	22,800	96
	Jones	2,900	2,800	97
	Lenoir	19,200	18,600	97
	Martin	8,000	7,700	97
	Nash	22,200	21,400	97
	Onslow	26,800	26,300	98
	Pamlico	3,400	3,300	97
	Pitt	24,400	23,600	97
	Tyrrell	1,500	1,400	94
	Washington	4,600	4,400	96
	Wayne	28,500	27,600	97
	Wilson	20,000	19,300	97

<b>NORTH CAROLINA</b>				
	Chowan	4,000	3,900	97
<b>Between 25-49%</b>	Franklin	9,400	9,000	95
	Northampton	6,800	6,400	95
	Pender	6,900	6,500	94
	Sampson	16,000	15,400	96
	Vance	10,900	10,500	97

<b>NORTH CAROLINA</b>				
	Columbus	16,200	15,400	95
	Cumberland	68,300	66,400	97
	Dare	3,400	3,200	94
<b>Between 5-24%</b>	Gates	2,700	2,600	94
	Harnett	18,100	17,500	97
	Hertford	7,400	7,100	96
	New Hanover	35,600	34,700	97
	Pasquotank	9,400	9,100	97
	Wake	91,400	89,200	98
	Warren	5,700	5,400	94

**WTVD, Durham**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>VIRGINIA</b> Pittsylvania	36,800	35,600	97

<b>NORTH CAROLINA</b>				
	Caswell	6,100	5,900	96
	Columbus	16,200	15,400	95
	Guilford	104,600	102,700	98
	Martin	8,000	7,700	97
	Montgomery	6,800	6,600	97
	Northampton	6,800	6,400	95
	Onslow	26,800	26,300	98
<b>Between 5-24%</b>	Pender	6,900	6,500	94
	Randolph	29,300	28,600	97
	Richmond	14,100	13,600	97

<b>SOUTH CAROLINA</b>				
	Marlboro	8,800	8,400	95
<b>VIRGINIA</b>				
	Brunswick	4,700	4,500	95
	Halifax	11,700	11,200	96
	Lunenburg	4,000	3,800	96

**North Carolina**

**WRAL-TV, Raleigh**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Durham	50,000	48,500	97
	Edgecombe	17,300	16,700	97
	Franklin	9,400	9,000	95
	Granville	9,400	9,000	96
	Greene	4,800	4,600	96
	Halifax	17,000	16,100	95
	Harnett	18,100	17,500	97
	Hoke	4,900	4,600	95
	Johnston	23,600	22,800	96
<b>50% &amp; Over</b>	Lee	11,400	11,100	97
	Moore	14,700	14,100	96
	Nash	22,200	21,400	97
	Orange	22,600	21,700	96
	Person	8,800	8,500	97
	Sampson	16,000	15,400	96
	Scotland	9,600	9,200	96
	Vance	10,900	10,500	97
	Wake	91,400	89,200	98
	Warren	5,700	5,400	94
	Wayne	28,500	27,600	97
	Wilson	20,000	19,300	97
<b>VIRGINIA</b>				
	Mecklenburg	9,300	8,900	95

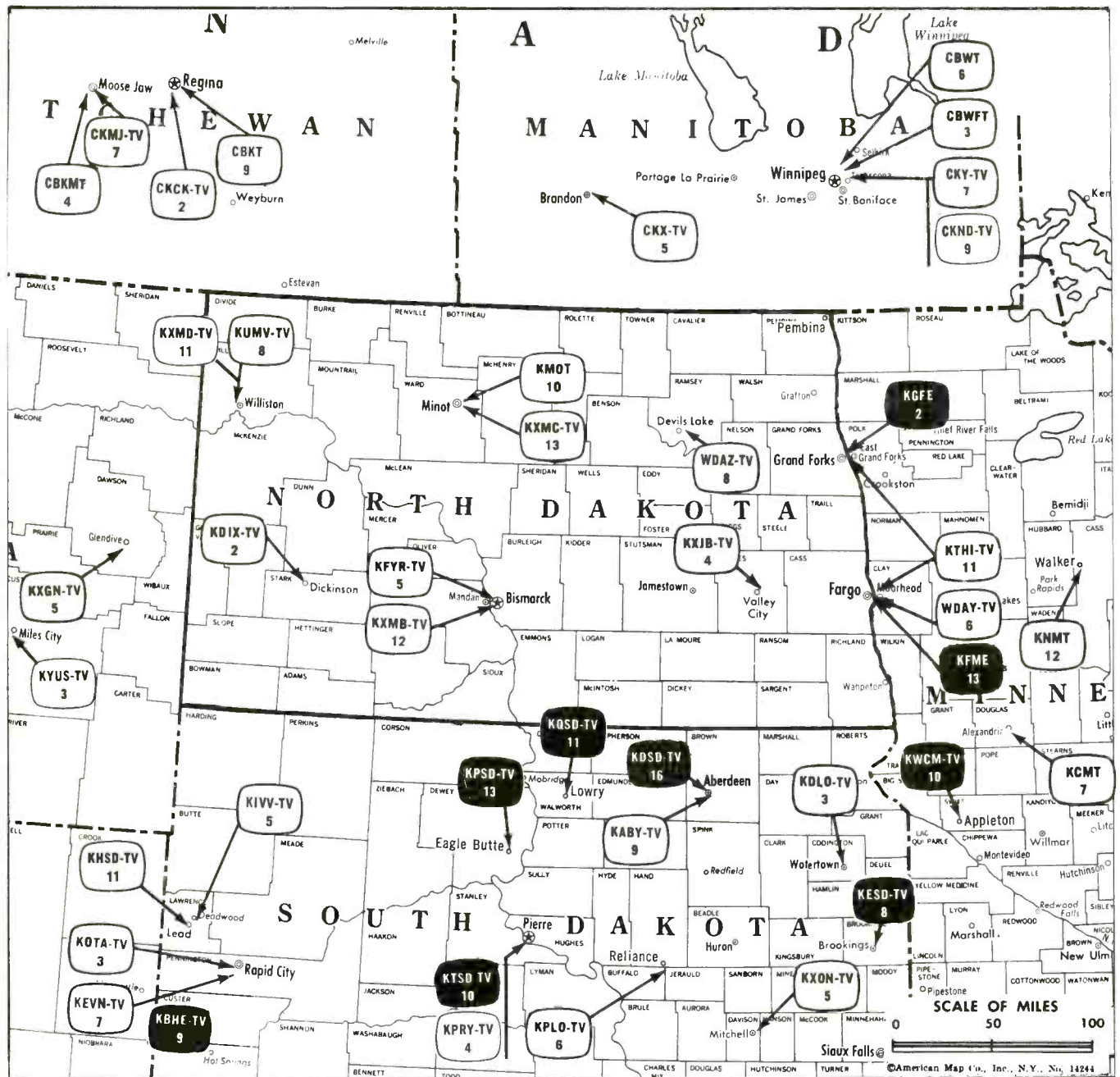
<b>NORTH CAROLINA</b>				
	Alamance	35,000	34,400	98
	Caswell	6,100	5,900	96
<b>Between 25-49%</b>	Duplin	13,600	13,000	96
	Montgomery	6,800	6,600	97
	Northampton	6,800	6,400	95
	Randolph	29,300	28,600	97
	Robeson	28,500	27,200	95

<b>NORTH CAROLINA</b>				
	Bertie	6,800	6,400	94
	Bladen	9,300	8,700	94
	Columbus	16,200	15,400	95
	Guilford	104,600	102,700	98
	Jones	2,900	2,800	97
	Lenoir	19,200	18,600	97
	Martin	8,000	7,700	97
	New Hanover	35,600	34,700	97
	Onslow	26,800	26,300	98
<b>Between 5-24%</b>	Pender	6,900	6,500	94
	Pitt	24,400	23,600	97
	Richmond	14,100	13,600	97
	Rockingham	27,200	26,600	98

<b>SOUTH CAROLINA</b>				
	Marlboro	8,800	8,400	95
<b>VIRGINIA</b>				
	Brunswick	4,700	4,500	95
	Halifax	11,700	11,200	96
	Pittsylvania	36,800	35,600	97

For North Carolina Cable Systems & Translators,  
see Services Volume

# North Dakota



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Fargo	111,000	103	189,800	96
Minot-Bismarck-Dickinson	65,000	137	117,000	145

## North Dakota Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	12	0	12
Educational Television Stations	2	0	2
			14

**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: Prairie Public Television 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"

**KGFE**  
**Grand Forks**  
Ch. 2

Non-Commercial Educational Station

Licensee: Prairie Public Television Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1337-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude 48° 08' 24"  
Longitude 97° 59' 38"

**KTHI-TV, Fargo**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Grant	2,500	2,500	98
	Hubbard	4,500	4,100	92
	Lake Of The Woods	1,600	1,400	87
<b>NORTH DAKOTA</b>				
	Bottineau	2,700	2,600	97
	Cavalier	4,700	4,400	93
Between 5-24%	Logan	1,300	1,300	96
	Morton	7,200	7,000	97
	Pierce	2,200	2,100	96
	Rolette	3,500	3,200	93
	Stark	5,700	5,500	97
	Ward	18,700	18,300	98
<b>SOUTH DAKOTA</b>				
	Roberts	3,800	3,700	96

**North Dakota**

**KFYR-TV, Bismarck**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA—(Continued)</b>				
	Renville	1,300	1,300	99
	Rolette	3,500	3,200	93
	Sheridan	1,000	1,000	97
	Sioux	800	700	92
	Stark	5,700	5,500	97
	Ward	18,700	18,300	98
	Wells	2,300	2,200	97
	Williams	6,700	6,500	97
50% & Over	<b>SOUTH DAKOTA</b>			
	Campbell	900	800	94
	Corson	1,300	1,200	92
	Dewey	1,800	1,700	92
	Mc Pherson	1,500	1,400	95
	Perkins	1,600	1,500	94
	Potter	1,300	1,300	97
	Walworth	2,700	2,600	95
<b>NORTH DAKOTA</b>				
Between 25-49%	Foster	1,400	1,400	97
	Stutsman	7,900	7,800	99
<b>NORTH DAKOTA</b>				
	Benson	2,600	2,500	96
	Dickey	2,600	2,500	96
	Eddy	1,300	1,300	98
	La Moure	2,400	2,300	97
	Slope	400	400	97
Between 5-24%	Towner	1,300	1,300	96
<b>SOUTH DAKOTA</b>				
	Stanley	800	800	95
	Ziebach	800	700	89
<b>WYOMING</b>				
	Crook	1,600	1,500	92

**KXJB-TV, Valley City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA</b>				
	Bottineau	2,700	2,600	97
	Cavalier	4,700	4,400	93
	Logan	1,300	1,300	96
Between 5-24%	Pierce	2,200	2,100	96
	Towner	1,300	1,300	96
<b>SOUTH DAKOTA</b>				
	Marshall	2,100	2,000	95
	Roberts	3,800	3,700	96

*Hogan-Feldmann, Inc.*

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# 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: KYYY, 45-kw, 92.9 MHz (No. 225), 1402-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

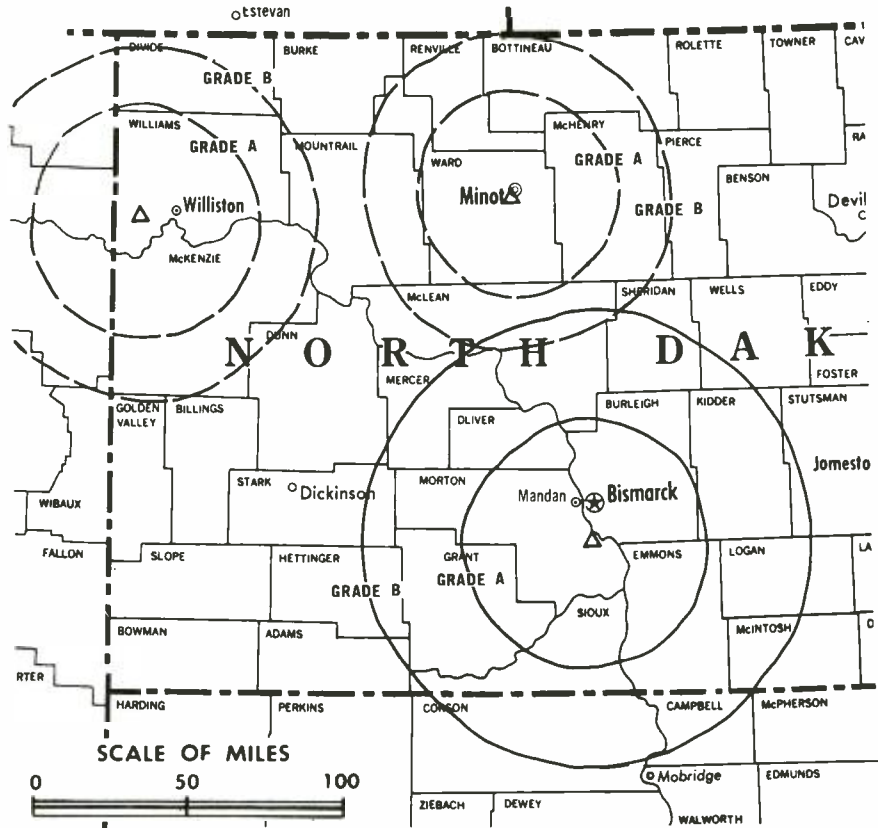
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Meyer Bcstg. Co., Broadway at Fourth.

Studio: Broadway at Fourth (58501).

Telephone: 701-223-0900.

TWX No.: 910-677-2339.

Ownership: William Ekberg, pres., 1%; Mrs. Marietta Meyer Ekberg, 91%. Meyer Bcstg. owns KUMV-TV, Williston; KMOT (TV) & KIZZ (FM), Minot & Bismarck Cable TV; radios KYYA (FM), Billings, Mont.; KEIN (AM), Great Falls, Mont.; KFYR & KYYY (FM), Bismarck.

Began Operation: Dec. 19, 1953.

Represented (sales) by Blair Television; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Charles Smith.

Personnel:

WILLIAM EKBERG, president & general manager.

DAVE STUART, national sales manager.

CARL ZELLER, director of engineering.

CLAIRE ANNE HOLMBERG, station manager.

### DIGEST OF RATE CARD NO. 1-76D

(Sept. 20, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$840	\$505	\$389	\$330	\$140	\$140	\$70

Rates include satellites KMOT, Minot & KUMV-TV, Williston, N.D.

NETWORK BASE HOURLY RATE: \$350.

Arbitron Data: Figures include Satellites  
KUMV-TV, Williston & KMOT, Minot.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
	Daniels	1,400	1,300	95
	Dawson	3,300	3,100	95
	Mc Cone	900	800	93
	Richland	3,400	3,300	96
	Roosevelt	3,200	3,100	96
	Sheridan	2,200	2,100	97
	Valley	4,900	4,600	93
	Wibaux	400	400	95
<b>NORTH DAKOTA</b>				
	Adams	1,200	1,200	96
	Billings	300	300	97
	Bottineau	2,700	2,600	97
	Bowman	1,200	1,200	96
	Burke	1,400	1,400	96
	Burleigh	16,000	15,700	98
50% & Over	Divide	1,600	1,500	95
	Dunn	1,400	1,300	96
	Emmons	1,900	1,800	97
	Golden Valley	800	800	98
	Grant	1,500	1,400	96
	Hettinger	1,600	1,600	97
	Kidder	1,200	1,200	98
	Logan	1,300	1,300	96
	Mc Henry	2,900	2,800	97
	Mc Intosh	1,800	1,700	95
	Mc Kenzie	1,900	1,800	97
	Mc Lean	4,000	3,900	98
	Mercer	2,000	1,900	95
	Morton	7,200	7,000	97
	Mountrail	2,900	2,800	97
	Oliver	700	700	97
	Pierce	2,200	2,100	96

(Continued on page 625-b)

Station Totals	153,600	148,400	96
Net Weekly Circulation (1976-77)			119,700
Average Daily Circulation (1976-77)			95,900

# North Dakota—Bismarck

## KXMB-TV

Ch. 12

[Satellite of KXMC-TV, Minot, N.D.]

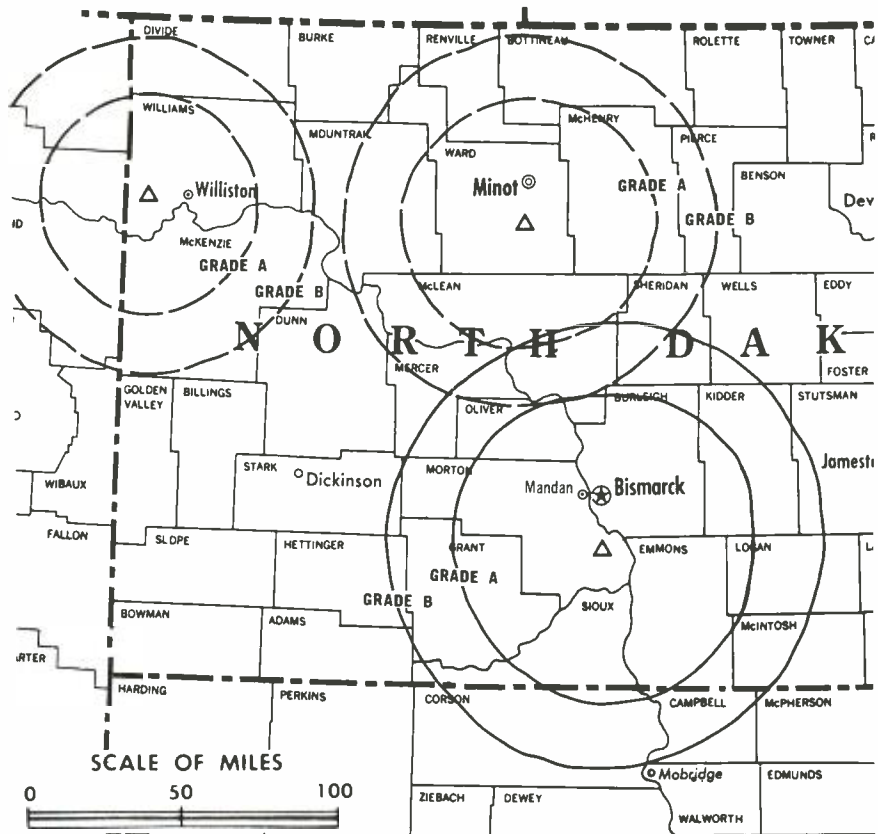
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"  
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron study (see page 4-b).

KXMB-TV Ref: FCC File No. BMPCT-7664 Granted 2/15/77

© American Map Co., Inc., N.Y., No. 14244

## KXMB-TV

Network Service: CBS, ABC.

Licensee: Bismarck TV Inc., Box 1686, Minot, N.D.

Business Office: 1811 North 15, Bismarck, N.D. (58501).

Telephone: 701-223-9197.

Studio: 1811 North 15, Bismarck.

Ownership: See KXMC-TV, Minot.

Began Operation: Nov. 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales) by Katz Television Inc., The Hurley Co. (regional).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

JOHN VON RUEDEN, manager.

JOHN KRANCE, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot; KXMD-TV, Williston & KDIX-TV, Dickinson, all N.D.

NETWORK BASE HOURLY RATE: \$198.

Arbitron Data included with  
KXMC-TV, Minot, N.D.

**THE**  
**TED HEPBURN**  
**COMPANY**

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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"

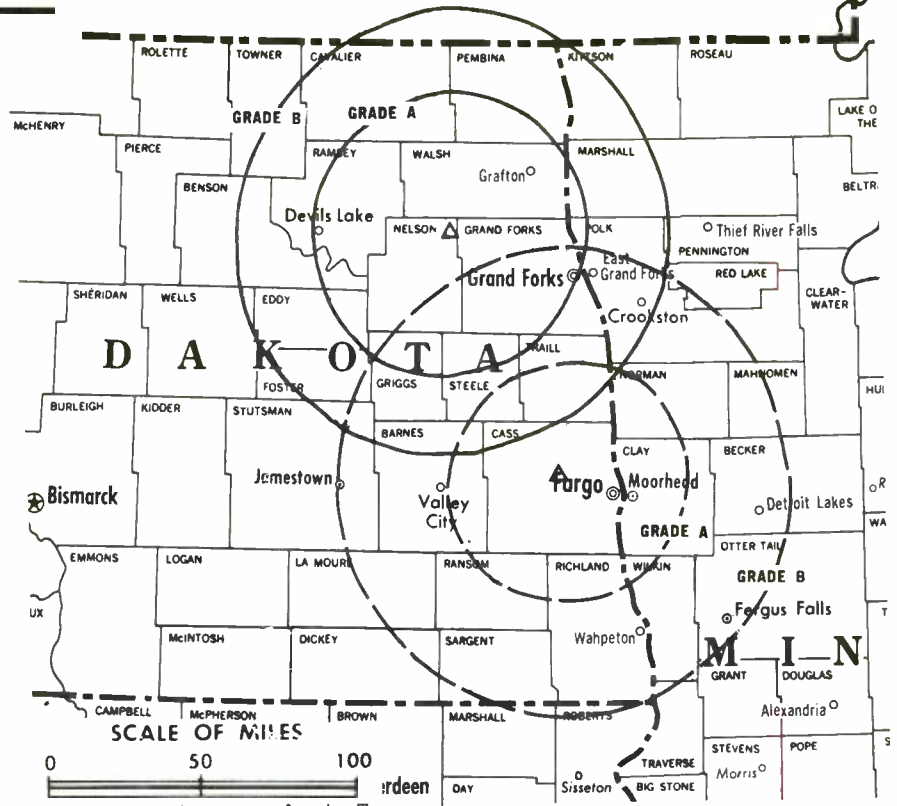
Transmitter: 9-mi. N of Petersburg,  
N.D.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

News Film Service: NBC.

Map Note: Contours calculated by re-  
vised Sec. 73.699 of FCC Rules not  
available.



County coverage based on Arbitron study (see  
page 4-b).

WDAZ-TV Ref: FCC File No. BPCT-3442 Granted 4/20/66

©American Map Co., Inc., N.Y., No. 14244

## WDAZ-TV

Network Service: NBC.

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 Mc-  
Dermott Ltd. (Canada).

Represented (legal) by Marmet Professional Corp.

Personnel:

CURT SORBO, station manager.

CHUCK BUNDLIE, news director.

Rates: Sold in combination with WDAY-TV, Fargo, N.D. Separate  
rates available on request.

NETWORK BASE HOURLY RATE: \$150.

Arbitron Data for this Station included with  
parent WDAY-TV, Fargo.

## WDAY-TV, Fargo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA—(Continued)				
50% & Over	La Moure	2,400	2,300	97
	Nelson	2,000	2,000	98
	Pembina	3,800	3,600	94
	Ramsey	4,400	4,300	97

## WDAY-TV—(Continued)

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA—(Continued)				
50% & Over	Ransom	2,500	2,400	98
	Richland	7,000	6,800	98
	Sargent	2,000	2,000	98
	Steele	1,500	1,500	98
	Stutsman	7,900	7,800	99
	Towner	1,300	1,300	96
	Traill	3,200	3,200	99
	Walsh	5,400	5,300	98
Wells	2,300	2,200	97	
MINNESOTA				
Between 25-49%	Lake Of The Woods	1,600	1,400	87
	Pierce	2,200	2,100	96
	Rolette	3,500	3,200	93
SOUTH DAKOTA				
	Roberts	3,800	3,700	96
MINNESOTA				
Between 5-24%	Beltrami	10,000	9,200	92
	Grant	2,500	2,500	98
	Hubbard	4,500	4,100	92
	Traverse	2,300	2,200	97
NORTH DAKOTA				
	Burleigh	16,000	15,700	98
	Logan	1,300	1,300	96
	Morton	7,200	7,000	97
SOUTH DAKOTA				
	Marshall	2,100	2,000	95

# North Dakota—Dickinson

## KDIX-TV

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"

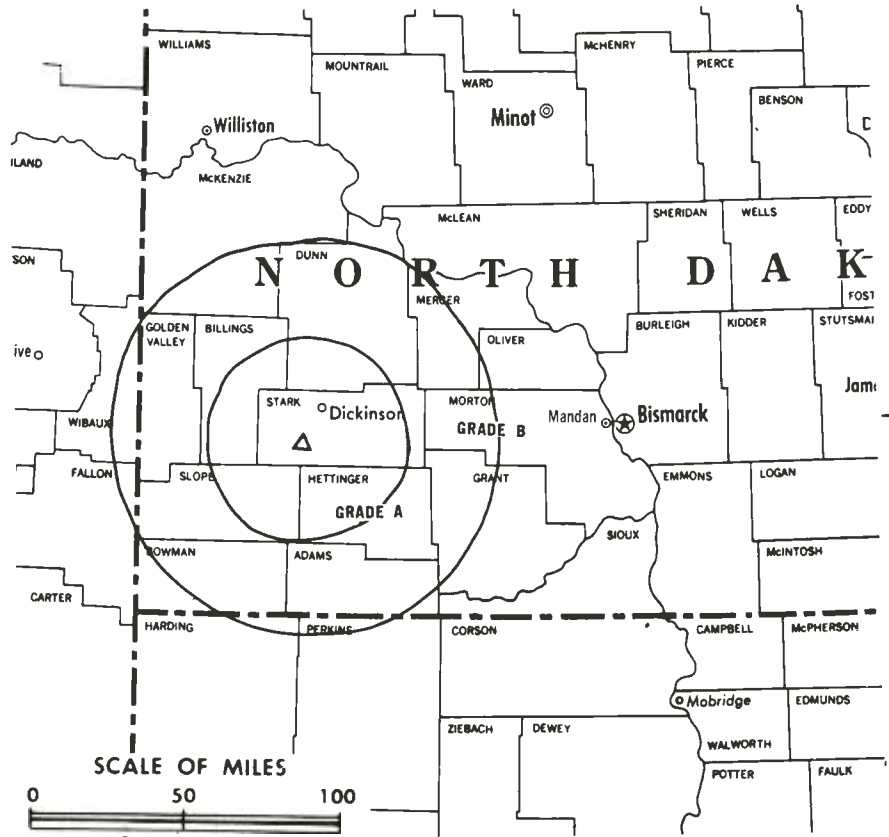
Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

AM Affiliate: KDIX, 1-kw, 1230 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Arbitron Data: Included with KXMC-TV, Minot, N.D.



County coverage based on Arbitron study (see page 4-b).

KDIX-TV Ref: FCC File No. BPCT-3391 Granted 3/16/65

©American Map Co., Inc., N.Y., No. 14244

## 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 Katz Television Inc.; The Hurley Co. (Minneapolis).

Represented (legal) by Wilner & Scheiner.

Personnel:

STANLEY DECK, president.

LAUREN HAACKE, general manager.

WARREN VRANNA, station & sales manager.

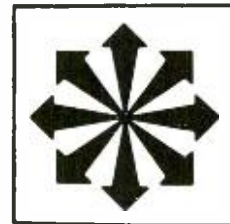
M. J. MESSMER, operations director.

ROBERT STOCKERT, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot, N.D.

NETWORK BASE HOURLY RATE: \$100.

# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151

# North Dakota—Fargo-Grand Forks

## KTHI-TV

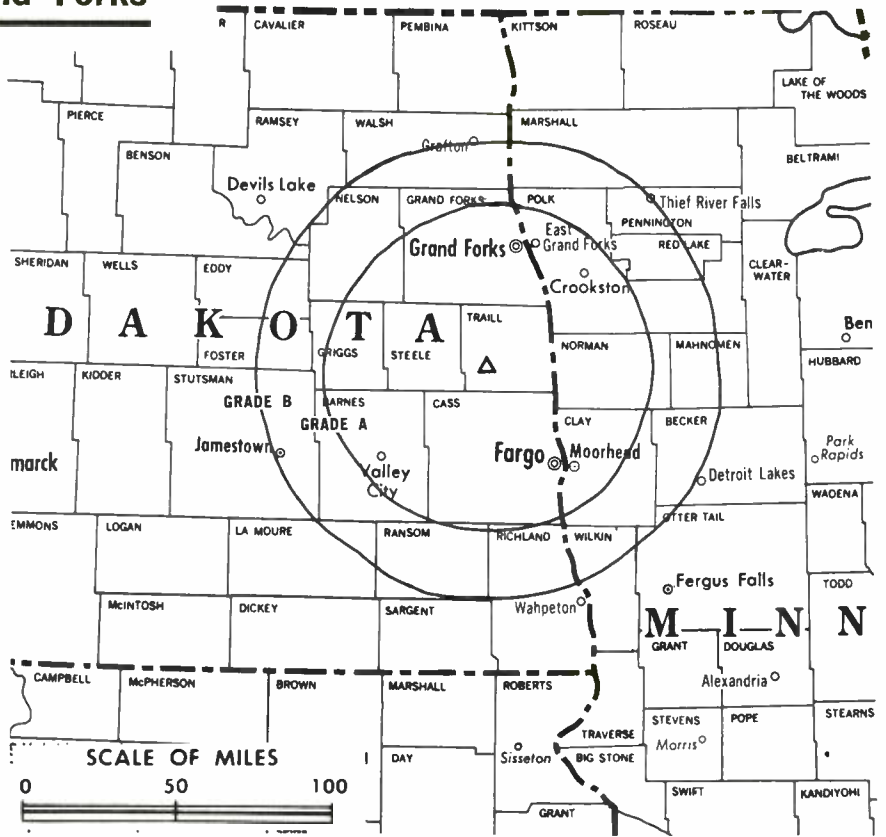
Ch. 11

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° 20' 36"  
Longitude 97° 17' 17"

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.: 910-673-8302.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Represented (sales) by Avery-Knodel.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Spokane Television Inc., 1350 21st Ave. S., Fargo (58102).

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 (legal) by Stambler & Shrinky.

Personnel:

WAYNE F. McNULTY, executive vice president.  
PAUL WICKRE, general sales & station manager.  
DAVE KNUDTSON, operations manager.  
ROGER JOHNSON, chief engineer.

### DIGEST OF RATE CARD NO. 30—(Sept. 11, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.	\$1250	\$700	\$400	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Becker	9,300	9,000	96
	Clay	15,100	14,900	99
	Clearwater	2,900	2,700	93
	Kittson	2,400	2,300	94
	Mahnomen	1,800	1,700	96
	Marshall	4,900	4,700	96
	Norman	3,500	3,400	96
	Pennington	5,200	4,900	95
	Polk	12,000	11,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA—(Continued)</b>			
	Red Lake	1,600	1,500	97
	Wilkin	2,700	2,700	98
	<b>NORTH DAKOTA</b>			
	Barnes	4,700	4,600	98
	Cass	28,600	28,100	98
	Dickey	2,600	2,500	96
	Eddy	1,300	1,300	98
	Foster	1,400	1,400	97
	Grand Forks	19,600	19,300	98
	Griggs	1,500	1,500	98
	La Moure	2,400	2,300	97
	Nelson	2,000	2,000	98
	Pembina	3,800	3,600	94
	Ramsey	4,400	4,300	97
	Ransom	2,500	2,400	98
	Richland	7,000	6,800	98
	Sargent	2,000	2,000	98
	Steele	1,500	1,500	98
	Stutsman	7,900	7,800	99
Trail	3,200	3,200	99	
Walsh	5,400	5,300	98	
Between 25-49%	<b>MINNESOTA</b>			
	Beltrami	10,000	9,200	92
	Otter Tail	17,800	17,100	96
	Roseau	4,100	3,700	89
	Traverse	2,300	2,200	97
Between 25-49%	<b>NORTH DAKOTA</b>			
	Benson	2,600	2,500	96
	Burleigh	16,000	15,700	98
	Towner	1,300	1,300	96
	Wells	2,300	2,200	97
(Continued on page 625-b)				
<b>Station Totals</b>		<b>278,000</b>	<b>269,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>164,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>102,700</b>



## 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.

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

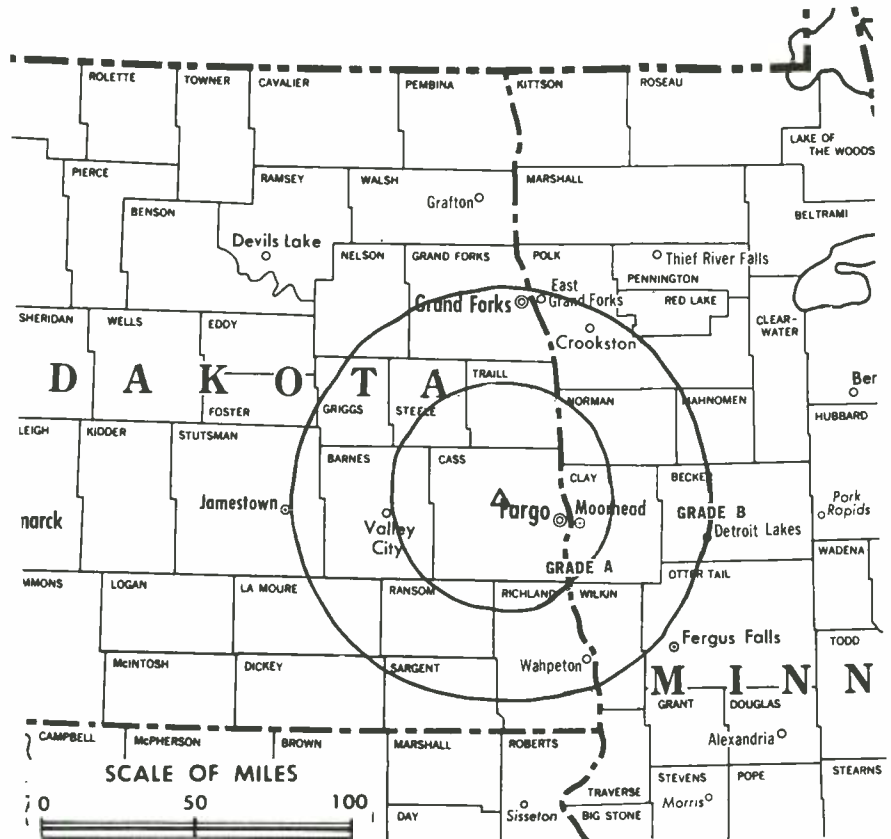
FM Affiliate: WDAY-FM, 42-kw, 93.7 MHz (No. 229), 1150-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WDAY-TV Ref: FCC File No. BPCT-2499 Granted 7/31/58

©American Map Co., Inc. N.Y., No. 14244

## WDAY-TV

Network Service: NBC.

Licensee: WDAY Inc., Box 2466, 207 N. 5th St.

Studio: 207 N. 5th St. (58102).

Telephone: 701-237-6500. TWX No.: 910-673-8301.

Ownership: Forum Publishing Co., 55.56%; Norman D. Black Jr. Trust (Jane B. Marcil, William C. Marcil, Mary B. Lewis, Peter D. Lewis, trustees), 4.63%; William Lontz, treas., 6.15%; John D. Paulson, 2.96%; 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 Stern, 1.78%; Anne Selvig, 1.78%. Forum Publishing Co. publishes The Fargo Forum. Forum Publishing ownership: Norman D. Black Jr. Trust, Nancy Jane Black Marcil & Mary Margaret Black Lewis, trustees, 39.4%; John D. Paulson, secy., 14.9%; William C. Lontz, treas., 7.6%; N. D. Black estate (Margaret B. Forman, trustee), 22.4%; Donald D. Lontz, 7.6%; four others, none holding more than 2%. Forum owns KSFY-TV, Sioux Falls; KABY-TV, Aberdeen; KPRY-TV, Pierre, all S.D. WDAY Inc. owns KMMJ (AM), Grand Island, Neb.

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales) by Peters, Griffin, Woodward Inc.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Marmet Professional Corp.

Personnel:

WILLIAM C. MARCIL, president.  
SCOTT PARK, general manager.  
JIM SAUERESSIG, sales manager.  
SUMNER RASMUSSEN, technical director.  
ROY PEDERSEN, promotion & merchandising manager.  
NORM SCHRADER, news director.

Arbitron Data: Figures include coverage of satellite WDAZ-TV, Devils Lake, N.D.

### DIGEST OF RATE CARD—(Sept. 19, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
6:30-10:30 p.m., daily.	\$1250	\$800	\$600	\$450	Graded rates apply*	

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MINNESOTA</b>				
		Becker	9,300	9,000	96
		Clay	15,100	14,900	99
		Clearwater	2,900	2,700	93
		Kittson	2,400	2,300	94
		Mahnomen	1,800	1,700	96
		Marshall	4,900	4,700	96
		Norman	3,500	3,400	96
		Otter Tail	17,800	17,100	96
		Pennington	5,200	4,900	95
		Polk	12,000	11,700	97
		Red Lake	1,600	1,500	97
		Roseau	4,100	3,700	89
		Wilkin	2,700	2,700	98
	<b>NORTH DAKOTA</b>				
	Barnes	4,700	4,600	98	
	Benson	2,600	2,500	96	
	Cass	28,600	28,100	98	
	Cavalier	4,700	4,400	93	
	Dickey	2,600	2,500	96	
	Eddy	1,300	1,300	98	
	Foster	1,400	1,400	97	
	Grand Forks	19,600	19,300	98	
	Griggs	1,500	1,500	98	

(Continued on page 628-b)

Station Totals	253,000	245,000	96
Net Weekly Circulation (1976-77)			183,100
Average Daily Circulation (1976-77)			135,800

# 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.

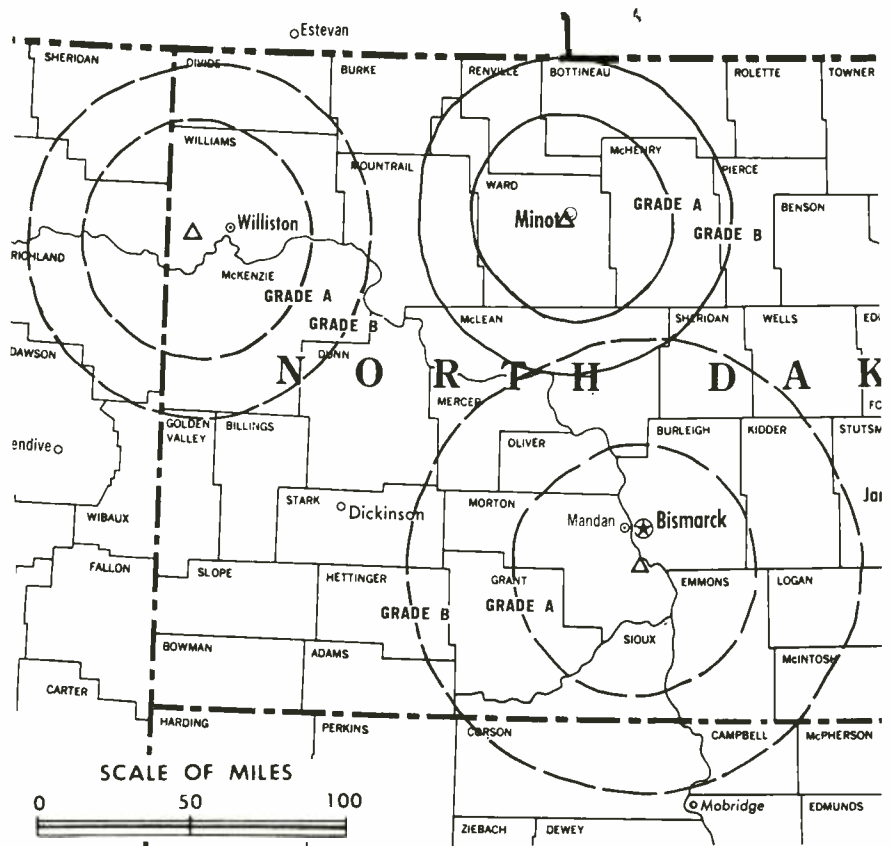
Latitude 48° 12' 56"

Longitude 101° 19' 05"

Transmitter: Southdale, Minot, N.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron 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

Network Service: NBC.

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.

Represented (legal) by Hogan & Hartson.

### Personnel:

WILLIAM EKBERG, president & general manager (Bismarck).  
 STAN WILSON, station manager.  
 DAVE STUART, national sales manager (Bismarck).  
 RAMON SWENSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$117.

Arbitron Data: Included with parent KFYP-TV,  
 Bismarck

**The Next Time You Have a Programming,  
 Sales or Promotion Problem, Think of  
 Arbitron Information on Demand.**

**We Haven't Been Stumped Yet!**

**Arbitron  
 Information  
 On Demand**



**AID®**

**ARBITRON TELEVISION**

New York

Chicago

Atlanta

Los Angeles

San Francisco

Dallas

Washington

# North Dakota—Minot

## KXMC-TV

Ch. 13

[Operates satellites KXMB-TV, Bismarck & KXMD-TV, Williston, N.D.]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-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.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KCJB-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

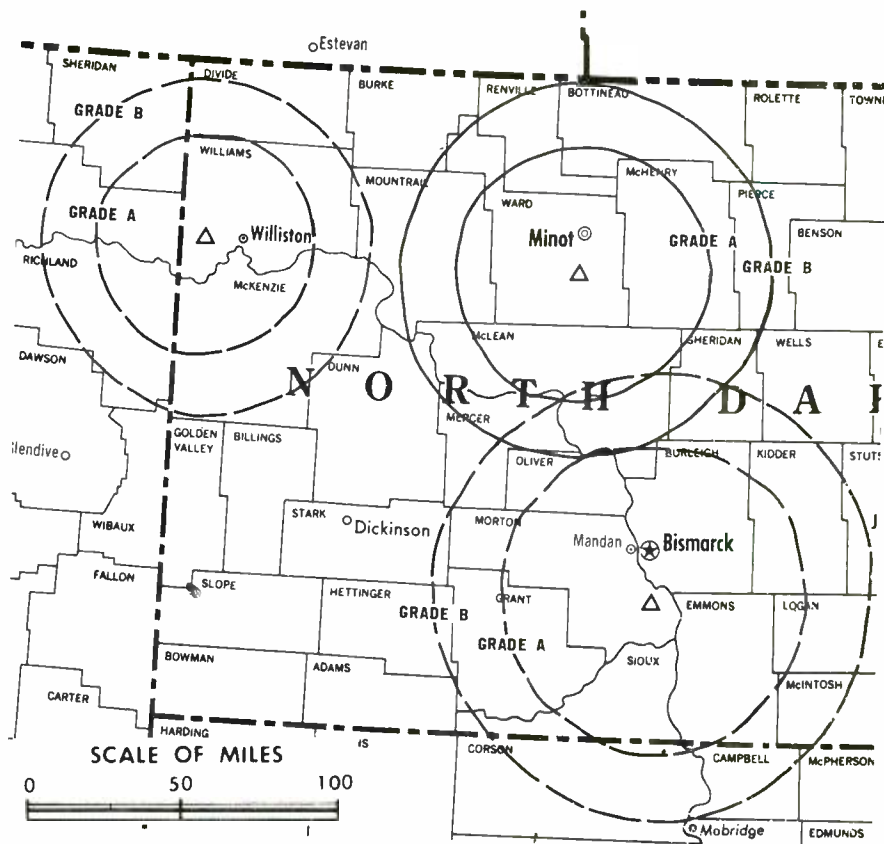
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KXMC-TV Ref: FCC File No. BPCT-4524 Granted 8/29/72

©American Map Co., Inc., N.Y., No. 14244

## KXMC-TV

Network Service: ABC, CBS.

Licensee: KXMC-TV Inc., KXMC Bldg., Minot, N.D. (58701).

Studio: KXMC Building.

Telephone: 701-852-2104. TWX No.: 910-675-2496.

Ownership: Chester Reiten, pres., 55%; W. L. Hurley, v.p., 45%. They also own KXMD-TV, Williston; KXMB-TV, Bismarck & KCJB-AM-FM, 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 Katz Television; The Hurley Co. (regional).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

CHESTER REITEN, president.

HENRY BEUCHLER, general manager.

ROD ROMINE, program director.

DUANE AASE, chief engineer.

### DIGEST OF RATE CARD NO. P1

(Jan. 31, 1977)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$700 \$500 \$400 \$300 Graded rates apply\*

\*Highest rate: \$210.

Rates: Sold in combination with KXMB-TV, Bismarck; KXMD-TV, Williston and KDIX-TV, Dickinson.

NETWORK BASE HOURLY RATE: \$298.

Arbitron Data: Figures include KXMB-TV, Bismarck; KDIX-TV, Dickinson & KXMD-TV, Williston, N.D.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
	Carter	600	500	91
	Daniels	1,400	1,300	95
	Fallon	1,300	1,200	94
	Mc Cone	900	800	93
	Richland	3,400	3,300	96
	Roosevelt	3,200	3,100	96
	Sheridan	2,200	2,100	97
	Wibaux	400	400	95
<b>NORTH DAKOTA</b>				
	Adams	1,200	1,200	96
	Benson	2,600	2,500	96
	Billings	300	300	97
	Bottineau	2,700	2,600	97
	Bowman	1,200	1,200	96
	Burke	1,400	1,400	96
	Burleigh	16,000	15,700	98
	Divide	1,600	1,500	95
	Dunn	1,400	1,300	96
	Emmons	1,900	1,800	97
	Golden Valley	800	800	98
	Grant	1,500	1,400	96
	Hettinger	1,600	1,600	97
	Kidder	1,200	1,200	98
	Logan	1,300	1,300	96
	Mc Henry	2,900	2,800	97
	Mc Intosh	1,800	1,700	95
	Mc Kenzie	1,900	1,800	97
	Mc Lean	4,000	3,900	98
	Mercer	2,000	1,900	95
	Morton	7,200	7,000	97
	Mountrail	2,900	2,800	97

50% & Over

(Continued on page 636-b)

Station Totals	151,100	145,900	96
Net Weekly Circulation (1976-77)			112,200
Average Daily Circulation (1976-77)			82,500

# North Dakota—Valley City (Fargo)

## KXJB-TV

Ch. 4

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.

Represented (engineering) by A. D. Ring & Associates.

Represented (sales) by Katz Television; The Hurley Co. (Minneapolis).

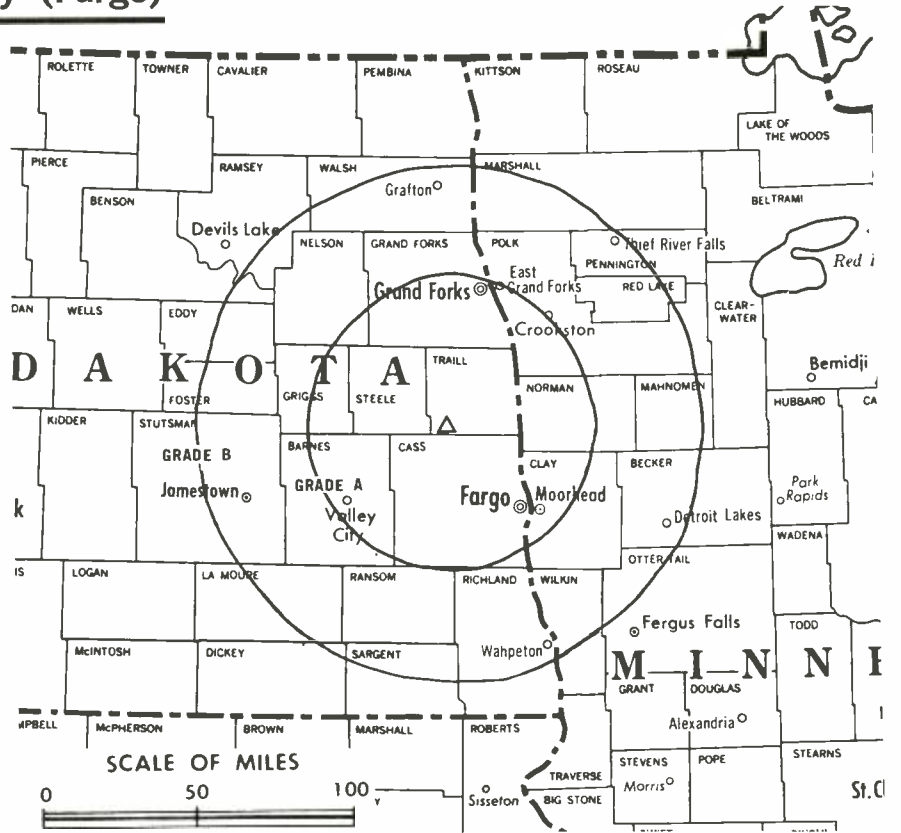
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 1-b).



KXJB-TV Ref: FCC File No. BPCT-3088 Granted 7/24/64

© American Map Co., Inc., N.Y., No. 14241

## KXJB-TV

Network Service: CBS.

Licensee: North American Communication Corp., 4000 W. Main Ave., Fargo, N.D. (58102).

Studio: 4000 W. Main Ave., Fargo.

Telephone: 701-282-0444, Fargo. TWX No.: 910-673-8307.

Ownership: North Dakota Bcstg. Co. Inc. North Dakota is a wholly-owned subsidiary of Community Development Co. Inc., a holding company which is controlled by its president, John W. Boler.

Began Operation: July 12, 1954.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

JOHN W. BOLER, president.

JAMES ADELSON, vice president & operations manager.

HAROLD MICHAELS, general sales manager.

JAMES PERKINS, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MINNESOTA</b>				
	Becker	9,300	9,000	96
	Clay	15,100	14,900	99
	Clearwater	2,900	2,700	93
	Kittson	2,400	2,300	94
	Mahnomen	1,800	1,700	96
	Marshall	4,900	4,700	96
<b>50% &amp; Over</b>	Norman	3,500	3,400	96
	Otter Tail	17,800	17,100	96
	Pennington	5,200	4,900	95
	Polk	12,000	11,700	97
	Red Lake	1,600	1,500	97
	Roseau	4,100	3,700	89
	Wilkin	2,700	2,700	98
<b>NORTH DAKOTA</b>				
	Barnes	4,700	4,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH DAKOTA—(Continued)</b>				
	Cass	28,600	28,100	98
	Dickey	2,600	2,500	96
	Eddy	1,300	1,300	98
	Foster	1,400	1,400	97
	Grand Forks	19,600	19,300	98
	Griggs	1,500	1,500	98
	La Moure	2,400	2,300	97
<b>50% &amp; Over</b>	Nelson	2,000	2,000	98
	Pembina	3,800	3,600	94
	Ramsey	4,400	4,300	97
	Ransom	2,500	2,400	98
	Richland	7,000	6,800	98
	Sargent	2,000	2,000	98
	Steele	1,500	1,500	98
	Stutsman	7,900	7,800	99
	Traill	3,200	3,200	99
	Walsh	5,400	5,300	98
<b>MINNESOTA</b>				
	Grant	2,500	2,500	98
	Hubbard	4,500	4,100	92
<b>Between 25-49%</b>	Lake Of The Woods	1,600	1,400	87
<b>NORTH DAKOTA</b>				
	Benson	2,600	2,500	96
	Wells	2,300	2,200	97
<b>MINNESOTA</b>				
<b>Between 5-24%</b>	Beltrami	10,000	9,200	92
	Koochiching	6,000	5,600	94
	Traverse	2,300	2,200	97
(Continued on page 625-b)				
<b>Station Totals</b>		<b>235,000</b>	<b>227,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>173,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>121,900</b>	

# North Dakota—Williston

## KUMV-TV

Ch. 8

[Satellite of KFYP-TV, Bismarck]

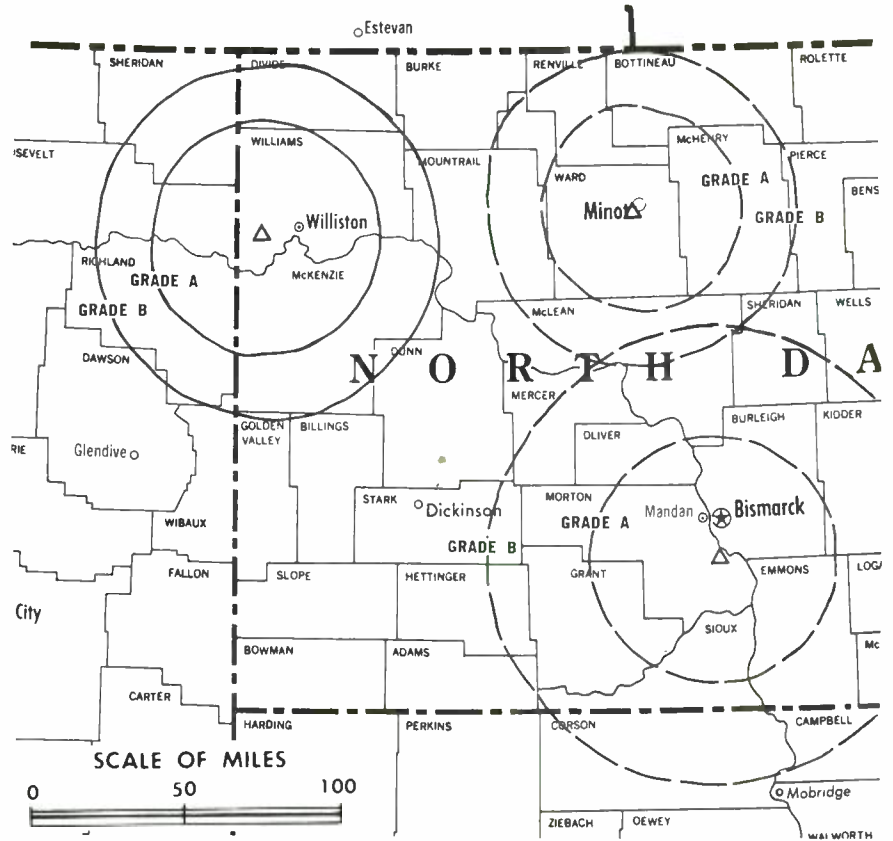
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 166-kw visual, 33.1-kw aural. Antenna: 1060-ft. above av. terrain, 878-ft. above ground, 3221-ft. above sea level.

Latitude 48° 08' 02"  
Longitude 103° 51' 36"

Transmitter: U.S. Rt. 2, 10-mi. W of Williston.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



County coverage based on Arbitron study (see page 1 b).

KUMV-TV Ref: FCC File No. B147-4622 Granted 8/16/73

©American Map Co., Inc., N.Y., No. 14244

## KUMV-TV

Network Service: NBC.

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 KFYP-TV.

Began Operation: Feb. 11, 1957.

Represented (sales) by Blair Television.

Personnel:

WILLIAM EKBERG, president & general manager (Bismarck).  
DAVE STUART, national sales manager (Bismarck).  
ROGER RIEN, station manager & program director.  
DAVE PETERSON, chief engineer.

Rates: Sold in combination with KFYP-TV, Bismarck, N.D.

NETWORK BASE HOURLY RATE: \$141.

Arbitron Data for this Station Included with Parent KFYP-TV, Bismarck.

Find out how a station got \$3900 in extra spots for \$175.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand



# North Dakota—Williston

## KXMD-TV

Ch. 11

[Satellite of KXMC-TV, Minot, N.D.]

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

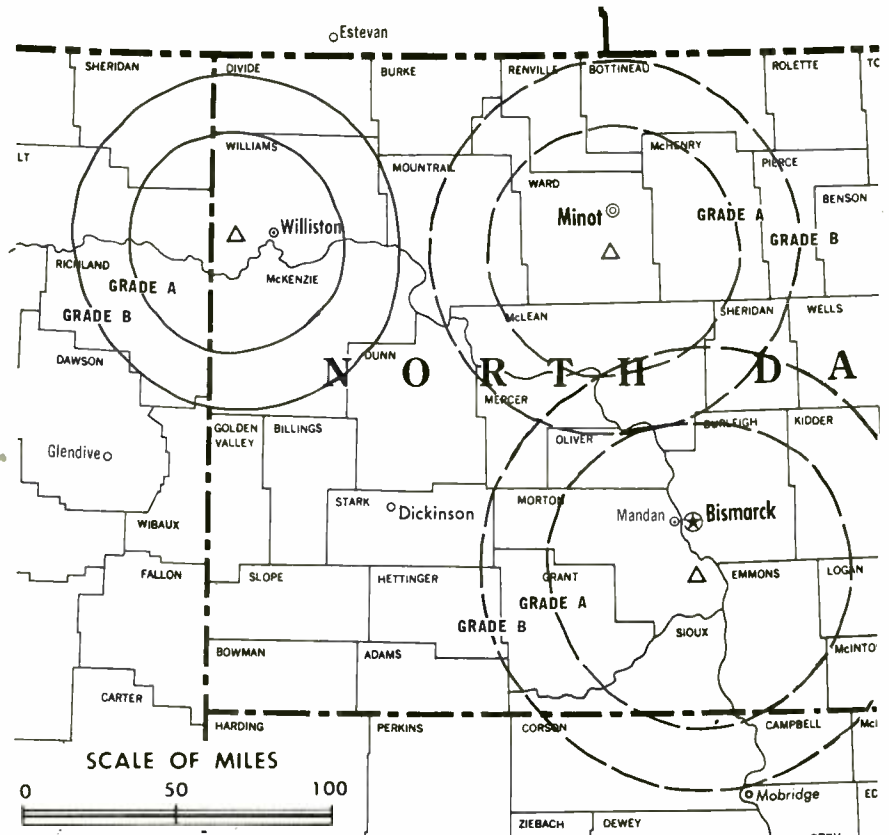
Latitude 48° 08' 22"  
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Color: Network, film, slide & tape.

News Wire Service: AP.

Arbitron Data: Included with KXMC-TV, Minot.



County coverage based on Arbitron study (see page 4-b).

KXMD-TV Ref: FCC File No. BMPCT-7509 Granted 12/7/73

©American Map Co., Inc., N.Y., No. 14244

## KXMD-TV

Network Service: CBS, ABC.

Licensee: 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 Katz Television; The Hurley Co. (regional).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

JOHN BLAKE, station manager.

BILL LYNNER, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot.

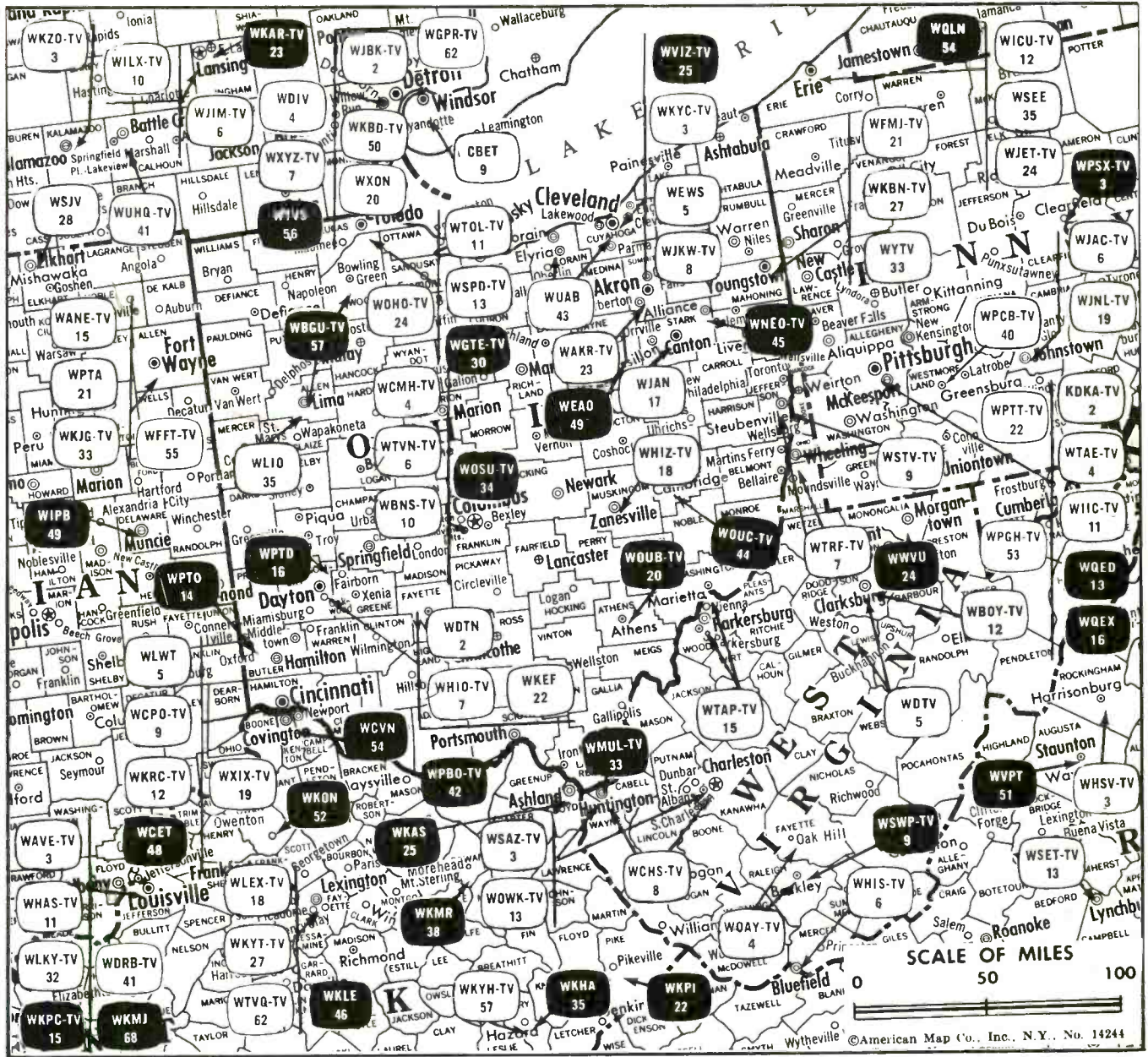
NETWORK BASE HOURLY RATE: \$75.

## KXMC-TV, Minot (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH DAKOTA—(Continued)				
	Oliver	700	700	97
	Pierce	2,200	2,100	96
	Renville	1,300	1,300	99
	Rolette	3,500	3,200	93
	Sheridan	1,000	1,000	97
	Sioux	800	700	92
	Slope	400	400	97
50% & Over	Stark	5,700	5,500	97
	Ward	18,700	18,300	98
	Wells	2,300	2,200	97
	Williams	6,700	6,500	97
SOUTH DAKOTA				
	Campbell	900	800	94
	Corson	1,300	1,200	92
	Dewey	1,800	1,700	92
	Mc Pherson	1,500	1,400	95
	Walworth	2,700	2,600	95

## KXMC-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
MONTANA				
	Valley	4,900	4,600	93
NORTH DAKOTA				
Between 25-49%	Foster	1,400	1,400	97
	Towner	1,300	1,300	96
SOUTH DAKOTA				
	Perkins	1,600	1,500	94
MONTANA				
	Dawson	3,300	3,100	95
	Prairie	600	500	89
NORTH DAKOTA				
Between 5-24%	Ramsey	4,400	4,300	97
	Stutsman	7,900	7,800	99
SOUTH DAKOTA				
	Harding	600	600	95
	Sully	800	800	98



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Cleveland	878,000	8	1,298,600	9
Cincinnati	442,000	21	648,300	25
Columbus	359,000	30	548,200	32
Dayton	275,000	46	414,500	49
Toledo	252,000	52	389,600	54
Youngstown	170,000	74	259,200	78
Wheeling-Steubenville	116,000	98	158,500	110
Lima	19,000	188	36,200	193
Zanesville	9,000	198	28,000	203

# Ohio

Ohio Station Status as of September 1, 1978

	VHF	UHF	TOTAL
○ Commercial Television Stations	14	11	25
● Educational Television Stations	0	13	13
			38

## 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)

### WEOA

**Akron**

Ch. 49

Non-Commercial Educational Station

Licensee: Northeastern Educational Television of Ohio Inc., 1640 Franklin Ave., Kent, Ohio (44240).

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 210-kw max. & 111-kw horizontal visual, 21.0-kw max. & 11.1-kw horizontal aural. Antenna: 378-ft. above av. terrain, 490-ft. above ground, 1444-ft. above sea level.

Latitude	41°	04'	56"
Longitude	81°	37'	07"

### WNEO-TV

**Alliance**

Ch. 45

Non-Commercial Educational Station

Licensee: Northeastern ETV of Ohio Inc., 1640 Franklin Ave., Kent, Ohio (44240).

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1820-kw max. & 1260-kw horizontal visual, 362-kw max. & 126-kw horizontal aural. Antenna: 830-ft. above av. terrain, 770-ft. above ground, 2045-ft. above sea level.

Latitude	40°	54'	23"
Longitude	80°	54'	40"

### WOUB-TV

**Athens**

Ch. 20

Non-Commercial Educational Station

Licensee: Ohio University, Athens (45701).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 479-kw visual, 95.5-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"

### WOUC-TV

**Cambridge**

Ch. 44

Non-Commercial Educational Station

Licensee: Ohio University, Athens (45701).

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 550-kw max. & 436-kw horizontal visual, 110-kw max. &

87.1-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1210-ft. above ground, 2345-ft. above sea level.

Latitude	40°	05'	32"
Longitude	81°	17'	19"

### WCET

**Cincinnati**

Ch. 48

Non-Commercial Educational Station

Licensee: Greater Cincinnati Television Educational Foundation, 1223 Central Pkwy., Cincinnati, O. (45214).

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, 747-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

Licensee: ETV Association of Metropolitan Cleveland.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 129-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude	41°	20'	28"
Longitude	81°	44'	24"

### WOSU-TV

**Columbus**

Ch. 34

Non-Commercial Educational Station

Licensee: Ohio State University, Columbus (43210).

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1170-kw max. & 933-kw horizontal visual, 117-kw max. & 186-kw aural. Antenna: 1080-ft. above av. terrain, 1124-ft. above ground, 2045-ft. above sea level.

Latitude	40°	09'	33.5"
Longitude	82°	55'	21.5"

### WPTD

**Kettering**

Ch. 16

Non-Commercial Educational Station

Licensee: University Regional Bcstg. Inc., 3440 Office Park Dr., Dayton (45439).

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"

### WBGU-TV

**Lima-Bowling Green**

Ch. 57

Non-Commercial Educational Station

Licensee: Bowling Green State University, Troup Ave., Bowling Green, Ohio (43403).

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 740-kw max. & 479-kw horizontal visual, 147-kw max. & 95.5-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1094-ft. above ground, 1821-ft. above sea level.

Latitude	41°	08'	13"
Longitude	83°	54'	23"



**WPTO****Oxford**

Ch. 14

Non-Commercial Educational Station

Licensee: University Regional Bcstg. Inc., 3440 Office Park Dr., Dayton (45439).

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"**WPBO-TV****Portsmouth**

Ch. 42

Non-Commercial Educational Station

Licensee: Ohio State University, Telecommunications Center, 2400 Olentangy River Rd., Columbus, O. (43210).

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 521-kw max. &amp; 398-kw horizontal visual, 105-kw max. &amp; 79.4-kw horizontal aural. Antenna: 1236-ft. above av. terrain, 953-ft. above ground, 2049-ft. above sea level.

Latitude 38° 45' 41.5"  
Longitude 83° 03' 41.0"**WGTE-TV****Toledo**

Ch. 30

Non-Commercial Educational Station

Licensee: Greater Toledo ETV Foundation, 415 N. St. Clair St. (43604).

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"**WXIX-TV, Cincinnati-Newport**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Bath	3,400	3,200	95
	Bourbon	6,900	6,700	98
	Boyd	18,100	17,900	99
	Carter	7,700	7,500	97
	Clark	9,800	9,500	97
	Fleming	4,300	4,200	97
	Greenup	10,800	10,600	98
	Madison	15,300	14,700	96
	Mercer	6,500	6,300	97
	Powell	2,900	2,700	93
	Robertson	700	700	98
	Scott	6,700	6,500	97
	Trimble	2,000	2,000	98
	Woodford	6,100	5,900	97
Between 5-24%	<b>OHIO</b>			
	Auglaize	14,400	14,100	98
	Clark	52,000	51,300	99
	Darke	18,800	18,400	98
	Fairfield	30,400	30,000	99
	Franklin	301,600	297,200	99
	Lawrence	21,000	20,500	98
	Logan	14,100	13,800	98
	Mercer	11,700	11,500	98
	Miami	30,900	30,500	99
	Montgomery	203,900	201,400	99
	Pickaway	13,900	13,700	99
	Shelby	13,100	12,900	98
	<b>WEST VIRGINIA</b>			
	Cabell	38,300	37,700	98
	Kanawha	81,500	80,100	98
	Wayne	13,200	12,800	97

**Ohio****WCPO-TV, Cincinnati**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
	Clinton	11,300	11,100	98
	Hamilton	315,900	310,100	98
50% & Over	Highland	11,700	11,300	97
	Preble	12,300	12,100	99
	Warren	27,200	26,800	98
<b>INDIANA</b>				
	Decatur	7,900	7,700	97
<b>KENTUCKY</b>				
	Bourbon	6,900	6,700	98
	Clark	9,800	9,500	97
	Franklin	13,800	13,500	98
	Henry	4,100	4,000	97
	Montgomery	5,900	5,600	95
Between 25-49%	Scott	6,700	6,500	97
	Trimble	2,000	2,000	98
<b>OHIO</b>				
	Darke	18,800	18,400	98
	Fayette	9,600	9,400	98
	Greene	37,400	36,900	99
	Miami	30,900	30,500	99
	Montgomery	203,900	201,400	99
	Scioto	29,900	29,100	97
<b>INDIANA</b>				
	Jennings	6,400	6,200	97
	Randolph	10,300	10,100	98
<b>KENTUCKY</b>				
	Bath	3,400	3,200	95
	Estill	4,500	4,200	93
	Greenup	10,800	10,600	98
	Madison	15,300	14,700	96
Between 5-24%	Mercer	6,500	6,300	97
	Powell	2,900	2,700	93
	Woodford	6,100	5,900	97
<b>OHIO</b>				
	Champaign	11,400	11,200	98
	Clark	52,000	51,300	99
	Lawrence	21,000	20,500	98
	Ross	20,300	19,800	97
	Shelby	13,100	12,900	98

**WEWS, Cleveland**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
	Guernsey	14,500	14,100	97
	Mahoning	103,600	102,200	99
Between 5-24%	Wyandot	7,400	7,200	98
<b>PENNSYLVANIA</b>				
	Mercer	42,600	41,600	98

**INSTANT FACTBOOK**

Factbook Research, Inc.

1836 Jefferson Place, N.W.

Washington, D.C. 20036

# Ohio—Akron

## WAKR-TV

Ch. 23

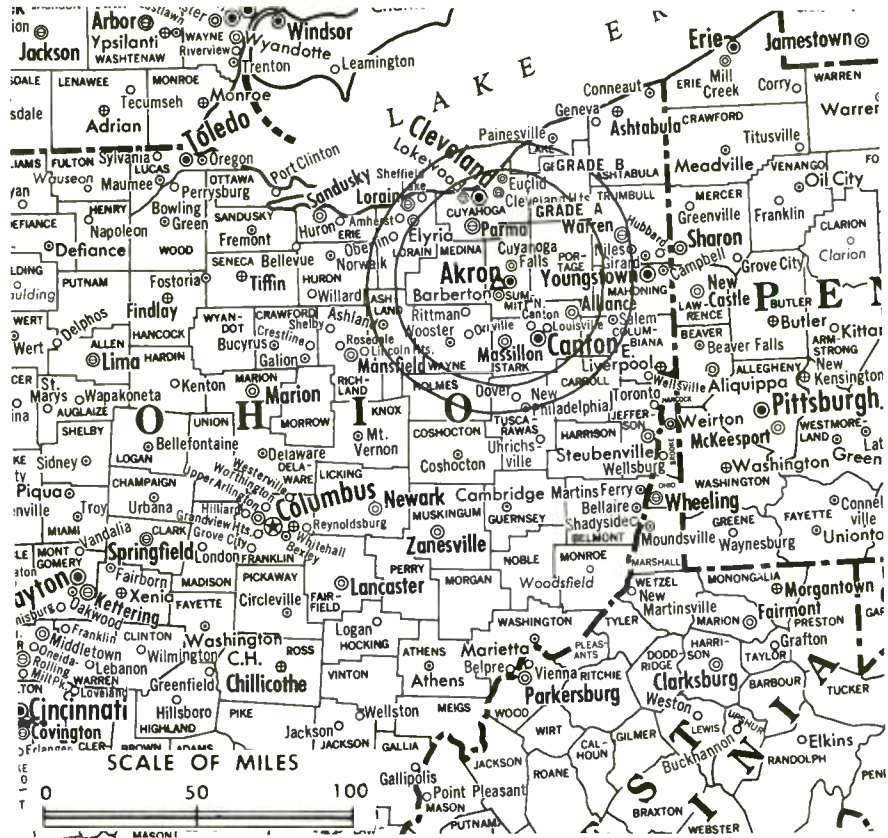
Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. & 1000-kw horizontal visual, 175-kw max. & 138-kw horizontal aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"  
Longitude 81° 34' 59"  
Requests CP for change to 698-kw max. & 582-kw horizontal visual, 66.9-kw max. aural, 678-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level.

Transmitter: Dreisbach Dr.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.  
News Film Service: ABC.  
AM Affiliate: WAKR, 5-kw, 1590 kHz.  
FM Affiliate: WAEZ, 50-kw, 97.5 MHz (No. 248), 500-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WAKR-TV Ref: FCC File No. Doc. 16538—Granted 3/17/67

©American Map Co., Inc. N.Y. No. 14244

## WAKR-TV

Network Service: ABC.

Licensee: The Summit Radio Corp., P.O. Box 1590, Akron (44309).

Studio: Radio-Television Center of Akron, 853 Copley Rd.

Telephone: 216-535-7831.

Ownership: Roger G. Berk, pres., voting trustee, 100%; James L. Berk, v.p.; Phyllis V. Simms, secy.; Edward F. Devine, treas. Summit Radio owns WAKR & WAEZ (FM), Akron, Ohio. Summit Radio subsidiaries own radios WONE & WTUE (FM), Dayton, Ohio; KBOX & KMEZ (FM), Dallas, Tex. & KLZ & KAZY (FM), Denver, Colo.

Began Operation: June 7, 1953.

Represented (sales) by The Meeker Co.; Pearse Sales (Detroit).

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROGER G. BERK, president.  
ROBERT I. BOSTIAN, vice president & general manager.  
CHIP FOX, sales manager.  
CARL DICKENS, news director.  
WILLIAM J. O'NEIL JR., operations manager.

### DIGEST OF RATE CARD—(June 1, 1978)

Hour	Min.	30 Sec.	10 Sec.
Class AA—8-10:59 p.m., daily.			
\$2250	\$600	\$300	\$150

NETWORK BASE HOURLY RATE: \$197.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
	Coshocton	13,200	12,700	96
	Guernsey	14,500	14,100	97
	Holmes	7,100	6,600	93
<b>Between 25-49%</b>	Stark	131,300	129,300	98
	Summit	181,400	179,100	99
	Tuscarawas	29,000	28,200	97
	Wayne	29,500	28,600	97
<b>OHIO</b>				
	Ashland	14,700	14,500	99
	Carroll	8,500	8,300	98
	Columbiana	40,100	39,400	98
	Cuyahoga	557,800	549,700	99
	Erie	26,000	25,600	98
	Geauga	20,600	20,200	98
	Harrison	6,300	6,100	98
<b>Between 5-24%</b>	Huron	17,500	17,200	98
	Knox	15,200	14,900	98
	Lorain	85,700	84,600	99
	Mahoning	103,600	102,200	99
	Medina	32,500	32,000	99
	Portage	39,800	39,300	99
	Richland	44,400	43,600	98
	Trumbull	81,300	80,200	99
<b>Station Totals</b>		<b>1,500,000</b>	<b>1,476,400</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>251,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>94,400</b>	

# Ohio—Canton

**WJAN**

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude 40° 51' 04"  
Longitude 81° 16' 37"

Transmitter: U.S. Rt. 62, Cal. Ave. & Reno Rd., Louisville, O.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJAN Ref: FCC File No. BPCT-4988 Granted 4/20/77

© American Map Co., Inc., N.Y., No. 14214

## WJAN

Network Service: None, independent.

Licensee: Heritage Village Church & Missionary Fellowship, P.T.L. Television Network, Charlotte, N.C. (28279).

Studio: 6600 Atlantic Blvd., Louisville, Ohio (44641).

Telephone: 216-875-5542.

Ownership: Non-profit, non-stock corp. James O. Bakker, pres.; James R. Moss, exec. v.p.; Roger L. Flessing, v.p.; Arthur T. Lawling, treas.

Began Operation: Jan. 1, 1967. Sale to present owner by Janson Industries approved by FCC Aug. 5, 1977 (Television Digest, Vol. 17:35, 37).

Represented (legal) by Midlen & Reddy.

Represented (engineering) by D. W. Sargent.

Personnel:

- DAVID KELTON, general manager.
- L. DALE LAMM, chief engineer.
- JIMMY JENKINS, production manager.
- PATRICIA MEDURE, public relations director.
- SHARON HENDERSON, accounting.
- ROBIN REIKOWSKY, public service director.

Note: Station does not sell commercial time or charge for programs aired. Depends on contributions.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
Between 25-49%	OHIO Tuscarawas	29,000	28,200	97
	OHIO Ashland	14,700	14,500	99
Between 5-24%	OHIO Carroll	8,500	8,300	98
	OHIO Harrison	6,300	6,100	98
	OHIO Knox	15,200	14,900	98
	OHIO Portage	39,800	39,300	99
	OHIO Stark	131,300	129,300	98
	OHIO Summit	181,400	179,100	99
	OHIO Wayne	29,500	28,600	97

Station Totals	455,700	448,300	98
Net Weekly Circulation (1976-77)			52,400
Average Daily Circulation (1976-77)			13,600

For Religious Associations,  
see Services Volume

# 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: 2345 Symmes St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: CBS.

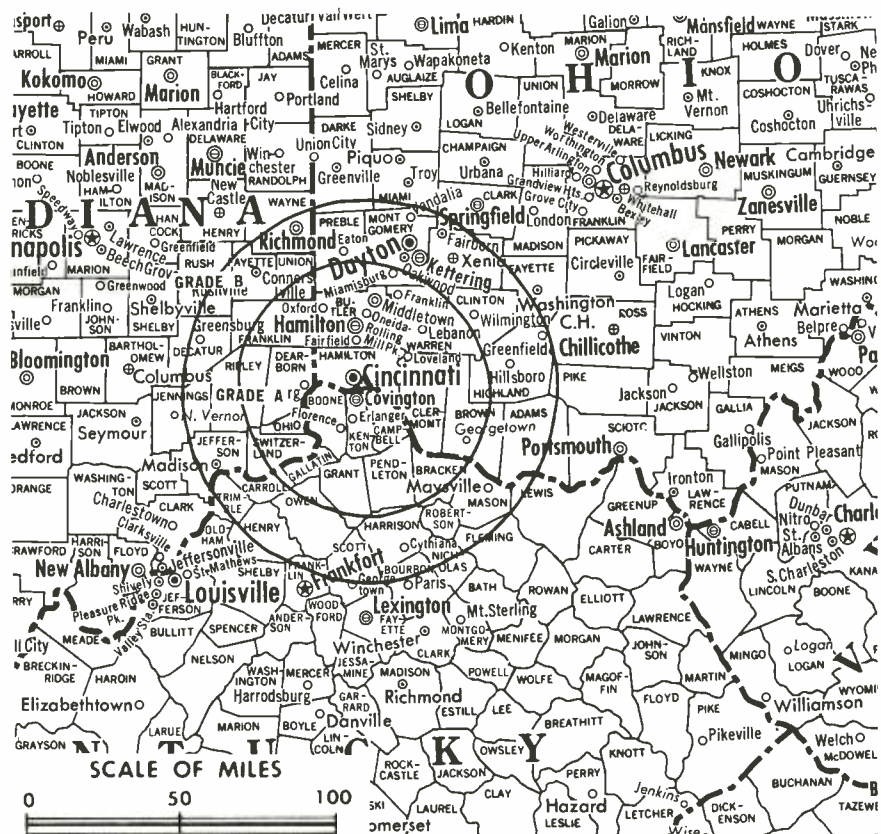
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WCPO-TV Ref: FCC File No. BPCT—6555 Granted 7/18/67

© American Map Co., Inc., N.Y., No. 14244

## WCPO-TV

Network Service: CBS.

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-AM-FM, Memphis; WPTV, West Palm Beach, Fla.; KTEW, Tulsa, Okla.; KBMA-TV, Kansas City, Mo.; WNOX(AM), Knoxville, Tenn. For officers of Scripps-Howard Broadcasting Co., see WEWS, Cleveland, Ohio. For Scripps-Howard newspapers, see Newspaper Ownership of TV Stations.

Began Operation: July 26, 1949.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- ROBERT D. GORDON, vice president & general manager.
- AL SCHOTTELKOTTE, v.p., news.
- J. DONALD HOWE, assistant general manager, sales.
- C. NORMAN (RICK) REEVES, director of operations.
- J. B. CHASE, sales manager.
- DARRELL LANDRUM, production manager.
- ROBERT DÖERR, director, information services.
- EARL CORBETT, commercial manager.
- BERNARD BORDEN, film director.
- ARCHIE MILLER, chief engineer.
- ROBERT D. WHITE, business manager.
- HASKER NELSON, assistant production manager.

### DIGEST OF RATE CARD NO. 27

(Jan. 28, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.	
Class AA—7:30-11 p.m., daily.	\$2000	\$1250	\$800	\$600	\$1700*	\$950*

\*Class AAA—8-11 p.m., daily.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Dearborn	10,600	10,400	98
	Fayette	9,500	9,300	98
	Franklin	5,200	5,000	96
	Jefferson	8,900	8,700	97
	Ohio	1,700	1,700	99
	Ripley	7,900	7,700	97
	Switzerland	2,400	2,300	96
	Union	2,400	2,300	97
	Wayne	26,300	25,700	98
<b>KENTUCKY</b>				
	Boone	12,000	11,900	99
	Bracken	2,600	2,500	98
	Campbell	28,700	28,500	99
	Carroll	3,300	3,200	98
50% & Over	Fleming	4,300	4,200	97
	Gallatin	1,600	1,600	98
	Grant	4,700	4,600	98
	Harrison	5,200	5,100	98
	Kenton	45,400	45,100	99
	Lewis	4,200	4,000	96
	Mason	5,800	5,700	98
	Nicholas	2,400	2,300	96
	Owen	3,100	3,000	97
	Pendleton	3,600	3,600	99
	Robertson	700	700	98
	Rowan	4,700	4,500	96
<b>OHIO</b>				
	Adams	8,200	7,700	94
	Brown	10,300	9,900	96
	Butler	82,500	81,200	98
	Clermont	35,500	35,000	98

(Continued on page 639-b)

Station Totals	1,293,700	1,269,600	98
Net Weekly Circulation (1976-77)			823,200
Average Daily Circulation (1976-77)			509,400

# Ohio—Cincinnati

## WKRC-TV

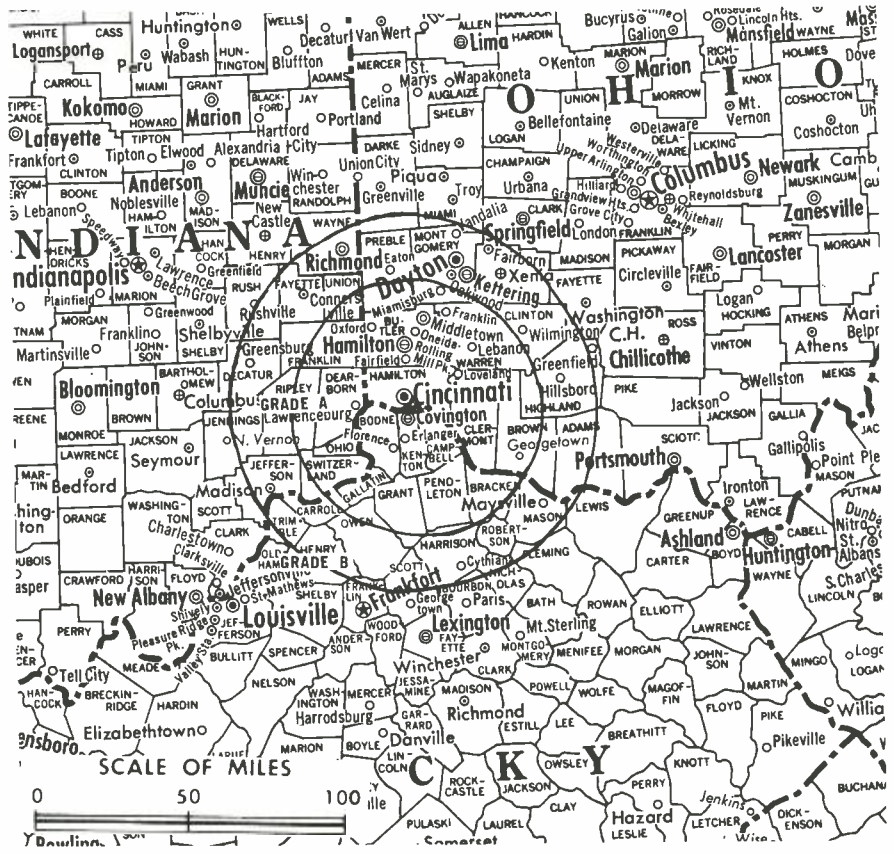
Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 303-kw visual, 30.3-kw 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"

Transmitter: 1906 Highland Ave.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP.  
Facsimile Service: AP.  
News Film Service: ABC.  
AM Affiliate: WKRC, 5-kw, (1-kw night), 550 kHz (CBS).  
FM Affiliate: WKRQ, 10-kw, 101.9 MHz (No. 270), 875-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKRC-TV Ref: FCC File No. BMPCT—6846 Granted 8/20/68

© American Map Co., Inc., N.Y., No. 14244

## WKRC-TV

Network Service: ABC.  
Licensee: Taft Broadcasting Co., 1906 Highland Ave. (45219).  
Studio: 1906 Highland Ave.  
Telephone: 513-651-1200.  
TWX No.: 513-577-1617.  
Ownership: 28% of stock is held by the Taft-Ingalls families; remainder is traded on New York Stock Exchange. Officers: Charles S. Mechem Jr., chmn. of board; David S. Ingalls, vice chmn. of board; Dudley S. Taft, pres.; Ro Grignon, exec. v.p.; Earl Beall, L. D. Bolton II, Donald L. Chapin, William H. Hansher, Frederick H. von Stade & Robert C. Wiegand, v.p.s.; George E. Castrucci, v.p., finance; Charles D. Lindberg, secy. Also owns WTVN-TV, WTVN & WLWQ(FM), Columbus; WBRC-TV, Birmingham, Ala.; WGR-TV, WGR & WGRQ(FM), Buffalo, N.Y.; WDAF-TV, WDAF & KYYS(FM), Kansas City, Mo.; WTAF-TV, Philadelphia; KQV & WDVE(FM), Pittsburgh, Pa. & WYNF(FM), Tampa-St. Petersburg, Fla. Taft also owns Hanna-Barbera Productions; Taft, H-B Program Sales; Cinemobile Systems Inc.; Taft Travel Agency; Kings Island & 50% interest in Family Leisure Centers Inc., owners of Kings Dominion and Carowinds Amusement Parks.

Began Operation: April 4, 1949.  
Represented (sales) by Harrington, Righter & Parsons.  
Represented (legal) by Koteen & Burt.

Personnel:  
DUDLEY S. TAFT, president.  
DON CHAPIN, vice president, sales.  
ROBERT C. WIEGAND, vice president & general manager.  
JIM O'SHIELDS, general sales manager.  
RANDY SMITH, national sales manager.  
MELVYN SMITH, program director.  
JERRY KIRSTING, business manager.  
RAY OWEN, chief engineer.  
BILL CRAFTON, news director.  
JOHN HILL, film director.

Highest 30 Sec. Rate: \$2000.  
NETWORK BASE HOURLY RATE: \$1900.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Dearborn	10,600	10,400	98
	Fayette	9,500	9,300	98
	Franklin	5,200	5,000	96
	Ohio	1,700	1,700	99
	Ripley	7,900	7,700	97
	Switzerland	2,400	2,300	96
	Union	2,400	2,300	97
	Wayne	26,300	25,700	98
<b>KENTUCKY</b>				
	Boone	12,000	11,900	99
	Bracken	2,600	2,500	98
	Campbell	28,700	28,500	99
	Carroll	3,300	3,200	98
	Fleming	4,300	4,200	97
	Gallatin	1,600	1,600	98
	Grant	4,700	4,600	98
	Harrison	5,200	5,100	98
	Kenton	45,400	45,100	99
	Mason	5,800	5,700	98
	Nicholas	2,400	2,300	96
	Owen	3,100	3,000	97
	Pendleton	3,600	3,600	99
	Robertson	700	700	98
<b>OHIO</b>				
	Adams	8,200	7,700	94
	Brown	10,300	9,900	96
	Butler	82,500	81,200	98
	Clermont	35,500	35,000	98
	Clinton	11,300	11,100	98
	Hamilton	315,900	310,100	98
	Highland	11,700	11,300	97
	Preble	12,300	12,100	99

(Continued on page 645-b)

Station Totals	1,247,000	1,224,300	98
Net Weekly Circulation (1976-77)			775,500
Average Daily Circulation (1976-77)			456,500

# Ohio—Cincinnati

**WLWT**

Ch. 5



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.1"  
Longitude 84° 31' 18.1"

Transmitter: 2222 Chickasaw St., Clifton Heights.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

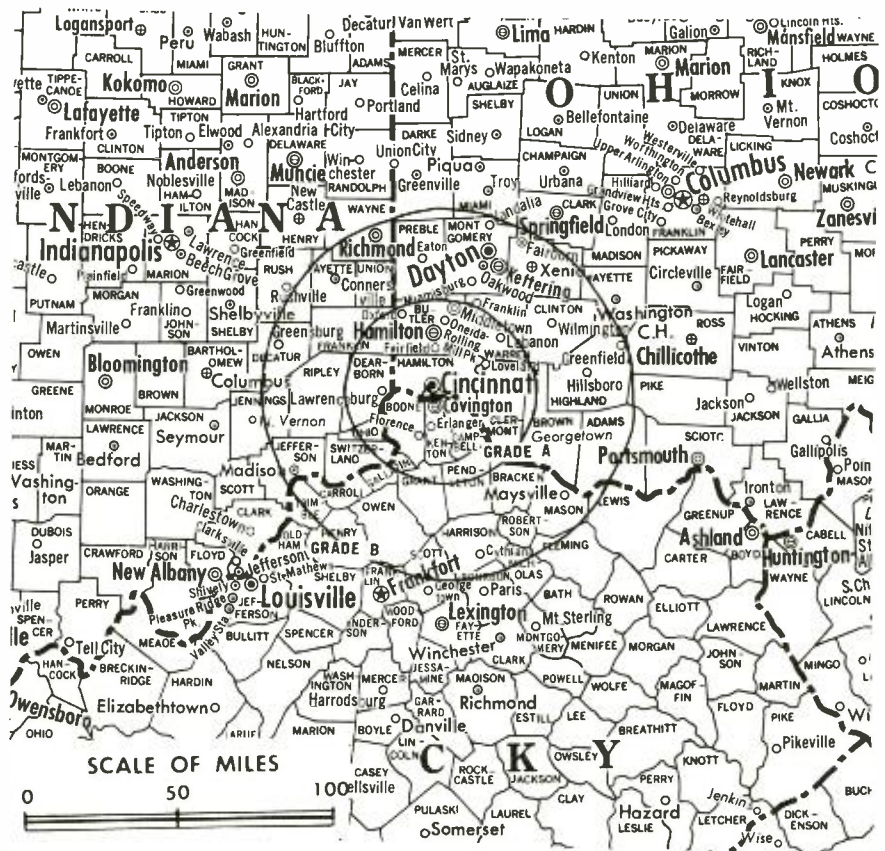
Total Households: © MST

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WLWT Ref: FCC File No. BPCT—5024 Granted 6/17/77

© American Map Co., Inc., N.Y., No. 14244

## WLWT

Network Service: NBC.

Licensee: Multimedia of Ohio Inc., 140 W. 9th St. (45202).

Studio: 140 W. 9th St.

Telephone: 513-352-5000. TWX No.: 810-461-2610.

Ownership: Multimedia Inc., 100%. Officers: J. Kelly Sisk, chmn. of the board; Wilson C. Wearn, pres.; Walter E. Bartlett, v.p.; Alfred F. Burgess, secy. Multimedia also owns WBIR-TV-AM-FM, Knoxville, Tenn.; WMAZ-TV-AM-FM, Macon, Ga.; WXII(TV), Winston-Salem, N.C.; WFBC-TV, Greenville, S.C.; WWNC(AM), Asheville, N.C.; KEEL & KMBQ(FM), Shreveport, La.; KAAV & KEZQ(FM), Little Rock, Ark.; WAKY(AM), Louisville, Ky.; WEZW(FM), Wauwatosa, Wis.; is trading WBIR-AM-FM for WVEZ(FM), Louisville, Ky. and publishes Greenville News Piedmont, Asheville Citizen-Times & Montgomery Advertiser & Journal, Clarksville Leaf-Chronicle.

Began Operation: Feb. 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

Represented (sales) by Katz Television.

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

WALTER E. BARTLETT, president, Multimedia Broadcasting Co.

JAMES HART, vice president & general manager.

KARL M. WIENER, treasurer.

BILL SPIEGEL, program director.

JOE LEWIN, general sales manager.

FRANK SEYMOUR, local sales manager.

ELIZABETH W. STILZ, communications director.

ROBERT McCALL, news director.

LOUIS J. RAINONE, production manager.

EDWIN DOOLEY, chief engineer.

TOM STOREY, film director.

DIGEST OF RATE CARD NO. A44—(Dec. 26, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-11 p.m., daily.

\$2500 \$1625 \$1100 \$700 Graded rates apply\*

\*Highest rate: \$2000.

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>INDIANA</b>				
	Dearborn	10,600	10,400	98
	Fayette	9,500	9,300	98
	Franklin	5,200	5,000	96
	Ohio	1,700	1,700	99
	Ripley	7,900	7,700	97
	Switzerland	2,400	2,300	96
	Union	2,400	2,300	97
	Wayne	26,300	25,700	98
<b>KENTUCKY</b>				
	Boone	12,000	11,900	99
	Bracken	2,600	2,500	98
	Campbell	28,700	28,500	99
	Carroll	3,300	3,200	98
	Fleming	4,300	4,200	97
	Gallatin	1,600	1,600	98
	Grant	4,700	4,600	98
	Harrison	5,200	5,100	98
	Kenton	45,400	45,100	99
	Mason	5,800	5,700	98
	Owen	3,100	3,000	97
	Pendleton	3,600	3,600	99
	Robertson	700	700	98
<b>OHIO</b>				
	Adams	8,200	7,700	94
	Brown	10,300	9,900	96
	Butler	82,500	81,200	98
	Clermont	35,500	35,000	98
	Clinton	11,300	11,100	98
	Hamilton	315,900	310,100	98
	Highland	11,700	11,300	97
	Preble	12,300	12,100	99
	Warren	27,200	26,800	98

(Continued on next page)

Station Totals	1,208,200	1,185,700	98
Net Weekly Circulation (1976-77)			722,800
Average Daily Circulation (1976-77)			454,100

**WKRC-TV, Cincinnati**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	OHIO—(Continued)				
	Warren	27,200	26,800	98	
Between 25-49%	<b>INDIANA</b>				
	Jefferson	8,900	8,700	97	
	<b>KENTUCKY</b>				
	Bourbon	6,900	6,700	98	
	Franklin	13,800	13,500	98	
	Henry	4,100	4,000	97	
	Lewis	4,200	4,000	96	
	Scott	6,700	6,500	97	
	<b>OHIO</b>				
	Darke	18,800	18,400	98	
	Fayette	9,600	9,400	98	
	Greene	37,400	36,900	99	
	Montgomery	203,900	201,400	99	
	Between 5-24%	<b>INDIANA</b>			
		Decatur	7,900	7,700	97
Randolph		10,300	10,100	98	
<b>KENTUCKY</b>					
Bath		3,400	3,200	95	
Clark		9,800	9,500	97	
Estill		4,500	4,200	93	
Mercer		6,500	6,300	97	
Montgomery		5,900	5,600	95	
Morgan		3,500	3,300	95	
Powell		2,900	2,700	93	
Trimble		2,000	2,000	98	
<b>OHIO</b>					
Champaign		11,400	11,200	98	
Clark		52,000	51,300	99	
Logan	14,100	13,800	98		
Miami	30,900	30,500	99		
Ross	20,300	19,800	97		
Scioto	29,900	29,100	97		
Shelby	13,100	12,900	98		

**WHIO-TV, Dayton**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	INDIANA—(Continued)			
	Switzerland	2,400	2,300	96
	<b>KENTUCKY</b>			
	Boone	12,000	11,900	99
	Bracken	2,600	2,500	98
	Campbell	28,700	28,500	99
	Fleming	4,300	4,200	97
	Grant	4,700	4,600	98
	Kenton	45,400	45,100	99
	Mason	5,800	5,700	98
	Owen	3,100	3,000	97
	Pendleton	3,600	3,600	99
	<b>OHIO</b>			
	Clermont	35,500	35,000	98
	Hamilton	315,900	310,100	98
Madison	10,400	10,100	97	
Marion	23,200	22,900	99	
Morrow	8,500	8,300	98	
Putnam	9,300	9,100	98	
Van Wert	10,800	10,600	98	

**Ohio**

**WLWT, Cincinnati**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>INDIANA</b>				
	Jefferson	8,900	8,700	97	
	<b>KENTUCKY</b>				
	Bourbon	6,900	6,700	98	
	Franklin	13,800	13,500	98	
	Henry	4,100	4,000	97	
	Lewis	4,200	4,000	96	
	Montgomery	5,900	5,600	95	
	Nicholas	2,400	2,300	96	
	Trimble	2,000	2,000	98	
	<b>OHIO</b>				
	Montgomery	203,900	201,400	99	
	Between 5-24%	<b>INDIANA</b>			
		Decatur	7,900	7,700	97
		Randolph	10,300	10,100	98
Rush		6,900	6,800	99	
<b>KENTUCKY</b>					
Clark		9,800	9,500	97	
Estill		4,500	4,200	93	
Greenup		10,800	10,600	98	
Madison		15,300	14,700	96	
Mercer		6,500	6,300	97	
Powell		2,900	2,700	93	
Rowan		4,700	4,500	96	
Scott		6,700	6,500	97	
<b>OHIO</b>					
Darke		18,800	18,400	98	
Fayette	9,600	9,400	98		
Greene	37,400	36,900	99		
Lawrence	21,000	20,500	98		
Miami	30,900	30,500	99		
Ross	20,300	19,800	97		
Scioto	29,900	29,100	97		

**WUAB, Lorain-Cleveland**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO—(Continued)			
	Seneca	19,100	18,800	98
	Trumbull	81,300	80,200	99
	Warren	27,200	26,800	98
	<b>PENNSYLVANIA</b>			
	Allegheny	535,000	525,100	98
	Crawford	29,900	28,900	97
	Lawrence	36,000	35,200	98
	Mercer	42,600	41,600	98
	Washington	76,500	74,900	98

Did you read  
**Television Digest**  
this week?

# 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: 919-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.

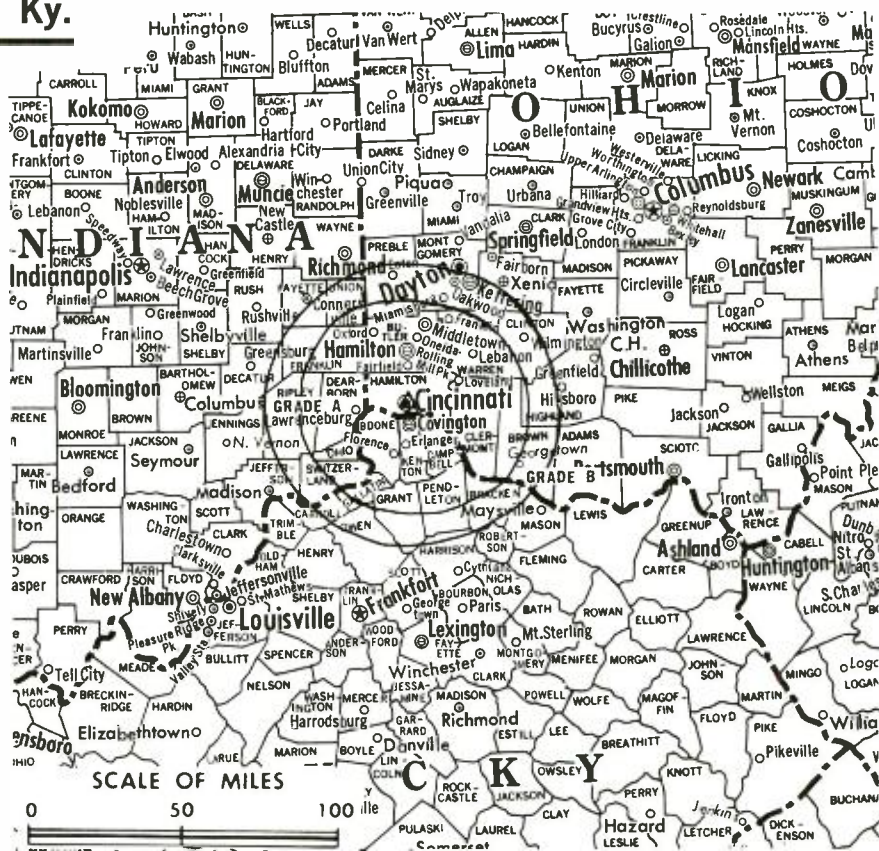
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 10490 Taconic Terrace, Cincinnati (45215).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WXIX-TV Ref: FCC File No. BMPCT—6782 Granted 5/8/68

© American Map Co., Inc., N.Y., No. 14244

## WXIX-TV

Network Service: None, independent.

Licensee: Metromedia Inc.

Telephone: 513-772-1919. TWX No.: 810-461-2439.

Ownership: Metromedia Inc. For other interests, see WNEW-TV, New York, N.Y.

Began Operation: Aug. 1, 1968. Sale to Metromedia by U.S. Communications Corp. approved by FCC Aug. 9, 1972 (Television Digest, Vol. 12:33).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

ALLAN W. GINSBERG, vice president & general manager.

MARIANNE FAULKNER, v.p. & business manager.

JAMES D. PARKER, v.p. & chief engineer.

LEE RUDNICK, v.p. & general sales manager.

SANDRA PASTOOR, v.p. & program manager.

DAVID SCHACKMANN, local sales manager.

PAT STIPHOUT, advertising & promotion manager.

Highest 30 Sec. Rate (April 3, 1978): \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>INDIANA</b>			
	Dearborn	10,600	10,400	98
	Fayette	9,500	9,300	98
	Ohio	1,700	1,700	99
	Ripley	7,900	7,700	97
	<b>KENTUCKY</b>			
	Boone	12,000	11,900	99
	Bracken	2,600	2,500	98
	Campbell	28,700	28,500	99
	Carroll	3,300	3,200	98
Franklin	13,800	13,500	98	
Grant	4,700	4,600	98	
Harrison	5,200	5,100	98	
Kenton	45,400	45,100	99	
Mason	5,800	5,700	98	

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KENTUCKY—(Continued)</b>				
	Owen	3,100	3,000	97	
	Pendleton	3,600	3,600	99	
	<b>OHIO</b>				
	Brown	10,300	9,900	96	
	Butler	82,500	81,200	98	
	Clermont	35,500	35,000	98	
	Ciinton	11,300	11,100	98	
	Hamilton	315,900	310,100	98	
	Warren	27,200	26,800	98	
Between 25-49%	<b>INDIANA</b>				
	Franklin	5,200	5,000	96	
	Jefferson	8,900	8,700	97	
	Union	2,400	2,300	97	
	Wayne	26,300	25,700	98	
	<b>KENTUCKY</b>				
	Gallatin	1,600	1,600	98	
	Montgomery	5,900	5,600	95	
	Rowan	4,700	4,500	96	
	<b>OHIO</b>				
Adams	8,200	7,700	94		
Fayette	9,600	9,400	98		
Greene	37,400	36,900	99		
Highland	11,700	11,300	97		
Preble	12,300	12,100	99		
Ross	20,300	19,800	97		
Scioto	29,900	29,100	97		
Between 5-24%	<b>INDIANA</b>				
	Clark	28,300	27,700	98	
	Decatur	7,900	7,700	97	
	Henry	18,500	18,200	98	
	Jackson	11,900	11,600	98	
	Randolph	10,300	10,100	98	
	Shelby	13,500	13,300	98	
	Switzerland	2,400	2,300	96	
	(Continued on page 639-b)				
	<b>Station Totals</b>		<b>1,877,800</b>	<b>1,844,800</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>605,600</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>321,600</b>	



# 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.

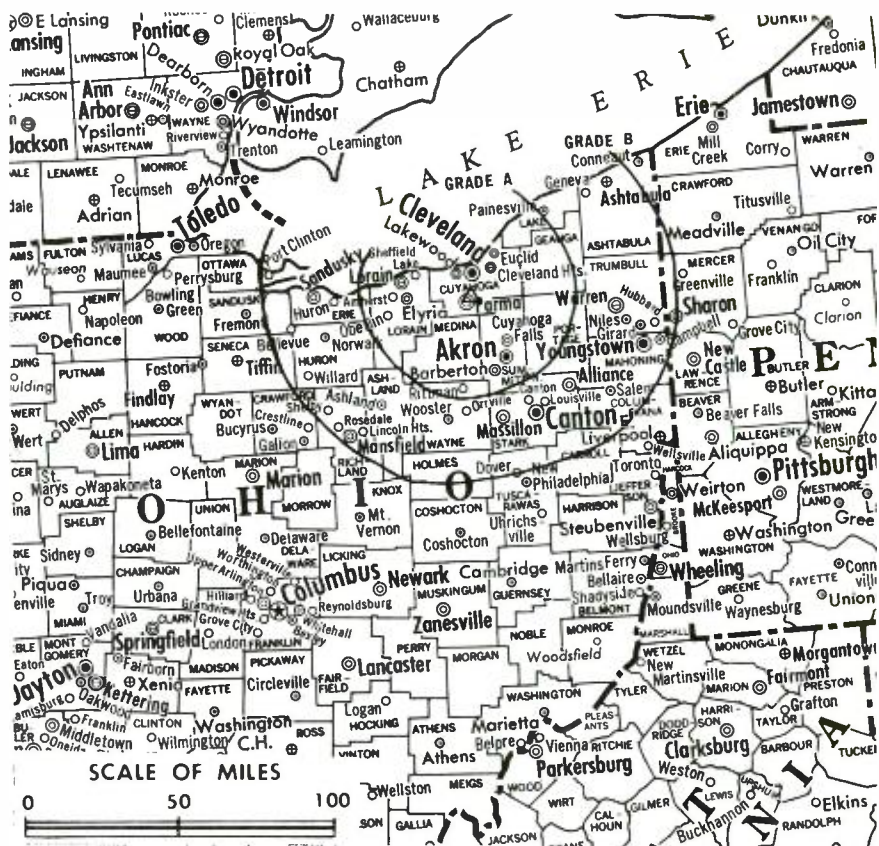
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WEWS Ref: FCC File No. BPCT-1291 Granted 5/28/53

©American Map Co., Inc., N.Y., No. 1424

## WEWS

Network Service: ABC.

Licensee: Scripps-Howard Broadcasting Co., 3001 Euclid Ave. Studio: 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-Journal. For other newspaper holdings, see Scripps-Howard in Newspaper Ownership of TV Stations. Scripps-Howard Bcstg. Co. also owns WCPO-TV, Cincinnati; WMC-TV-AM-FM, Memphis; WPTV, West Palm Beach, Fla.; KTEW, Tulsa, Okla.; KBMA-TV, Kansas City, Mo.; WNOX(AM), Knoxville, Tenn.

Began Operation: Dec. 17, 1947.

Represented (sales) by Blair Television; Paul Mulvihill Ltd. (Canada).

Represented (legal) by Dempsey & Koplovitz.

Personnel:

- DONALD L. PERRIS, president.
- EDWARD D. CERVENAK, general manager.
- JAY S. KEREKES, exec. asst. to general manager.
- JAMES KNIGHT, general sales manager.
- CLINT PACE, national sales manager.
- PETER HLINKA, Ohio sales manager.
- ERNEST E. SINDELAR, station manager.
- GARY STARK, program director.
- FRED GRIFFITH, public affairs director.
- ALAN BUSH, operations director.
- LARRY VAN CAMP, chief engineer.
- GARRY H. RITCHIE, news director.

Highest 30 Sec. Rate (March 27, 1978): \$4500.

NETWORK BASE HOURLY RATE: \$3350.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	14,700	14,500	99
	Ashtabula	35,800	35,100	98
	Carroll	8,500	8,300	98
	Coshocton	13,200	12,700	96
	Crawford	17,600	17,200	98
	Cuyahoga	557,800	549,700	99
	Erie	26,000	25,600	98
	Geauga	20,600	20,200	98
	Holmes	7,100	6,600	93
	Huron	17,500	17,200	98
	Lake	65,600	65,000	99
	Lorain	85,700	84,600	99
	Medina	32,500	32,000	99
	Portage	39,800	39,300	99
	Richland	44,400	43,600	98
	Stark	131,300	129,300	98
Summit	181,400	179,100	99	
Trumbull	81,300	80,200	99	
Tuscarawas	29,000	28,200	97	
Wayne	29,500	28,600	97	
<b>Between 25-49%</b>	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Hancock	21,800	21,500	98
	Knox	15,200	14,900	98
	Ottawa	13,600	13,400	99
<b>PENNSYLVANIA</b>	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Crawford	29,900	28,900	97

(Continued on page 639-b)

Station Totals	1,768,700	1,740,300	98
Net Weekly Circulation (1976-77)			1,365,300
Average Daily Circulation (1976-77)			962,900

Station also received in Canadian markets

# Ohio—Cleveland

**WJKW-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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.

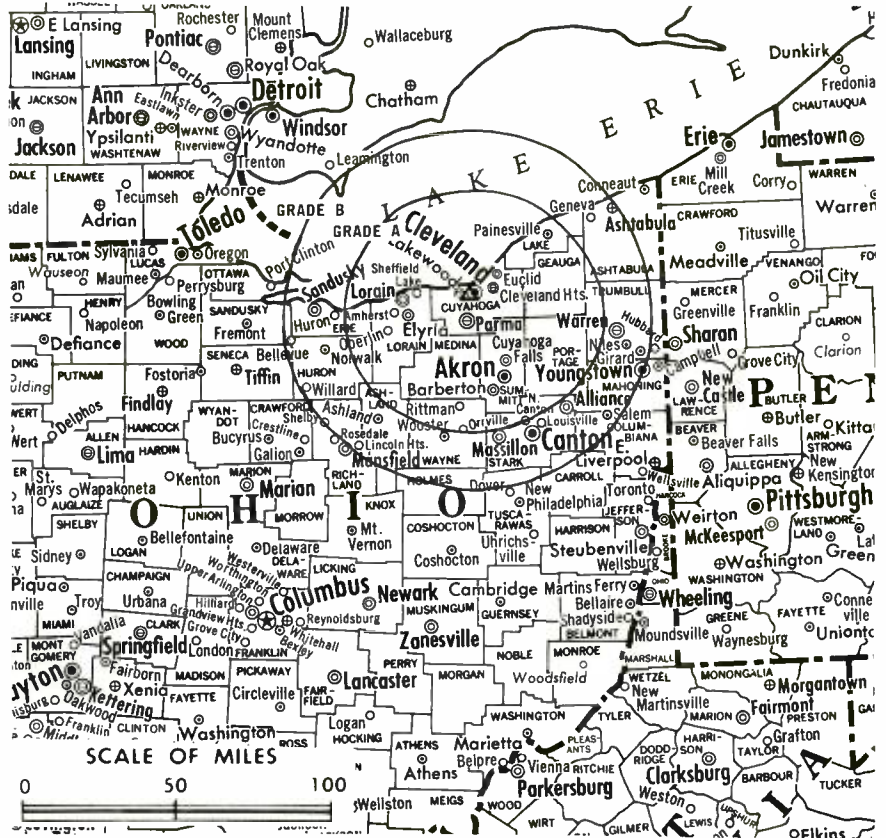
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-h).



WJKW-TV Ref: FCC File No. BMPCT-2527 Granted 10/21/54

© American Map Co., Inc., N.Y., No. 14244

## WJKW-TV

Network Service: CBS.

Licensee: Storer Broadcasting Co., 5800 S. Marginal Rd., Cleveland, Ohio (44103).

Studio: 5800 S. Marginal Rd., Cleveland, Ohio (44103).

Telephone: 216-431-8888. TWX No.: 810-421-8406.

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:

WILLIAM FLYNN, vice president & general manager.  
PATRICK BRADY, station manager.  
JAMES CLAYTON, national sales manager.  
JIM OEHLenschLAGER, local sales manager.  
SHIRLEY E. FREDERICK, program director.  
JUDY JURISICH, promotion manager.  
DAVE BELL, chief engineer.  
VIRGIL DOMINIC, news director.

Highest 30 Sec. Rate (March 1, 1978): \$2700.

NETWORK BASE HOURLY RATE: \$2550.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
	Ashland	14,700	14,500	99
	Ashtabula	35,800	35,100	98
<b>50% &amp; Over</b>	Carroll	8,500	8,300	98
	Coshocton	13,200	12,700	96
	Crawford	17,600	17,200	98
	Cuyahoga	557,800	549,700	99

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
	Erie	26,000	25,600	98
	Geauga	20,600	20,200	98
	Holmes	7,100	6,600	93
	Huron	17,500	17,200	98
	Lake	65,600	65,000	99
	Lorain	85,700	84,600	99
<b>50% &amp; Over</b>	Medina	32,500	32,000	99
	Portage	39,800	39,300	99
	Richland	44,400	43,600	98
	Stark	131,300	129,300	98
	Summit	181,400	179,100	99
	Trumbull	81,300	80,200	99
	Tuscarawas	29,000	28,200	97
	Wayne	29,500	28,600	97
<b>OHIO</b>				
	Ottawa	13,600	13,400	99
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Crawford	29,900	28,900	97
<b>OHIO</b>				
	Columbiana	40,100	39,400	98
	Hancock	21,800	21,500	98
	Knox	15,200	14,900	98
	Mahoning	103,600	102,200	99
	Marion	23,200	22,900	99
<b>Between 5-24%</b>	Morrow	8,500	8,300	98
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Wyandot	7,400	7,200	98
<b>PENNSYLVANIA</b>				
	Mercer	42,600	41,600	98
<b>Station Totals</b>		<b>1,785,900</b>	<b>1,757,400</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,342,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>897,300</b>	
(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.

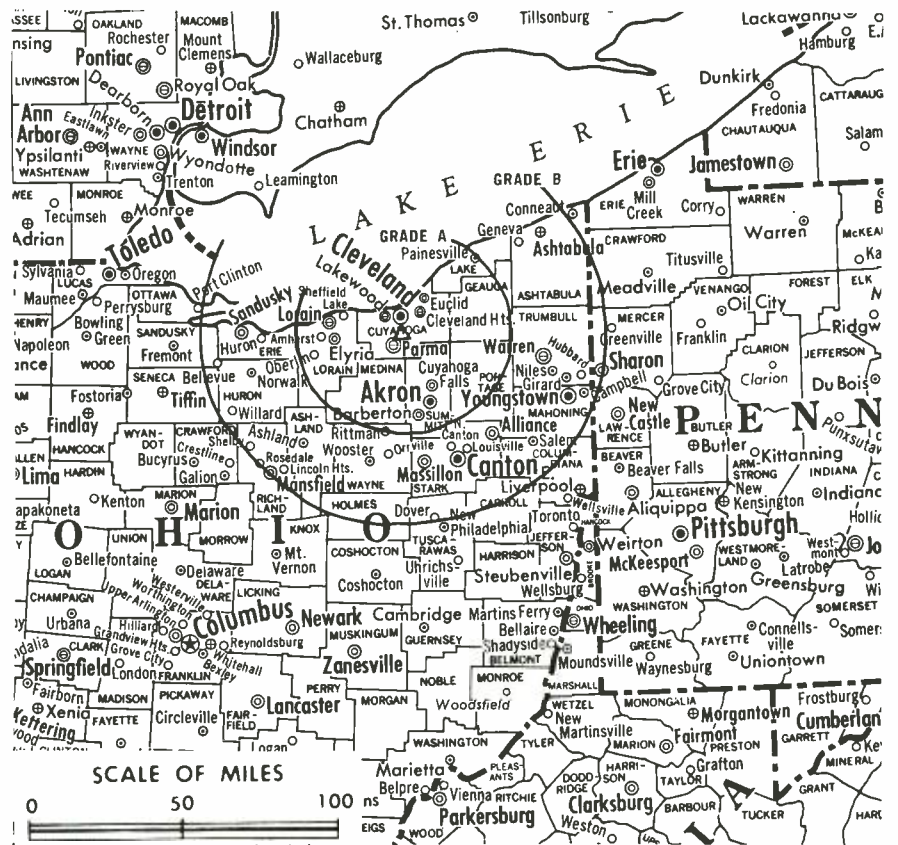
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKYC-TV Ref: FCC File No. BPCP-1789 Granted 1/12/54

©American Map Co., Inc., N.Y., No. 14244

## WKYC-TV

Network Service: NBC.

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.

Began 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.
- CLIFFORD E. FORD, station manager.
- MITCH TURNER, director of sales.
- RAYMOND SMITH, manager of technical operations.
- LES FINE, national sales manager.
- MARLENE HOLDERBAUM, business manager.
- HUBERT PAYNE, local sales manager.
- JOSEPH E. ONDRICK, advertising & sales promotion manager.
- LOUIS A. GATTOZZI, production manager.
- JOHN PIKE, program director.
- WILLIAM PETERSON, news director.
- RICHARD Y. TREMBATH, editorial manager.

Highest 30 Sec. Rate: \$2200.

NETWORK BASE HOURLY RATE: \$3300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Ashland	14,700	14,500	99
	Ashtabula	35,800	35,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
	Carroll	8,500	8,300	98
	Crawford	17,600	17,200	98
	Cuyahoga	557,800	549,700	99
	Erie	26,000	25,600	98
	Geauga	20,600	20,200	98
	Holmes	7,100	6,600	93
	Huron	17,500	17,200	98
50% & Over	Lake	65,600	65,000	99
	Lorain	85,700	84,600	99
	Medina	32,500	32,000	99
	Portage	39,800	39,300	99
	Richland	44,400	43,600	98
	Stark	131,300	129,300	98
	Summit	181,400	179,100	99
	Trumbull	81,300	80,200	99
	Tuscarawas	29,000	28,200	97
	Wayne	29,500	28,600	97
<b>OHIO</b>				
	Columbiana	40,100	39,400	98
	Coshocton	13,200	12,700	96
	Harrison	6,300	6,100	98
	Knox	15,200	14,900	98
	Mahoning	103,600	102,200	99
Between 5-24%	Ottawa	13,600	13,400	99
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Wyandot	7,400	7,200	98
<b>PENNSYLVANIA</b>				
	Crawford	29,900	28,900	97
	Mercer	42,600	41,600	98
Station Totals		1,738,700	1,710,800	98
Net Weekly Circulation (1976-77)			1,317,000	
Average Daily Circulation (1976-77)			873,700	
(Station also received in Canadian markets)				

**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.

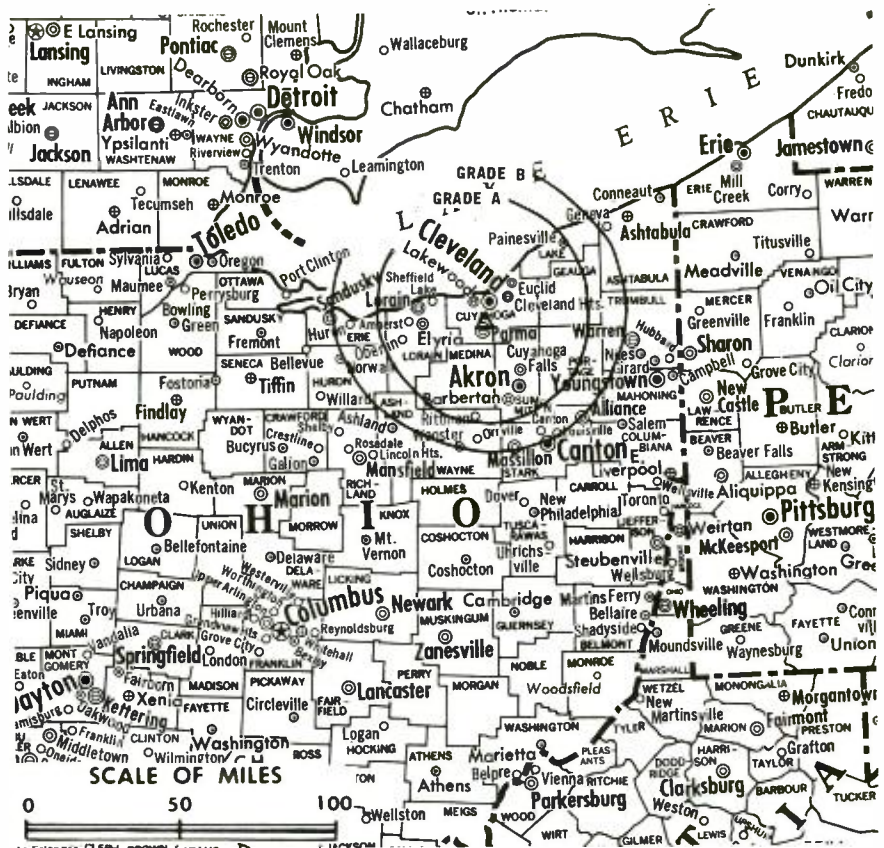
Latitude 41° 22' 45.3"  
Longitude 81° 43' 11.7"

Transmitter: 4800 Bruening Dr., Parma.

TV tape: Recording facilities.  
Color: Live, film, slide & tape.  
News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WUAB Ref: FCC File No. BMPCT—6813 Granted 6/24/68

©American Map Co., Inc., N.Y. No. 14244

**WUAB**

Network Service: None, independent.

Licensee: Gaylord Broadcasting of Ohio, 8443 Day Dr., Parma, Ohio (44129).

Studio: 8443 Day Dr., Parma, Ohio (44129).

Telephone: 216-845-6043.

Ownership: Gaylord Bcstg. Co., 100%. For other interests, see Group Ownership of TV Stations.

Began Operation: Sept. 15, 1968. Sale to present owner by United Artists Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Television Digest, Vol. 16:39, 17:2 & 28).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

- JACK J. MOFFITT, vice president & general manager.
- ROBERT HARTMAN, general sales manager.
- DAVID DeCAPUA, local sales manager.
- BRUNO SARDI, regional sales manager.
- RON ST. CHARLES, program director.
- HARRY SYKORA, manager of engineering.
- ED FLEMING, controller.

Highest 30 Sec. Rate (April 24, 1978): \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Ashland	14,700	14,500	99
	Cuyahoga	557,800	549,700	99
	Erie	26,000	25,600	98
	Geauga	20,600	20,200	98
	Huron	17,500	17,200	98
	Lake	65,600	65,000	99
	Lorain	85,700	84,600	99
	Medina	32,500	32,000	99
	Portage	39,800	39,300	99
	Stark	131,300	129,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO—(Continued)</b>			
	Summit	181,400	179,100	99
	Wayne	29,500	28,600	97
<b>Between 25-49%</b>	<b>OHIO</b>			
	Ashtabula	35,800	35,100	98
	Carroll	8,500	8,300	98
	Coshocton	13,200	12,700	96
	Crawford	17,600	17,200	98
	Guernsey	14,500	14,100	97
	Hancock	21,800	21,500	98
	Holmes	7,100	6,600	93
	Marion	23,200	22,900	99
	Muskingum	28,700	28,000	98
	Richland	44,400	43,600	98
Scioto	29,900	29,100	97	
Tuscarawas	29,000	28,200	97	
<b>Between 5-24%</b>	<b>KENTUCKY</b>			
	Greenup	10,800	10,600	98
	<b>OHIO</b>			
	Butler	82,500	81,200	98
	Clark	52,000	51,300	99
	Columbiana	40,100	39,400	98
	Fairfield	30,400	30,000	99
	Franklin	301,600	297,200	99
	Greene	37,400	36,900	99
	Knox	15,200	14,900	98
	Mahoning	103,600	102,200	99
Morrow	8,500	8,300	98	
Ottawa	13,600	13,400	99	
Pickaway	13,900	13,700	99	
Sandusky	21,600	21,300	99	
(Continued on page 645-b)				
<b>Station Totals</b>		<b>3,054,900</b>	<b>3,004,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>979,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>512,100</b>	

# Ohio—Columbus



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.

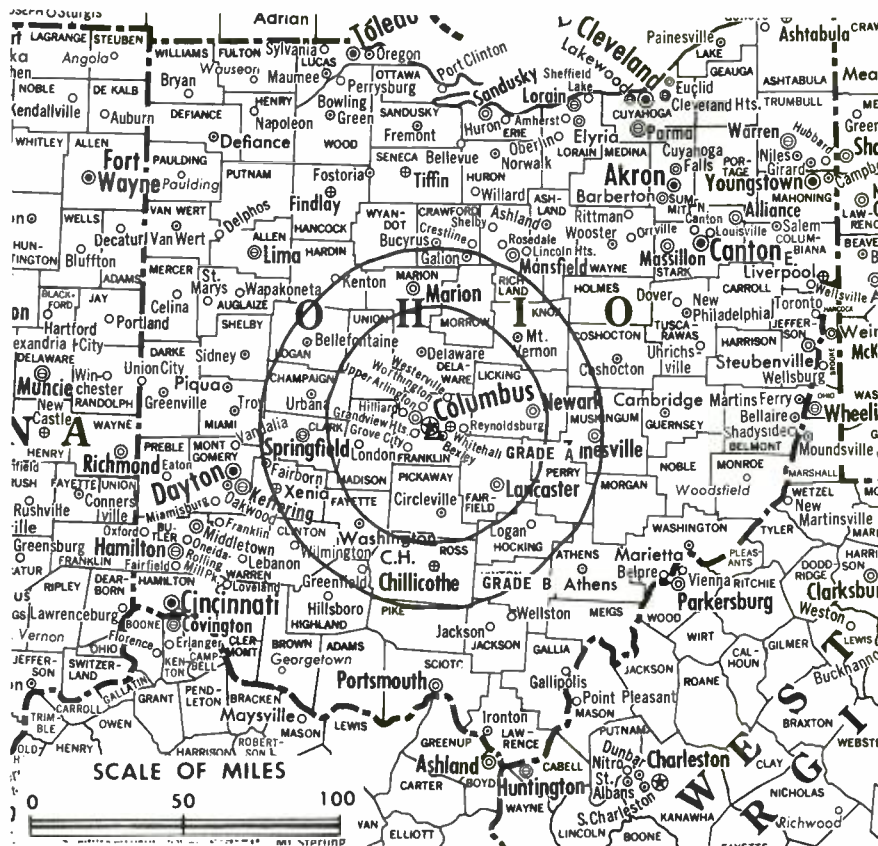
Latitude 39° 58' 13"  
Longitude 83° 01' 27"

Holds CP for change to 229-kw visual, 33.9-kw aural, 890-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level. BPCT-5081.

Transmitter: 770 Twin Rivers Dr.

TV tape: Recording facilities. Color: Network, live, film, slide & tape. News Wire Service: AP, UPI. News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBNS-TV Ref: FCC File No. BPCT-2294 Granted 4/23/57  
CP: BPCT-5081 Granted 4/14/78

© American Map Co., Inc., N.Y., No. 14244

## WBNS-TV

Network Service: CBS.

Licensee: WBNS-TV Inc., 770 Twin Rivers Dr., Columbus, Ohio (43216).

Studio: 770 Twin Rivers Dr., Columbus, Ohio (43216).

Telephone: 614-460-3700. TWX No.: 810-482-1619.

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz (CBS).

FM Affiliate: WBNS-FM, 26-kw, 97.1 MHz (No. 246), 660-ft.

Ownership: WBNS-TV Inc., Richard M. Wolfe, pres. All outstanding stock in WBNS-TV Inc. is owned by Dispatch Printing Co., publishers of Columbus Dispatch, John F. Wolfe, publisher. The Dispatch Printing Co. also owns VideoIndiana Inc., licensee of WTHR(TV), Indianapolis, Ind.

Began Operation: Oct. 5, 1949.

Represented (sales) by Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

GENE D'ANGELO, president & general manager.  
ARNOLD ROUTSON, vice president & general sales manager.

JOHN A. HALDI, vice president, programs.  
WILLIAM ORR, vice president, engineering.  
ROBERT FOSTER, national sales manager.  
LARRY G. LEESE, local sales manager.  
JOHN T. SCAFONE, dir. of advertising & promotion.  
BILL VANCE, news director.  
ALVIN DOMPKE, production manager.  
DON KING, operations director.  
BETTY DIXON, film buyer.  
CHARLES WHITE, public service director.  
JAMES MOSKUS, director, CATV.

Highest 30 Sec. Rate: \$2000.  
NETWORK BASE HOURLY RATE: \$1375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Champaign	11,400	11,200	98
(Continued on page 659-b)				
<b>Station Totals</b>		<b>1,156,400</b>	<b>1,133,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>707,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>459,700</b>	

# When it really counts...WBNS 10<sup>TV</sup>

COLUMBUS, OHIO

# Ohio—Columbus

## WCMH-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 444-ft. above av. terrain, 576-ft. above ground, 1318-ft. above sea level.

Latitude 40° 01' 31"

Longitude 83° 01' 48"

Transmitter: 3165 Olentangy River Rd.

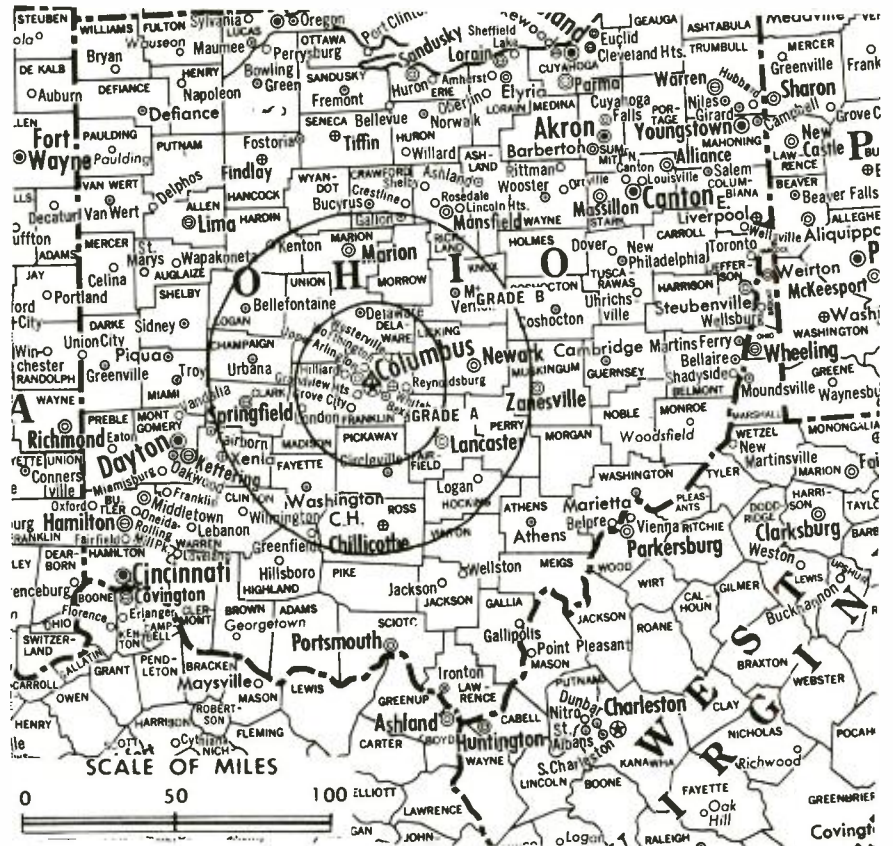
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



WCMH-TV Ref: FCC File No. BPCT—918 Granted 12/10/52

© American Map Co., Inc., N.Y., No. 14244

## WCMH-TV

Network Service: NBC.

Licensee: The Outlet Co., 3165 Olentangy River Rd., Columbus (43202).

Studio: 3165 Olentangy River Rd. Telephone: 614-263-5441.

Ownership: The Outlet Co. For officers & other interests, see WJAR-TV, Providence, R.I.

Began Operation: April 3, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Dec. 22, 1975 (Television Digest, Vol. 15:21, 52).

Represented (legal) by Sundlun, Scher & Singer.

Represented (sales) by Petry Television Inc.

Personnel:

- BENJAMIN McKEEL, vice president & general manager.
- RICHARD B. LOWE, general sales manager.
- RICK KEILTY, national sales manager.
- DAVID J. MILLER, program director.
- MICHAEL McGIVERN, business manager.
- MARYSUE GAUDIO, promotion & publicity director.
- CHRISTIAN SCHMIDT, news director.
- HUGH DEMOSS, managing news editor.
- ANN WALKER, director, community services.
- R. K. DYE, chief engineer.
- CAROL A. WITHERSPOON, production manager.
- JUANITA MITCHELL, film director.

### DIGEST OF RATE CARD NO. A-7—(Sept. 19, 1977)

Hour	30 Min.	30 Sec.	20 Sec.
Class AA—7:30-11 p.m., daily.			
\$3500	\$2600	\$1000	\$1000

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Champaign	11,400	11,200	98
	Coshocton	13,200	12,700	96
	Crawford	17,600	17,200	98
	Delaware	17,700	17,500	99
Fairfield	30,400	30,000	99	

652-b

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO—(Continued)				
	Fayette	9,600	9,400	98
	Franklin	301,600	297,200	99
	Hocking	8,000	7,800	97
	Knox	15,200	14,900	98
	Licking	40,200	39,600	99
	Logan	14,100	13,800	98
50% & Over	Madison	10,400	10,100	97
	Marion	23,200	22,900	99
	Morrow	8,500	8,300	98
	Muskingum	28,700	28,000	98
	Perry	10,000	9,800	98
	Pickaway	13,900	13,700	99
	Pike	6,800	6,600	96
	Ross	20,300	19,800	97
	Union	9,900	9,700	98
	OHIO			
	Athens	15,200	14,600	96
	Clark	52,000	51,300	99
	Guernsey	14,500	14,100	97
	Hardin	12,500	12,200	97
Between 25-49%	Jackson	10,200	9,900	97
	Morgan	4,600	4,400	96
	Richland	44,400	43,600	98
	Scioto	29,900	29,100	97
	Tuscarawas	29,000	28,200	97
	Wyandot	7,400	7,200	98
	OHIO			
Between 5-24%	Ashland	14,700	14,500	99
	Auglaize	14,400	14,100	98

(Continued on page 659-b)

Station Totals	991,100	971,800	98
Net Weekly Circulation (1976-77)		621,400	
Average Daily Circulation (1976-77)		401,300	

TV Factbook No. 48

# Ohio—Columbus

## WTVN-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"  
Longitude 83° 01' 11"

Transmitter: 350 W. Dodridge Rd.

TV tape: Recording facilities.

AM Affiliate: WTVN, 5-kw, 610 kHz (ABC).

FM Affiliate: WLWQ, 40-kw, 96.3 MHz (No. 242), 550-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (legal) by Koteen & Burt.

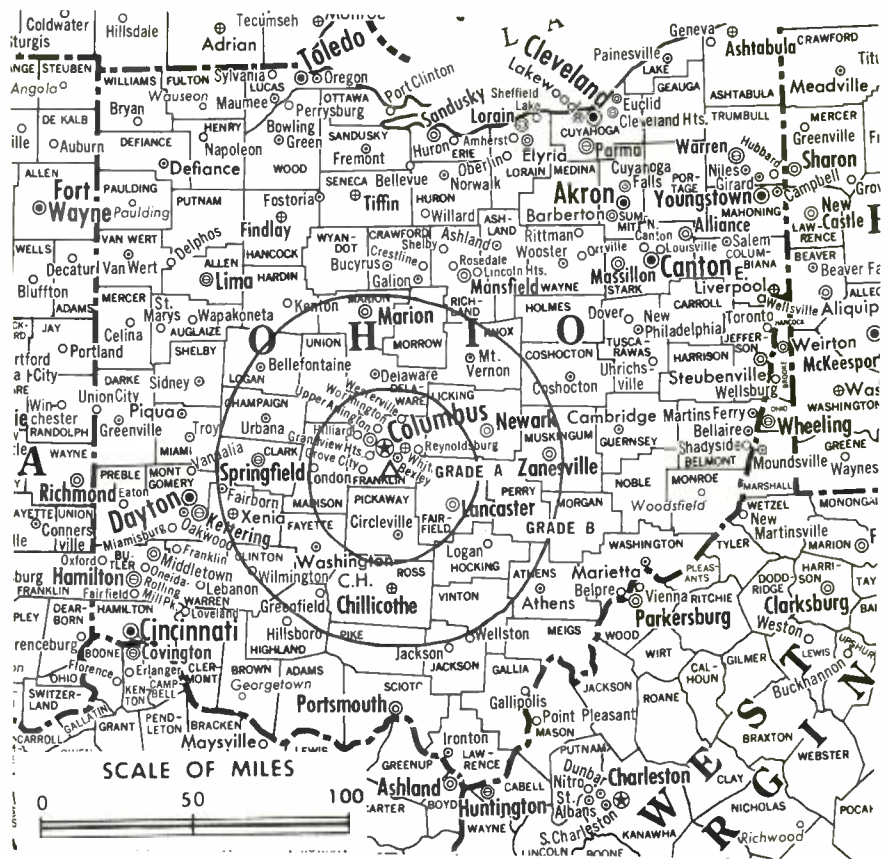
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WTVN-TV Ref: FCC File No. BPCT—4870 Granted 5/22/75

©American Map Co., Inc., N.Y., No. 14244

## WTVN-TV

Network Service: ABC.

Licensee: Taft Broadcasting Co., 753 Harmon Ave. (43223).

Studio: 1261 Dublin Rd., Columbus, Ohio (43215).

Mailing Address: Box 718, Columbus, Ohio (43216).

Telephone: 614-481-6666. 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 Harrington, Righter & Parsons Inc.

Personnel:

DUDLEY S. TAFT, president.  
RO GRIGNON, executive vice president.  
FRED von STADE, v.p., general manager & film buyer.  
GEORGE COLES, general sales manager.  
CHRIS SEHRING, national sales manager.  
PAT CRAMER, program manager.  
ANDREW SHINNICK, news director.  
PETER G. LENZ, publicity & promotion director.  
JOHN OWEN, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$1500.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Champaign	11,400	11,200	98
	Crawford	17,600	17,200	98
	Delaware	17,700	17,500	99
<b>50% &amp; Over</b>	Fairfield	30,400	30,000	99
	Fayette	9,600	9,400	98
	Franklin	301,600	297,200	99
	Hocking	8,000	7,800	97
	Knox	15,200	14,900	98
	Licking	40,200	39,600	99

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OHIO—(Continued)</b>			
	Logan	14,100	13,800	98
	Madison	10,400	10,100	97
	Marion	23,200	22,900	99
	Morgan	4,600	4,400	96
<b>50% &amp; Over</b>	Morrow	8,500	8,300	98
	Muskingum	28,700	28,000	98
	Perry	10,000	9,800	98
	Pickaway	13,900	13,700	99
	Pike	6,800	6,600	96
	Ross	20,300	19,800	97
	Union	9,900	9,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OHIO</b>			
	Clark	52,000	51,300	99
	Clinton	11,300	11,100	98
	Coshocton	13,200	12,700	96
	Guernsey	14,500	14,100	97
	Hardin	12,500	12,200	97
	Highland	11,700	11,300	97
<b>Between 25-49%</b>	Jackson	10,200	9,900	97
	Richland	44,400	43,600	98
	Vinton	3,500	3,400	97
	Washington	20,500	19,800	97
	Wyandot	7,400	7,200	98
	<b>WEST VIRGINIA</b>			
	Wood	31,200	30,400	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OHIO</b>			
	Adams	8,200	7,700	94
<b>Between 5-24%</b>	Gallia	10,200	9,800	96
	Greene	37,400	36,900	99
	Holmes	7,100	6,600	93
	Meigs	7,800	7,500	97

(Continued on page 659-b)

<b>Station Totals</b>	<b>1,007,200</b>	<b>987,100</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>647,200</b>
<b>Average Daily Circulation (1976-77)</b>			<b>417,800</b>

# Ohio—Dayton

## WDTN

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"  
Longitude 84° 15' 22"

Transmitter: Frytown & W. Carrollton Rds.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC, Newswest.

Represented (legal) by Cohn & Marks.

Represented (sales) by Petry Television Inc.

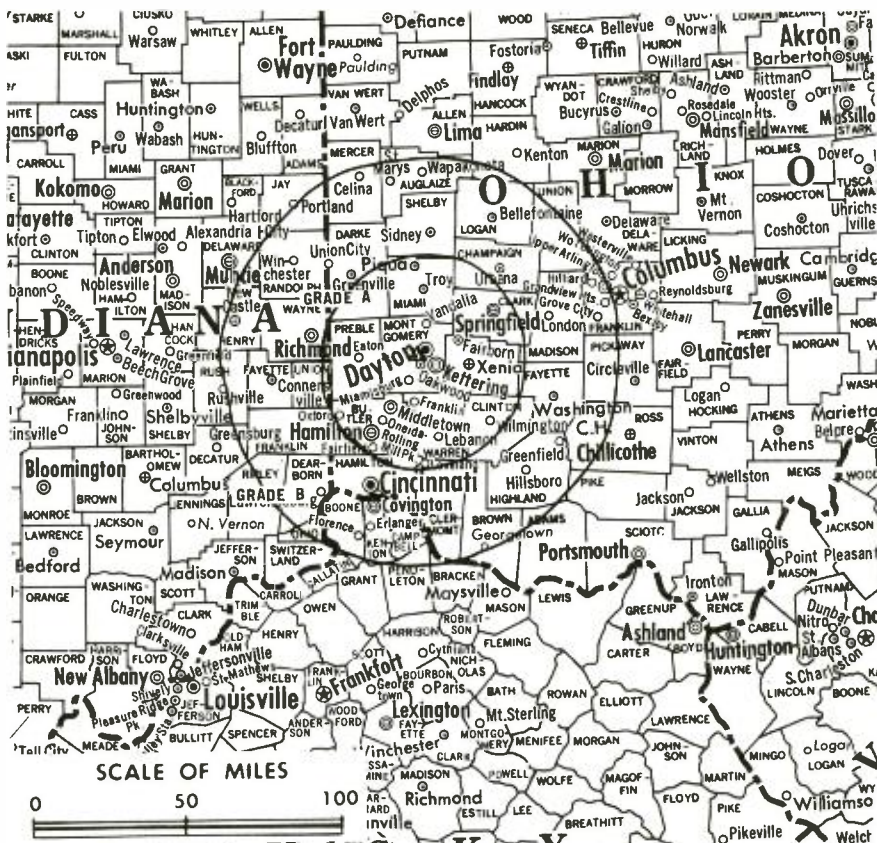
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WDTN Ref: FCC File No. BPCT-4987 Granted 5/6/77

©American Map Co., Inc., N.Y., No. 14244

## WDTN

Network Service: NBC.

Licensee: Grinnell Communications Corp., 4595 S. Dixie Ave., Dayton (45401).

Studio: 4595 S. Dixie Ave. Telephone: 513-293-2101.

Ownership: Trustees of Grinnell College, Grinnell, Iowa, 100%. Officers of Grinnell Communications: Gardiner S. Dutton, chmn.; Ray W. Colie, exec. v.p.; Thomas R. Hutchinson, secy.-treas.

Began Operation: March 15, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Television Digest, Vol. 15:25).

Personnel:

RAY W. COLIE, exec. vice president & general manager.

DONALD MEINEKE, general sales manager.

STEVE BARRY, national sales manager.

DON PRIJATEL, program director.

RICHARD CARTER, operations manager.

LOUIS F. PRATO, news director.

TERRENCE E. SIMPSON, promotion director.

HAROLD THOMPSON, chief engineer.

DIGEST OF RATE CARD NO. 5A—(Sept. 1, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID

Class AA—7:30-11 p.m., daily.

\$2000 \$1300 \$1000 \$800 Graded rates apply\*

\*Highest rate: \$675.

NETWORK BASE HOURLY RATE: \$2100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Wayne	26,300	25,700	98
	OHIO			
	Butler	82,500	81,200	98
	Champaign	11,400	11,200	98
	Clark	52,000	51,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO—(Continued)			
	Clinton	11,300	11,100	98
	Darke	18,800	18,400	98
	Greene	37,400	36,900	99
	Logan	14,100	13,800	98
	Miami	30,900	30,500	99
	Montgomery	203,900	201,400	99
	Preble	12,300	12,100	99
	Shelby	13,100	12,900	98
	Warren	27,200	26,800	98
Between 25-49%	INDIANA			
	Randolph	10,300	10,100	98
	Union	2,400	2,300	97
	OHIO			
	Auglaize	14,400	14,100	98
Fayette	9,600	9,400	98	
Highland	11,700	11,300	97	
Mercer	11,700	11,500	98	
Between 5-24%	INDIANA			
	Dearborn	10,600	10,400	98
	Fayette	9,500	9,300	98
	Franklin	5,200	5,000	96
	Jay	8,700	8,400	97
	Ripley	7,900	7,700	97
	KENTUCKY			
	Owen	3,100	3,000	97
	Pendleton	3,600	3,600	99
	OHIO			
Adams	8,200	7,700	94	
Allen	37,000	36,200	98	
Brown	10,300	9,900	96	
Clermont	35,500	35,000	98	
Hamilton	315,900	310,100	98	
Hardin	12,500	12,200	97	
Station Totals		1,069,300	1,050,500	98
Net Weekly Circulation (1976-77)			521,500	
Average Daily Circulation (1976-77)			313,100	



# Ohio—Dayton

## WHIO-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual, 38-kw aural. Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"  
Longitude 84° 14' 50"

Transmitter: 3316 Germantown St.  
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), 1060-ft.

Represented (sales) by TeleRep Inc.

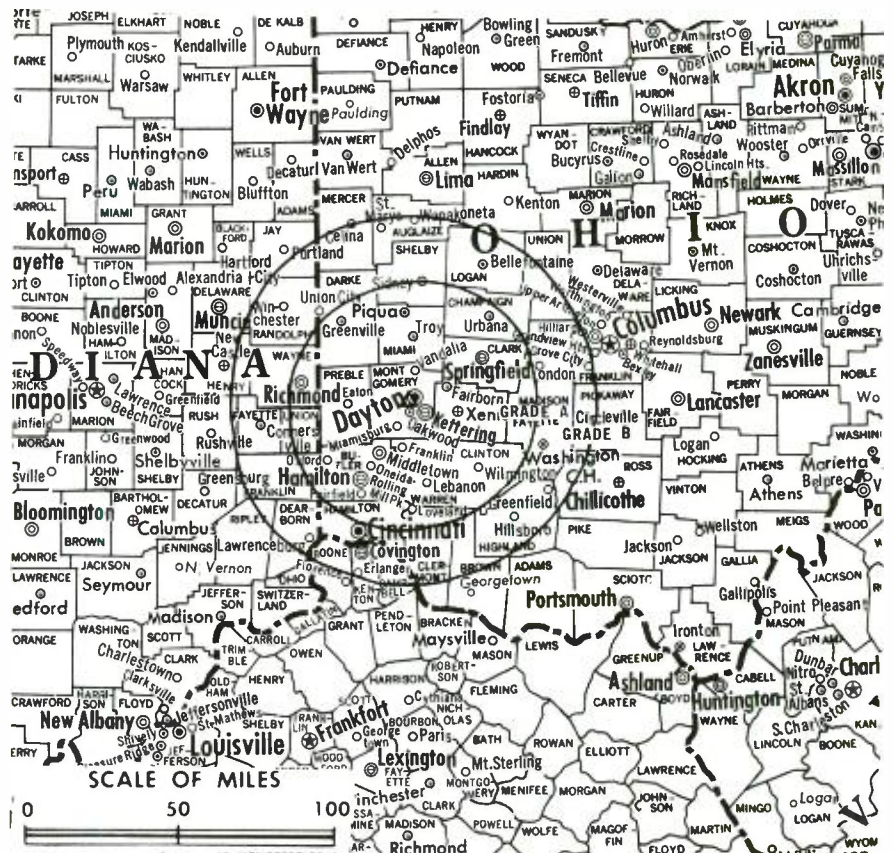
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WHIO-TV Ref: FCC File No. BPT-890 Granted 7/11/52

©American M&D Co., Inc., N.Y., No. 1424

## WHIO-TV

Network Service: CBS.

Licensee: Miami Valley Bcstg. Corp., 1414 Wilmington Ave. (45401).

Studio: 1414 Wilmington Ave.

Telephone: 513-254-5311. TWX No.: 513-944-0476.

Ownership: Wholly-owned subsidiary of Cox Broadcasting Corp., which is a publicly held corporation. See WSB-TV, Atlanta, Ga.

Began Operation: Jan. 26, 1949.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

- JACK P. McCARTHY, vice president & general manager.
- NEIL PUGH, station manager & general sales manager.
- DONALD KEMPER JR., local sales manager.
- MALCOM T. LORIMER, national sales manager.
- ROBERT R. WELLS, director of information services.
- JOHN E. CLARK, program director.
- RICHARD O. BIESER, public affairs/news manager.
- JACK HURLEY, television news director.
- ALAN HIGGINS, chief engineer.

### DIGEST OF RATE CARD—(March 28, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	8 Sec.
Class AAA—7:30-11 p.m., daily.	\$2665	\$1880	\$1210	\$970	Graded rates apply*	

\*Highest rate: \$1070.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Fayette	9,500	9,300	98
	Randolph	10,300	10,100	98
	Union	2,400	2,300	97
	Wayne	26,300	25,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	37,000	36,200	98
	Auglaize	14,400	14,100	98
	Butler	82,500	81,200	98
	Champaign	11,400	11,200	98
	Clark	52,000	51,300	99
	Clinton	11,300	11,100	98
	Darke	18,800	18,400	98
	Fayette	9,600	9,400	98
	Greene	37,400	36,900	99
	Highland	11,700	11,300	97
	Logan	14,100	13,800	98
	Mercer	11,700	11,500	98
	Miami	30,900	30,500	99
Montgomery	203,900	201,400	99	
Preble	12,300	12,100	99	
Shelby	13,100	12,900	98	
Warren	27,200	26,800	98	
Between 25-49%	INDIANA			
	Dearborn	10,600	10,400	98
	Franklin	5,200	5,000	96
	Jay	8,700	8,400	97
Between 5-24%	OHIO			
	Adams	8,200	7,700	94
	Brown	10,300	9,900	96
	Hardin	12,500	12,200	97
Ross	20,300	19,800	97	
Between 5-24%	INDIANA			
	Henry	18,500	18,200	98
	Ohio	1,700	1,700	99
Ripley	7,900	7,700	97	

(Continued on page 645-b)

Station Totals	1,277,900	1,256,000	98
Net Weekly Circulation (1976-77)	659,500		
Average Daily Circulation (1976-77)	413,100		

# Ohio—Dayton

**WKFE**

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

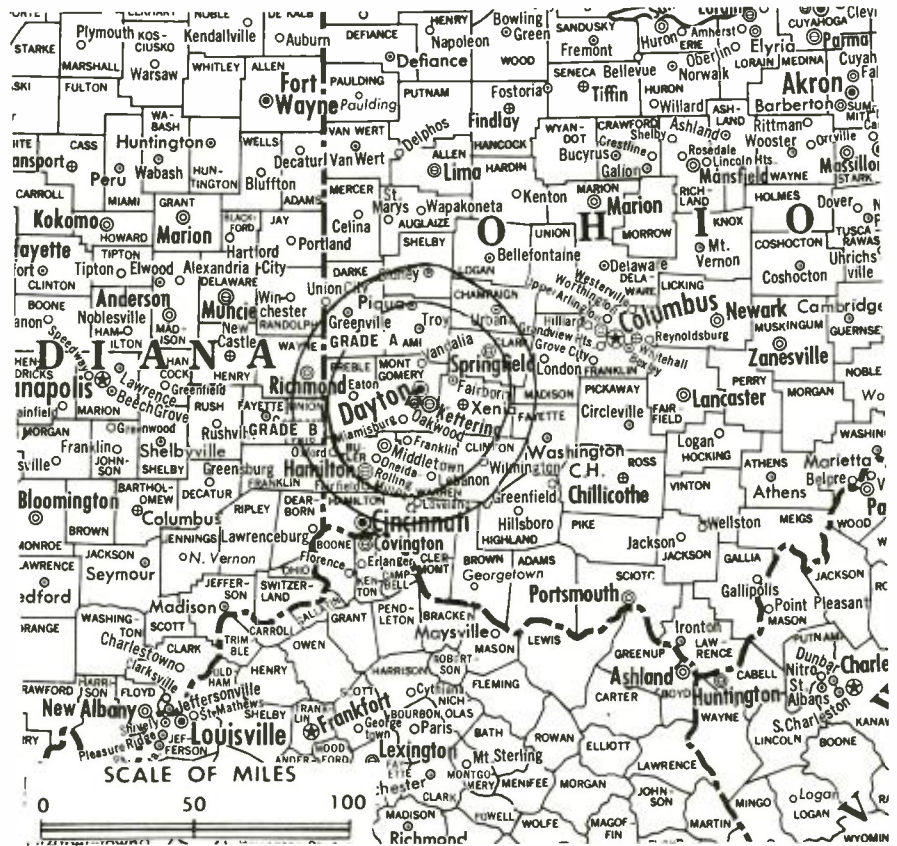
Latitude 39° 43' 15.5"  
Longitude 84° 15' 38.9"

Transmitter: 1731 Soldiers Home Road.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WKFE Ref: FCC File No. BPCT-4954 Granted 3/31/77

American Map Co., Inc., N.Y., No. 14244

## WKFE

Network Service: ABC.

Licensee: Springfield Television Corp., Box 2210, Springfield, Mass.

Studio: 1731 Soldiers Home Road (45418).

Telephone: 513-263-2662.

TWX No.: 810-459-1661.

Ownership: See WWLP, Springfield, Mass.

Began Operation: Sept. 27, 1964.

Represented (sales) by H-R Television; Kettell-Carter (New England); Paul Mulvihill Ltd. (Canada).

Represented (legal) by Stein, Halpert & Miller.

Personnel:

GEORGE J. MITCHELL, pres., Ohio operations & general manager.

JAMES D. GRAHAM, station manager.

LON MIROLLI, asst. general manager & general sales manager.

BERL GOLUB, corp. research dir. & promotion dir./film buyer.

RAY GEORGE, national sales manager.

DARRELL HUNTER, chief engineer.

JOHNNY WALKER, director of community affairs/special events.

JOE SMITH, production manager.

SANDY PATTON, promotion manager.

Highest 30 Sec. Rate (March 1978): \$850.

NETWORK BASE HOURLY RATE: \$625.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>OHIO—(Continued)</b>				
	Darke	18,800	18,400	98
	Greene	37,400	36,900	99
	Miami	30,900	30,500	99
	Montgomery	203,900	201,400	99
	Preble	12,300	12,100	99
	Shelby	13,100	12,900	98
<b>Between 25-49%</b>				
<b>INDIANA</b>				
	Randolph	10,300	10,100	98
	Wayne	26,300	25,700	98
<b>OHIO</b>				
	Allen	37,000	36,200	98
	Butler	82,500	81,200	98
	Champaign	11,400	11,200	98
	Ciinton	11,300	11,100	98
	Fayette	9,600	9,400	98
	Logan	14,100	13,800	98
	Warren	27,200	26,800	98
<b>Between 5-24%</b>				
<b>INDIANA</b>				
	Dearborn	10,600	10,400	98
	Union	2,400	2,300	97
<b>OHIO</b>				
	Brown	10,300	9,900	96
	Highland	11,700	11,300	97
	Madison	10,400	10,100	97
	Mercer	11,700	11,500	98
	Ross	20,300	19,800	97
	Van Wert	10,800	10,600	98
<b>Station Totals</b>		<b>700,700</b>	<b>689,000</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>403,000</b>		
<b>Average Daily Circulation (1976-77)</b>		<b>239,100</b>		

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>OHIO</b>				
	Auglaize	14,400	14,100	98
	Clark	52,000	51,300	99

# Ohio—Lima

**WLIO**

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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

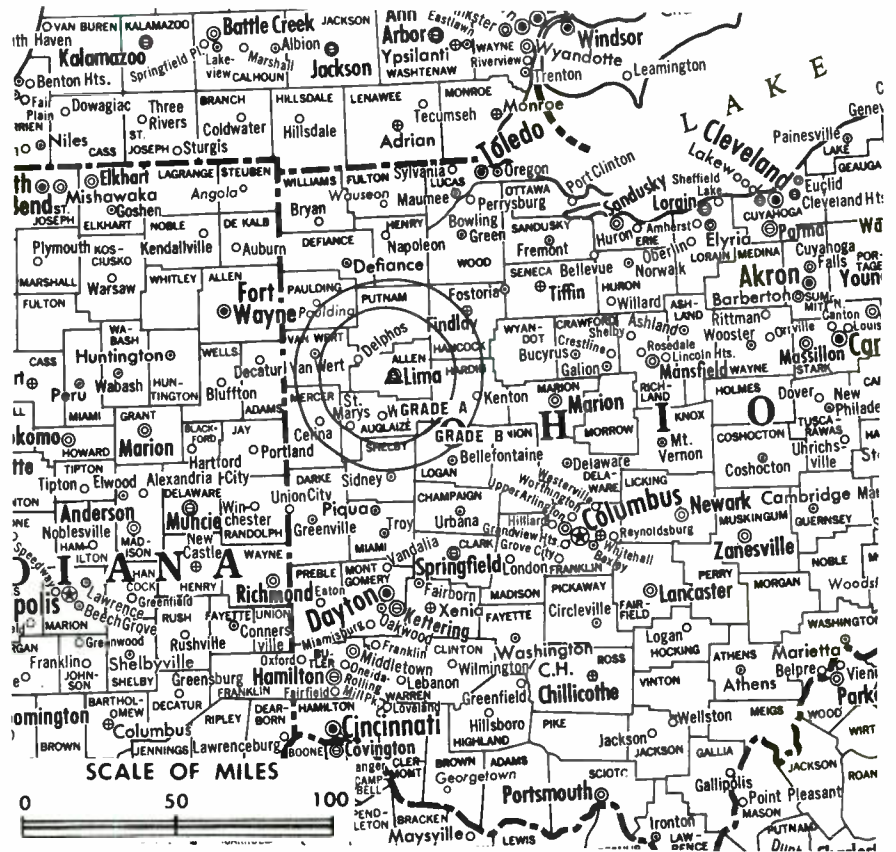
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WLIO Ref: FCC File No. BPCT—3190 Granted 3/30/84

©American Map Co., Inc., N.Y., No. 14244

## WLIO

Network Service: NBC, ABC.

Licensee: Lima Communications Corp., 541 Superior St., Toledo, Ohio (43604).

Studio: 1424 Rice Ave., Lima, Ohio (45805).

Telephone: 419-228-8835. TWX No.: 810-447-2720.

Ownership: Toledo Blade Co., 75%; Midwestern Bcstg. Co., 25%; Officers: Wayne G. Current, pres.; Lewis W. Dickey, v.p.; John D. Willey, v.p.; Bernard R. Baker, secy.; Harold O. Davis, treas. Midwestern Bcstg., owned by Lewis W. Dickey, is licensee of WOHO, Toledo and WXEZ-FM, Sylvania, Ohio. The Toledo Blade Co. publishes newspapers in Toledo, Ohio & Pittsburgh, Pa.; has newspaper interests in Monterey, Cal. & Port Clinton, Ohio; interest in Buckeye Cablevision Inc., Toledo.

Began Operation: March 30, 1953. Sale to present owners by WLIOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley and Case families approved by FCC Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

LEWIS DICKEY, vice president, operations.  
JAMES C. DAGES, general manager.  
BRUCE OPPERMAN, sales manager.  
DOUGLAS FERGUSON, program director.  
GEORGE DUNSTER, news director.  
M. J. LAMB, chief engineer.

Highest 30 Sec. Rate (Sept. 4, 1978): \$175.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Allen	37,000	36,200	98
	Auglaize	14,400	14,100	98
	Putnam	9,300	9,100	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Hancock	21,800	21,500	98
	Hardin	12,500	12,200	97
	Logan	14,100	13,800	98
	Mercer	11,700	11,500	98
	Shelby	13,100	12,900	98
	Van Wert	10,800	10,600	98
<b>Between 5-24%</b>	<b>OHIO</b>			
	Defiance	11,900	11,700	98
	Henry	9,200	9,100	98
	Marion	23,200	22,900	99
	Miami	30,900	30,500	99
	Paulding	6,700	6,600	98
	Wyandot	7,400	7,200	98
<b>Station Totals</b>		<b>234,000</b>	<b>229,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>98,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>57,700</b>

For Ohio Cable Systems,  
see Services Volume

# Ohio—Steubenville-Wheeling, West Virginia

## WSTV-TV

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: WRKY, 12-kw, 103.5 MHz (No. 278), 880-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WSTV-TV Ref: FCC File No. BPCT—2786 Granted 6/23/60

© American Map Co., Inc., N.Y., No. 14244

## WSTV-TV

Network Service: CBS, ABC.

Licensee: Rust Craft Broadcasting Co., WSTV Broadcast Center, Market St., Steubenville, Ohio. (43952)

Telephone: 614-282-0911, Steubenville. TWX No.: 810-339-2574.

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 WRKY(FM), Steubenville; WRDW-TV, Augusta, Ga.; WRCB-TV, Chattanooga, Tenn.; WROC-TV, WROC & WPXY(FM), Rochester, N.Y.; WJKS-TV, Jacksonville, Fla.; WEYI-TV, Saginaw, Mich.; WPIT-AM-FM, Pittsburgh, Pa.; WSOL, Tampa, Fla.; WRCP-AM-FM, Philadelphia and WVOL-AM-FM, Buffalo, N.Y. Stations operate as Rust Craft Broadcasting Co. Note: Sale to Ziff Corp. pends (Television Digest, Vol. 17:26, 27, 36, 38; 18:20, 41).

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 Petry Television Inc.

Represented (legal) by Kirkland & Ellis.

Personnel:

MARSHALL BERKMAN, president.  
RALPH BECKER, exec. vice president, broadcasting.  
RAY J. CHUMLEY, vice president & general manager.  
MICHAEL MACALUSO, general sales manager.  
MICHAEL SCHUSTER, program manager.  
PETER FENNEY, news director.  
MONICA MARCHUSKA, promotion manager.

DIGEST OF RATE CARD NO. 17—(Jan. 15, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$900 \$540 \$360 \$270 Graded rates apply\*

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$934.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
	Belmont	30,400	29,800	98
	Carroll	8,500	8,300	98
	Columbiana	40,100	39,400	98
	Coshocton	13,200	12,700	96
	Guernsey	14,500	14,100	97
	Harrison	6,300	6,100	98
	Jefferson	32,800	32,300	98
	Monroe	5,500	5,300	96
	Noble	4,400	4,200	95
<b>50% &amp; Over</b>	Tuscarawas	29,000	28,200	97
<b>PENNSYLVANIA</b>				
	Beaver	71,500	70,300	98
	Washington	76,500	74,900	98
<b>WEST VIRGINIA</b>				
	Brooke	10,600	10,500	99
	Hancock	13,600	13,500	99
	Marshall	14,200	14,000	98
	Ohio	21,300	21,000	99
	Tyler	3,700	3,600	96
	Wetzel	7,200	7,000	98
<b>MARYLAND</b>				
	Garrett	7,900	7,600	96
<b>OHIO</b>				
	Muskingum	28,700	28,000	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Allegheny	535,000	525,100	98
	Armstrong	28,200	27,500	98
	Butler	46,000	45,200	98
	Clarion	13,500	13,100	97

(Continued on next page)

Station Totals	1,792,400	1,754,400	97
Net Weekly Circulation (1976-77)			627,800
Average Daily Circulation (1976-77)			281,100

**WBNS-TV, Columbus**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
	Clark	52,000	51,300	99
	Crawford	17,600	17,200	98
	Delaware	17,700	17,500	99
	Fairfield	30,400	30,000	99
	Fayette	9,600	9,400	98
	Franklin	301,600	297,200	99
	Hardin	12,500	12,200	97
	Hocking	8,000	7,800	97
<b>50% &amp; Over</b>	Knox	15,200	14,900	98
	Licking	40,200	39,600	99
	Logan	14,100	13,800	98
	Madison	10,400	10,100	97
	Marion	23,200	22,900	99
	Morgan	4,600	4,400	96
	Morrow	8,500	8,300	98
	Muskingum	28,700	28,000	98
	Perry	10,000	9,800	98
	Pickaway	13,900	13,700	99
	Pike	6,800	6,600	96
	Ross	20,300	19,800	97
	Union	9,900	9,700	98

<b>OHIO</b>				
	Allen	37,000	36,200	98
	Auglaize	14,400	14,100	98
	Coshocton	13,200	12,700	96
	Guernsey	14,500	14,100	97
	Highland	11,700	11,300	97
	Jackson	10,200	9,900	97
<b>Between 25-49%</b>	Richland	44,400	43,600	98
	Scioto	29,900	29,100	97
	Shelby	13,100	12,900	98
	Vinton	3,500	3,400	97
	Washington	20,500	19,800	97
	Wyandot	7,400	7,200	98
<b>WEST VIRGINIA</b>				
	Mason	8,500	8,400	98
	Wood	31,200	30,400	98

<b>KENTUCKY</b>				
	Greenup	10,800	10,600	98
<b>OHIO</b>				
	Adams	8,200	7,700	94
	Ashland	14,700	14,500	99
	Clinton	11,300	11,100	98
	Gallia	10,200	9,800	96
<b>Between 5-24%</b>	Greene	37,400	36,900	99
	Hancock	21,800	21,500	98
	Holmes	7,100	6,600	93
	Lawrence	21,000	20,500	98
	Meigs	7,800	7,500	97
	Miami	30,900	30,500	99
	Noble	4,400	4,200	95
	Wayne	29,500	28,600	97

**WTVN-TV, Columbus**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
<b>Between 5-24%</b>	Miami	30,900	30,500	99
	Noble	4,400	4,200	95
	Scioto	29,900	29,100	97
	Shelby	13,100	12,900	98
<b>WEST VIRGINIA</b>				
	Mason	8,500	8,400	98

**Ohio**

**WCMH-TV, Columbus**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO—(Continued)</b>				
	Clinton	11,300	11,100	98
	Gallia	10,200	9,800	96
	Greene	37,400	36,900	99
	Highland	11,700	11,300	97
<b>Between 5-24%</b>	Holmes	7,100	6,600	93
	Lawrence	21,000	20,500	98
	Meigs	7,800	7,500	97
	Shelby	13,100	12,900	98
	Vinton	3,500	3,400	97
<b>WEST VIRGINIA</b>				
	Mason	8,500	8,400	98

**WSTV-TV, Steubenville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
	Fayette	54,800	53,000	97
	Greene	14,200	13,700	97
	Lawrence	36,000	35,200	98
	Westmoreland	130,300	128,100	98
<b>WEST VIRGINIA</b>				
<b>Between 25-49%</b>	Barbour	5,600	5,400	96
	Harrison	28,300	27,900	98
	Marion	23,800	23,300	98
	Monongalia	23,800	23,000	97
	Pleasants	2,400	2,300	97
	Preston	8,900	8,500	96
	Taylor	5,800	5,600	96
	Tucker	2,900	2,800	95
	Upshur	7,700	7,400	96

<b>OHIO</b>				
	Holmes	7,100	6,600	93
	Mahoning	103,600	102,200	99
	Morgan	4,600	4,400	96
	Stark	131,300	129,300	98
	Washington	20,500	19,800	97
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Mercer	42,600	41,600	98
	Somerset	28,100	27,200	97
	Venango	21,600	20,700	96
<b>WEST VIRGINIA</b>				
	Braxton	4,500	4,200	94
	Doddridge	2,400	2,300	96
	Lewis	6,400	6,200	97
	Randolph	8,800	8,400	96
	Ritchie	3,800	3,600	95

**WTOL-TV, Toledo**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
<b>Between 5-24%</b>	Ashland	14,700	14,500	99
	Auglaize	14,400	14,100	98
	Lorain	85,700	84,600	99
	Marion	23,200	22,900	99
	Morrow	8,500	8,300	98
	Paulding	6,700	6,600	98
	Van Wert	10,800	10,600	98

# Ohio—Toledo

## WDHO-TV

Ch. 24



Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 916-kw max. & 363.9-kw horizontal visual, 91.62-kw max. & 54.58-kw horizontal aural. Antenna: 1413-ft. above av. terrain, 1470-ft. above ground, 2046-ft. above sea level.

Latitude 41° 40' 03"  
Longitude 83° 21' 22"

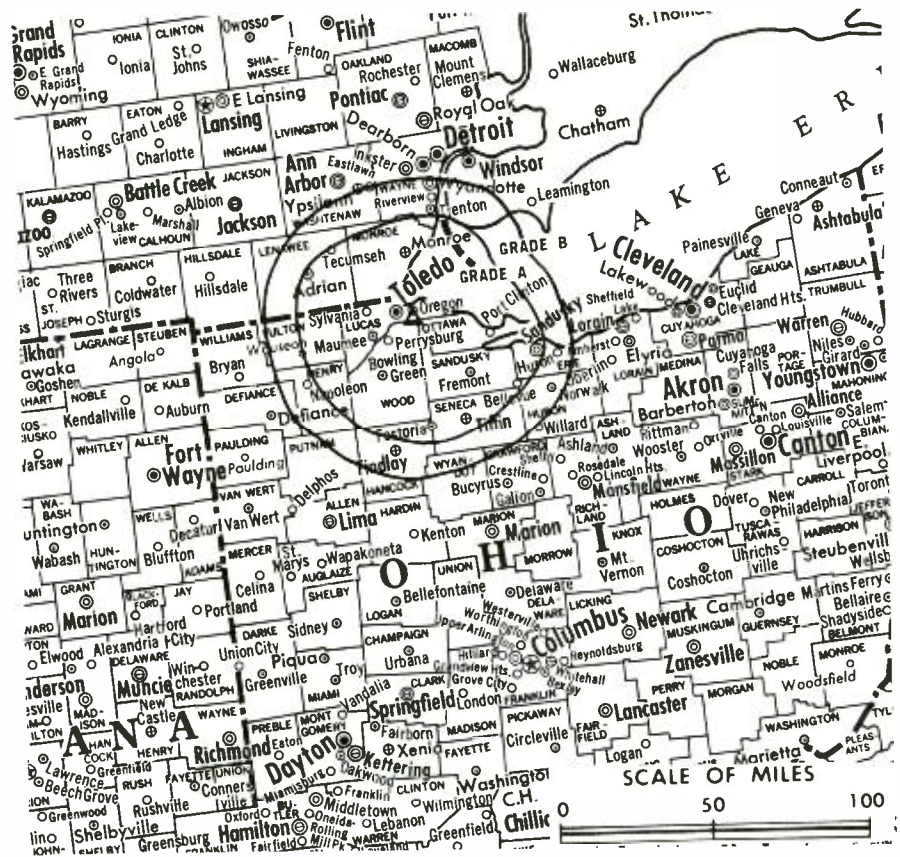
Transmitter: W of Cousino Rd., at Arquette Rd., Jerusalem, Ohio.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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., Debtor in Possession, 300 S. Byrne Rd., Toledo (43615).

Studio: 300 S. Byrne Rd., Toledo (43615).

Telephone: 419-535-0024. TWX No.: 810-442-1646.

Ownership: The Overmyer Co. Inc., Debtor in Possession.

Began Operation: May 3, 1966.

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Personnel:

ARTHUR M. DORFNER, president.  
JAMES R. STEELE, vice president, sales.  
WILLIAM DECKER, national sales manager.  
NANCY PRATT, traffic operations manager.  
ERNEST RETY, vice president, engineering.  
WILLIAM MOORE, production service manager.  
JAMES GARNER, program service supervisor.  
WILLIAM YEAGER, news director.

### DIGEST OF RATE CARD NO. A18

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Prime—7-11 p.m., daily.					
\$1260	\$740	\$350	Graded rates apply*		

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Lenawee	29,600	29,100	98
<b>OHIO</b>				
	Allen	37,000	36,200	98
	Fulton	11,800	11,500	98
	Hancock	21,800	21,500	98
	Hardin	12,500	12,200	97
	Henry	9,200	9,100	98
<b>50% &amp; Over</b>	Lucas	166,300	164,100	99
	Ottawa	13,600	13,400	99
	Putnam	9,300	9,100	98
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Williams	11,800	11,500	98
	Wood	32,400	31,900	99
	Wyandot	7,400	7,200	98
<b>MICHIGAN</b>				
	Hillsdale	14,800	14,400	97
	Monroe	41,300	40,800	99
<b>OHIO</b>				
<b>Between 25-49%</b>	Crawford	17,600	17,200	98
	Defiance	11,900	11,700	98
	Erie	26,000	25,600	98
	Huron	17,500	17,200	98
<b>MICHIGAN</b>				
	Washtenaw	87,000	84,500	97
<b>OHIO</b>				
<b>Between 5-24%</b>	Auglaize	14,400	14,100	98
	Marion	23,200	22,900	99
	Morrow	8,500	8,300	98
	Richland	44,400	43,600	98
	Van Wert	10,800	10,600	98
<b>Station Totals</b>		<b>720,800</b>	<b>707,800</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>424,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>250,000</b>	

For List of Subscribers to NAB Television Code, see Services Volume

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

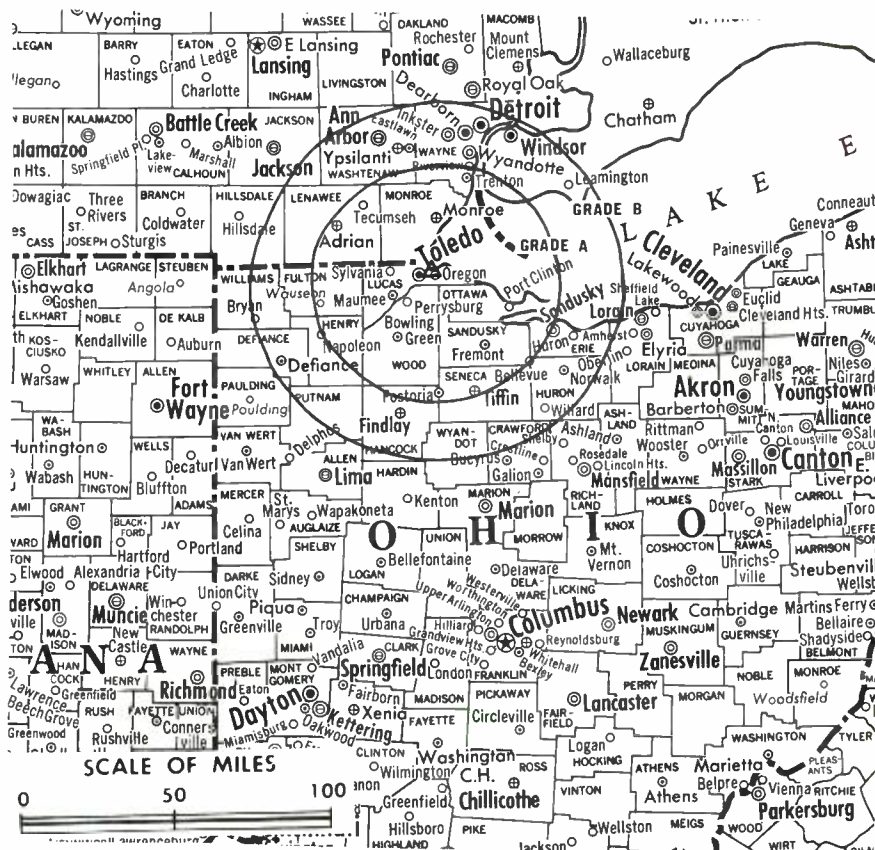
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WSPD-TV Ref: FCC File No. BPFCT-4735 Granted 5/13/59

©American Map Co., Inc., N.Y., No. 14244

## WSPD-TV

Network Service: NBC.

Licensee: Storer Broadcasting Co., 136 Huron St. (43604).

Studio: 136 Huron St.

Telephone: 419-255-1313. TWX No.: 810-442-1748.

AM Affiliate: WSPD- 5-kw, 1370 kHz (NBC).

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 T. MCKENNEY, vice president & general manager.  
H. W. (BUDDY) RAY, assistant general manager.  
GEORGE CARLINO, national sales manager.  
MARK WHELAN, local sales manager.  
TOM FOOS, promotion manager.  
MARSHA SCHROEDER, program coordinator.  
FRANK VENNER, director of news operations.  
CHESTER SLAUGHTER, chief engineer.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Lenawee	29,600	29,100	98
	Monroe	41,300	40,800	99
50% & Over	<b>OHIO</b>			
	Crawford	17,600	17,200	98
	Defiance	11,900	11,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO—(Continued)</b>			
	Erie	26,000	25,600	98
	Fulton	11,800	11,500	98
	Hancock	21,800	21,500	98
	Hardin	12,500	12,200	97
	Henry	9,200	9,100	98
	Lucas	166,300	164,100	99
	Ottawa	13,600	13,400	99
	Putnam	9,300	9,100	98
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Williams	11,800	11,500	98
	Wood	32,400	31,900	99
Wyandot	7,400	7,200	98	
Between 25-49%	<b>MICHIGAN</b>			
	Hillsdale	14,800	14,400	97
	Washtenaw	87,000	84,500	97
Between 25-49%	<b>OHIO</b>			
	Allen	37,000	36,200	98
	Huron	17,500	17,200	98
	Marion	23,200	22,900	99
	Between 5-24%	<b>MICHIGAN</b>		
Jackson		50,000	49,300	99
Livingston		27,600	27,300	99
Wayne		860,500	848,300	99
<b>OHIO</b>				
Auglaize	14,400	14,100	98	
Lorain	85,700	84,600	99	
Morrow	8,500	8,300	98	
Paulding	6,700	6,600	98	
Richland	44,400	43,600	98	
Van Wert	10,800	10,600	98	
Station Totals		1,751,300	1,723,900	98
Net Weekly Circulation (1976-77)			535,400	
Average Daily Circulation (1976-77)			309,300	

# 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.

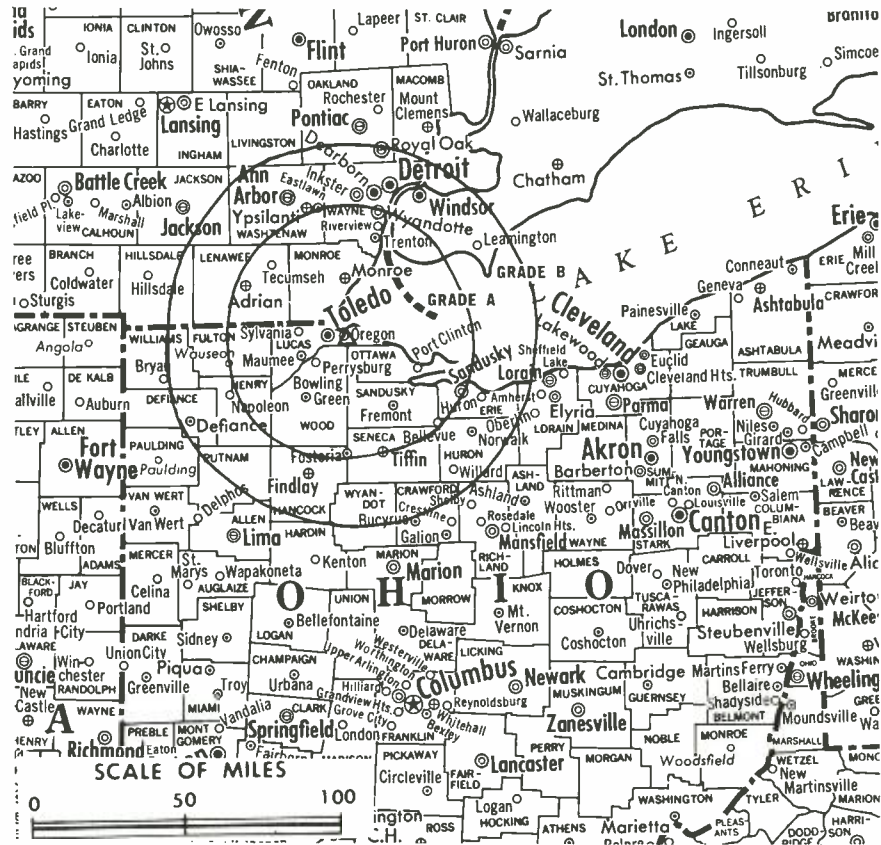
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTOL-TV Ref: FCC File No. BPCT-590 Granted 7/23/58

©American Map Co., Inc., N.Y., No. 14244

## WTOL-TV

Network Service: CBS.

Licensee: Cosmos Broadcasting Corp., 604 Jackson St., Toledo, O. (43604).

Studio: 604 Jackson St.

Telephone: 419-248-1111. 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 Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

JAMES SAUNDERS, senior vice president & general manager.  
JANE WALLACE, program/promotion manager.  
ROBERT WARD, general sales manager.  
TOM BECKER, national sales director.  
ROBERT J. MILLER, production manager.  
TERRY SCHROEDER, business manager.  
LARRY MAISEL, news director.  
LARRY WHATLEY, public affairs director.  
PAUL LENTZ, engineering manager.

### DIGEST OF RATE CARD NO. 24—(Feb. 28, 1977)

Hour 30 Min. 10 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7:30-11 p.m., daily.

\$1750 \$1100 \$660 \$550 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1860.

662-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MICHIGAN</b>				
	Hillsdale	14,800	14,400	97
	Lenawee	29,600	29,100	98
	Monroe	41,300	40,800	99
<b>OHIO</b>				
	Allen	37,000	36,200	98
	Crawford	17,600	17,200	98
	Defiance	11,900	11,700	98
	Erie	26,000	25,600	98
	Fulton	11,800	11,500	98
	Hancock	21,800	21,500	98
<b>50% &amp; Over</b>	Hardin	12,500	12,200	97
	Henry	9,200	9,100	98
	Huron	17,500	17,200	98
	Lucas	166,300	164,100	99
	Ottawa	13,600	13,400	99
	Putnam	9,300	9,100	98
	Sandusky	21,600	21,300	99
	Seneca	19,100	18,800	98
	Williams	11,800	11,500	98
	Wood	32,400	31,900	99
	Wyandot	7,400	7,200	98
<b>MICHIGAN</b>				
	Washtenaw	87,000	84,500	97
<b>Between 25-49%</b>	<b>OHIO</b>			
	Richland	44,400	43,600	98
<b>MICHIGAN</b>				
<b>Between 5-24%</b>	Jackson	50,000	49,300	99
	Wayne	860,500	848,300	99
(Continued on page 659-b)				
<b>Station Totals</b>		<b>1,738,400</b>	<b>1,711,100</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>621,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>365,700</b>



# Ohio—Youngstown

## WFMJ-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1000-kw visual, 200-kw 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.

Represented (engineering) by Carl E. Smith.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WFMJ-TV Ref: FCC File No. BMPCT—5949 Granted 4/8/64

©American Map Co., Inc., N.Y., No. 14244

## WFMJ-TV

Network Service: NBC.

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., 22.14%; Elizabeth M. Brown, v.p.-secy., 22.14%; William F. Maag Jr. Trust, 21.34%; Alma M. Brown Trust, 15.35%; J. Lower Hirt, 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). Began operation on Ch. 21 Aug. 7, 1954.

Represented (sales) by Blair Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

WILLIAM J. BROWN, president.  
MITCHELL F. STANLEY, manager, sales manager & film buyer.  
GENE DONAHAY, television program manager.  
RALPH BARONE, film director.  
SEYMOUR RAYMOND, chief engineer.

### DIGEST OF RATE CARD NO. 17—(Sept. 6, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—7:30-11 p.m., daily.					
\$900	\$600	\$500	\$400	Graded rates apply*	

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Mahoning	103,600	102,200	99
	Trumbull	81,300	80,200	99
	<b>PENNSYLVANIA</b>			
	Lawrence	36,000	35,200	98
	Mercer	42,600	41,600	98
	<b>PENNSYLVANIA</b>			
Between 25-49%	Crawford	29,900	28,900	97
	Venango	21,600	20,700	96
	<b>OHIO</b>			
Between 5-24%	Ashtabula	35,800	35,100	98
	Belmont	30,400	29,800	98
	Carroll	8,500	8,300	98
	Geauga	20,600	20,200	98
	Jefferson	32,800	32,300	98
	Portage	39,800	39,300	99
	Stark	131,300	129,300	98
	Summit	181,400	179,100	99
	<b>PENNSYLVANIA</b>			
	Beaver	71,500	70,300	98
	Butler	46,000	45,200	98
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,500	99
	Hancock	13,600	13,500	99
<b>Station Totals</b>		<b>977,400</b>	<b>961,100</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>330,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>196,300</b>	

# Ohio—Youngstown

## WKBN-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw visual, 86.5-kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground, 2535-ft. above sea level.

Latitude 41° 03' 30"  
Longitude 80° 38' 42"

Transmitter: 3930 Sunset Blvd.

TV tape: Recording facilities.

AM Affiliate: WKBN, 5-kw, 570 kHz (CBS).

FM Affiliate: WKBN-FM, 4.5-kw, 98.9 MHz (No. 255), 1370-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Steel, Andrus & Associates.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WKBN-TV Ref: FCC File No. BMPCT—7580 Granted 7/14/75

© American Map Co., Inc., N.Y., No. 14244

## WKBN-TV

Network Service: CBS.

Licensee: WKBN Broadcasting Corp., 3930 Sunset Blvd. (44501).

Studio: 3930 Sunset Blvd.

Telephone: 216-782-1144. TWX No.: 216-736-0108.

Ownership: W. P. Williamson Jr., chmn., 100%; W. P. Williamson III, pres.; David Stewart, treas.; Ruth L. Cruikshank, secy.

Began Operation: Jan. 11, 1953. W. P. Williamson Jr. increased holdings from 60 to 100% in 1958 by purchasing 40% held by publisher of Cleveland Plain Dealer and News for undisclosed amount and retiring stock to treasury. (Television Digest, Vol. 14:34).

Represented (sales) by Katz Television.

Represented (legal) by Wilner & Scheiner.

Personnel:

W. P. WILLIAMSON JR., chairman.  
W. P. WILLIAMSON III, president  
DAVID V. STEWART, sales director.  
NORMAN BERGER, TV program director & film buyer.  
ROBERT A. JONES, television engineering manager.

### DIGEST OF RATE CARD NO. A31—(March 27, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	8 Sec.
Class A—7:30-11 p.m., Mon.-Sat.; 6-11-p.m., Sun.					
\$1000	\$500	\$375	\$280	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Mahoning	103,600	102,200	99
	Trumbull	81,300	80,200	99
Between 25-49%	<b>PENNSYLVANIA</b>			
	Lawrence	36,000	35,200	98
	Mercer	42,600	41,600	98
	<b>PENNSYLVANIA</b>			
	Venango	21,600	20,700	96
	<b>WEST VIRGINIA</b>			
	Hancock	13,600	13,500	99
Between 5-24%	<b>OHIO</b>			
	Belmont	30,400	29,800	98
	Geauga	20,600	20,200	98
	Jefferson	32,800	32,300	98
	Portage	39,800	39,300	99
	Stark	131,300	129,300	98
	Summit	181,400	179,100	99
	<b>PENNSYLVANIA</b>			
	Beaver	71,500	70,300	98
	Butler	46,000	45,200	98
	Crawford	29,900	28,900	97
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,500	99
	Ohio	21,300	21,000	99
<b>Station Totals</b>		<b>954,400</b>	<b>938,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>338,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>200,700</b>

# Ohio—Youngstown

**WYTV**

Ch. 33

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 42.6"  
Longitude 80° 38' 7.0"

Transmitter: 3800 Shady Run Rd., Youngstown.

Studio: 3800 Shady Run Rd.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WYTV Ref: FCC File No. BMPCT—7423 Granted 9/15/72

©American Map Co., Inc., N.Y., No. 14244

## WYTV

Network Service: ABC.  
Licensee: WYTV Inc., 3800 Shady Run Rd., Youngstown (44502).  
Telephone: 216-783-2930. TWX No.: 216-736-0110.  
Ownership: Adams-Russell Co. Inc., 100%. For CATV interests, see A-R Telecommunications Inc. in CATV Group Ownership.  
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 WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 by FCC (Vols. 16:39 & 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vols. 4:47, 5:7). Sale to present owner approved Sept. 2, 1970 (Vol. 10:36).  
Represented (sales) by Adam Young Inc.  
Represented (legal) by Smith & Pepper.  
Personnel:  
GEOFFREY PEARCE, president & general manager.  
RODERICK GUERDAN, general sales manager.  
DOROTHY M. HILL, station controller.  
STAN MARINOFF, program director.  
ARTHUR TAYLOR, chief engineer.  
JERRY SCOTT, news director.

### DIGEST OF RATE CARD NO. 22—(Sept. 5, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., daily.	\$1200	\$750	\$400	\$200	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Mahoning	103,600	102,200	99
	Trumbull	81,300	80,200	99
	<b>PENNSYLVANIA</b>			
	Lawrence	36,000	35,200	98
	Mercer	42,600	41,600	98
<b>Between 25-49%</b>	<b>OHIO</b>			
	Jefferson	32,800	32,300	98
	<b>PENNSYLVANIA</b>			
	Venango	21,600	20,700	96
	<b>WEST VIRGINIA</b>			
	Hancock	13,600	13,500	99
	Ohio	21,300	21,000	99
<b>Between 5-24%</b>	<b>OHIO</b>			
	Belmont	30,400	29,800	98
	Carroll	8,500	8,300	98
	Geauga	20,600	20,200	98
	Portage	39,800	39,300	99
	Stark	131,300	129,300	98
	<b>PENNSYLVANIA</b>			
	Beaver	71,500	70,300	98
	Butler	46,000	45,200	98
	Crawford	29,900	28,900	97
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,500	99
	Marshall	14,200	14,000	98
<b>Station Totals</b>		<b>795,700</b>	<b>781,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>337,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>196,200</b>

# Ohio—Zanesville

## WHIZ-TV

Ch. 18

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).

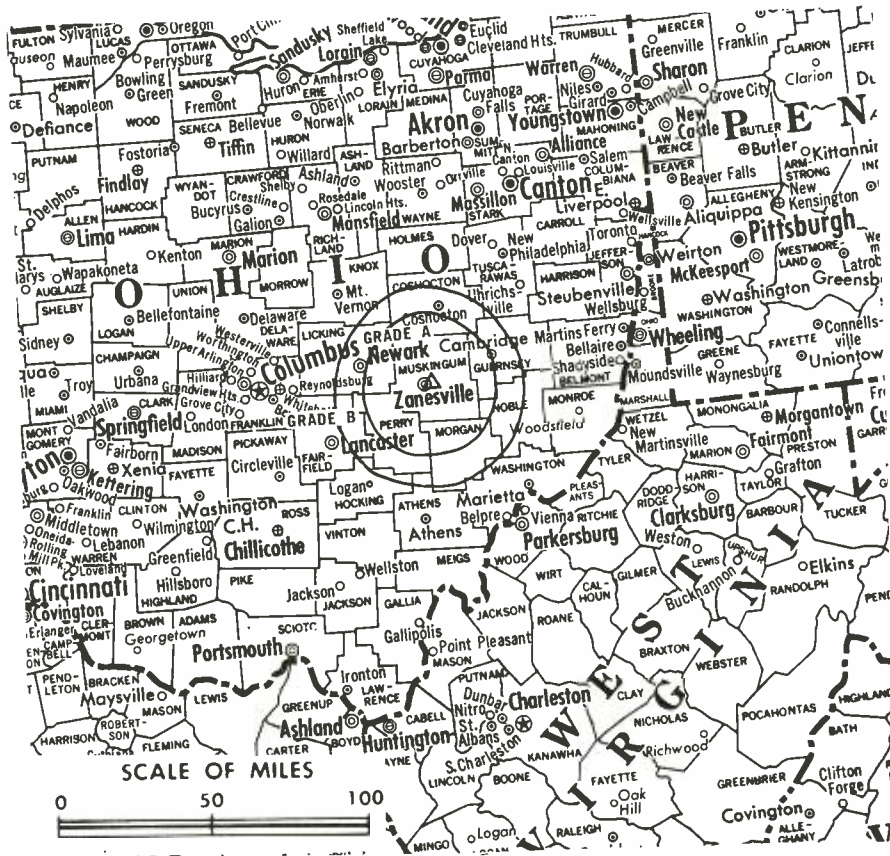
FM Affiliate: WHIZ-FM, 20-kw, 102.5 MHz (No. 273), 490-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WHIZ-TV Ref: FCC File No. BPCT—3805 Granted 4/13/64

©American Map Co., Inc., N.Y., No. 14244

## WHIZ-TV

Network Service: NBC.

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%; John Graham & Ernest Graham Jr., 3% each. Southeastern Ohio Bcstg. System Inc. owners are T/R Inc., 60%; Ernest Graham, 20%; Ernest Graham Jr. & John Graham, 10% each. T/R Inc. also operates radios WNXT & FM, Portsmouth; WOMP & FM, Bellaire, O.

Began Operation: May 23, 1953.

Represented (sales) by Savalli/Gates Inc.; Regional Reps. Corp.; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Sells & Gregory.

Personnel:

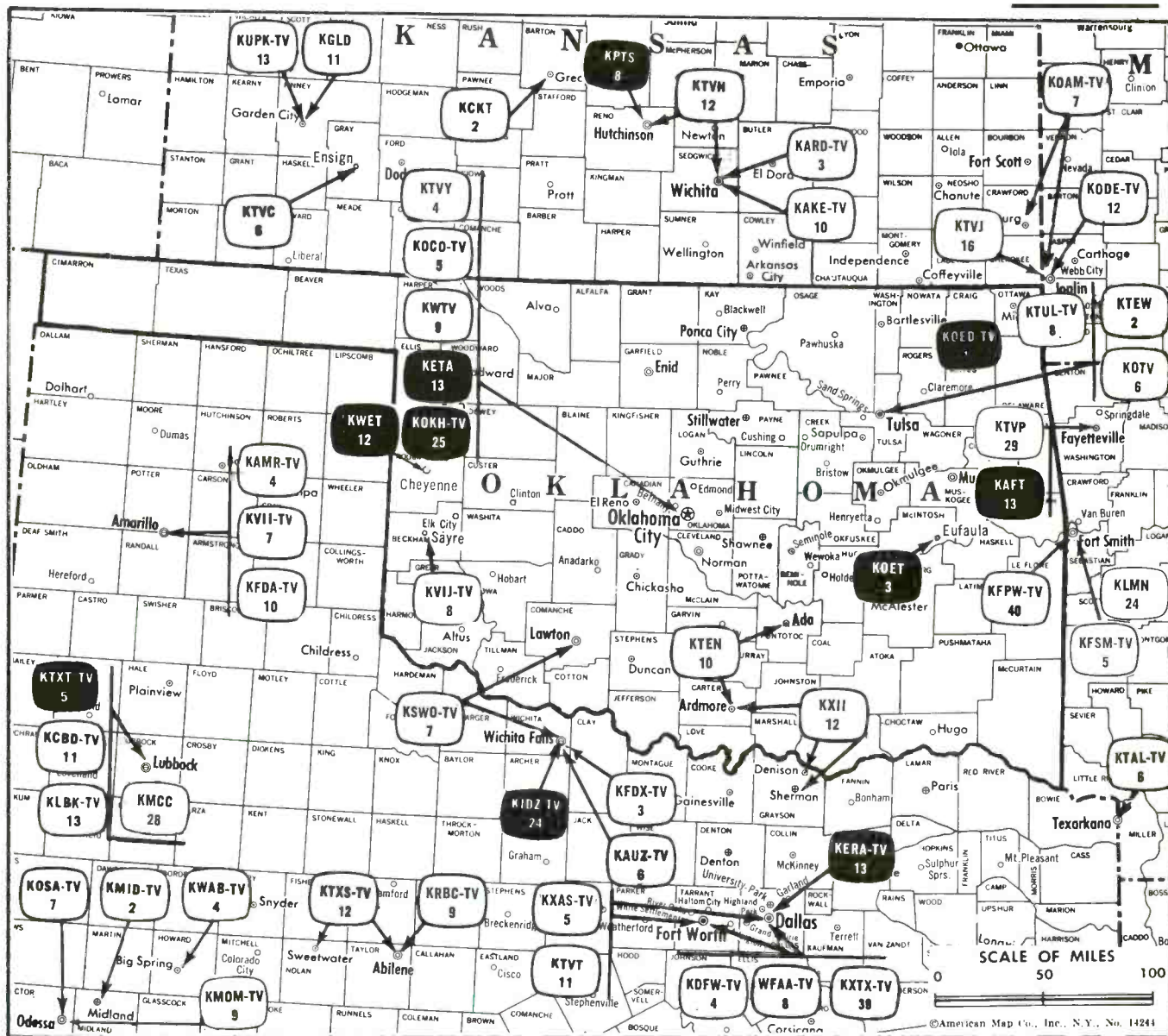
ALLAN LAND, broadcasting group manager & film buyer.  
ROBERT HODOUS, general manager.  
C. E. HARTMEYER, chief engineer.  
REED MELLON, director of programs.  
FRANKLIN YOUNG, film operation manager.

Highest Hourly Rate: \$380.

Highest 30 Sec. Rate: \$54.

NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Coshocton	13,200	12,700	96
	Muskingum	28,700	28,000	98
Between 25-49%	<b>OHIO</b>			
	Guernsey	14,500	14,100	97
	Morgan	4,600	4,400	96
	Perry	10,000	9,800	98
Between 5-24%	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Fairfield	30,400	30,000	99
	Hocking	8,000	7,800	97
	Noble	4,400	4,200	95
	Tuscarawas	29,000	28,200	97
<b>Station Totals</b>		<b>158,000</b>	<b>153,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>56,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>37,800</b>



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Oklahoma City	302,000	38	471,700	39
Tulsa	234,000	56	381,200	57
Wichita Falls-Lawton	89,000	121	145,600	118
Ardmore-Ada	37,000	166	59,900	174

### Oklahoma Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	10	0	10
Educational Television Stations	4	1	5
			16

# Oklahoma

## 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.)

## State Educational Technical Facilities (Complete Data in Educational Directory)

### KWET

Cheyenne

Ch. 12

Non-Commercial Educational Station

Grantee: Oklahoma Educational Television Authority, Box 14190, Oklahoma City, Okla. (73113).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 980-ft. above av. terrain, 987-ft. above ground, 3079-ft. above sea level.

Latitude 35° 35' 36"  
Longitude 99° 40' 03"

### KOET

Eufaula

Ch. 3

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1310-ft. above av. terrain, 699-ft. above ground, 2049-ft. above sea level.

Latitude 35° 11' 01"  
Longitude 95° 20' 20"

### KETA

Oklahoma City

Ch. 13

Non-Commercial Educational Station

Licensee: Oklahoma Educational Television Authority.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain, 1500-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.

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"

### KTUL-TV, Tulsa

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Hughes	6,100	6,000	98
	Ottawa	11,600	11,300	98
	Payne	21,200	20,600	97
Between 5-24%	<b>ARKANSAS</b>			
	Carroll	5,800	5,500	95
	Madison	3,700	3,400	91
	<b>KANSAS</b>			
	Cowley	13,000	12,600	97
	Crawford	14,900	14,500	98
	Labette	9,700	9,400	97
	<b>MISSOURI</b>			
	Jasper	32,100	31,300	97
	Newton	13,400	13,100	98
	<b>OKLAHOMA</b>			
	Atoka	3,800	3,700	97
Choctaw	6,700	6,200	92	
Coal	2,300	2,200	98	
Lincoln	8,200	8,000	98	
Mc Clain	7,700	7,600	98	
Pontotoc	12,400	12,200	98	
Pushmataha	3,900	3,600	94	
Seminole	11,200	10,900	98	

Did you read  
**Television Digest**  
this week?

# Oklahoma—Ada-Ardmore

**KTEN**

Ch. 10

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.

FM Affiliate: KTEN-FM, 100-kw, 93.3 MHz (No. 227), 630-ft.

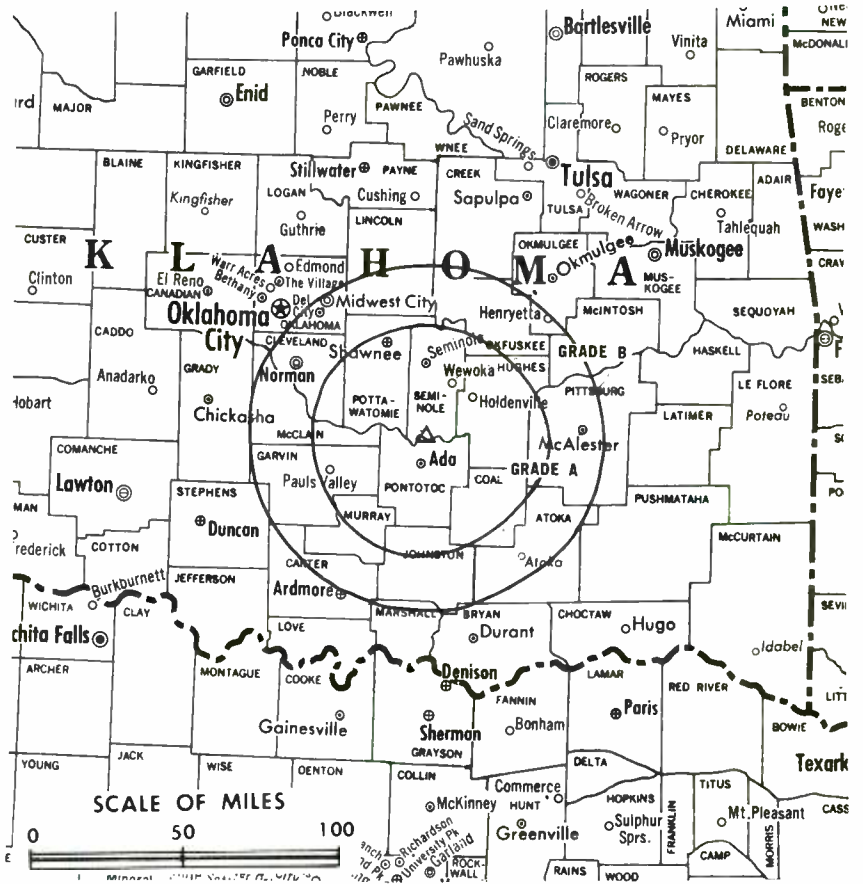
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTEN Ref: FCC File No. BPCT-3560 Granted 5/28/65

© American Map Co., Inc., N.Y., No. 14244

## KTEN

Network Service: ABC, NBC.

Licensee: Eastern Oklahoma Television Co. Inc., Box 10, Ada.

Studio: 1600 Arlington St., Box 10, Ada (74820).

Telephone: 405-332-3311.

TWX No.: 910-830-6740.

Ownership: Bill Hoover, pres., 77.74%; over 30 other stockholders, only 3 with as much as 2.5%. Eastern Oklahoma Television owns Trans-Am Communications Co., cable system serving Ada; translator serving Ardmore. KTEN-FM, Ada, is licensed to a sister corp.

Began Operation: April 28, 1954.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

BILL HOOVER, president, general manager & film buyer.  
R. JACK HOOVER, vice president.  
VIN HOOVER, secretary.  
DAN HOOVER, national sales mgr. & program director.  
JANET BARRICK, traffic manager.  
JAMES BAUM, news director.  
JAMES LOLLAR, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$450	\$325	\$290	\$250	Graded rates apply*

\*Highest rate: \$110.

NETWORK BASE HOURLY RATE: \$250.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
	Atoka	3,800	3,700	97
	Carter	15,500	15,100	97
	Choctaw	6,700	6,200	92
	Coal	2,300	2,200	98
	Hughes	6,100	6,000	98
<b>50% &amp; Over</b>	Johnston	3,400	3,200	95
	Murray	4,000	3,900	98
	Pittsburg	12,900	12,400	97
	Pontotoc	12,400	12,200	98
	Pushmataha	3,900	3,600	94
	Seminole	11,200	10,900	98
<b>OKLAHOMA</b>				
	Bryan	10,800	10,300	95
	Garvin	10,700	10,500	98
<b>Between 25-49%</b>	Marshall	3,500	3,400	97
	Okfuskee	4,300	4,100	95
	Pottawatomie	20,700	20,200	97
<b>OKLAHOMA</b>				
	Grady	14,700	14,300	97
	Latimer	3,400	3,200	93
	Lincoln	8,200	8,000	98
	Love	2,400	2,300	96
<b>Between 5-24%</b>	Mc Curtain	13,000	12,300	94
	Muskogee	23,400	22,700	97
	Okmulgee	13,600	13,300	97
	Stephens	14,900	14,600	98
<b>TEXAS</b>				
	Cooke	9,800	9,500	97
<b>Station Totals</b>		<b>235,600</b>	<b>228,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>92,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>46,900</b>

# 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, live, film, slide & tape.

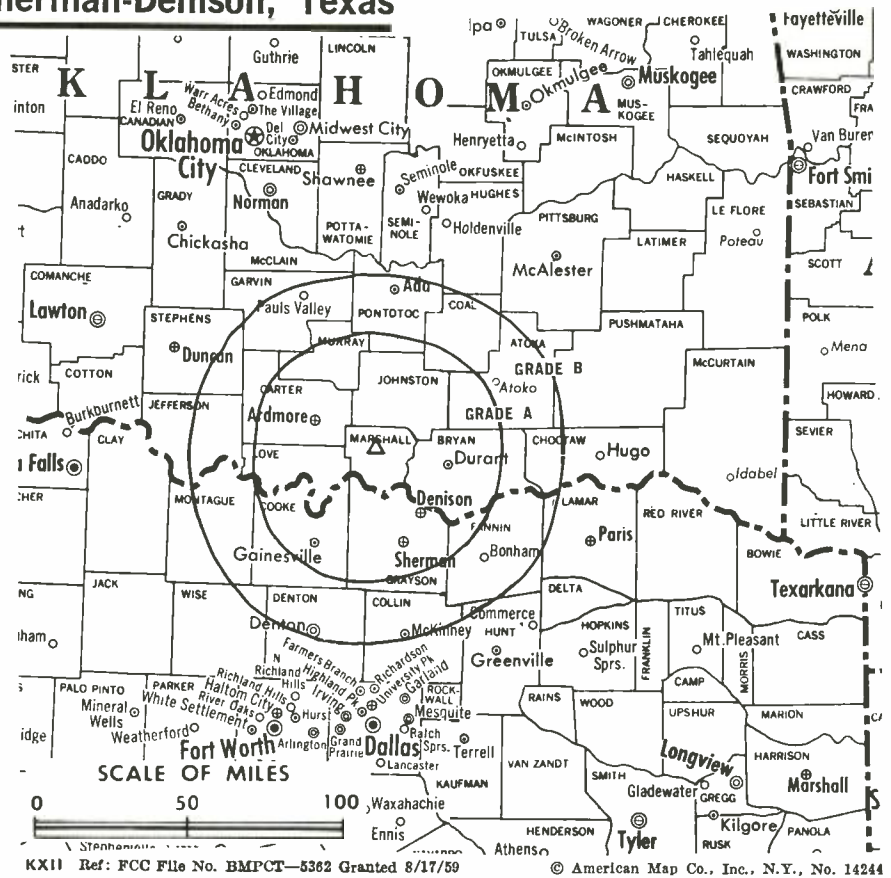
News Wire Service: UPI.

Represented (sales) by H-R Television.

Represented (legal) by Cordon & Jacob.

TWX No.: 510-874-3402.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



**KXII**

Network Service: CBS & NBC.

Licensee: Texoma Broadcasters Inc., P.O. Box 1175, Sherman, Texas (75090).

Studios: Hwy. 75 N., midway between Sherman & Denison; 2624 S. Commerce, Ardmore, Okla.

Telephone: 214-892-8123, Sherman; 405-223-0946, Ardmore.

Ownership: See KLFY-TV, Lafayette, La.

Begin 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 (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. BOSTICK, president.  
C. H. BALDING, manager.  
PHIL RANSOM, production manager.  
WAYNE MATHEWS, chief engineer.  
JOYCE PHILLIPS, traffic manager.

Highest 30 Sec. Rate (May 1, 1978): \$300.

NETWORK BASE HOURLY RATE: \$375.

## BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

CHICAGO 333 N. Michigan Ave. (312) 346-6460  
WASHINGTON, D.C. 1725 K. Street, N.W. (202) 331-9270  
ATLANTA 400 Colony Sq., #1004 (404) 892-4655  
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>OKLAHOMA</b>			
		Atoka	3,800	3,700	97
		Bryan	10,800	10,300	95
		Carter	15,500	15,100	97
		Choctaw	6,700	6,200	92
		Coal	2,300	2,200	98
		Johnston	3,400	3,200	95
<b>50% &amp; Over</b>		Love	2,400	2,300	96
		Marshall	3,500	3,400	97
		Murray	4,000	3,900	98
		Pushmataha	3,900	3,600	94
		<b>TEXAS</b>			
		Grayson	29,400	28,600	97
		Lamar	14,700	13,600	93
		<b>OKLAHOMA</b>			
		Pontotoc	12,400	12,200	98
<b>Between 25-49%</b>		<b>TEXAS</b>			
		Delta	1,800	1,700	95
		Fannin	9,200	8,800	95
		<b>OKLAHOMA</b>			
		Garvin	10,700	10,500	98
		Hughes	6,100	6,000	98
		Jefferson	3,600	3,500	97
		Mc Clain	7,700	7,600	98
		Mc Curtain	13,000	12,300	94
<b>Between 5-24%</b>		Pittsburg	12,900	12,400	97
		Stephens	14,900	14,600	98
		<b>TEXAS</b>			
		Cooke	9,800	9,500	97
		Hunt	18,700	18,100	97
		Montague	6,700	6,500	97
<b>Station Totals</b>			<b>227,900</b>	<b>219,800</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>98,000</b>
<b>Average Daily Circulation (1976-77)</b>					<b>65,000</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.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by James E. Greeley.

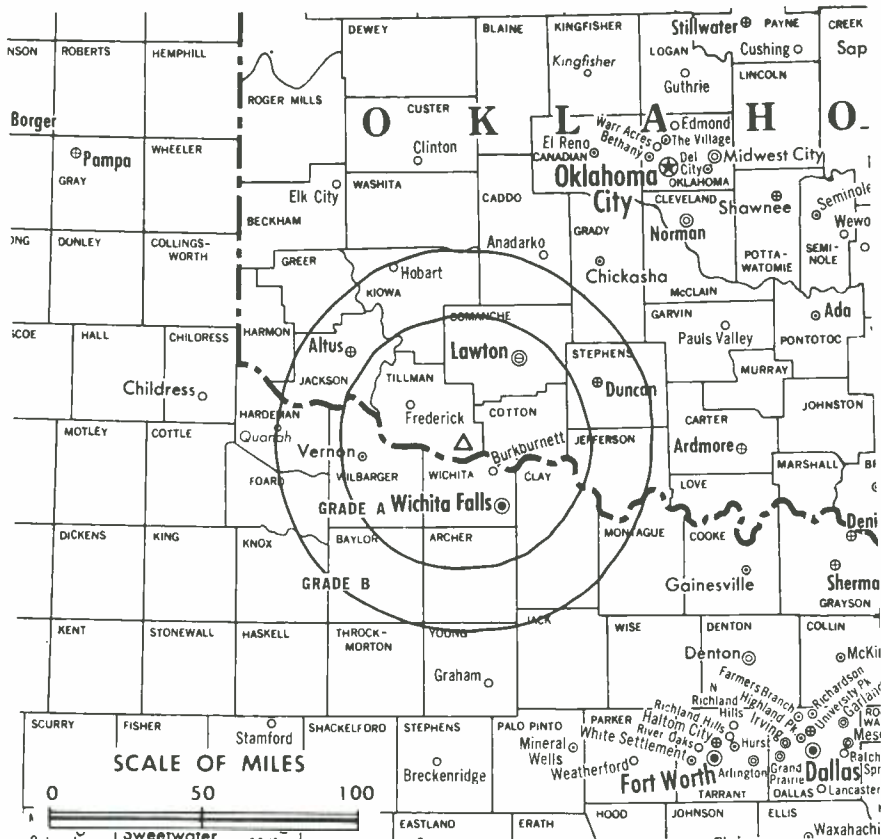
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: ABC.

Licensee: KSWO-TV Co. Inc., Box 708 (73502).

Studio: Administration Bldg., 3-mi. E of Lawton.

Telephone: 405-355-7000. TWX No.: 910-836-3600.

Ownership: R. H. Drewry, 69%; T. R. Warkentin Estate (Lawton Burton, executor), 15.5%; Edith Scott, 15.5%. Licensee owns 90% of KRHD-AM-FM, Duncan, Okla. Drewry & the Warkentin estate are stockholders in KMID-TV, Midland, Tex. KSWO TV Co. owns 45%, Midessa TV Co. Inc. (KMID-TV), 50% of KFDA-TV Amarillo, Tex.

Began Operation: March 8, 1953.

Personnel:

R. H. DREWRY, president.

LARRY PATTON, general manager.

JIMMY LOCKERD, chief engineer.

### DIGEST OF RATE CARD

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$800 \$550 Graded rates apply\*

\*Highest rate: \$260.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
	Beckham	6,600	6,300	96
	Comanche	29,300	28,700	98
	Cotton	2,600	2,500	98
<b>50% &amp; Over</b>	Greer	3,400	3,200	95
	Harmon	1,900	1,800	96
	Jackson	11,800	11,500	98
	Jefferson	3,600	3,500	97
	Kiowa	5,000	4,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA—(Continued)</b>				
	Stephens	14,900	14,600	98
	Tillman	4,400	4,300	97
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Archer	2,200	2,200	99
	Baylor	2,000	2,000	98
	Clay	3,300	3,200	98
	Foard	800	800	98
	Hardeman	2,700	2,600	96
	Knox	2,000	1,900	96
	Wichita	43,300	42,700	99
	Wilbarger	6,100	6,000	99
<b>OKLAHOMA</b>				
	Custer	8,400	8,100	97
<b>TEXAS</b>				
<b>Between 25-49%</b>	Jack	2,800	2,700	98
	Montague	6,700	6,500	97
	Young	6,900	6,700	97
<b>OKLAHOMA</b>				
	Caddo	11,600	11,300	97
	Carter	15,500	15,100	97
	Grady	14,700	14,300	97
	Washita	5,300	5,200	98
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Childress	3,100	3,000	96
	Collingsworth	1,900	1,800	93
	Cottle	1,200	1,100	95
	Haskell	3,100	3,000	97
	King	200	200	93
	Throckmorton	800	800	95
<b>Station Totals</b>		<b>228,100</b>	<b>222,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>147,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>95,000</b>	

# Oklahoma—Oklahoma City

## KOCO-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 14.5-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, UPI.

News Film Service: ABC.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Combined Communications Corp. of Oklahoma Inc., P. O. Box 32325, Oklahoma City (73123).

Ownership: Combined Communications Corp. For other interests, see KTAR-TV, Phoenix-Mesa, Ariz.

Began Operation: July 6, 1954. 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). Sale to Capital City Investment Co. (Cimarron Television Corp.) approved 1961 (Vol. 17:23, 1, 4). Transfer to present owners approved July 17, 1970 (Vol. 10:30).

Represented (Sales) by Peters, Griffin, Woodward Inc.

Represented (Legal) by James A. Gammon.

Personnel:

AL PARSONS, president & general manager.  
DAN BATES, vice president & general sales manager.  
TED NEWCOMB, vice president & chief engineer.  
DON TROUTT, vice president & comptroller.  
MIKE PALMER, vice president, broadcast operations.  
DAVID LOVELAND, local sales manager.  
JERRY HART, production manager.  
ANNE COLEMAN, promotion director.  
FOSTER MORGAN, news director.

Highest 30 Sec. Rate (March 27, 1978): \$1400.

NETWORK BASE HOURLY RATE: \$1075.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Alfalfa	3,100	3,000	96
	Blaine	4,600	4,500	97
50% & Over	Caddo	11,600	11,300	97
	Canadian	15,500	15,200	98
	Cleveland	36,700	35,800	98
	Custer	8,400	8,100	97
	Dewey	2,000	1,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	Garfield	22,900	22,400	98
	Garvin	10,700	10,500	98
	Grady	14,700	14,300	97
	Grant	2,800	2,700	97
	Harper	1,800	1,700	97
	Hughes	6,100	6,000	98
	Kay	18,200	17,800	98
	Kingfisher	4,600	4,500	98
	Lincoln	8,200	8,000	98
	Logan	8,700	8,500	97
50% & Over	McClain	7,700	7,600	98
	Major	3,400	3,200	94
	Murray	4,000	3,900	98
	Noble	4,100	4,000	98
	Oklahoma	203,900	200,300	98
	Payne	21,200	20,600	97
	Pontotoc	12,400	12,200	98
	Pottawatomie	20,700	20,200	97
	Seminole	11,200	10,900	98
	Washita	5,300	5,200	98
	Woods	4,200	4,100	97
	Woodward	5,800	5,500	95

### KANSAS

Cowley 13,000 12,600 97

### OKLAHOMA

Beckham	6,600	6,300	96	
Carter	15,500	15,100	97	
Between 25-49%	Comanche	29,300	28,700	98
	Ellis	2,000	1,900	93
	Kiowa	5,000	4,900	97
	Okfuskee	4,300	4,100	95
	Stephens	14,900	14,600	98

(Continued on page 678-b)

Station Totals	653,400	638,100	97
Net Weekly Circulation (1976-77)		490,800	
Average Daily Circulation (1976-77)		334,900	

# Oklahoma—Oklahoma City

**KTVY**

Ch. 4



Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 97.7-kw visual, 19.5-kw aural. Antenna: 1540-ft. above av. terrain, 1602-ft. above ground, 2749-ft. above sea level.

Latitude 35° 34' 07"  
Longitude 97° 29' 20"

Transmitter: 1401 E. Britton Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC, Newsweek.

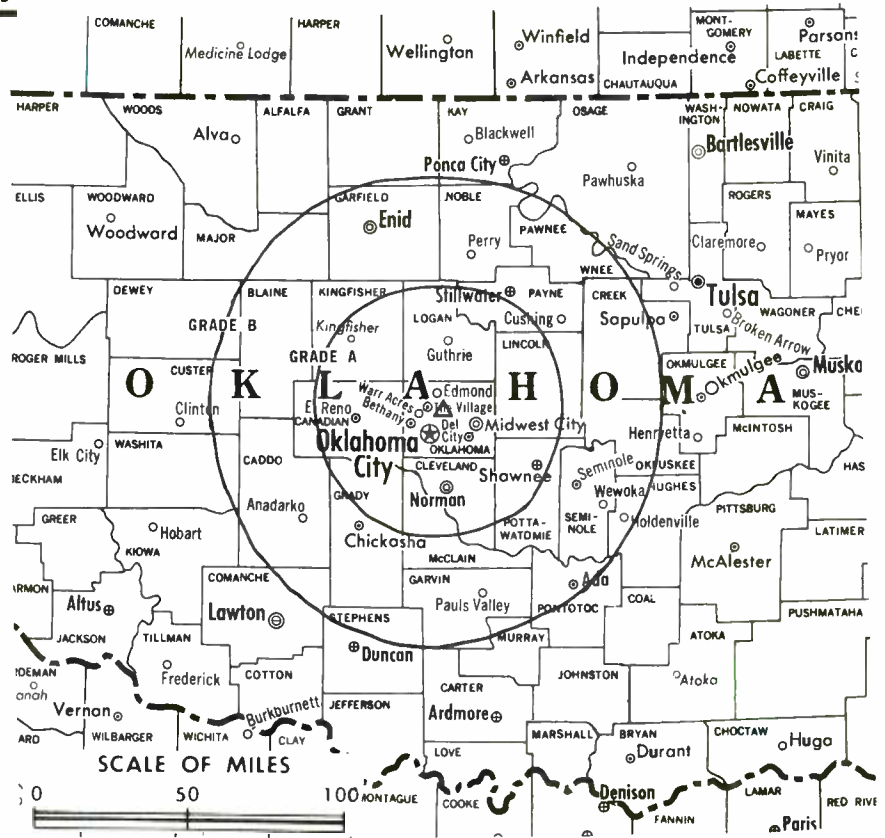
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTVY Ref: FCC File No. BMPCT—5994 Granted 8/13/64

© American Map Co., Inc., N.Y., No. 14244

## KTVY

Network Service: NBC.

Licensee: KTVY Inc., Box 14068, Oklahoma City, Okla. (73113).

Telephone: 405-478-1212. TWX No.: 405-842-3245.

Studio: 500 E. Britton Rd.

Ownership: The Evening News Association. For officers & other interests, see Group Ownership of Television Stations.

Began Operation: June 6, 1949. Sale to present owner by Gaylord Bcstg. Co. approved by FCC Oct. 29, 1975 (Television Digest, Vol. 15:29).

Represented (sales) by Katz Television.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

LEE ALLAN SMITH, vice president & general manager.

TOM PARRINGTON, station & sales manager.

NICK PANOS, national sales manager.

BILL THRASH, program manager.

ERNIE SCHULTZ, director of information programs.

GEORGE TOMEK, news director.

JIM WHITTAKER, promotion manager.

JOHN BUSHNELL, chief engineer.

Highest 30 Sec. Rate (Sept. 11, 1978): \$1400.

NETWORK BASE HOURLY RATE: \$1375.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OKLAHOMA</b>			
	Alfalfa	3,100	3,000	96
	Beckham	6,600	6,300	96
	Blaine	4,600	4,500	97
	Caddo	11,600	11,300	97
	Canadian	15,500	15,200	98
	Cleveland	36,700	35,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA—(Continued)</b>				
50% & Over	Custer	8,400	8,100	97
	Dewey	2,000	1,900	96
	Ellis	2,000	1,900	93
	Garfield	22,900	22,400	98
	Garvin	10,700	10,500	98
	Grady	14,700	14,300	97
	Grant	2,800	2,700	97
	Harmon	1,900	1,800	96
	Harper	1,800	1,700	97
	Hughes	6,100	6,000	98
	Kay	18,200	17,800	98
	Kingfisher	4,600	4,500	98
	Lincoln	8,200	8,000	98
	Logan	8,700	8,500	97
	McClain	7,700	7,600	98
	Major	3,400	3,200	94
	Murray	4,000	3,900	98
	Noble	4,100	4,000	98
	Okfuskee	4,300	4,100	95
	Oklahoma	203,900	200,300	98
Payne	21,200	20,600	97	
Pontotoc	12,400	12,200	98	
Pottawatomie	20,700	20,200	97	
Seminole	11,200	10,900	98	
Stephens	14,900	14,600	98	
Washita	5,300	5,200	98	
Woods	4,200	4,100	97	
Woodward	5,800	5,500	95	

### KANSAS

Between 25-49%	Cowley	13,000	12,600	97
----------------	--------	--------	--------	----

(Continued on page 678-b)

<b>Station Totals</b>	<b>725,400</b>	<b>707,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>521,400</b>
<b>Average Daily Circulation (1976-77)</b>			<b>374,300</b>

# 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.

Facsimile Service: UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Griffin Television Inc., Box 14159 (73114).

Studio: 7401 N. Kelley Blvd. (73113).

Telephone: 405-843-6641. TWX No.: 910-830-6852.

Ownership: John T. Griffin & Mary Watson Griffin, Trustees, 99.9%.

Began Operation: Dec. 20, 1953.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN GRIFFIN, chairman of the board.  
JACQUES DeLIER, president & general manager.  
MICHAEL DeLIER, assistant general manager.  
JACK SALLASKA, administrative assistant & film buyer.  
ED TURNER, director of news.  
WAYNE C. LILES, farm director.  
BILL GREEN, chief engineer.

Highest 30 Sec. Rate (April 27, 1978): \$1000.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
	Alfalfa	3,100	3,000	96
	Beckham	6,600	6,300	96
	Blaine	4,600	4,500	97
	Caddo	11,600	11,300	97
<b>50% &amp; Over</b>	Canadian	15,500	15,200	98
	Carter	15,500	15,100	97
	Cleveland	36,700	35,800	98
	Custer	8,400	8,100	97
	Dewey	2,000	1,900	96
	Ellis	2,000	1,900	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA—(Continued)</b>				
	Garfield	22,900	22,400	98
	Garvin	10,700	10,500	98
	Grady	14,700	14,300	97
	Grant	2,800	2,700	97
	Greer	3,400	3,200	95
	Harmon	1,900	1,800	96
	Harper	1,800	1,700	97
	Hughes	6,100	6,000	98
	Kingfisher	4,600	4,500	98
	Lincoln	8,200	8,000	98
	Logan	8,700	8,500	97
<b>50% &amp; Over</b>	McClain	7,700	7,600	98
	Major	3,400	3,200	94
	Murray	4,000	3,900	98
	Noble	4,100	4,000	98
	Okfuskee	4,300	4,100	95
	Oklahoma	203,900	200,300	98
	Payne	21,200	20,600	97
	Pontotoc	12,400	12,200	98
	Pottawatomie	20,700	20,200	97
	Seminole	11,200	10,900	98
	Washita	5,300	5,200	98
	Woods	4,200	4,100	97
	Woodward	5,800	5,500	95

<b>OKLAHOMA</b>				
	Comanche	29,300	28,700	98
	Jackson	11,800	11,500	98
<b>Between 25-49%</b>	Kay	18,200	17,800	98
	Kiowa	5,000	4,900	97
	Pittsburg	12,900	12,400	97

(Continued on page 678-b)

<b>Station Totals</b>	<b>689,000</b>	<b>672,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>502,400</b>
<b>Average Daily Circulation (1976-77)</b>			<b>332,000</b>

# Oklahoma—Sayre

## KVIJ-TV

Ch. 8

[Satellite of KVII-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.

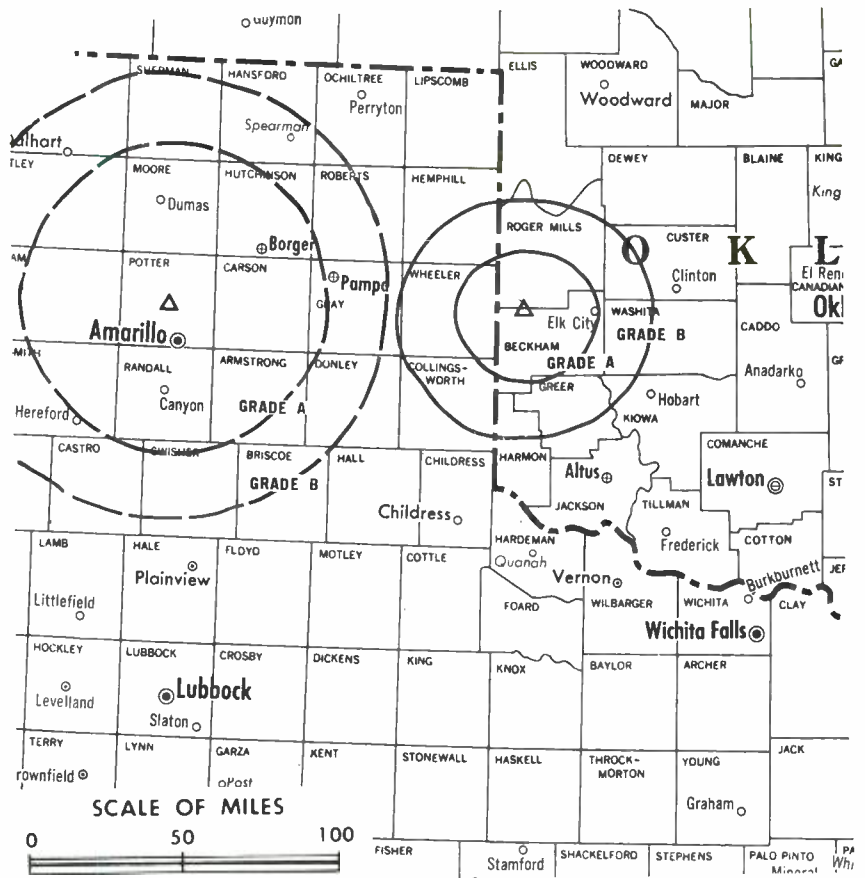
Latitude 35° 25' 25"  
Longitude 99° 50' 30"

Transmitter: 14.3-mi. NW of Sayre.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Arbitron Data: Figures included with KVII-TV, Amarillo, Tex.



County coverage based on Arbitron study (see page 4-b).

KVIJ-TV Ref: FCC File No. BPCT—3590 Granted 11/17/65

© American Map Co., Inc., N.Y., No. 14244

## KVIJ-TV

Network Service: ABC.

Licensee: Marsh Media Ltd., Box 13000, Amarillo, Tex. (79101).

Telephone: 405-928-3233.

Ownership: Marsh Media. For other interests, see KVII-TV, Amarillo, Tex.

Began Operation: Aug. 7, 1961. Left air Aug. 11, 1965. Sale to Bass Bcstg. by Lonnie J. and Alice H. Preston approved Nov. 17, 1965 by FCC (Television Digest, Vol. 5:33). Resumed opera-

tion May 17, 1966. Sale to present owner by Bass Bcstg. approved by FCC Dec. 19, 1975.

Represented (sales) by Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Smith & Powstenko.

Personnel:

GLEN NEAL, resident engineering supervisor.

Rates: See KVII-TV, Amarillo, Tex.

NETWORK BASE HOURLY RATE: Bonus to KVII-TV, Amarillo, Tex.

# EXTENSIVE COMPUTERIZED

Cable Data Bank—continuously updated.

First ever offered to all organizations concerned with cable.

See **Factbook Research, Inc.**

Order Card #5

# 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.

**TV tape:** Recording facilities. Color: Network, live, film, slide & tape.

**News Wire Service:** AP.

**Facsimile Service:** AP.

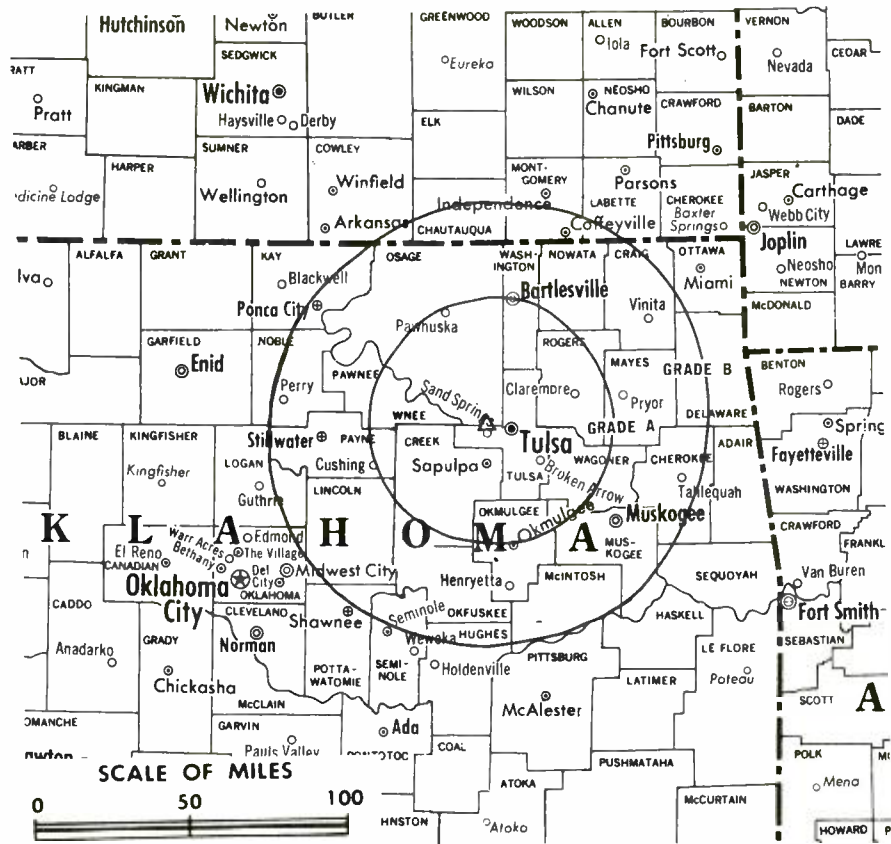
Total Households: (M) MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KOTV Ref: FCC File No. BMPCT-2203 Granted 8/20/54

©American Map Co., Inc., N.Y., No. 14244

## KOTV

**Network Service:** CBS.

**Licensee:** KOTV Inc., Third & Frankfort Sts.

**Studio:** Third & Frankfort Sts. (74120); P.O. Box 6 (74101).

**Telephone:** 918-582-9233. TWX No.: 918-923-3356.

**Ownership:** Corinthian Bcstg. Corp., a wholly-owned subsidiary of Dun & Bradstreet Cos. Inc. Corinthian also owns & operates 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). Merger of Corinthian Bcstg. with Dun & Bradstreet approved by FCC April 14, 1971 (Vol. 11:16, 21).

**Represented (sales)** by Harrington, Righter & Parsons Inc.

**Represented (legal)** by Covington & Burling.

**Represented (engineering)** by A. D. Ring & Associates.

**Personnel:**

PHILIP J. LOMBARDO, president.

ALLAN HOWARD, vice president & general manager.

JON NOTTINGHAM, general sales manager.

ROBERT J. LEVY, program director.

IAN PEARSON, news director.

E. C. ALLEN, chief engineer.

BILL SOUTHARD, production manager.

TIM MILLER, promotion manager.

**DIGEST OF RATE CARD NO. 478—(April 15, 1978)**

Hour 30 Min. 30 Sec. 10 Sec.

Class A—6-10 p.m., daily.

\$2400 \$1500 \$800 \$400

**NETWORK BASE HOURLY RATE:** \$897.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Chautauqua	2,300	2,200	97
	Elk	1,600	1,500	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montgomery	16,100	15,600	97
	Wilson	4,900	4,700	95
	<b>OKLAHOMA</b>			
	Adair	5,400	5,100	94
	Cherokee	9,600	9,200	96
	Craig	5,300	5,100	97
	Creek	18,100	17,600	97
	Delaware	7,700	7,300	94
	Hughes	6,100	6,000	98
	Kay	18,200	17,800	98
	Mc Intosh	5,100	4,900	96
	Mayes	11,000	10,700	97
	Muskogee	23,400	22,700	97
	Nowata	4,100	4,000	98
	Okfuskee	4,300	4,100	95
	Okmulgee	13,600	13,300	97
	Osage	12,500	12,300	98
Pawnee	5,400	5,300	97	
Pittsburg	12,900	12,400	97	
Rogers	12,600	12,200	97	
Tulsa	156,700	154,100	98	
Wagoner	10,500	10,200	97	
Washington	15,100	14,900	99	
Between 25-49%	<b>ARKANSAS</b>			
	Benton	23,000	21,900	95
Washington	32,900	31,300	95	
	<b>KANSAS</b>			
	Cowley	13,000	12,600	97
50% & Over	<b>OKLAHOMA</b>			
	Haskell	3,600	3,500	96
	Latimer	3,400	3,200	93
	Payne	21,200	20,600	97

(Continued on page 678)

<b>Station Totals</b>	<b>632,000</b>	<b>614,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>	<b>399,400</b>		
<b>Average Daily Circulation (1976-77)</b>	<b>257,900</b>		

# Oklahoma—Tulsa

## KTEW

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"

Requests CP for change to 15-kw aural, 1857-ft. above av. terrain, 1839-ft. above ground, 2549-ft. above sea level, lat. 36° 01' 15", long. 95° 40' 32", transmitter to N of intersection of Muskogee Toll Rd. & S. 101st St., approx. 1.8-mi. E of Oneta.

Transmitter: Bigheart Mt.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: NBC.

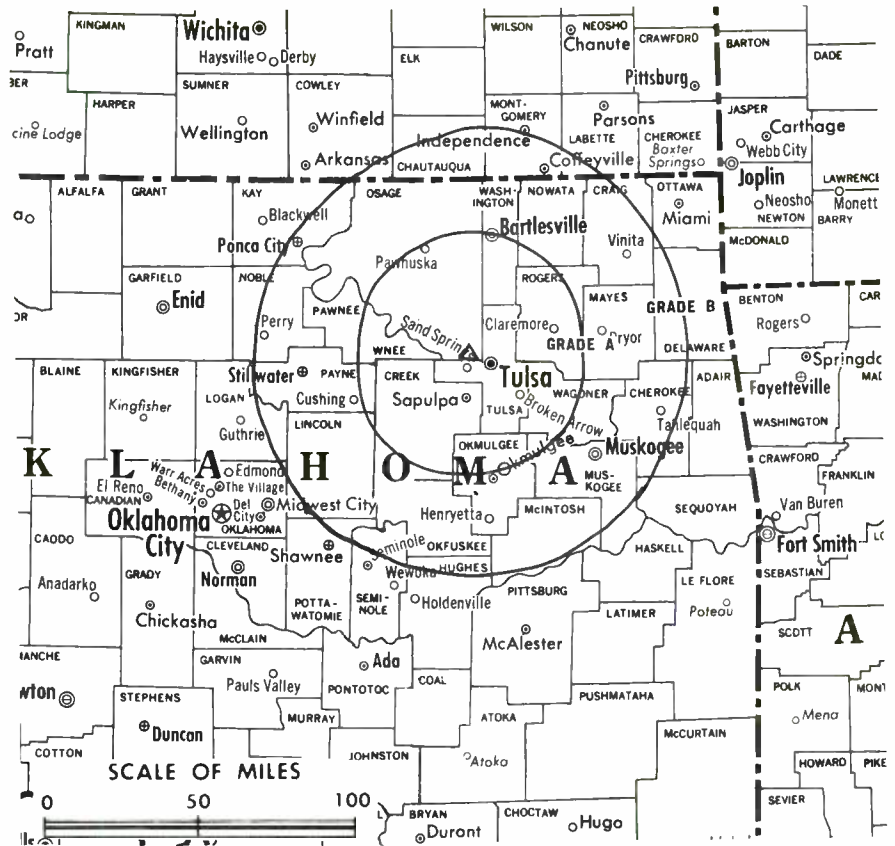
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTEW Ref: FCC File No. BMPCT-2625 Granted 12/15/54

©American Map Co., Inc., N.Y., No. 14244

## KTEW

Network Service: NBC.

Licensee: Scripps-Howard Broadcasting Co., 3701 S. Peoria.

Studio: 3701 S. Peoria Ave. (74105).

Telephone: 918-742-5561. TWX No.: 918-845-2134.

Ownership: Scripps-Howard Bcstg. Co. For other interests, see WEWS, Cleveland, Ohio.

Began Operation: Dec. 5, 1954. Sale to present owner by Central Plains Enterprises Inc. approved by FCC Nov. 25, 1970 (Television Digest, Vol. 10:24, 48).

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Jansky & Bailey.

Personnel:

DONALD L. PERRIS, president.  
F. BEN HEVEL, general manager.  
WALLY DUNHAM, assistant general manager.  
TOM BELCHER, marketing manager.  
BILL DONAHUE, national sales manager.  
WAYNE LAWSON, local sales manager.  
ALLEN COX, operations manager.  
MENDES J. NAPOLI, news director.  
JIM McDANIEL, chief engineer.

Highest 30 Sec. Rate (April 17, 1978): \$700.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KANSAS</b>			
	Chautauqua	2,300	2,200	97
	Montgomery	16,100	15,600	97
50% & Over	<b>OKLAHOMA</b>			
	Adair	5,400	5,100	94
	Cherokee	9,600	9,200	96
	Creek	18,100	17,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kay	18,200	17,800	98
	McIntosh	5,100	4,900	96
	Mayes	11,000	10,700	97
	Muskogee	23,400	22,700	97
	Nowata	4,100	4,000	98
	Okfuskee	4,300	4,100	95
	Okmulgee	13,600	13,300	97
	Osage	12,500	12,300	98
	Pawnee	5,400	5,300	97
	Pittsburg	12,900	12,400	97
	Rogers	12,600	12,200	97
	Tulsa	156,700	154,100	98
	Wagoner	10,500	10,200	97
	Washington	15,100	14,900	99

<b>ARKANSAS</b>	Washington	32,900	31,300	95
	<b>KANSAS</b>			
	Cowley	13,000	12,600	97
Between 25-49%	Elk	1,600	1,500	95
	Wilson	4,900	4,700	95
	<b>OKLAHOMA</b>			
Between 25-49%	Craig	5,300	5,100	97
	Delaware	7,700	7,300	94
	Haskell	3,600	3,500	96
	Payne	21,200	20,600	97
	Sequoyah	9,400	8,900	95

Between 5-24%	<b>ARKANSAS</b>			
	Benton	23,000	21,900	95
	Madison	3,700	3,400	91
	Sebastian	33,400	32,600	98

(Continued on next page)

Station Totals	640,900	622,800	97
Net Weekly Circulation (1976-77)			357,900
Average Daily Circulation (1976-77)			213,000

# Oklahoma

## KOTV, Tulsa (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KANSAS</b>			
	Crawford	14,900	14,500	98
	Labette	9,700	9,400	97
	Woodson	1,800	1,700	95
	<b>MISSOURI</b>			
	Jasper	32,100	31,300	97
	Newton	13,400	13,100	98
	Worth	1,300	1,300	98
	<b>OKLAHOMA</b>			
	Coal	2,300	2,200	98
Garfield	22,900	22,400	98	
Le Flore	13,600	13,000	95	
Lincoln	8,200	8,000	98	
Ottawa	11,600	11,300	98	
Seminole	11,200	10,900	98	
Sequoyah	9,400	8,900	95	

## KWTV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA—(Continued)</b>			
	Roger Mills	1,600	1,500	95
	Stephens	14,900	14,600	98
Between 5-24%	<b>KANSAS</b>			
	Barber	2,700	2,600	96
	Cowley	13,000	12,600	97
	<b>OKLAHOMA</b>			
	Atoka	3,800	3,700	97
	Creek	18,100	17,600	97
	Johnston	3,400	3,200	95
	Mc Intosh	5,100	4,900	96
	Marshall	3,500	3,400	97
	Muskogee	23,400	22,700	97
Osage	12,500	12,300	98	
Pawnee	5,400	5,300	97	
Tillman	4,400	4,300	97	

# Repetition breeds

### • REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

## KTVY, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OKLAHOMA</b>			
	Comanche	29,300	28,700	98
	Greer	3,400	3,200	95
	Jackson	11,800	11,500	98
	Kiowa	5,000	4,900	97
	Pawnee	5,400	5,300	97
	Pittsburg	12,900	12,400	97
	Roger Mills	1,600	1,500	95
	<b>KANSAS</b>			
	Barber	2,700	2,600	96
Between 5-24%	<b>OKLAHOMA</b>			
	Atoka	3,800	3,700	97
	Carter	15,500	15,100	97
	Cherokee	9,600	9,200	96
	Coal	2,300	2,200	98
	Creek	18,100	17,600	97
	Johnston	3,400	3,200	95
	Latimer	3,400	3,200	93
	Mc Intosh	5,100	4,900	96
	Mayes	11,000	10,700	97
Muskogee	23,400	22,700	97	
Okmulgee	13,600	13,300	97	
Osage	12,500	12,300	98	
Tillman	4,400	4,300	97	

## KOCO-TV, Oklahoma City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KANSAS</b>			
	Barber	2,700	2,600	96
	<b>OKLAHOMA</b>			
Between 5-24%	Atoka	3,800	3,700	97
	Cotton	2,600	2,500	98
	Creek	18,100	17,600	97
	Greer	3,400	3,200	95
	Okmulgee	13,600	13,300	97
	Osage	12,500	12,300	98
	Pawnee	5,400	5,300	97
	Pittsburg	12,900	12,400	97
	Roger Mills	1,600	1,500	95
	<b>TEXAS</b>			
Hemphill	1,700	1,600	97	

## KTEW, Tulsa (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KANSAS</b>			
	Labette	9,700	9,400	97
	Neosho	6,900	6,700	97
	<b>MISSOURI</b>			
	Jasper	32,100	31,300	97
	Newton	13,400	13,100	98
	<b>OKLAHOMA</b>			
	Hughes	6,100	6,000	98
	Latimer	3,400	3,200	93
	Le Flore	13,600	13,000	95
Lincoln	8,200	8,000	98	
Murray	4,000	3,900	98	
Noble	4,100	4,000	98	
Ottawa	11,600	11,300	98	
Seminole	11,200	10,900	98	



# 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.

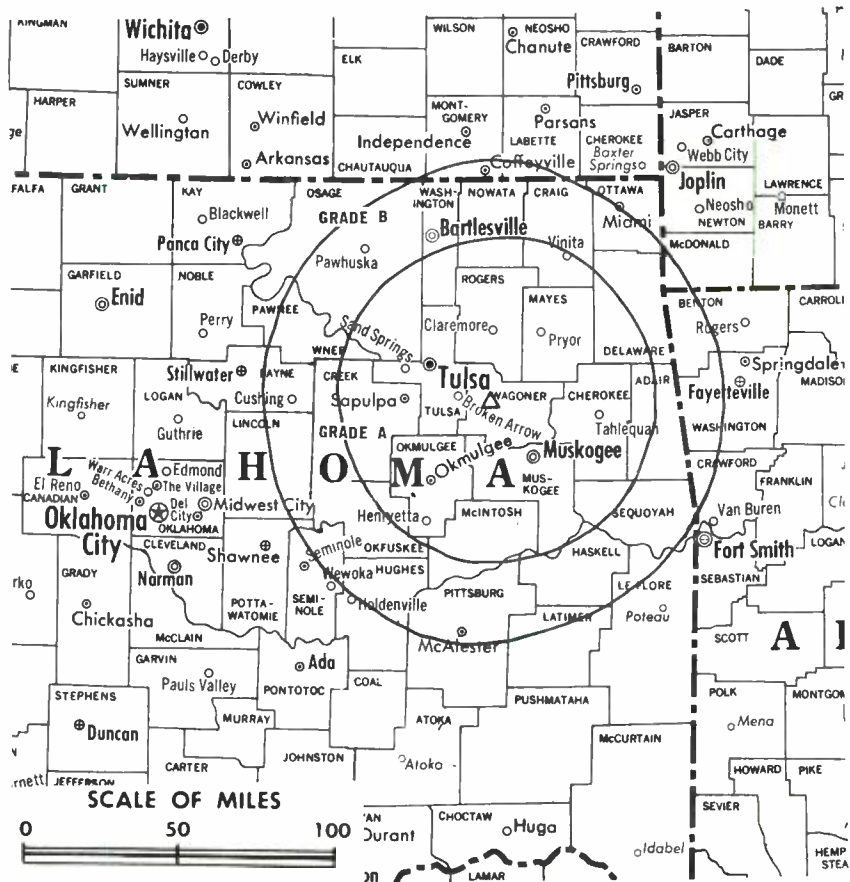
Facsimile Service: AP.

News Film Service: ABC.

Represented (sales) by Petry Television Inc.

Represented (engineering) by Cohen & Dippell.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTUL-TV Ref: FCC File No. BPCT-2941 Granted 2/19/64

© American Map Co., Inc., N.Y., No. 14244

## KTUL-TV

Network Service: ABC.

Licensee: Leake TV Inc., Box 8, Tulsa (74101).

Studio: Lookout Mt., Tulsa.

Telephone: 918-446-3351. TWX No.: 910-845-2181.

Ownership: See KATV, Little Rock, Ark.

Began Operation: Sept. 18, 1954.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

TOM GOODGAME, vice president & general manager.  
ED HUNT, general sales manager.  
KEITH BRETZ, local sales manager.  
GARY RICKETTS, operations manager.  
A. R. GARRETT, vice president & dir. of engineering.  
LEWIS E. BROWN, chief engineer.  
JEFF ROSSER, news director.  
BETTY BOYD, promotion & community relations director.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 8 Sec.

Class A—6:30-10 p.m., daily.

\$2000 \$1250 ..... Graded rates apply\*

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1025.

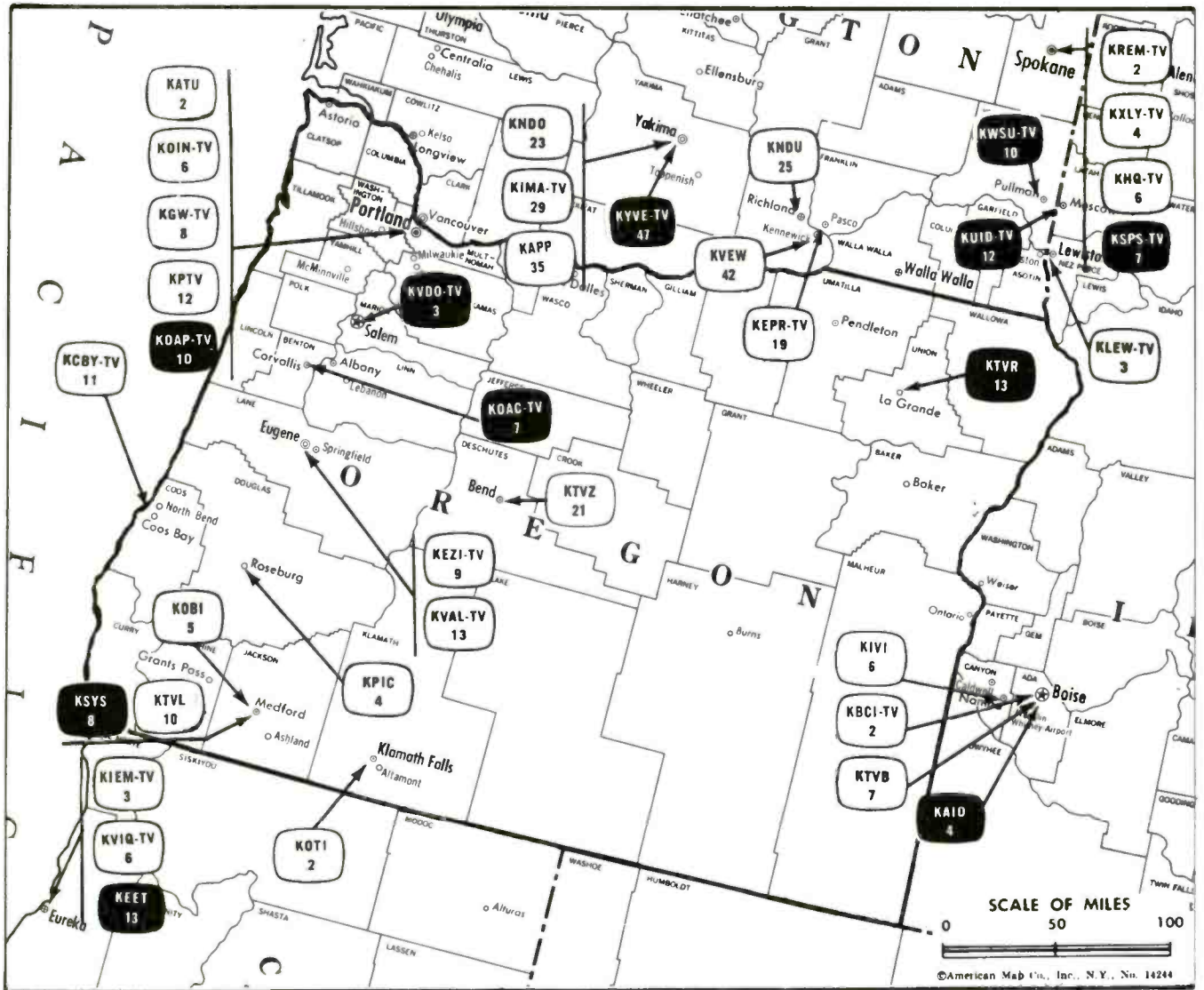
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARKANSAS</b>			
	Benton	23,000	21,900	95
	Sebastian	33,400	32,600	98
50% & Over	Washington	32,900	31,300	95
	<b>KANSAS</b>			
	Chautauqua	2,300	2,200	97
	Montgomery	16,100	15,600	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Adair	5,400	5,100	94
	Cherokee	9,600	9,200	96
	Craig	5,300	5,100	97
	Creek	18,100	17,600	97
	Delaware	7,700	7,300	94
	Haskell	3,600	3,500	96
	Kay	18,200	17,800	98
	Latimer	3,400	3,200	93
	Le Flore	13,600	13,000	95
	Mc Intosh	5,100	4,900	96
50% & Over	Mayes	11,000	10,700	97
	Muskogee	23,400	22,700	97
	Nowata	4,100	4,000	98
	Okfuskee	4,300	4,100	95
	Okmulgee	13,600	13,300	97
	Osage	12,500	12,300	98
	Pawnee	5,400	5,300	97
	Pittsburg	12,900	12,400	97
	Rogers	12,600	12,200	97
	Sequoyah	9,400	8,900	95
	Tulsa	156,700	154,100	98
	Wagoner	10,500	10,200	97
	Washington	15,100	14,900	99
	<b>ARKANSAS</b>			
	Crawford	11,300	10,700	95
	Franklin	4,300	4,100	95
Between 25-49%	Scott	4,000	3,800	94
	<b>KANSAS</b>			
	Elk	1,600	1,500	95
	Wilson	4,900	4,700	95

(Continued on page 668-b)

Station Totals	703,000	682,300	97
Net Weekly Circulation (1976-77)		442,700	
Average Daily Circulation (1976-77)		296,900	

# Oregon



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Portland	381,000	28	649,200	24
Eugene	65,000	137	132,200	129
Medford	55,000	149	94,900	155

## Oregon Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
11	1	12
5	0	5
		17

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KOAC-TV**  
**Corvallis**

Ch. 7

Non-Commercial Educational Station

Licensee: State of Oregon acting by & through the State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 26.3-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"

**KTVR**  
**La Grande**

Ch. 13

Non-Commercial Educational Station

Licensee: State of Oregon acting by and through the State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

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"

**KSYS**  
**Medford**

Ch. 8

Non-Commercial Educational Station

Licensee: Southern Oregon Education Co., 34 S. Fir St., Medford, Ore. (97501).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 560-ft. above av. terrain, 149-ft. above ground, 2249-ft. above sea level.

Latitude 42° 25' 41"  
Longitude 123° 00' 04"

**KOAP-TV**  
**Portland**

Ch. 10

Non-Commercial Educational Station

Licensee: State of Oregon acting by & through the State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 950-ft. above av. terrain, 205-ft. above ground, 1235-ft. above sea level.

Latitude 45° 29' 25"  
Longitude 122° 41' 45"

**KVDO-TV**

Salem

Ch. 3

Non-Commercial Educational Station

Licensee: State of Oregon acting by & through the State Board of Higher Education.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 19.5-kw visual, 3.89-ft. aural. Antenna: 1070-ft. above av. terrain, 300-ft. above ground, 1419-ft. above sea level.

Latitude 44° 51' 17"  
Longitude 123° 07' 17"

**KPTV, Portland**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>WASHINGTON</b>			
	Grays Harbor	23,500	21,700	92
	Lewis	19,400	18,200	94
	Pacific	6,600	6,100	92
	Skamania	2,000	1,900	93
Between 5-24%	<b>OREGON</b>			
	Baker	6,000	5,600	93
	Douglas	29,200	27,500	94
	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Klamath	19,800	18,900	96
	Morrow	1,900	1,700	91
	Umatilla	18,100	16,700	92
	Union	8,600	7,900	91

**KOIN-TV, Portland**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>OREGON—(Continued)</b>			
	Coos	21,100	19,100	91
	Lake	2,500	2,300	91
	Morrow	1,900	1,700	91
	Umatilla	18,100	16,700	92
	Union	8,600	7,900	91
Between 5-24%	<b>WASHINGTON</b>			
	Grays Harbor	23,500	21,700	92
	Pacific	6,600	6,100	92
	<b>OREGON</b>			
	Douglas	29,200	27,500	94
	Jackson	45,000	43,100	96
	Klamath	19,800	18,900	96

**KATU, Portland**

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>OREGON</b>			
	Douglas	29,200	27,500	94
	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Klamath	19,800	18,900	96
	Lane	89,800	85,600	95
	Morrow	1,900	1,700	91

# Oregon—Bend

## KTVZ

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 77.9-kw max. & 31.6-kw horizontal visual, 15.5-kw max. & 6.31-kw horizontal aural. Antenna: 640-ft. above av. terrain, 169-ft. above ground, 4384-ft. above sea level.

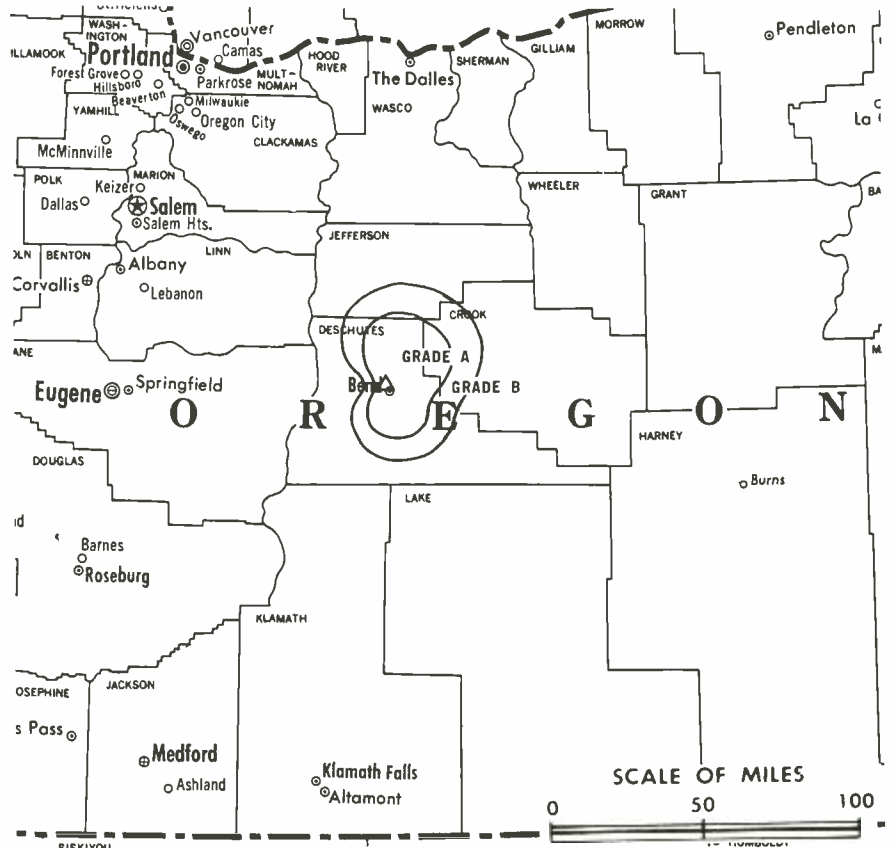
Latitude 44° 04' 40"  
Longitude 121° 19' 49"

Transmitter: Atop Awbrey Butte, 1-mi. NW of Bend.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



KTVZ Ref: FCC File No. BPCT-4971 Granted 4/22/77

© American Map Co., Inc., N.Y., No. 14244

## KTVZ

Network Service: NBC, CBS.

Grantee: Ponderosa Television Inc., Box 149, Bend, Ore. (97701).

Studio: 62990 O.B. Riley Rd., 0.7-mi. from Bend.

Telephone: 503-389-6511.

Ownership: Sierra/Cascade Communications Inc., 55%; Margaret DeArmond, Gloria Johnson & Mary Jane Dellenback, 15% each. Officers: J. L. DeArmond, pres.-treas.; George R. Johnson, exec. v.p.-asst. secy.; John R. Dellenback, secy. For Sierra/Cascade ownership, see KTVL, Medford, Ore.

Began Operation: Nov. 6, 1977.

Represented (sales) by H-R Television Inc.; Avery-Knodel (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Hammett & Edison.

Personnel:

JOHN LARKIN, general manager.  
ROB RECTOR, sales manager.  
DAVE BROWER, operations manager.  
JESS ORTEGA, chief engineer.

Highest 30 Sec. Rate (Oct. 2, 1978): \$50.

Arbitron Data: Not available.

# 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.

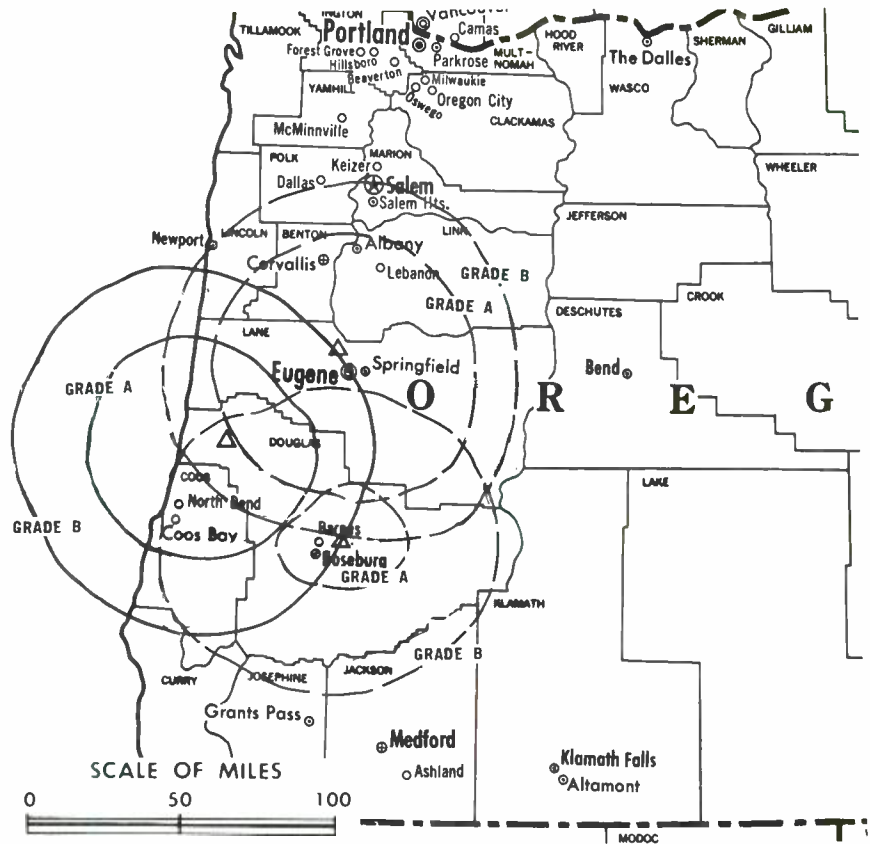
Latitude 43° 23' 26"

Longitude 124° 07' 48"

Transmitter: 5-mi. ENE of city center.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron study (see page 4-b).

KCBY-TV Ref: FCC File No. BPCT-2309 Granted 9/23/59

©American Map Co., Inc., N.Y., No. 14244

## KCBY-TV

Network Service: NBC.

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 Katz Television; Art Moore & Assoc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

GLENN NICKELL, vice president & general manager.

MARY MILLER, station manager.

DICK WITZEL, chief engineer.

Rates: Sold in combination with KVAL-TV, Eugene.

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

Arbitron Data: Included with parent KVAL-TV, Eugene, Ore.

# THE

Media Brokerage Specialist Radio and TV

# TED HEPBURN COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242

Telephone (513) 791-8730

# Oregon—Eugene

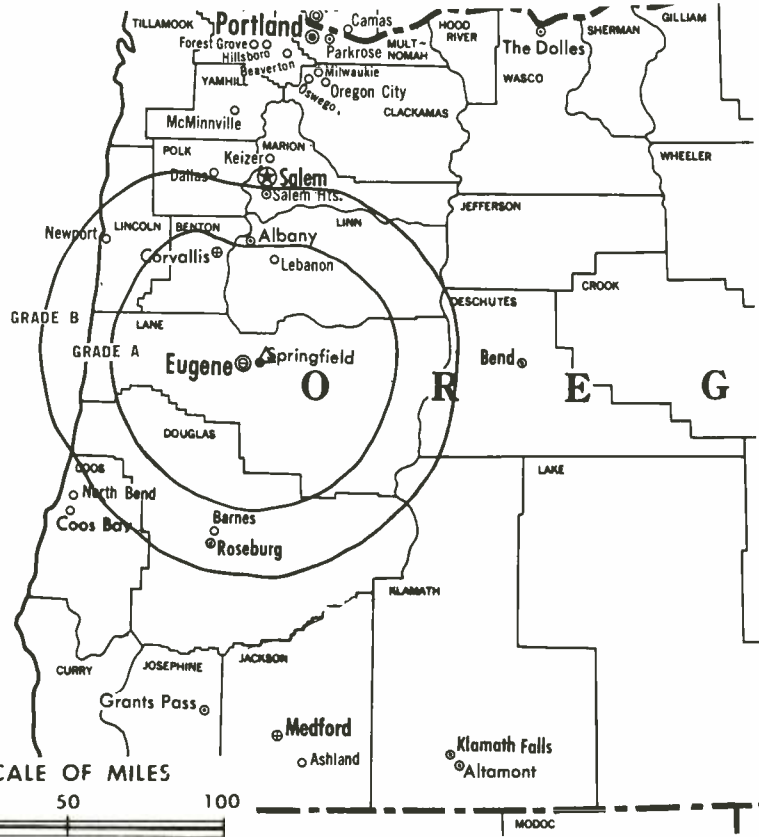
## KEZI-TV

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, UPI.  
News Film Service: ABC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KEZI-TV Ref: FCC File No. BPT-2436 Granted 7/27/60

©American Map Co., Inc., N.Y., No. 14244

## KEZI-TV

Network Service: ABC.  
Licensee: Liberty Communications Inc., 2225 Coburg Rd. (97401).  
Studio: 2225 Coburg Rd.  
Telephone: 503-485-5611. TWX No.: 503-485-0488.  
Ownership: Donald E. Tykeson, pres., 12.8092%; Durward L. Boyles, 15.3597%; Carolyn S. Chambers, v.p. & treas., 7.0943%; Julio Silva, trustee, 6.7987%; C. E. Carlson, 3.0545%; U.S. National Bank, trustee, 5.9119%; J. Hobart Wilson, 4.3256%; 237 others, none with as much as 3%. Liberty is applying for Ch. 27 in Dallas & is buying WKOW-TV, Madison; WAOW-TV, Wausau & WXOW-TV, La Crosse, Wis. J. Hobart Wilson has interest in KBOI-AM-FM, Boise, Ida.; KPNW-AM-FM, Eugene, Ore.; KPAY-AM-FM, Chico, Cal.

Began Operation: Dec. 19, 1960.  
Represented (sales) by Peter, Griffin, Woodward Inc.; Tacher Co. (Seattle & Portland).  
Represented (engineering) by Silliman, Moffet & Kowalski.  
Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Personnel:  
DON E. TYKESON, president.  
JIM PUTNEY, general manager.  
DAVE LARSON, director of operations.  
RICHARD WALKER, local sales manager.  
JOE SMELSER, production manager.  
PETER SPEAR, news director.  
CHARLES COOKSON, chief engineer.

Highest 30 Sec. Rate (June 1, 1978): \$350.  
NETWORK BASE HOURLY RATE: \$784.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Benton	22,100	20,300	92
	Coos	21,100	19,100	91
	Douglas	29,200	27,500	94
	Lane	89,800	85,600	95
	Lincoln	11,300	10,200	90
Between 25-49%	<b>OREGON</b>			
	Deschutes	15,700	14,600	93
	Linn	29,600	28,200	95
Between 5-24%	<b>OREGON</b>			
	Crook	4,600	4,300	93
	Jefferson	3,400	3,200	94
	Polk	15,300	14,600	95
<b>Station Totals</b>		<b>242,100</b>	<b>227,600</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>149,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>91,200</b>

*Hogan-Feldmann, Inc.*

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# 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"

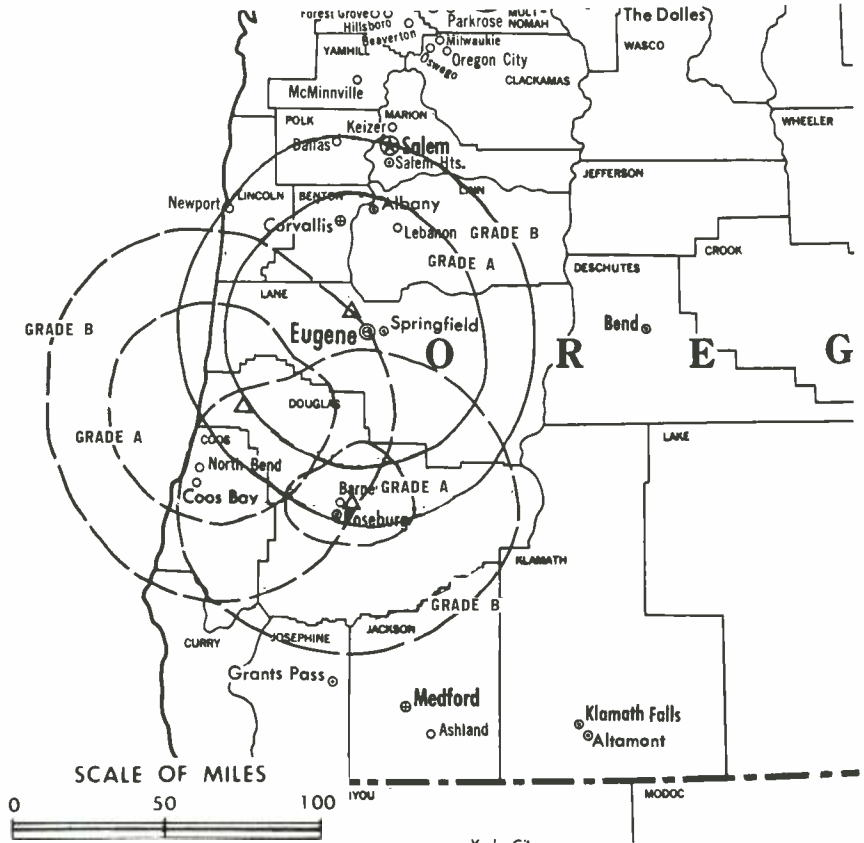
Transmitter: Blanton Heights.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by A. D. Ring & Associates.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KVAL-TV Ref: FCC File No. BPCT—3588 Granted 2/23/66

© American Map Co., Inc., N.Y., No. 14244

## KVAL-TV

Network Service: NBC.

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: Robert P. Booth, 13.63%; Leola Winn, 9.5%; C. Philip Tillman, 9%; Janeth H. Sponenburgh, 8%; Willis B. Sheppard, 7.5%; Edward T. Gardner, 6.67%; others. Eugene TV owns 50% of satellite KPIC, Roseburg, Ore.; 100% of KCBY-TV, Coos Bay, Ore. & KBCI-TV, Boise, Ida.

Began Operation: April 15, 1954.

Represented (sales) by Katz Television; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

GLENN NICKELL, vice president & general manager.  
BONNIE COLE, national sales.  
GORDON BUSSEY, local sales.  
JOHN DOYLE, news director.  
JAMES BOWEN, director of engineering.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-9:59 p.m., daily.  
\$1150 \$690 \$490 \$340 Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Benton	22,100	20,300	92
	Coos	21,100	19,100	91
	Douglas	29,200	27,500	94
	Lane	89,800	85,600	95
	Linn	29,600	28,200	95
Between 25-49%	<b>OREGON</b>			
	Curry	5,800	5,200	90
	Deschutes	15,700	14,600	93
	Lincoln	11,300	10,200	90
Between 5-24%	<b>OREGON</b>			
	Crook	4,600	4,300	93
	Jefferson	3,400	3,200	94
	Lake	2,500	2,300	91
	Polk	15,300	14,600	95
	Wheeler	500	500	92
	Yamhill	16,700	15,700	94
Station Totals		267,600	251,300	93
Net Weekly Circulation (1976-77)			168,700	
Average Daily Circulation (1976-77)			116,800	

Arbitron Data: Figures include coverage of satellites KCBY-TV, Coos Bay and KPIC, Roseburg, Ore.

# Oregon—Klamath Falls

**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.

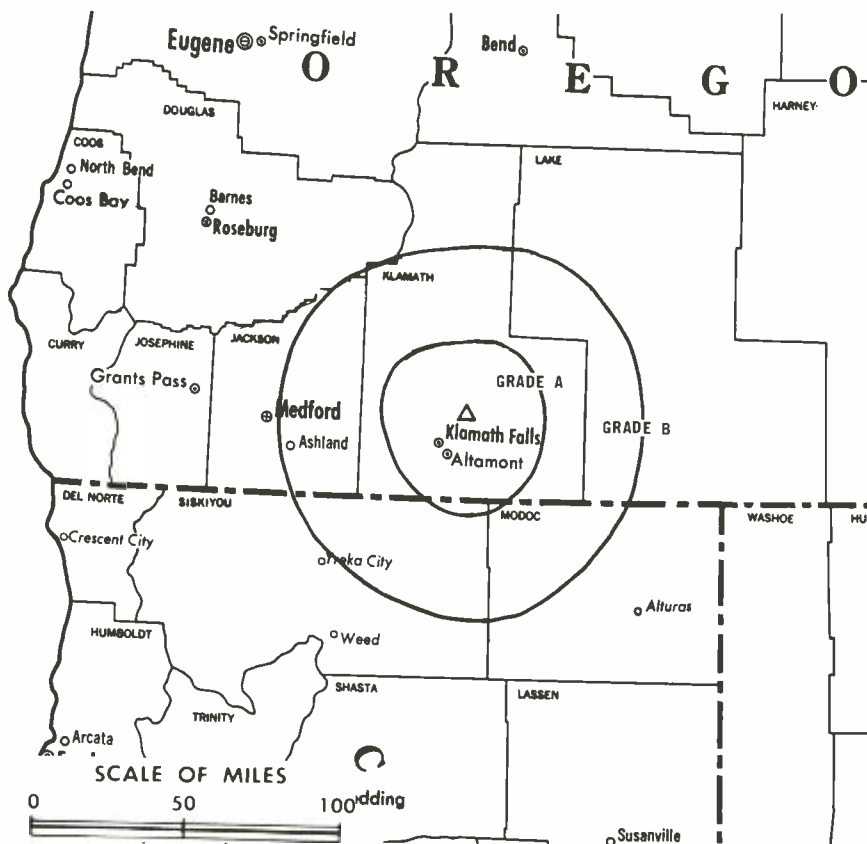
TV tape: Recording facilities.

Color: Network, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.

Arbitron Data: Included with KOB1, Medford, Ore.



County coverage based on Arbitron study (see page 4-b).

KOTI Ref: FCC File No. BMPCT-3891 Granted 8/3/56

© American Map Co., Inc., N.Y., No. 14244

## KOTI

Network Service: ABC, CBS.

Licensee: Oregon Broadcasting Co., Box 5M, Medford, Ore. (97501).

Studio: Third & Main Sts., P.O. Box 2K (97601).

Telephone: 503-884-8131.

Ownership: Same as KOB1, Medford, Ore.

Began Operation: Aug. 13, 1956.

Represented (sales) by The Meeker Co. Inc.; Art Moore & Assoc. Inc. (Pacific Northwest); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dempsey & Koplovitz.

Personnel:

WILLIAM B. SMULLIN, chairman.  
DONALD E. SMULLIN, president & general manager.  
DAN MARKHAM, station manager.

Rates: See KOB1, Medford, Ore.

NETWORK BASE HOURLY RATE: \$50.

# SEE . . . you do read the ads

AND SO DO THE  
OTHER USERS OF THIS  
FACTBOOK.  
EVERY TIME YOU USE THIS BOOK,  
YOU SEE THESE ADS.  
THIS IS THE LOGICAL PLACE  
FOR YOUR AD.

For Details Use Order Card #6 Stations Volume



# Oregon—Medford

## KTVL

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 132-kw visual, 19.1-kw aural. Antenna: 3309-ft. above av. terrain, 154-ft. above ground, 7626-ft. above sea level.

Latitude 42° 04' 55"  
Longitude 122° 43' 07"

Transmitter: Mt. Ashland, 8-mi. S of Ashland, Ore.

TV tape: Recording facilities.

FM Affiliate: KTMT, 18.5-kw, 93.7 MHz (No. 229), 3260-ft. (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

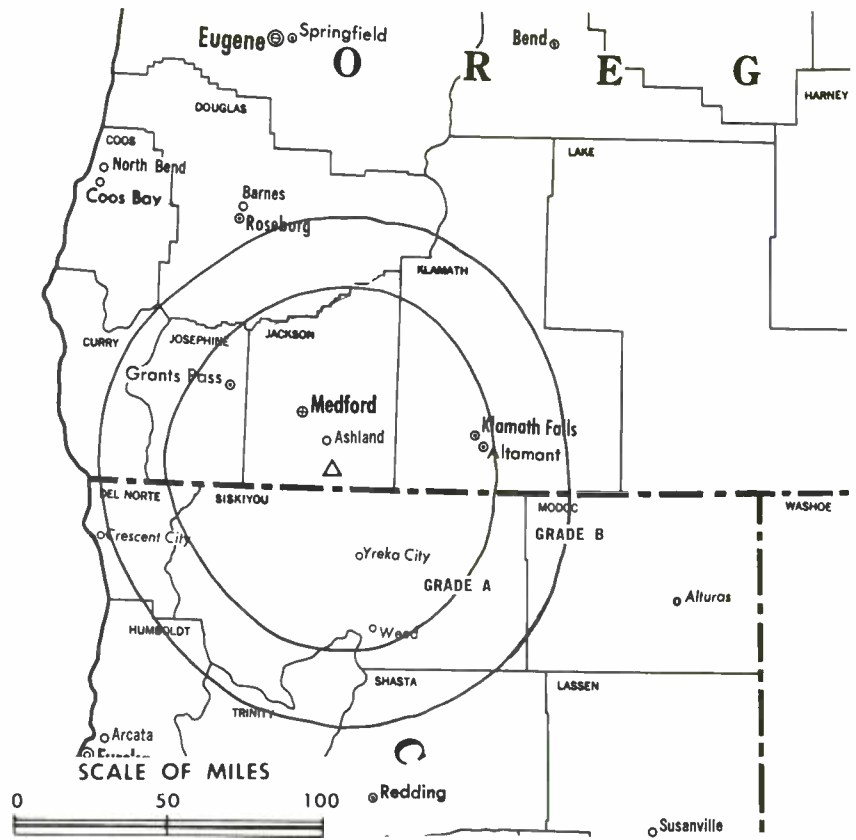
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTVL Ref: FCC File No. BPCT--3608 Granted 10/19/65

© American Map Co., Inc., N.Y., No. 14244

## KTVL

Network Service: NBC, CBS.

Licensee: Sierra/Cascade Communications Inc., Box 10, Medford (97501).

Studio: Rossanley Dr., Medford.

Telephone: 503-773-7373. TWX No.: 510-757-0606.

Ownership: Sierra/Cascade Communications Inc. Also owns Radio Redding Inc., KQMS, Redding, Cal. & 55% of KTVZ, Ch. 21, Bend, Ore. J. L. DeArmond, pres., George R. Johnson & John R. Dellenback, 33 1/3% each.

Began Operation: Oct. 3, 1961.

Represented (sales) by H-R Television; Avery-Knodei (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.

LARRY PAVILIONIS, station manager.

ART CHIPMAN, national sales manager.

ELLIS FEINSTEIN, director of engineering.

### DIGEST OF RATE CARD NO. 11

(Oct. 1, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.

Class AA—6:29-10:59 p.m., daily.

\$600 \$400 \$300 \$250 Graded rates apply\*

\*Highest rate: \$175.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>CALIFORNIA</b>			
	Modoc	3,200	2,900	91
	Siskiyou	13,500	12,400	92
	<b>OREGON</b>			
	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Klamath	19,800	18,900	96
	Lake	2,500	2,300	91
Between 25-49%	<b>OREGON</b>			
	Curry	5,800	5,200	90
Between 5-24%	<b>CALIFORNIA</b>			
	Del Norte	5,900	5,400	92
	<b>OREGON</b>			
Douglas	29,200	27,500	94	
Station Totals		144,500	135,900	94
Net Weekly Circulation (1976-77)				91,100
Average Daily Circulation (1976-77)				65,000

## Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# Oregon—Medford

**KOBI**

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"

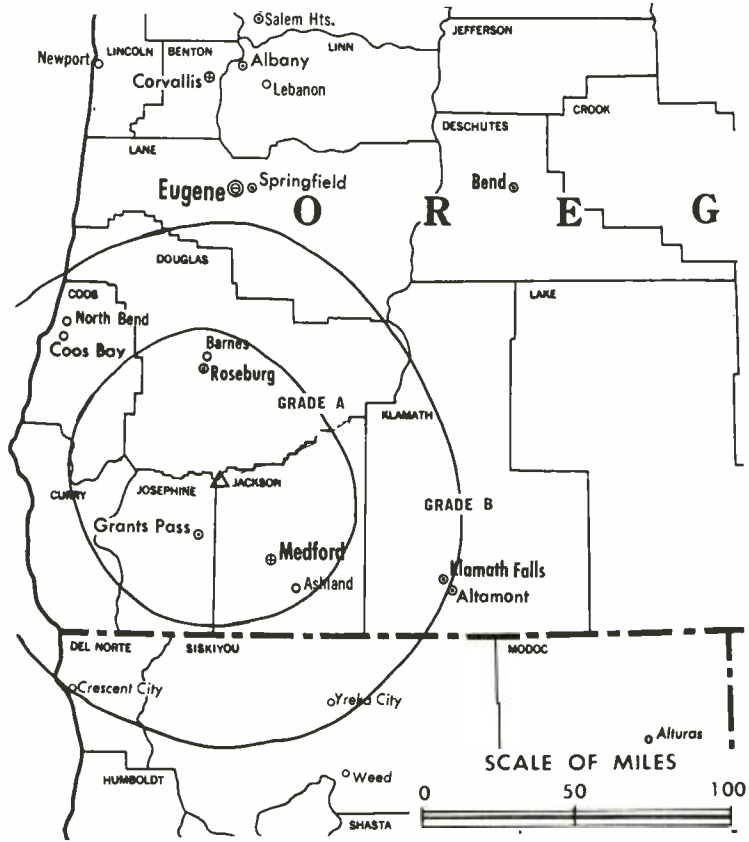
Transmitter: King Mtn.

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: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



KOBI Ref: FCC File No. BPCT-3683 Granted 7/26/67

©American Map Co., Inc., N.Y., No. 14244

## KOBI

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%. The Smullin family owns 98% of Cal.-Ore. Bcstg. KOBI also owns KOTI, Klamath Falls, Ore. Cal.-Ore. Bcstg. Inc. also owns 50% of KPIC, Roseburg, Ore. and controls KRCR-TV, Redding, Cal.; KAGI(AM), Grants Pass, Ore.; KLOO-AM-FM, Corvallis, Ore. & KHUM(AM) Eureka, Cal.

Began Operation: Aug. 1, 1953.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Lohnes & Culver.

Represented (sales) by The Meeker Co. Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Personnel:

- WILLIAM B. SMULLIN, chairman.
- DONALD E. SMULLIN, president & general manager.
- ART KNOLES, program manager.
- WILLIAM KIRK, chief engineer.
- ROBERT LINDSTROM, manager, national sales development.

**Arbitron Data: Figures include KOTI, Klamath Falls, Ore.**

### DIGEST OF RATE CARD NO. 16—(Feb. 1, 1976)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—6-11 p.m., daily. Spot rates are grid averages.				
\$550	\$485	\$240	\$120	\$72

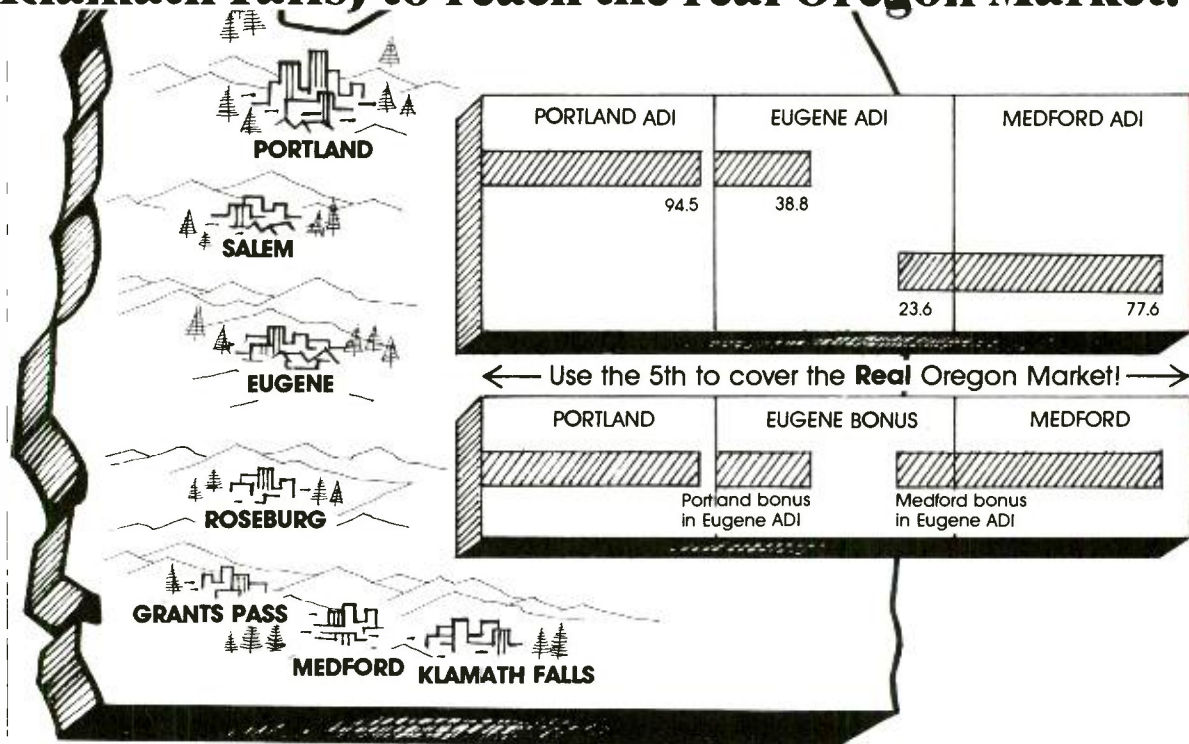
Note: There is a discount from combined rates of stations when KOBI is ordered with KOTI, Klamath Falls.

NETWORK BASE HOURLY RATE: \$671.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
	Coos	21,100	19,100	91
	Curry	5,800	5,200	90
	Douglas	29,200	27,500	94
<b>50% &amp; Over</b>	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Klamath	19,800	18,900	96
	Lake	2,500	2,300	91
<b>CALIFORNIA</b>				
<b>Between 25-49%</b>	Siskiyou	13,500	12,400	92
<b>CALIFORNIA</b>				
	Del Norte	5,900	5,400	92
	Modoc	3,200	2,900	91
<b>Between 5-24%</b>	<b>OREGON</b>			
	Deschutes	15,700	14,600	93
	Lane	89,800	85,600	95
<b>Station Totals</b>		<b>271,100</b>	<b>255,200</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>143,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>93,300</b>

# Portland, Oregon has 4 great tv stations. Now use a 5th to reach the Rest of Oregon.

**\*Use KOBİ, Channel 5 Medford (with its satellite KOTI Klamath Falls) to reach the real Oregon Market.**



These Arbitron figures explain it:

Portland delivers 94.5% circulation penetration in the Portland ADI...and 38.8% circulation penetration in the Eugene ADI.

Medford (KOBİ) delivers 77.6% circulation penetration in the Medford ADI...and 23.6% circulation in the Eugene ADI.

Thus, by adding KOBİ Medford-plus to your Portland buy, you get the real Oregon market.

SOURCE:

Arbitron television reports for Medford and Portland, 1976. Special "Information on Demand" computer analysis.

The Oregon Duo

## KOBİ 5 MEDFORD

### And satellite KOTI 2 Klamath Falls

Oregon Broadcasting Company  
P.O. Box 5M, Medford, Ore. 97501 (503) 779-5555  
Bob Lindstrom, National Sales Manager

abc

©



Represented by THE MEEKER COMPANY. In the Pacific Northwest by 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: 1560-ft. above av. terrain, 918-ft. above ground, 1873-ft. above sea level.

Latitude 45° 31' 15.0"  
Longitude 122° 44' 37.5"

Transmitter: 225 NW Skyline Blvd.  
Studio: 2153 N.E. Sandy Blvd., Portland (97232).

TV tape: Recording facilities.

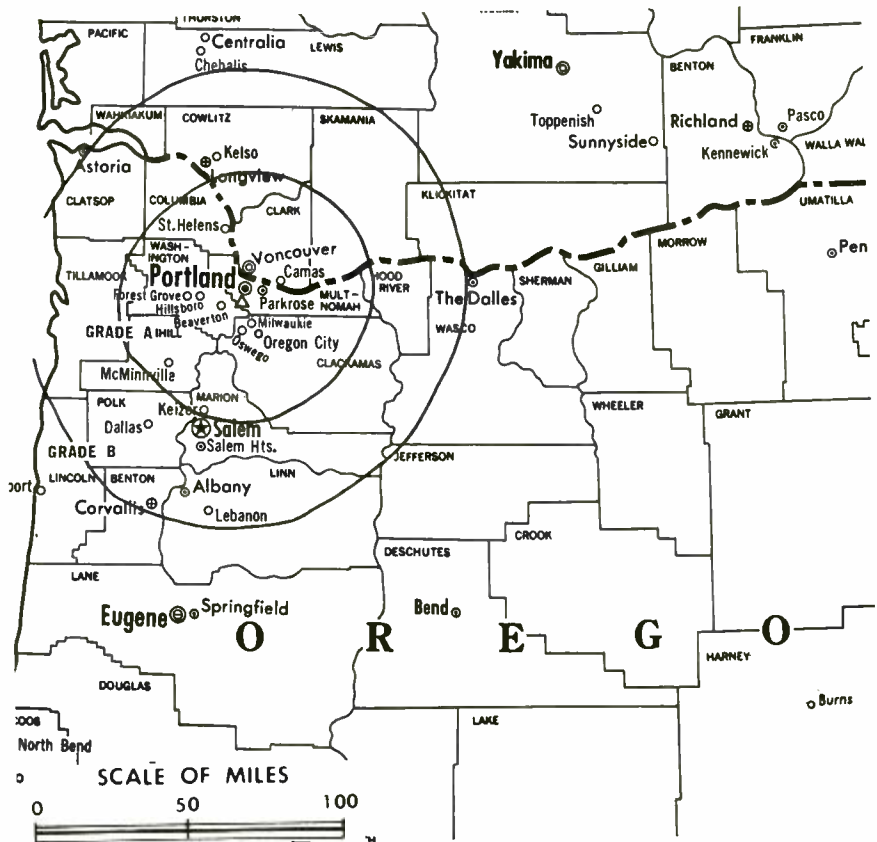
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KATU Ref: FCC File No. BPCT-3063 Granted 6/26/63

© American Map Co., Inc., N.Y. No. 14244

## KATU

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., Portland.

Mailing Address: Box 8799, Portland, Ore. (97208).

Telephone: 503-231-4222. TWX No.: 910-464-4700.

Ownership: Fisher Companies Inc. Fisher Broadcasting Inc. is also licensee of KOMO & KOMO-TV, Seattle, Wash.

Began Operation: March 15, 1962.

Represented (sales) by Katz Television; Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

W. W. WARREN, president.

THOMAS R. DARGAN, exec. vice president & general manager.

SHERWOOD "SKIP" HINMAN, station manager.

DAVID B. LUDWIG III, general sales manager.

TOM OBERG, local sales manager.

JIM ROGERS, national sales manager.

CHARLES GINGOLD, director of programming.

WILLIAM VANDERMAY, chief engineer.

ROY COOPER, public affairs manager.

CHUCK BIECHLIN, news director.

DIGEST OF RATE CARD NO. A-34—(Sept. 4, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$2000 \$1200 \$800 \$400 Graded rates apply\*

\*Highest rate: \$2000.

NETWORK BASE HOURLY RATE: \$1250.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
	Baker	6,000	5,600	93
	Benton	22,100	20,300	92
50% & Over	Clackamas	73,800	70,800	96
	Clatsop	11,800	11,000	93
	Columbia	11,400	10,800	95
	Crook	4,600	4,300	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON—(Continued)</b>				
	Deschutes	15,700	14,600	93
	Gilliam	700	600	92
	Harney	2,600	2,300	90
	Hood River	5,900	5,400	92
	Jefferson	3,400	3,200	94
	Lincoln	11,300	10,200	90
	Linn	29,600	28,200	95
	Marion	62,300	59,100	95
	Multnomah	215,900	205,800	95
	Polk	15,300	14,600	95
50% & Over	Sherman	900	900	96
	Tillamook	7,000	6,400	91
	Wasco	7,400	6,900	93
	Washington	69,200	67,200	97
	Wheeler	500	500	92
	Yamhill	16,700	15,700	94
<b>WASHINGTON</b>				
	Clark	58,600	56,700	97
	Cowlitz	26,900	25,800	96
	Klickitat	5,200	4,700	91
	Skamania	2,000	1,900	93
	Wahkiakum	1,400	1,300	93
<b>OREGON</b>				
	Grant	2,700	2,300	84
	Lake	2,500	2,300	91
	Umatilla	18,100	16,700	92
Between 25-49%	Union	8,600	7,900	91
<b>WASHINGTON</b>				
	Lewis	19,400	18,200	94
	Pacific	6,600	6,100	92

(Continued on page 681-b)

Station Totals	951,400	903,300	94
Net Weekly Circulation (1976-77)			630,400
Average Daily Circulation (1976-77)			394,200

# Oregon—Portland

**KGW-TV**

Ch. 8



BLAIR TELEVISION

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.

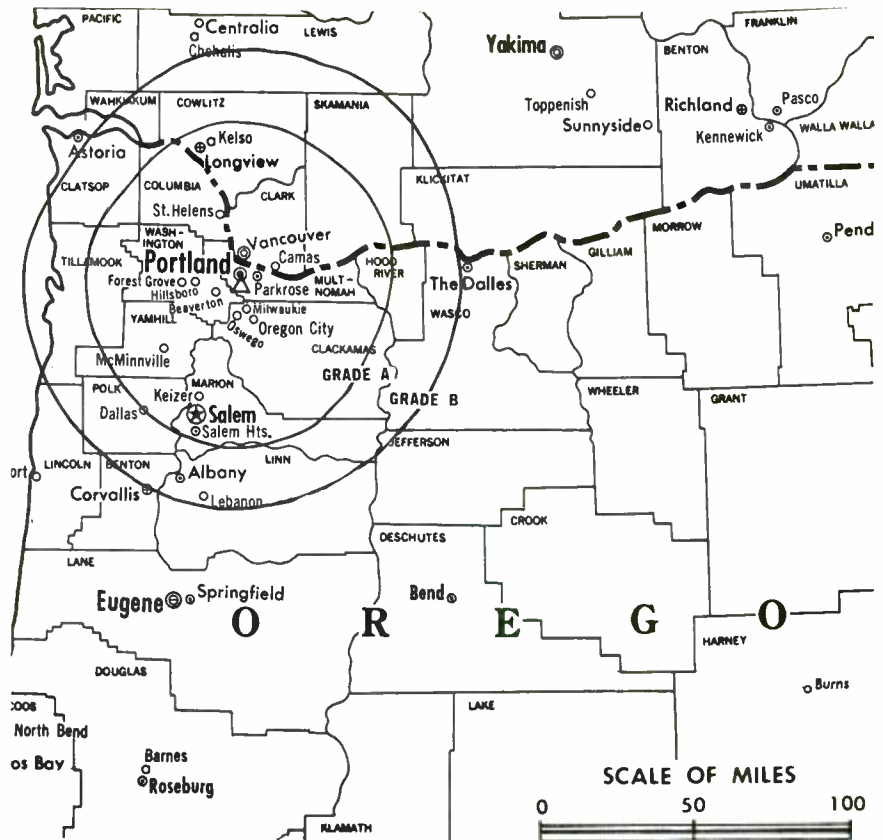
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KGW-TV Ref: FCC File No. BMPCT—5919 Granted 11/21/63

©American Map Co., Inc., N.Y., No. 14244

## KGW-TV

Network Service: NBC.

Licensor: King Broadcasting Co., 1501 S.W. Jefferson St., Portland, Ore. (97201).

Studio: 1501 S.W. Jefferson (97201).

Telephone: 503-226-5000. TWX No.: 503-224-1901.

AM Affiliate: KGW, 5-kw, 620 kHz.

FM Affiliate: KINK, 97-kw, 101.9 MHz (No. 270), 1610-ft.

Ownership: Bullitt Family, majority owner. Officers: Ancil H. Payne, pres.; Payson Hall, v.p., finances; George V. Willoughby Jr., secy. King Broadcasting Co. owns KING-TV-AM-FM, Seattle, Wash.; KREM-TV-AM-FM, Spokane, Wash.; KGW & KINK (FM), Portland, Ore.; KYA-AM-FM, San Francisco and WRTH (AM), Wood River, Ill.

Began Operation: Dec. 15, 1956.

Represented (sales) by Blair Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

FOREST W. AMSDEN, vice president & general manager.  
CHARLES M. GEHRING, general sales manager.  
HARRY GODSIL, sales manager.  
ROBERT LEWIS, program director & film buyer.  
TYRONE MORTENSEN, chief engineer.  
JUDITH SPANNAGEL, publicity & promotion manager.  
DAVID LINDER, news director.

### DIGEST OF RATE CARD

(Jan. 1, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
------	---------	---------	---------	---------

Class A—7:30-11 p.m., daily.

\$6000      \$3000

Graded rates apply\*

\*Highest rate: \$1025.

NETWORK BASE HOURLY RATE: \$1225.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
	Clackamas	73,800	70,800	96
	Clatsop	11,800	11,000	93
	Columbia	11,400	10,800	95
	Crook	4,600	4,300	93
	Deschutes	15,700	14,600	93
	Grant	2,700	2,300	84
	Harney	2,600	2,300	90
	Hood River	5,900	5,400	92
	Jefferson	3,400	3,200	94
	Lincoln	11,300	10,200	90
	Linn	29,600	28,200	95
	Marion	62,300	59,100	95
50% & Over	Multnomah	215,900	205,800	95
	Polk	15,300	14,600	95
	Sherman	900	900	96
	Tillamook	7,000	6,400	91
	Wasco	7,400	6,900	93
	Washington	69,200	67,200	97
	Yamhill	16,700	15,700	94
<b>WASHINGTON</b>				
	Clark	58,600	56,700	97
	Cowlitz	26,900	25,800	96
	Klickitat	5,200	4,700	91
	Skamania	2,000	1,900	93
	Wahkiakum	1,400	1,300	93

<b>OREGON</b>				
Between 25-49%				
	Baker	6,000	5,600	93
	Benton	22,100	20,300	92
	Lake	2,500	2,300	91
	Morrow	1,900	1,700	91

(Continued on page 694-b)

Station Totals	955,000	906,400	94
Net Weekly Circulation (1976-77)			607,600
Average Daily Circulation (1976-77)			379,000

# 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"

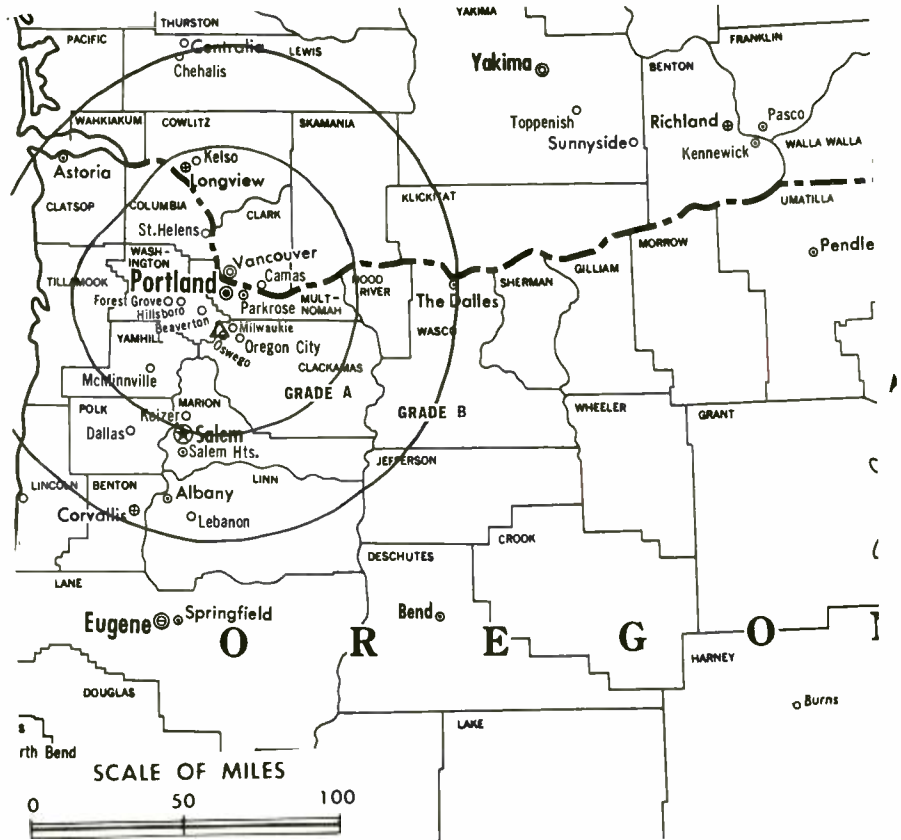
Transmitter: 5516 S.W. Barnes Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KOIN-TV Ref: FCC File No. BMPCT-5941 Granted 3/19/64

© American Map Co., Inc., N.Y., No. 14244

## KOIN-TV

Network Service: CBS.

Licensee: KOIN-TV Inc., 140 S.W. Columbia St., Portland (97201).

Studio: 140 S.W. Columbia St.

Telephone: 503-243-6666. TWX No.: 910-464-1520.

Ownership: Lee Enterprises Inc., 100%. For other interests, see KHQA-TV, Hannibal, Mo.

Began Operation: Oct. 15, 1953. Sale to present owner by Newhouse Bcstg. Corp. and M. M. Tonkon & Harvey Benson, trustees, approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:21).

Represented (sales) by Harrington, Richter & Parsons Inc.; Art Moore & Assoc. (Pacific Northwest).

Represented (legal) by Pierson, Ball & Dowd.

### Personnel:

RICHARD M. (MICK) SCHAFFBUCH, general manager.  
HOWARD KENNEDY, station manager.  
LEE CARLSON, general sales manager.  
JOHN MCGHIE, program director.  
FRANK TAYLOR, operations manager.  
KAREN LEE, director of public affairs.  
AL BISHOP, director of engineering.  
LINDA SOUTH, traffic manager.  
CAROLYN PLUMMER, promotion manager.  
ROBERT MCGILL, personnel director.

### DIGEST OF RATE CARD NO. 78P

(Sept. 4, 1978)

Hour	30 Min.	15 Min.	10 Min.	5 Min.
Prime—8-11 p.m., daily.				
\$7000	\$3500	\$2800	\$2100	\$1400

NETWORK BASE HOURLY RATE: \$1288.

For Sales & Transfers,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
	Benton	22,100	20,300	92
	Clackamas	73,800	70,800	96
	Clatsop	11,800	11,000	93
	Columbia	11,400	10,800	95
	Crook	4,600	4,300	93
	Deschutes	15,700	14,600	93
	Gilliam	700	600	92
	Harney	2,600	2,300	90
	Hood River	5,900	5,400	92
	Jefferson	3,400	3,200	94
	Lane	89,800	85,600	95
	Lincoln	11,300	10,200	90
	Linn	29,600	28,200	95
	Marion	62,300	59,100	95
50% & Over	Multnomah	215,900	205,800	95
	Polk	15,300	14,600	95
	Sherman	900	900	96
	Tillamook	7,000	6,400	91
	Wasco	7,400	6,900	93
	Washington	69,200	67,200	97
	Wheeler	500	500	92
	Yamhill	16,700	15,700	94
<b>WASHINGTON</b>				
	Clark	58,600	56,700	97
	Cowlitz	26,900	25,800	96
	Klickitat	5,200	4,700	91
	Lewis	19,400	18,200	94
	Skamania	2,000	1,900	93
	Wahkiakum	1,400	1,300	93
<b>Between 25-49%</b>				
	<b>OREGON</b>			
	Baker	6,000	5,600	93

(Continued on page 681-b)

Station Totals	973,700	923,600	94
Net Weekly Circulation (1976-77)			693,400
Average Daily Circulation (1976-77)			434,400

# Oregon—Portland

**KPTV**

Ch. 12



Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 61.7-kw aural. Antenna: 1780-ft. above av. terrain, 1049-ft. above ground, 2049-ft. above sea level.

Latitude 45° 31' 19"  
Longitude 122° 44' 53"

Transmitter: 212 NW Miller Rd.

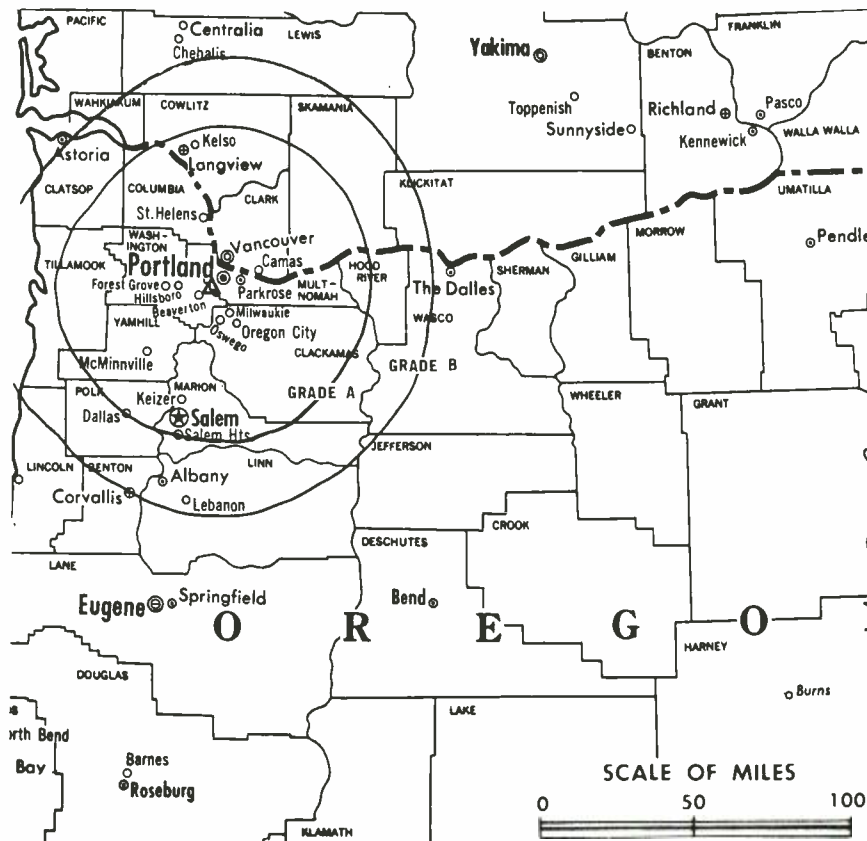
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

News Film Service: Newsweek.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KPTV Ref: FCC File No. BNPCT—5915 Granted 12/3/63

© American Map Co., Inc., N.Y., No. 14244

## KPTV

Network Service: None, independent.

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.; Evan Thompson, v.p.; Lawrence Barnett, v.p.; Barry S. Greene, secy.-treas.; Dustine Davidson, asst. secy.-treas. Chris-Craft Industries Inc. also owns KCOP, Los Angeles, Cal. & 9.5% of 20th Century-Fox which owns KMSP-TV, Minneapolis-St. Paul; KMOL-TV, San Antonio, Tex. & KTVX, Salt Lake City, Utah.

Began Operation: March 9, 1955. George Haggarty's purchase of KFOR (Ch. 12) from Henry A. White-Stephen E. Thompson-Julius L. Meier Jr. group approved April 17, 1957 by FCC; at same time Haggarty purchased KPTV (Ch. 27) from Storer and took Ch. 27 off air (Television Digest, Vol. 13:10-11, 16, 18). Transfer from George Haggarty to NAFI Corp., approved July 22, 1959 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 TeleRep Inc.; Tacher Co. (Seattle).

Represented (legal) by Hogan & Hartson.

Personnel:

JOHN S. HANSEN, president & general manager.  
MARTY BRANTLEY, station manager.  
COLLIN CHISHOLM, local sales manager.  
CONNIE MARTIN, national sales manager.  
GORDON WHITE, program manager & film buyer.  
BILL SWING, news director.  
KAREN MALMSTEN, promotion manager.  
GENE PHELPS, chief engineer.  
UMBERTO CARLOS, business manager.

### DIGEST OF RATE CARD NO. 24 (Sept. 12, 1976)

Hour	30 Min.	15 Min.	10 Min.	Min	30/20 Sec.
Class A—6:30-11:30 p.m., daily.	\$2500	\$1500	\$800	\$700	\$500
				\$500	\$250

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OREGON</b>				
	Clackamas	73,800	70,800	96
	Clatsop	11,800	11,000	93
	Columbia	11,400	10,800	95
	Coos	21,100	19,100	91
	Crook	4,600	4,300	93
	Deschutes	15,700	14,600	93
	Harney	2,600	2,300	90
	Hood River	5,900	5,400	92
	Jefferson	3,400	3,200	94
	Lincoln	11,300	10,200	90
	Linn	29,600	28,200	95
	Marion	62,300	59,100	95
<b>50% &amp; Over</b>	Multnomah	215,900	205,800	95
	Polk	15,300	14,600	95
	Sherman	900	900	96
	Tillamook	7,000	6,400	91
	Wasco	7,400	6,900	93
	Washington	69,200	67,200	97
	Wheeler	500	500	92
	Yamhill	16,700	15,700	94
<b>WASHINGTON</b>				
	Clark	58,600	56,700	97
	Cowlitz	26,900	25,800	96
	Klickitat	5,200	4,700	91
	Wahkiakum	1,400	1,300	93

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	Benton	22,100	20,300	92
	Gilliam	700	600	92
	Lane	89,800	85,600	95

(Continued on page 681-b)

<b>Station Totals</b>	<b>990,800</b>	<b>939,500</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>593,100</b>
<b>Average Daily Circulation (1976-77)</b>			<b>299,600</b>

# Oregon—Roseburg

## KPIC

Ch. 4

[Satellite of KVAL-TV, Eugene, Ore.]

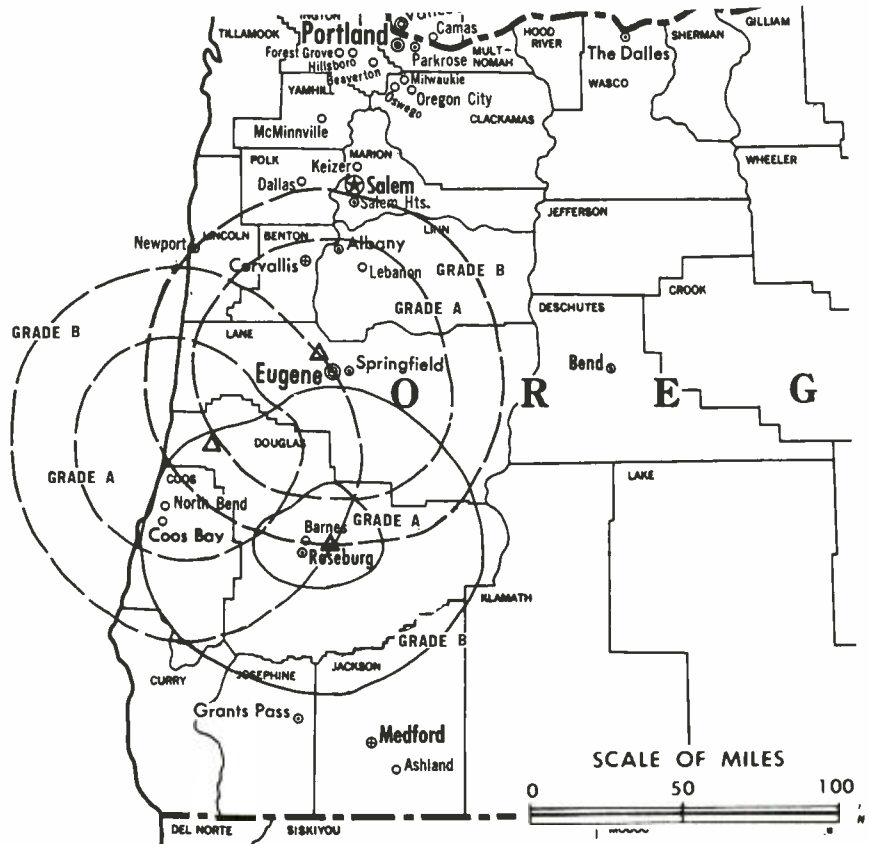
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 5.37-kw visual, .55-kw aural. Antenna: 1000-ft. above av. terrain, 173-ft. above ground, 1873-ft. above sea level.

Latitude 43° 14' 39.6"  
Longitude 123° 18' 42.0"

Transmitter: 3.1-mi. NE of center of Roseburg.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron study (see page 4-b).

KPIC Ref: FCC File No. BMPCT-3395 Granted 10/26/55

© American Map Co., Inc., N.Y., No. 14244

## KPIC

Network Service: NBC.

Licensee: South West Oregon Television Broadcasting Corp., 1850 NE Stephens St. (97470).

TWX No.: 503-675-0213.

Ownership: Eugene Television Inc. (KVAL-TV), 50%; Oregon Bcstg. Co. (KOBI, Medford, Ore.), 50%.

Began Operation: April 1, 1956.

Represented (sales) by Katz Television; Art Moore & Assoc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

GLENN NICKELL, vice president & general manager.

DON CLITHERO, operations manager & chief engineer.

Rates: See KVAL-TV, Eugene.

NETWORK BASE HOURLY RATE: Bonus to KVAL-TV, Eugene.

Arbitron Data: Figures included with parent  
KVAL-TV, Eugene, Ore.

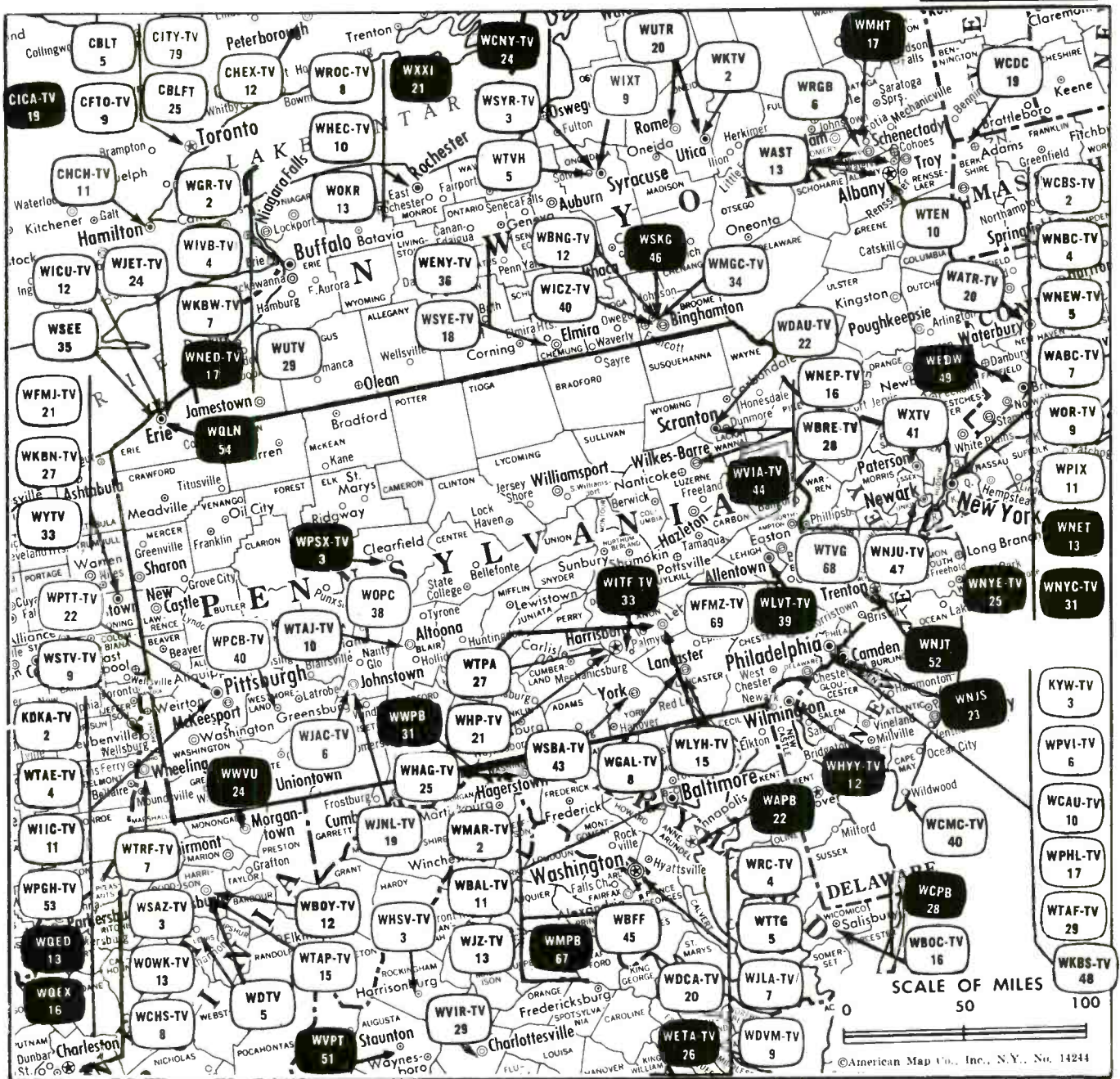
## KGW-TV, Portland

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OREGON—(Continued)</b>			
	Union	8,600	7,900	91
	Wheeler	500	500	92
<b>Between 25-49%</b>	<b>WASHINGTON</b>			
	Lewis	19,400	18,200	94
	Pacific	6,600	6,100	92
	<b>OREGON</b>			
	Gilliam	700	600	92
	Jackson	45,000	43,100	96
	Josephine	19,600	18,200	93
	Klamath	19,800	18,900	96
<b>Between 5-24%</b>	Lane	89,800	85,600	95
	Umatilla	18,100	16,700	92
	<b>WASHINGTON</b>			
	Franklin	9,300	8,900	96
	Grays Harbor	23,500	21,700	92



# Pennsylvania



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Philadelphia	1,542,000	4	2,384,100	4
Pittsburgh	771,000	10	1,129,900	10
Wilkes-Barre-Scranton	273,000	47	440,300	42
Harrisburg-York-Lancaster-Lebanon	242,000	54	409,000	50
Johnstown-Altoona	168,000	75	271,300	75
Erie	101,000	110	134,500	125

## Pennsylvania Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	10	15	25
Educational Television Stations	2	5	7
			32

# 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.)

**WTAJ-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: 575-kw max. and 494-kw horizontal visual, 98-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

Licensee: Pennsylvania State University, 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, 2714-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

**WQLN**  
**Erie**  
Ch. 54

Non-Commercial Educational Station

Licensee: Public Bcstg. of N.W. Pa. Inc., 8425 Peachtree St. (16509).

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'	31"
Longitude	80°	03'	57"

**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: 1110-kw max. & 437-kw horizontal visual, 110-kw max. & 43.7-kw horizontal aural, 1405-ft. above av. terrain, 724-ft. above ground, 2007-ft. above sea level.

Latitude	40°	20'	45"
Longitude	76°	53'	06"

**WQED**  
**Pittsburgh**  
Ch. 13

Non-Commercial Educational Station

Licensee: Metropolitan Pittsburgh Public Bcstg. Inc., 4802 Fifth Ave., Pittsburgh (15213).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 690-ft. above av. terrain, 600-ft. above ground, 1760-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: 264-kw max. & 164-kw horizontal visual, 52.8-kw max. & 34.2-kw horizontal aural. Antenna: 690-ft. above av. terrain, 600-ft. above ground, 1760-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

**WVIA-TV**  
**Scranton-Wilkes-Barre & Hazleton**  
Ch. 44

Non-Commercial Educational Station

Licensee: Northeastern Pa. ETV Assn., Pittston (18640).

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1200-kw max. and 912-kw horizontal visual, 120-kw max. & 91.2-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 845-ft. above ground, 2949-ft. above sea level.

Latitude	41°	10'	55"
Longitude	75°	52'	17"

# Pennsylvania—Allentown

## WFMZ-TV

Ch. 69

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 219-kw max. visual, 21.9-kw max. aural. Antenna: 900-ft. above av. terrain, 495-ft. above ground, 1425-ft. above sea level.

Latitude 40° 33' 54"  
Longitude 75° 26' 26"

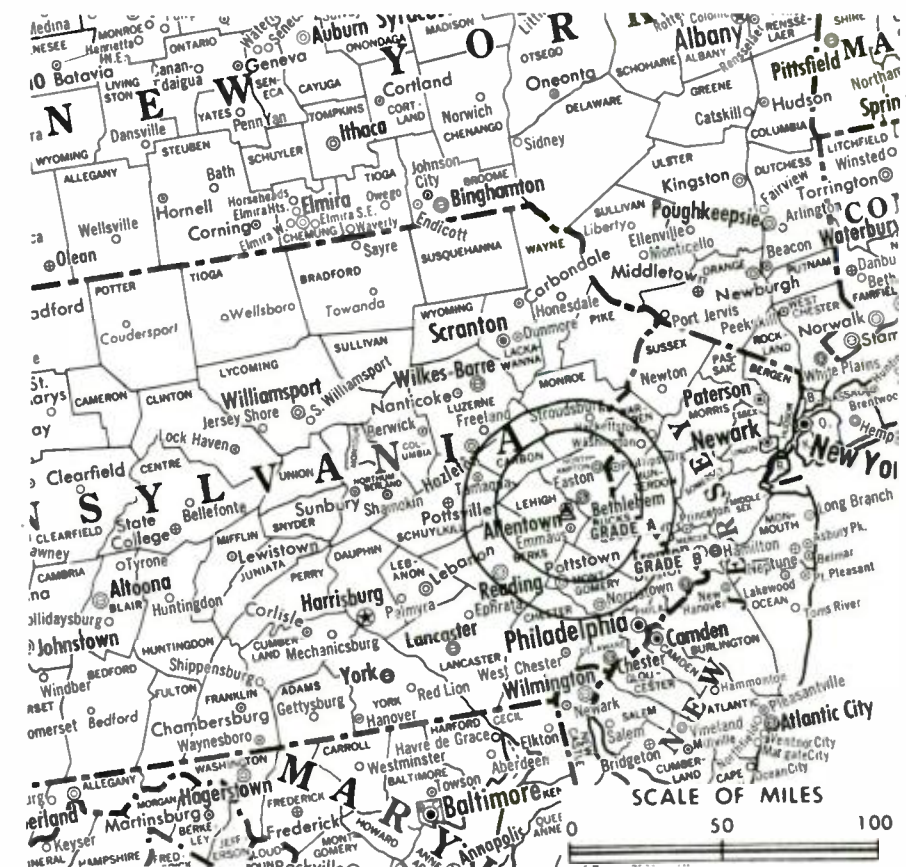
Transmitter: E. Rock Rd., Allentown.  
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

FM Affiliate: WFMZ, 12.5-kw, 100.7 MHz (No. 264), 870-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b1).



WFMZ-TV Ref: FCC File No. BMPCT-7657 Granted 9/10/76 © American Map Co., Inc., N.Y., No. 14244

## WFMZ-TV

Network Service: None, independent.

Licensee: Maranatha Broadcasting Co. Inc., E. Rock Rd., Allentown, Pa. (18103).

Studio: E. Rock Rd. Telephone: 215-797-4530.

Ownership: Richard C. Dean, pres., 55%; Richard Reichard, 30%; Paul R. Brittin & Richard Dean Sr., 7% each.

Began Operation: Nov. 25, 1976.

Represented (sales) by The Devney Organization.

Personnel:

- RICHARD C. DEAN, president & general manager.
- DAVID G. HINSON, sales & program manager.
- DAVID W. NOLL, news director.
- KATHY YELSITS, office manager.
- CRAIG FEARING, chief engineer.

Highest 30 Sec. Rate (May 25, 1978): \$35.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
Between 5-24%	Lehigh	99,800	97,800	98
	Northampton	80,900	79,100	98
<b>Station Totals</b>		<b>180,700</b>	<b>176,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>14,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>4,100</b>	

For UHF Penetration by Market,  
see Services Volume

# Pennsylvania—Altoona

## WOPC

Ch. 38

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 62.7-kw visual, 11.33-kw aural. Antenna: 939-ft. above av. terrain, 136-ft. above ground, 2666-ft. above sea level.

Latitude 40° 34' 05"

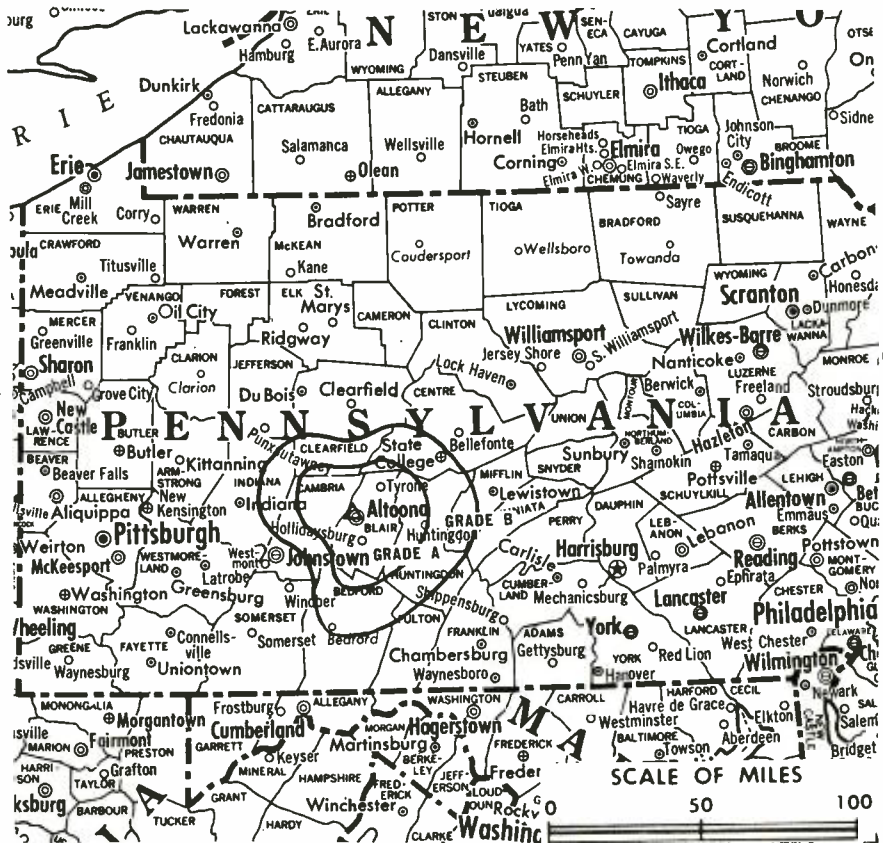
Longitude 78° 26' 40"

Transmitter: Wopsy Lookout, Wopsonnock Mtn.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Total Households: © MSI Consumer Market Data as of 1/1/78. TV Homes: TV% and Circulation © 1978 American Research Bureau. County coverage based on Arbitron study (see page 4-b).



WOPC Ref: FCC File No. BMPCT-7579 Granted 5/23/75

©American Map Co., Inc., N.Y., No. 14244

## WOPC

Network Service: ABC.

Grantee: John R. Powley, Box 191, R.D., Dysart, Pa. (16636).

Studio: Wopsy Lookout, Wopsonnock Mtn.

Mailing Address: P. O. Box. 609, Altoona, Pa. (16603).

Telephone: 814-943-2607.

Ownership: John R. Powley, 100%. Powley also owns WHGM, Bellwood, Pa. & has interest in KTVV & KHFI-FM, Austin, Tex.

Began Operation: Nov. 28, 1974.

Represented (sales) by Savalli/Gates Inc.; Regional Reps (Ohio).

Personnel:

JOHN R. POWLEY, general manager.

### DIGEST OF RATE CARD NO. 1 (April 1, 1974)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—7:29-10:31 p.m., daily.

\$200 \$120 \$80 \$60 \$40 \$35 \$20

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
50% & Over	Blair	47,700	46,600	98
<b>PENNSYLVANIA</b>				
Between 25-49%	Cambria	63,600	62,400	98
	Centre	34,900	33,600	96
<b>PENNSYLVANIA</b>				
Between 5-24%	Bedford	16,100	15,500	96
	Clearfield	27,800	27,100	97
	Huntingdon	13,600	13,100	96
<b>Station Totals</b>		<b>203,700</b>	<b>198,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>68,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>33,600</b>

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

# Pennsylvania—Altoona

## WTAJ-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw visual, 21.9-kw aural. Antenna: 1110-ft. above av. terrain, 277-ft. above ground, 2830-ft. above sea level.

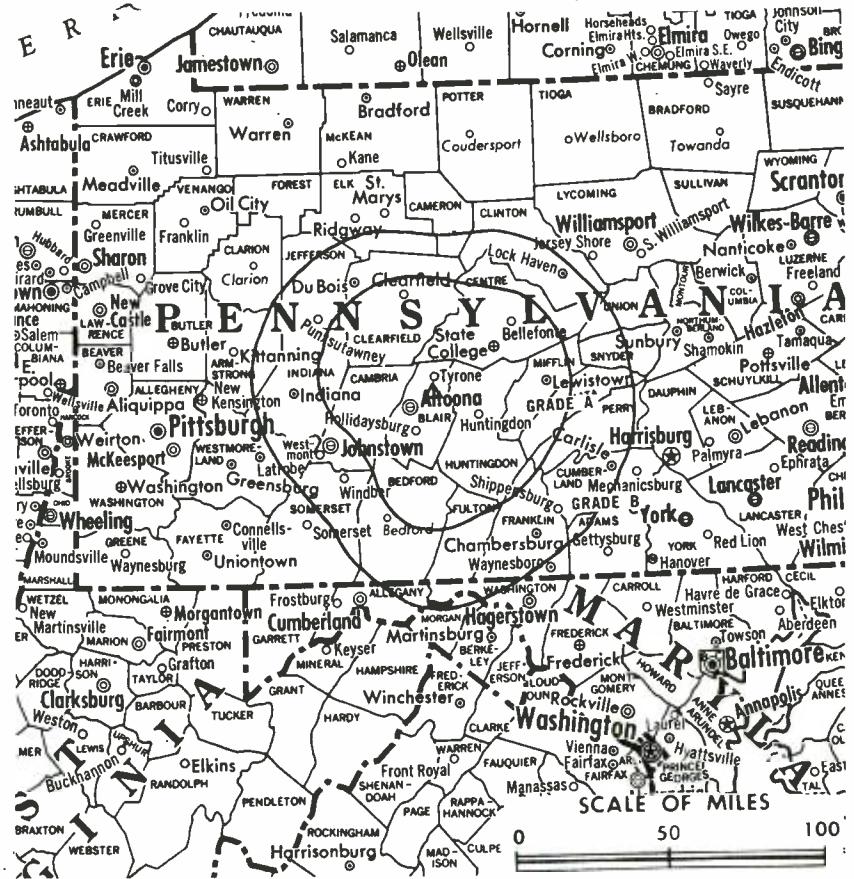
Latitude 40° 34' 01"  
Longitude 78° 26' 31"

Transmitter: 3-mi. NW of Altoona.  
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTAJ-TV Ref: FCC File No. BPCT-4443 Granted 8/16/71

©American Map Co., Inc., N.Y., No. 14244

## WTAJ-TV

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612 Executive Bldg., Cherry Hill, N.J. (08034).

Studio: 5000 Sixth Ave., Altoona, Pa. (16602).

Telephone: 814-944-2031.

TWX No.: 501-691-4841.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: March 1, 1953. Sale to present owner by Triangle Publications approved by FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous sale by William F. Gable Co. dept. store approved Jan. 11, 1956 by FCC (Vol. 11:33, 39, 47 & 12:2).

Represented (sales) by Blair Television; Dome & Assoc. (Pittsburgh, Pa.); Paul Mulvihill Ltd. (Canada).

Represented (legal) by Wilner & Scheiner.

Personnel:

- IAN K. HARROWER, vice president & general manager.
- JOSEPH D. LASTORT, general sales manager.
- DAVID L. SUMMERS, local sales manager.
- MEYER DAVIS, program manager.
- GARY DELPH, production manager.
- RICHARD KLINE, chief engineer.
- THOMAS F. MURPHY, business manager.
- ERIC RABE, news director.
- JEFF SOHINKI, promotion manager.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AAA—7:30-11 p.m., daily.				
\$1200	\$750			Graded rates apply*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1175.

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>PENNSYLVANIA</b>			
		Bedford	16,100	15,500	96
		Blair	47,700	46,600	98
		Cambria	63,600	62,400	98
		Cameron	2,700	2,700	98
		Centre	34,900	33,600	96
	<b>50% &amp; Over</b>	Clearfield	27,800	27,100	97
		Clinton	13,400	13,100	97
		Elk	12,500	12,200	97
		Huntingdon	13,600	13,100	96
		Jefferson	17,200	16,700	97
		Mifflin	16,800	16,000	95
		<b>MARYLAND</b>			
		Allegany	30,500	29,800	98
		<b>PENNSYLVANIA</b>			
		Forest	1,800	1,800	98
		Fulton	3,800	3,600	94
	<b>Between 25-49%</b>	Indiana	27,100	26,300	97
		Juniata	5,900	5,600	94
		Mc Kean	18,600	18,000	97
		Somerset	28,100	27,200	97
		<b>WEST VIRGINIA</b>			
		Hampshire	4,700	4,400	95
		<b>PENNSYLVANIA</b>			
		Armstrong	28,200	27,500	98
		Clarion	13,500	13,100	97
	<b>Between 5-24%</b>	Franklin	36,700	35,100	96
		Lycoming	41,200	39,500	96
		Perry	11,500	11,100	97

(Continued on page 715-b)

Station Totals	692,700	672,600	97
Net Weekly Circulation (1976-77)			302,200
Average Daily Circulation (1976-77)			201,400

# 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.

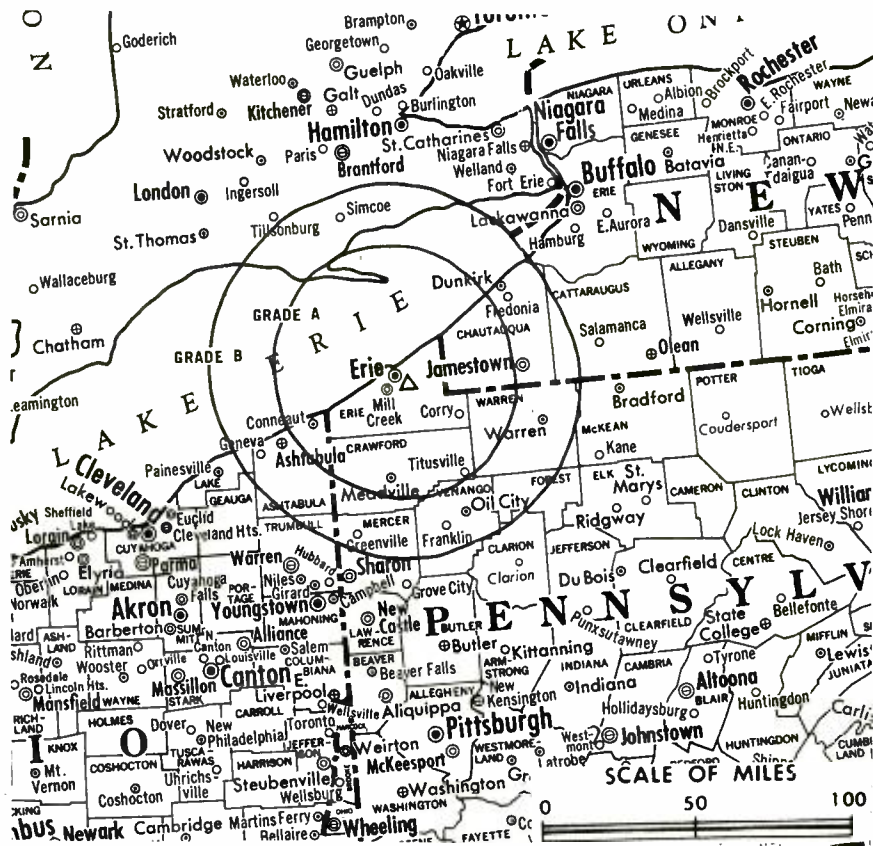
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Great Lakes Communications Inc., 3514 State St. (16508).

Studio: 3514 State St.

Telephone: 814-454-5201. TWX No.: 510-696-6878.

Ownership: Great Lake Communications Inc. is a subsidiary of Lamb Enterprises Inc. which also owns KYCU-TV, Cheyenne, Wyo.; KSTF (TV), Scottsbluff, Neb.; KTVS (TV), Sterling, Colo.

Began Operation: March 15, 1949.

Represented (engineering) by Jules Cohen & Associates.

Represented (sales) by Avery-Knodel Inc.; Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Personnel:

- ARTHUR M. INGRAM, president.
- ROBERT LUNQUIST, general manager.
- CLARENCE PAOLELLA, general sales manager.
- MICHAEL CSOP, chief engineer.
- ERIC JOHNSON, operations manager.

Highest 30 Sec. Rate: \$180.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW YORK</b>			
	Chautauqua	53,000	51,700	98
	<b>OHIO</b>			
	Ashtabula	35,800	35,100	98
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Crawford	29,900	28,900	97
	Erie	92,000	90,300	98
	Warren	16,000	15,300	95
	<b>PENNSYLVANIA</b>			
Forest	1,800	1,800	98	
Mc Kean	18,600	18,000	97	
Venango	21,600	20,700	96	
<b>Between 5-24%</b>	<b>NEW YORK</b>			
	Cattaraugus	30,100	29,200	97
	<b>PENNSYLVANIA</b>			
	Cameron	2,700	2,700	98
Elk	12,500	12,200	97	
Mercer	42,600	41,600	98	
<b>Station Totals</b>		<b>356,600</b>	<b>347,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>207,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>143,700</b>

# Pennsylvania—Erie

## WJET-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1100-kw max. & 661-kw horizontal visual, 110-kw max. & 66.1-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: 8455 Peach St.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WJET, 1-kw (.250-kw night), 1400 kHz.

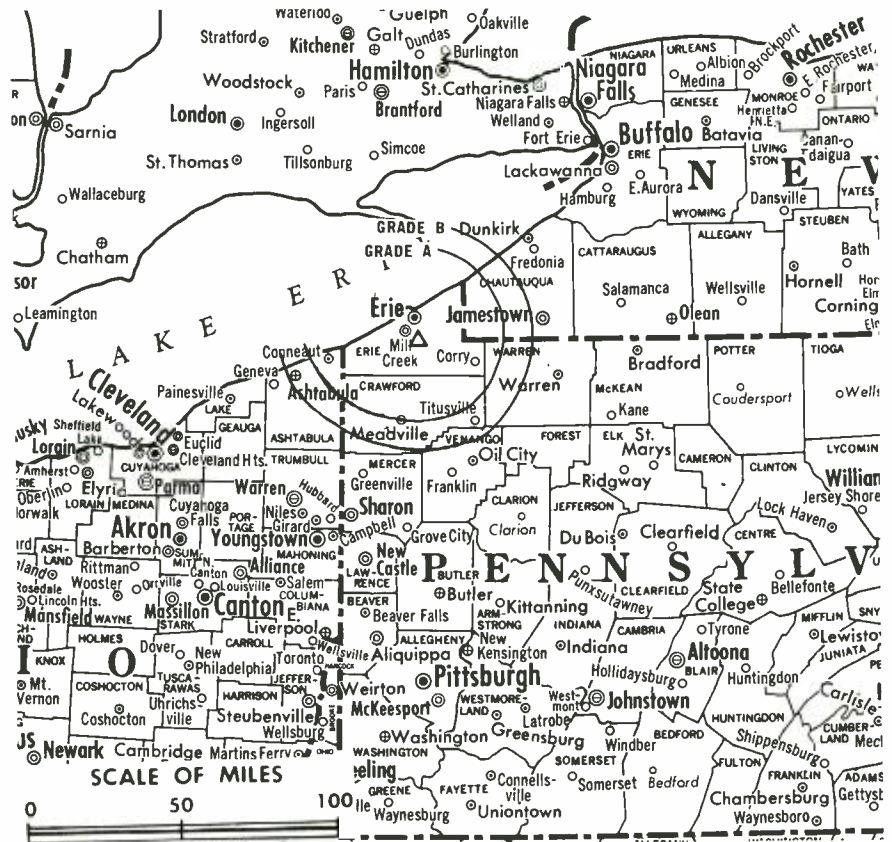
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WJET-TV Ref: FCC File No. BMPCT—6150 Granted 10/4/65

©American Map Co., Inc., N.Y., No. 14244

## WJET-TV

Network Service: ABC.

Licensee: Jet Broadcasting Co. Inc., 1635 Ash St. (16503).

Studio: 8455 Peach St. (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 WHOT-FM, Youngstown, O.

Began Operation: April 3, 1966.

Represented (sales) by H-R Television.

Represented (legal) by Midlen & Reddy.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

MYRON JONES, president.

JOHN KANZIUS, assistant to president.

PETE COTICCHIA, general manager.

KEN FANAZINI, program director.

ROBERT LINDY, chief engineer.

Highest 30 Sec. Rate: \$250.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Ashtabula	35,800	35,100	98
	<b>PENNSYLVANIA</b>			
	Crawford	29,900	28,900	97
	Erie	92,000	90,300	98
	Warren	16,000	15,300	95
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	53,000	51,700	98
	<b>PENNSYLVANIA</b>			
	Forest	1,800	1,800	98
	Venango	21,600	20,700	96
Between 5-24%	<b>PENNSYLVANIA</b>			
	Mc Kean	18,600	18,000	97
<b>Station Totals</b>		<b>268,700</b>	<b>261,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>154,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>98,400</b>

# 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.

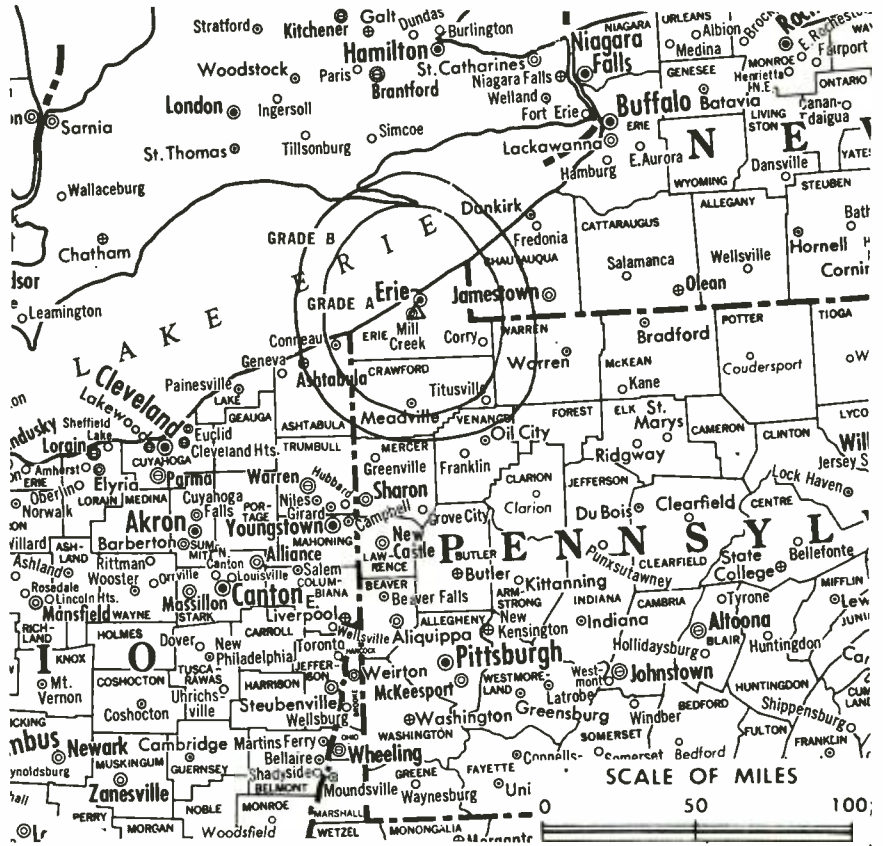
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Smith & Pepper.

Represented (engineering) by Jansky & Bailey.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: Gillett Broadcasting of Pa. Inc., 1220 Peach St. (16501).

Studio: 1220 Peach St.

Telephone: 814-455-7575. TWX No.: 814-453-6875.

Ownership: George N. Gillett Jr., pres.-treas., 100%; Edward W. Karrels, v.p.-secy. Gillett owns KXON-TV, Mitchell-Sioux Falls, S.D.; KJTV, Bakersfield, Cal.

Began Operation: April 25, 1954. Sale to present owner by Great Lakes Television Co. approved by FCC July 19, 1978.

Represented (sales) by The Meeker Co.; Kettell-Carter (New England); Andy McDermott Sales Ltd. (Canada).

Personnel:

JERRY MONTGOMERY, president & general manager.  
NORM FEDOR, local sales manager.  
EDWARD ZELLEFRON, production manager.  
JAMES DeSANTIS, news director.  
JAMES J. PENNA, technical supervisor.  
ROSS CARUANA, film director.  
RITA MASI, office manager.

Highest 30 Sec. Rate (March 31, 1978): \$450.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Ashtabula	35,800	35,100	98
	<b>PENNSYLVANIA</b>			
	Crawford	29,900	28,900	97
	Erie	92,000	90,300	98
	Warren	16,000	15,300	95
Between 25-49%	<b>NEW YORK</b>			
	Chautauqua	53,000	51,700	98
Between 5-24%	<b>PENNSYLVANIA</b>			
	Venango	21,600	20,700	96
	<b>PENNSYLVANIA</b>			
	Forest	1,800	1,800	98
	Mc Kean	18,600	18,000	97
<b>Station Totals</b>		<b>268,700</b>	<b>261,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>169,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>102,800</b>	



# Pennsylvania—Greensburg-Pittsburgh

## WPCB-TV

Ch. 40

(Due to begin operation late 1978)

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1170-kw max. & 490-kw horizontal visual, 97.7-kw horizontal aural. Antenna: 980-ft. above av. terrain, 839-ft. above ground, 2049-ft. above sea level.

Latitude 40° 23' 30.0"  
Longitude 79° 46' 51.1"

Transmitter: Signal Hill Dr., Wall, Pa.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.



WPCB-TV Ref: FCC File No. BMPCT—7716 Granted 7/31/78

© American Map Co., Inc., N.Y., No. 14244

## WPCB-TV

Network Service: None, independent.

Grantee: Western Pennsylvania Christian Broadcasting Co., Box 17220, Pittsburgh, Pa. (15235).

Studio: Rte. 48, Signal Hill Dr., Wall, Pa. (15148).

Telephone: 412-824-3930.

Ownership: Non-stock, non-profit corp. Rev. R. Russell Bixler, pres.; Bill Freeman, Oleen Eagle & William Mull, dirs.

Represented (legal) by Gordon & Healy.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

BILL FREEMAN, vice president & general manager.  
OLEEN EAGLE, vice president & program director.

Rates: Not available.

Media Brokerage Specialist  
Radio and TV

THE  
TED HEPBURN  
COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Pennsylvania—Harrisburg

## WHP-TV

Ch. 21

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1250-kw max. & 479-kw horizontal visual, 245-kw max. & 95.5-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 500-ft. above ground, 1810-ft. above sea level.

Latitude 40° 20' 44"  
Longitude 76° 52' 09"

Transmitter: Blue Mountain.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WHP, 5-kw, 580 kHz (CBS).

FM Affiliate: WHP-FM, 14-kw, 97.3 MHz (No. 247), 840-ft.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WHP-TV Ref: FCC File No. BPCT-4510 Granted 6/26/72

© American Map Co., Inc., N.Y., No. 14244

## WHP-TV

Network Service: CBS.

Licensee: WHP Inc., P. O. Box 1507, Harrisburg, Pa. (17105).

Studio: 3300 N. Sixth St. (17110).

Telephone: 717-238-2100.

TWX No.: 510-650-4925.

Ownership: Commonwealth Communications Services Inc.

Began Operation: April 15, 1953.

Represented (sales) by Katz Television.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JOSEPH M. HIGGINS, president & general manager.

DONALD YEISER, vice president, sales.

MAURICE GANNAWAY, director of engineering.

### DIGEST OF RATE CARD NO. 33

(March 27, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—8-11 p.m., daily.					
\$700	\$550	\$420	\$300	Graded rates apply*	

\*Highest rate: \$660.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
<b>50% &amp; Over</b>	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Juniata	5,900	5,600	94
	Lebanon	36,300	35,200	97
	Perry	11,500	11,100	97
	Snyder	10,000	9,400	94
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Lancaster	119,000	113,500	95
	Lycoming	41,200	39,500	96
	Mifflin	16,800	16,000	95
	Montour	5,200	5,000	96
	Northumberland	37,600	36,100	96
	Union	9,800	9,200	94
	York	105,600	103,000	97
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Adams	20,300	19,700	97
	Berks	114,100	111,500	98
	Centre	34,900	33,600	96
	Clinton	13,400	13,100	97
	Franklin	36,700	35,100	96
	Huntingdon	13,600	13,100	96
	Schuylkill	59,900	58,100	97
<b>Station Totals</b>		<b>836,200</b>	<b>808,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>311,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>171,300</b>

# Pennsylvania—Harrisburg-York-Lebanon

## WTPA

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2382-kw max. & 1000-kw horizontal visual, 238.2-kw max. & 100-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 609-ft. above ground, 1690-ft. above sea level.

Latitude 40° 18' 57.4"  
Longitude 76° 57' 02.2"

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.

Represented (legal) by Dow, Lohnes & Albertson.

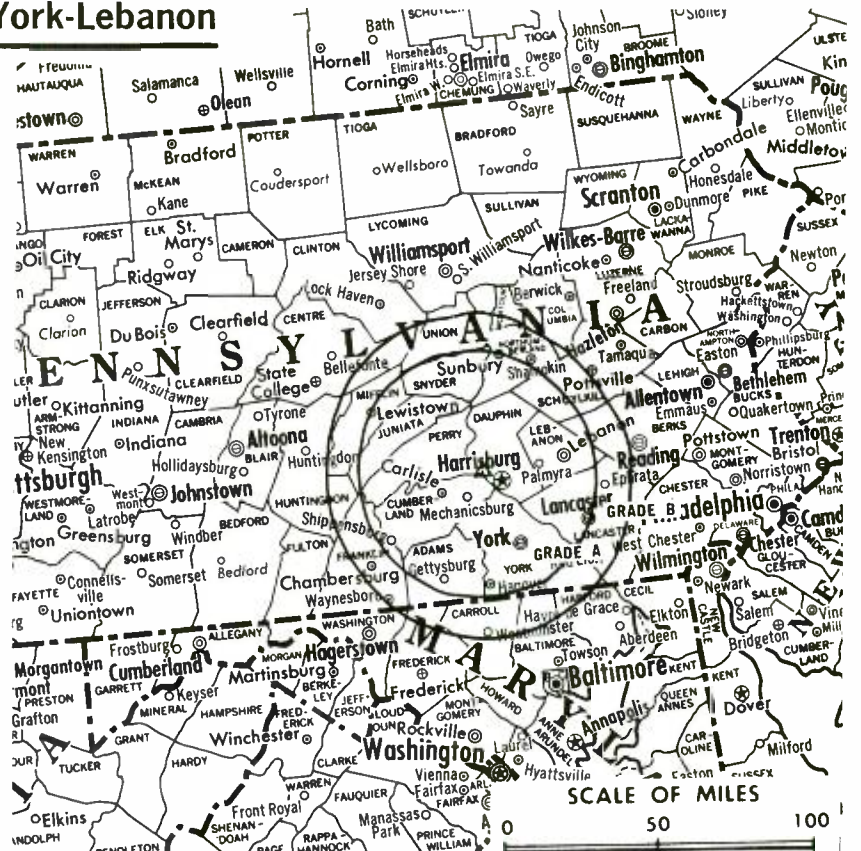
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WTPA Ref: FCC File No. BPCT—3028 Granted 5/11/62

© American Map Co., Inc., N.Y., No. 14244

## WTPA

Network Service: ABC.

Licensee: Newhouse Bcstg. Corp., 1030 James St., Syracuse, N.Y.

Studio: 3235 Hoffman St., Harrisburg, Pa. (17105).

Telephone: 717-236-2727. TWX No.: 510-650-0803.

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.

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.

Highest 30 Sec. Rate (March 23, 1978): \$650.

NETWORK BASE HOURLY RATE: \$586.

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Juniata	5,900	5,600	94
	Lancaster	119,000	113,500	95
<b>50% &amp; Over</b>	Lebanon	36,300	35,200	97
	Mifflin	16,800	16,000	95
	Perry	11,500	11,100	97
	Snyder	10,000	9,400	94
	York	105,600	103,000	97
<b>PENNSYLVANIA</b>				
	Adams	20,300	19,700	97
	Huntingdon	13,600	13,100	96
<b>Between 25-49%</b>	Lycoming	41,200	39,500	96
	Montour	5,200	5,000	96
	Northumberland	37,600	36,100	96
	Union	9,800	9,200	94
<b>PENNSYLVANIA</b>				
	Berks	114,100	111,500	98
	Centre	34,900	33,600	96
	Clinton	13,400	13,100	97
<b>Between 5-24%</b>	Franklin	36,700	35,100	96
	Schuylkill	59,900	58,100	97
<b>WEST VIRGINIA</b>				
	Morgan	3,300	3,200	97
<b>Station Totals</b>		<b>839,500</b>	<b>811,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>375,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>213,200</b>	

# 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.

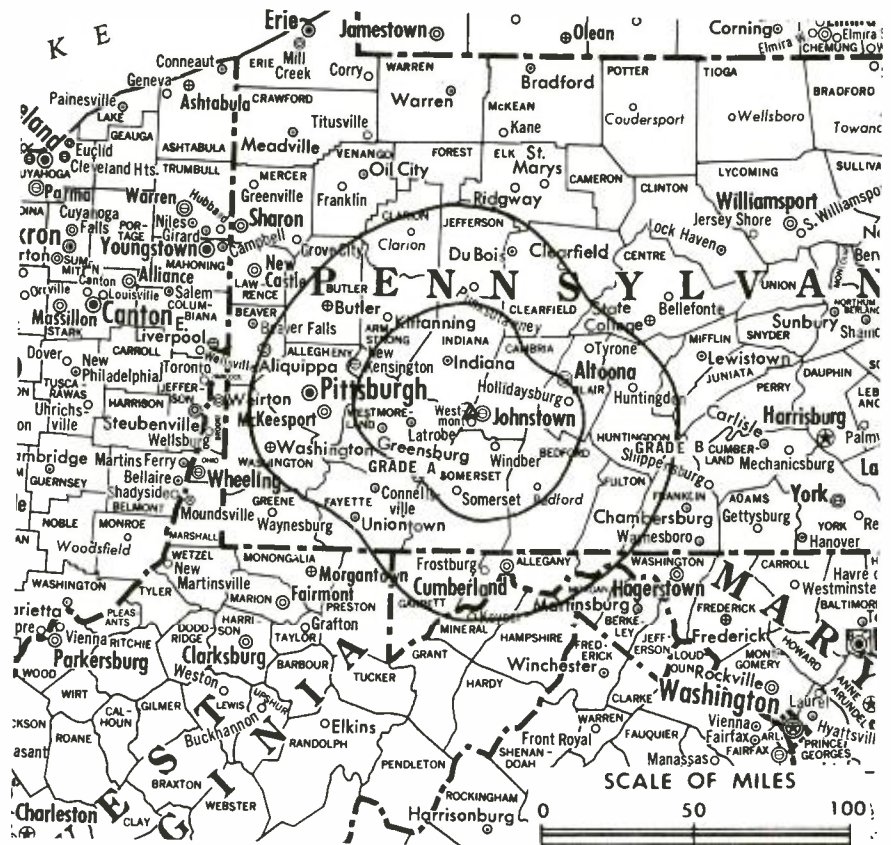
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WJAC-TV Ref: FCC File No. BPT-640 Granted 7/11/52

©American Map Co., Inc., N.Y., No. 14244

## WJAC-TV

Network Service: NBC.

Licensee: WJAC Inc., Hickory Lane (15907).

Telephone: 814-255-5831. TWX No.: 510-698-3274.

Ownership: Same as Johnstown Tribune. WJAC Inc. officers: Alvin D. Schrott, pres. & secy.; Morton H. Robbins, treas.; Richard H. Mayer, v.p. & asst. secy.

Began Operation: Sept. 15, 1949.

Represented (sales) by Harrington, Richter & Parsons Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ALVIN D. SCHROTT, president & general manager.  
JAMES M. EDWARDS SR., program director & film buyer.  
JOHN B. ROGERS, sales manager.  
ARTHUR VROOMAN, chief engineer.

### DIGEST OF RATE CARD—(Jan. 30, 1978)

Hour 30 Min. 15 Min. 5 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: \$600.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>MARYLAND</b>				
		Garrett	7,900	7,600	96
	<b>PENNSYLVANIA</b>				
		Armstrong	28,200	27,500	98
		Bedford	16,100	15,500	96
		Blair	47,700	46,600	98
		Cambria	63,600	62,400	98
		Cameron	2,700	2,700	98
		Centre	34,900	33,600	96
		Clarion	13,500	13,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>PENNSYLVANIA—(Continued)</b>				
		Clearfield	27,800	27,100	97
		Elk	12,500	12,200	97
		Forest	1,800	1,800	98
		Huntingdon	13,600	13,100	96
		Indiana	27,100	26,300	97
		Jefferson	17,200	16,700	97
		Mifflin	16,800	16,000	95
		Somerset	28,100	27,200	97
		Westmoreland	130,300	128,100	98
	<b>WEST VIRGINIA</b>				
		Grant	2,700	2,500	93
		Hampshire	4,700	4,400	95
	<b>MARYLAND</b>				
		Allegany	30,500	29,800	98
	<b>PENNSYLVANIA</b>				
		Butler	46,000	45,200	98
		Clinton	13,400	13,100	97
Between 25-49%		Fayette	54,800	53,000	97
		Venango	21,600	20,700	96
		Washington	76,500	74,900	98
	<b>WEST VIRGINIA</b>				
	Hardy	3,400	3,100	92	
	Mineral	8,600	8,300	97	
	<b>PENNSYLVANIA</b>				
		Allegheny	535,000	525,100	98
		Beaver	71,500	70,300	98
		Fulton	3,800	3,600	94
		Greene	14,200	13,700	97
	Juniata	5,900	5,600	94	
(Continued on page 715-b)					
Station Totals		1,599,100	1,561,500	97	
Net Weekly Circulation (1976-77)			571,800		
Average Daily Circulation (1976-77)			319,000		

# Pennsylvania—Johnstown

## WJNL-TV

Ch. 19

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 178-kw max. & 95.6-kw horizontal visual, 15.81-kw max. & 10.47-kw horizontal aural. Antenna: 640-ft. above av. terrain, 561-ft. above ground, 2477-ft. above sea level.

Latitude 40° 19' 47"  
Longitude 78° 53' 45"

Transmitter: Cover Hill.

AM Affiliate: WJNL, 1-kw (.25-kw night), 1490 kHz (CBS).

FM Affiliate: WJNL-FM, 50-kw, 96.5 MHz (No. 243), 1490-ft. (CBS).

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WJNL-TV Ref: FCC File No. BMPCT—4508 Granted 3/13/57

© American Map Co., Inc., N.Y., No. 14244

## WJNL-TV

Network Service: CBS.

Licensee: Cover Broadcasting Inc., Cover Hill, Johnstown, Pa. (15902).

Studio: Cover Hill, Johnstown, Pa. (15902).

Telephone: 814-535-8554.

Ownership: Gelormino Construction Co. John E. Gelormino, pres., 100%; Helen Gelormino, v.p.; Sharon McDevitt, secy.-treas.

Began Operation: Oct. 15, 1953. Sale to present owners by Benjamin C. Werk, et al., approved by FCC July 20, 1972 (Television Digest, Vol. 12:30). Previous sale by Rivoli Realty Co. approved by FCC March 17, 1971.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

JOHN E. GELORMINO, president & general manager.

JOHN KERSHESKEY, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$55.

NETWORK BASE HOURLY RATE: \$75.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>PENNSYLVANIA</b>			
Between 25-49%	Cambria	63,600	62,400	98
	<b>PENNSYLVANIA</b>			
Between 5-24%	Somerset	28,100	27,200	97
<b>Station Totals</b>		<b>91,700</b>	<b>89,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>18,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>6,100</b>	

### Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219

Encino, California 91436

(213) 986-3201

# Pennsylvania—Lancaster

## WGAL-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 112-kw visual, 22.4-kw aural. Antenna: 1360-ft. above av. terrain, 823-ft. above ground, 1849-ft. above sea level.

Latitude 40° 02' 04"  
Longitude 76° 37' 08"

Transmitter: 2.25-mi. NE of Hallam, Pa.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.



WGAL-TV Ref: FCC File No. BPC7-910 Granted 2/3/54

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WGAL-TV

Network Service: NBC.

Licensee: WGAL Television Inc., 8 West King St. (17603).

Studio: Lincoln Hwy. West.

Telephone: 717-393-5851. TWX No.: 510-657-4437.

Ownership: John F. Steinman and family and J. Hale Steinman family, 100%. Same interests operate WDEL & WSTW(FM), Wilmington, Del. WGAL Television Inc. also owns WTEV (TV), Providence, R.I. Steinmans publish Lancaster Intelligencer-Journal, New Era and Sunday News. Note: Sale to Pulitzer Publishing pending (Television Digest, Vol. 17:50).

Began Operation: March 18, 1949.

Represented (sales) by The Meeker Co. Inc.; Kettell-Carter Inc. (Boston); Bob Hix Co. (Denver).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

HARRY J. SHAUB JR., president & general manager.  
NELSON SEARS, program manager.  
LEROY K. STRINE, national sales manager.  
HAROLD E. MILLER JR., local sales manager.  
THOMAS McCARTY, regional sales manager.  
ROBERT H. ZIMA, sales service manager.  
J. JUDE SCHLAGER, sales development manager.  
ROBERT WALTHER, production manager.  
PAUL I. WOODLAND, promotion director.  
ROBERT MALICK, farm director.  
WAYNE SEACAT, chief engineer.  
PAUL HEIL, news director.

DIGEST OF RATE CARD NO. 35—(March 28, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.

Class AAA—7:30-10:30 p.m., daily.

\$1600 \$1200 \$800 \$600 Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>PENNSYLVANIA</b>				
		Adams	20,300	19,700	97
		Berks	114,100	111,500	98
		Cumberland	59,800	58,300	98
		Dauphin	84,600	82,300	97
		Franklin	36,700	35,100	96
		Juniata	5,900	5,600	94
		Lancaster	119,000	113,500	95
		Lebanon	36,300	35,200	97
		Mifflin	16,800	16,000	95
		Northumberland	37,600	36,100	96
		Perry	11,500	11,100	97
	Snyder	10,000	9,400	94	
	York	105,600	103,000	97	
Between 25-49%	<b>MARYLAND</b>				
		Harford	43,100	42,500	99
	<b>PENNSYLVANIA</b>				
		Fulton	3,800	3,600	94
		Huntingdon	13,600	13,100	96
Between 5-24%	<b>DELAWARE</b>				
		New Castle	143,400	141,900	99
	<b>MARYLAND</b>				
		Carroll	27,700	27,400	99
		Cecil	17,000	16,800	99
		Frederick	32,900	32,400	98
	Kent	6,000	5,900	98	
	Washington	38,500	37,700	98	

(Continued on page 715-b)

Station Totals	1,271,000	1,236,500	97
Net Weekly Circulation (1976-77)			610,000
Average Daily Circulation (1976-77)			363,000

# 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"

Holds CP for change to 570-kw max. & 369-kw horizontal visual, 114-kw max. & 73.8-kw horizontal aural, 1364-ft. above av. terrain, 1062-ft. above ground, 1940-ft. above sea level, lat. 40° 15' 45" long. 76° 27' 53". BPCT-4896.

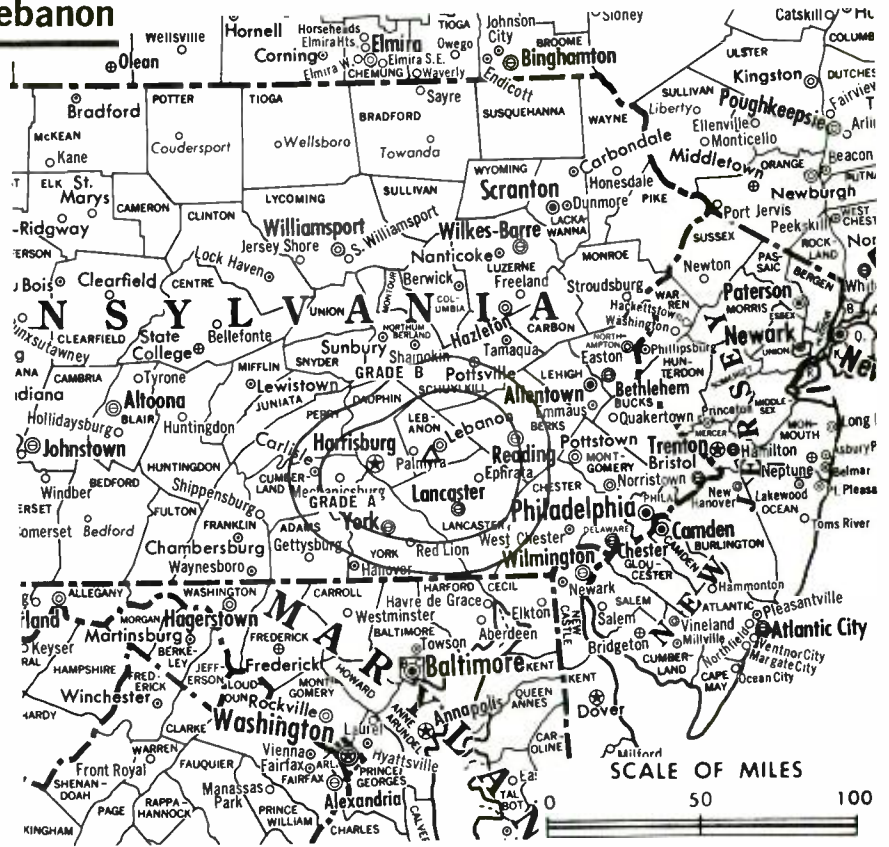
Transmitter: Television Hill, R.D. #5.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLYH-TV Ref: FCC File No. BMPCT-1288 Granted 9/1/53  
CP: BPCT-4896 Granted 7/8/76

©American Map Co., Inc., N.Y., No. 14244

## WLYH-TV

Network Service: CBS.

Licensee: Gateway Communications Inc., Suite 612 Executive Bldg., Cherry Hill, N.J. (08034).

Studio: Park City Center, Lancaster; Television Hill, R.D. No. 5, Lebanon, Pa. (17042).

Telephone: 717-273-4551. TWX No.: 510-650-4953.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: Oct. 9, 1953, but left air Oct. 16, 1954. Sold to Triangle Publications by radio WLBR-Lebanon News interests and station resumed operation May 2, 1957 (Television Digest, Vol. 11:27; 13:18). Sale by Triangle to present owner approved by FCC Sept. 20, 1972 (Vol. 11:50; 12:39).

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Personnel:

DAVID R. DODDS, vice president & general manager.  
HENRY G. URICK, program director.  
STEPHEN G. PETRICH, sales manager.  
RIGBY WILSON, assistant sales manager.  
KATHY MORGAN, business manager.  
WES MALEY, news director.  
ROBERT GOOD, chief engineer.

### DIGEST OF RATE CARD NO. 15—(Sept. 19, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$800	\$500			\$140	\$70

NETWORK BASE HOURLY RATE: \$250.

Combination Rates for WLYH-TV & WSBA-TV, York, Pa. (Keystone Group):

### DIGEST OF RATE CARD NO. 5

Hour	30 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.					
\$1200	\$800	\$300	\$150	\$150	\$105

Circulation Net Weekly	County State	Households Total	Households TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	Lancaster	119,000	113,500	95
	Lebanon	36,300	35,200	97
Between 25-49%	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
	Dauphin	84,600	82,300	97
Between 5-24%	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	Cumberland	59,800	58,300	98
	Juniata	5,900	5,600	94
	Northumberland	37,600	36,100	96
	Perry	11,500	11,100	97
	Schuylkill	59,900	58,100	97
	York	105,600	103,000	97
<b>Station Totals</b>		<b>654,600</b>	<b>634,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>199,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>94,700</b>

# 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.

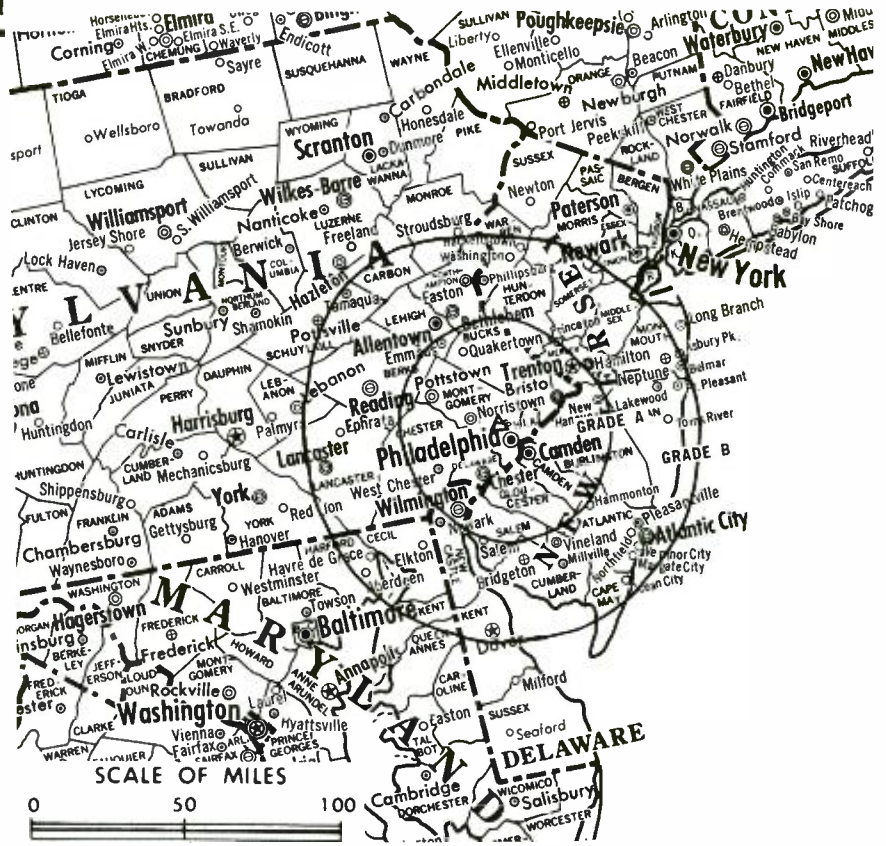
Latitude 40° 02' 38"  
Longitude 75° 14' 26"

Transmitter: Roxborough, Pa.

TV tape: Recording facilities.

AM Affiliate: KYW, 50-kw, 1060 kHz.

Color: Network, live, film, slide & tape.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: A Group W Station, Westinghouse Broadcasting Co. Inc., Independence Mall East, Philadelphia (19106).

Studio: Independence Mall East, Philadelphia, Pa. (19106).

Telephone: 215-238-4700.

Ownership: Subsidiary of Westinghouse Electric Corp. Donald H. McGannon, chairman & pres. Also operates TV stations KDKA-TV, Pittsburgh; WBZ-TV, Boston; WJZ-TV, Baltimore; KPIX, San Francisco. For other interests & corporate officers, see Group Ownership.

Began 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:

- DAVID P. BEDDOW, vice president & general manager.
- ALAN J. BELL, area vice chairman.
- ARTHUR H. KERN, assistant general manager.
- MICHAEL LAPE, general sales manager.
- JOSEPH BERWANGER, sales manager.
- GEORGE CHIROGENE, market development manager.
- JACK FENTRESS, program director.
- FRED KOEHLER, business manager.
- SANDRA JACKSON, information services manager.
- BILL BOWMAN, audience promotion manager.
- WILLIAM SELWOOD, commercial operations director.
- CAROLYN WEAN, news director.
- PHILIP FINE, executive news director.
- RICK FRIEDMAN, assistant news director.
- KENNETH D. TIVEN, editorial director.
- SUSAN HOROWITZ, executive producer.
- TONY HERNANDEZ, sports director.
- ROBERT FIELDS, chief engineer.

Highest 30 Sec. Rate: \$4000.

NETWORK BASE HOURLY RATE: \$4350.

710-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	New Castle	143,400	141,900	99
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98
	Gloucester	61,400	60,600	99
	Hunterdon	26,600	26,000	98
	Mercer	111,300	109,000	98
50% & Over	Salem	22,500	22,000	98
	Warren	28,600	27,900	98
	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
	Bucks	147,200	145,300	99
	Carbon	19,300	18,800	98
	Chester	95,500	93,600	98
	Delaware	195,500	193,300	99
	Lehigh	99,800	97,800	98
	Monroe	21,300	20,800	98
	Montgomery	213,800	210,700	99
	Northampton	80,900	79,100	98
	Philadelphia	655,200	639,000	98
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
Between 25-49%	Cecil	17,000	16,800	99
	<b>NEW JERSEY</b>			
	Ocean	113,800	112,300	99

(Continued on page 715-b)

Station Totals	3,367,700	3,301,300	98
Net Weekly Circulation (1976-77)		2,280,900	
Average Daily Circulation (1976-77)		1,385,500	



# Pennsylvania—Philadelphia

## WCAU-TV

Ch. 10



Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 191-kw visual, 19.1-kw aural. Antenna: 1160-ft. above av. terrain, 1139-ft. above ground, 1421-ft. above sea level.

Latitude 40° 02' 31"  
Longitude 75° 14' 11"

Transmitter: Domino Lane & Fowler St., Roxborough, Pa.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

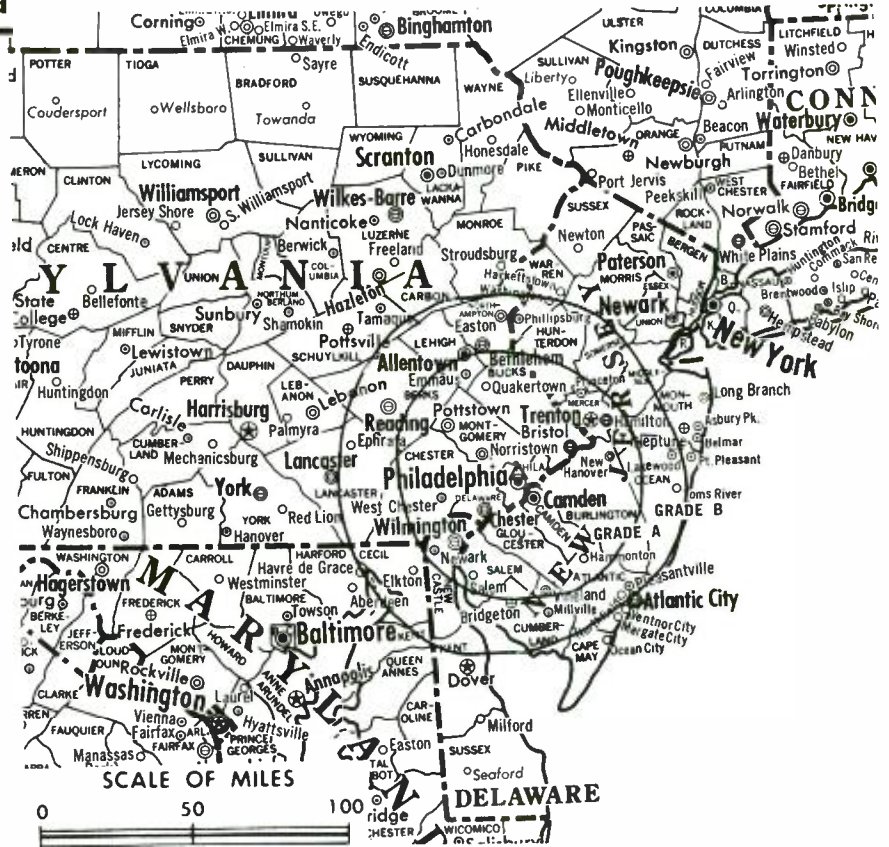
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WCAU-TV Ref: FCC File No. BPCT-4403 Granted 2/25/71

©American Map Co., Inc., N.Y., No. 14244

## WCAU-TV

Network Service: CBS.

Licensee: CBS 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, 8.9-kw, 98.1 MHz (No. 251), 1000-ft.

Ownership: CBS Inc. 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:

DANIEL E. GOLD, vice president & general manager.  
RICHARD C. GOLDSTEIN, station manager.  
PHILIP PRESS, director of sales.  
WALT RÖLPH, general sales manager.  
TOM PEARSON, director of broadcasting.  
CARL WENHOLD, director of planning & administration.  
JOHN H. BYRNE JR., director, operations & engineering.  
BERNARD J. WEBER, director of communications.  
CAROL NETTER, manager, retail & developmental sales.  
BRUCE A. WEINER, dir., promotion & information services.  
JACK RAFFERTY, eastern sales manager.  
JOHN CALDWELL, national sales manager.  
PHILIP W. SALAS, manager of research.  
ANNE CAMPBELL, director of personnel.  
ERIC OBER, news director.  
JOHN O'CONNOR, editorial director.  
ARNOLD WALLACE, director, community affairs.  
GORDON W. WEST, manager, film & videotape services.

### DIGEST OF RATES (SUBJECT TO CHANGE)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Prime Time—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.					
\$10,000	\$5000	\$3000	\$1000	\$3000	\$1000
NETWORK BASE HOURLY RATE: \$4000.					

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	New Castle	143,400	141,900	99
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98
	Gloucester	61,400	60,600	99
	Mercer	111,300	109,000	98
	Salem	22,500	22,000	98
	Warren	28,600	27,900	98
<b>50% &amp; Over</b>				
	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
	Bucks	147,200	145,300	99
	Chester	95,500	93,600	98
	Delaware	195,500	193,300	99
	Lehigh	99,800	97,800	98
	Monroe	21,300	20,800	98
	Montgomery	213,800	210,700	99
	Northampton	80,900	79,100	98
	Philadelphia	655,200	639,000	98
	Schuylkill	59,900	58,100	97
	<b>MARYLAND</b>			
	Cecil	17,000	16,800	99
	<b>NEW JERSEY</b>			
<b>Between 25-49%</b>	Hunterdon	26,600	26,000	98
	Ocean	113,800	112,300	99

(Continued on page 715-b)

Station Totals	3,217,500	3,151,900	97
Net Weekly Circulation (1976-77)			2,288,400
Average Daily Circulation (1976-77)			1,450,400

# Pennsylvania—Philadelphia-Burlington, N.J.

## WKBS-TV

Ch. 48

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 2377-kw max. & 2140-kw horizontal visual, 237.7-kw max. & 214-kw horizontal aural. Antenna: 1104-ft. above av. terrain, 1055-ft. above ground, 1356-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.

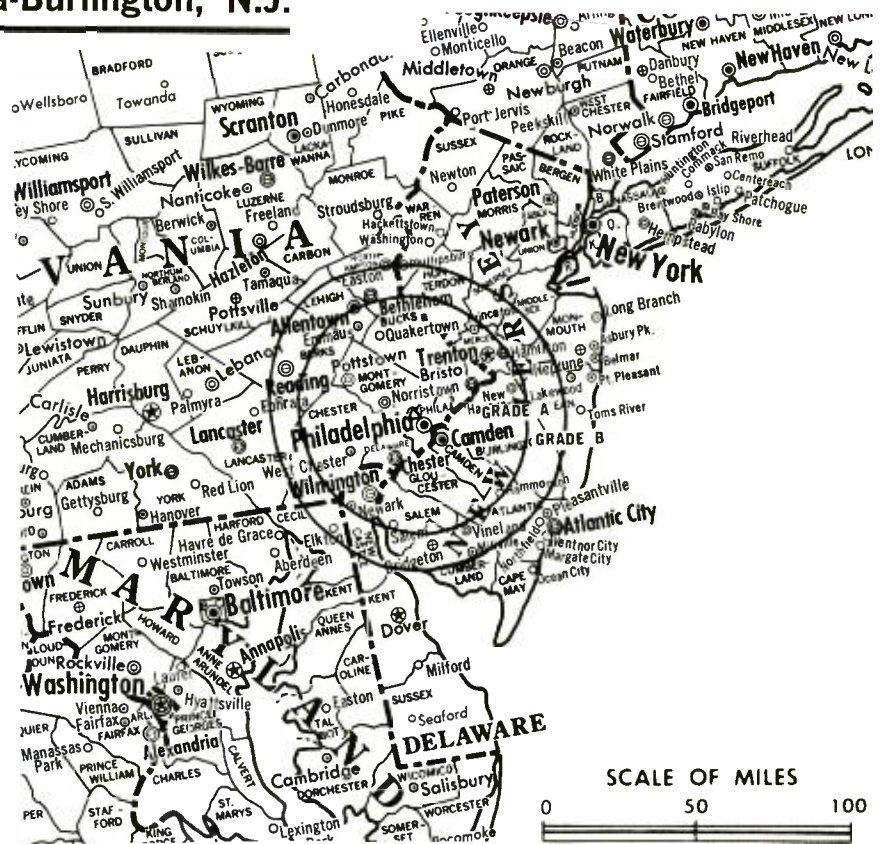
News Wire Service: AP.

Represented (engineering) by John F. X. Browne & Associates.

Represented (legal) by Sidley & Austin.

Represented (sales) by Field Spot Sales.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKBS-TV Ref: FCC File No. BPCT-4332 Granted 10/15/70

© American Map Co., Inc., N.Y., No. 14244

## WKBS-TV

Network Service: None, independent.

Licensee: Field Communications Corp., 3201 S. 26th St., Philadelphia, Pa. (19145).

Studio: 3201 S. 26th St., Philadelphia.

Telephone: 215-336-6400. Telex: 834-315.

Ownership: Field Enterprises Holdings Ltd., 100%. For other Field holdings, see WFLD-TV, Chicago, Ill.

Began Operation: Sept. 1, 1965.

### Personnel:

KENNETH MacDONALD, vice president & general manager.  
VINCE BARRESI, general sales manager.  
JOHN M. FIGNAR, sales manager.  
JAYNE BOYD, program manager.  
MARTIN S. JACOBS, news & public affairs director.  
JAMES LAWLESS, business manager.  
OLLIE HESKETH, promotion manager.  
GLENN H. ROMSOS, engineering manager.  
E. DARLENE WEIL, traffic director.

### DIGEST OF RATE CARD—(Sept. 1, 1976)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—7-11 p.m., daily.

\$5000 \$3000 \$1750 Graded rates apply\*

\*Highest rate: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	New Castle	143,400	141,900	99
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gloucester	61,400	60,600	99
	Salem	22,500	22,000	98
	<b>PENNSYLVANIA</b>			
	Bucks	147,200	145,300	99
	Carbon	19,300	18,800	98
	Chester	95,500	93,600	98
	Delaware	195,500	193,300	99
	Montgomery	213,800	210,700	99
	Philadelphia	655,200	639,000	98
	<b>DELAWARE</b>			
Kent	30,900	30,300	98	
<b>NEW JERSEY</b>				
Mercer	111,300	109,000	98	
<b>PENNSYLVANIA</b>				
Berks	114,100	111,500	98	
Dauphin	84,600	82,300	97	
Lancaster	119,000	113,500	95	
Lebanon	36,300	35,200	97	
Lehigh	99,800	97,800	98	
Montour	5,200	5,000	96	
Northampton	80,900	79,100	98	
Northumberland	37,600	36,100	96	
Schuylkill	59,900	58,100	97	
<b>DELAWARE</b>				
Sussex	34,100	33,000	97	
<b>MARYLAND</b>				
Cecil	17,000	16,800	99	
Harford	43,100	42,500	99	
<b>NEW JERSEY</b>				
Hunterdon	26,600	26,000	98	

(Continued on page 715-b)

Station Totals	3,234,000	3,165,900	97
Net Weekly Circulation (1976-77)		1,404,400	
Average Daily Circulation (1976-77)		639,100	

# Pennsylvania—Philadelphia

## WPHL-TV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 350-kw max. aural. Antenna: 1080-ft. above av. terrain, 1144-ft. above ground, 1364-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.

Represented (sales) by H-R Television.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

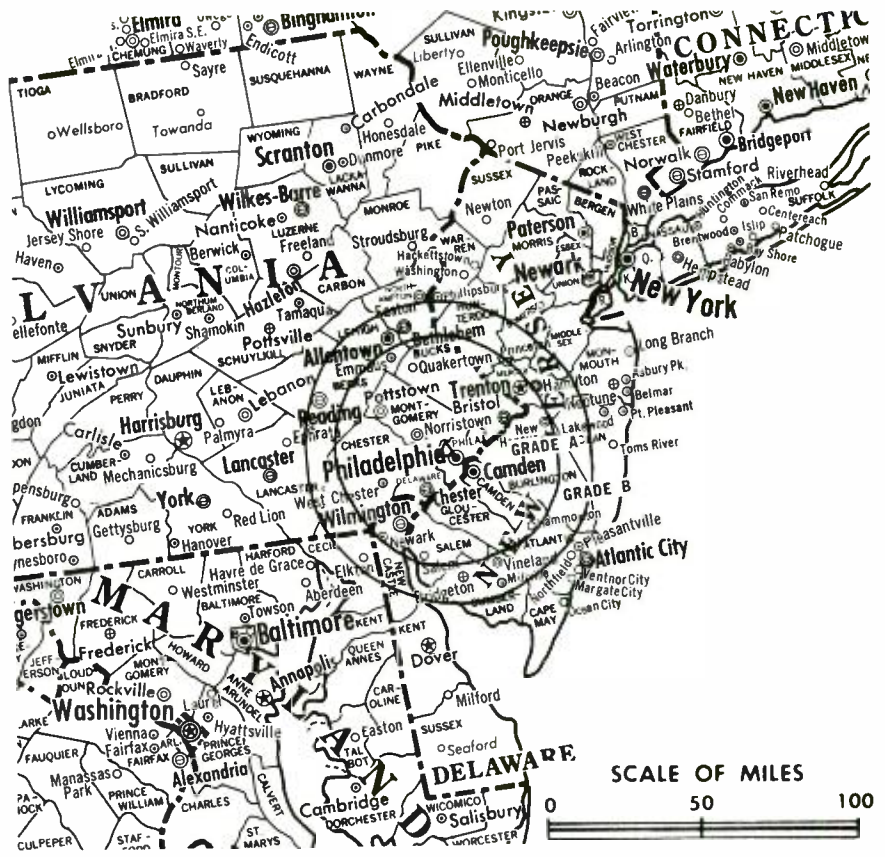
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WPHL-TV Ref: FCC File No. BPCT-5023 Granted 6/20/77

©American Map Co., Inc., N.Y., No. 14244

## WPHL-TV

Network Service: None, independent.

Licensee: WPHL-TV Inc., 5001 Wynnefield Ave., Philadelphia, Pa. (19131).

Studio: 5001 Wynnefield Ave.

Telephone: 215-878-1700. TWX No.: 710-670-0476.

Ownership: Subsidiary of AVC Corp. Note: Sale to Colony Bcstg. Inc. pending (Television Digest, Vol. 18:20).

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.

### Personnel:

EUGENE McCURDY, president & general manager.  
TED F. BAZE, v.p. & station manager.  
CHARLES A. McFADDEN, v.p. & director of sales.  
JIM MCCARTHY, v.p. & general sales manager.  
FLORA HARMON, program director.  
HENRY H. BRIGGS, creative services director.  
WALT BUNDY, chief engineer.

Highest One Hour Rate: \$3500.

Highest 30 Sec. Rate: \$1600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98
	Gloucester	61,400	60,600	99
	Salem	22,500	22,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Bucks	147,200	145,300	99
	Chester	95,500	93,600	98
<b>Between 25-49%</b>	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	New Castle	143,400	141,900	99
	<b>NEW JERSEY</b>			
	Mercer	111,300	109,000	98
	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
	Carbon	19,300	18,800	98
	Delaware	195,500	193,300	99
	Lancaster	119,000	113,500	95
<b>Between 5-24%</b>	Lebanon	36,300	35,200	97
	Lehigh	99,800	97,800	98
	Montgomery	213,800	210,700	99
	Northampton	80,900	79,100	98
	Northumberland	37,600	36,100	96
	Philadelphia	655,200	639,000	98
	Schuylkill	59,900	58,100	97
	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
Cecil	17,000	16,800	99	
Harford	43,100	42,500	99	
<b>NEW JERSEY</b>				
Hunterdon	26,600	26,000	98	
Ocean	113,800	112,300	99	
Sussex	32,700	31,900	98	
Warren	28,600	27,900	98	

(Continued on page 715-b)

Station Totals	3,531,800	3,456,500	97
Net Weekly Circulation (1976-77)		1,291,100	
Average Daily Circulation (1976-77)		398,700	

# Pennsylvania—Philadelphia

## WPVI-TV

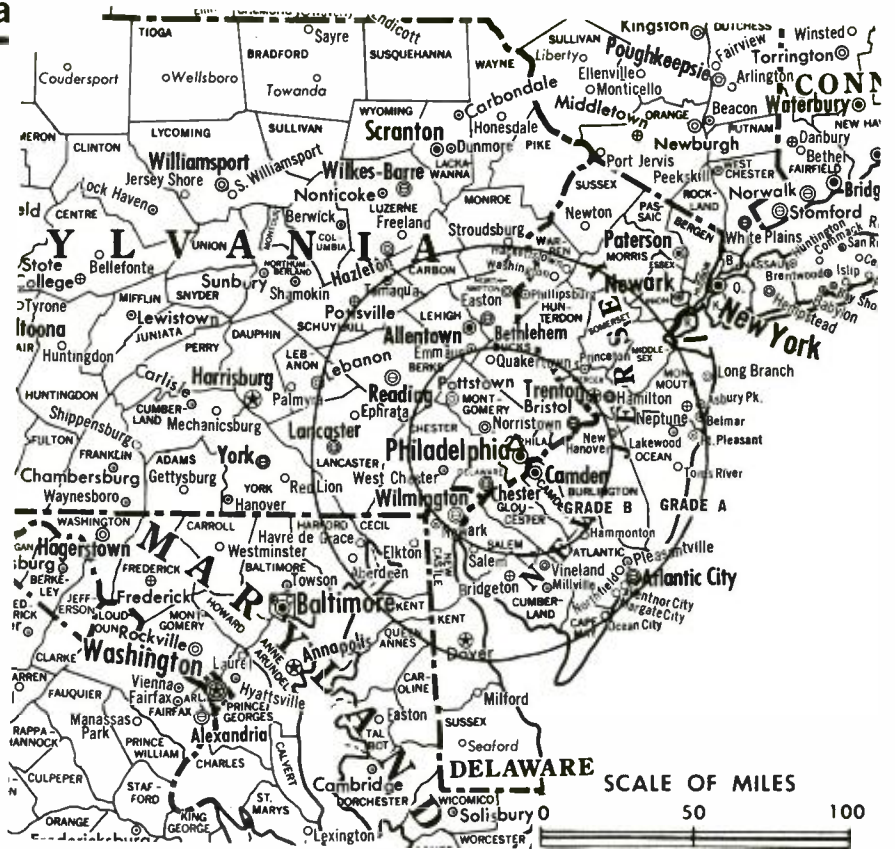
Ch. 6

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.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: AP, UPI.  
Facsimile Service: UPI.  
Represented (legal) by Wilmer, Cutler & Pickering.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPVI-TV Ref: FCC File No. BPT-2212 Granted 3/22/57

© American Map Co., Inc., N.Y., No. 14244

## WPVI-TV

Network Service: ABC.  
Licensee: Capital Cities Communications Inc., 4100 City Line Avenue, Philadelphia (19131).  
Studios: 4100 City Line Avenue.  
Telephone: 215-878-9700. TWX No.: 710-670-9799.  
Ownership: Capital Cities Communications Inc. For officers and other interests, see Group Ownership of Television Stations in the Services Volume.  
Began Operation: Sept. 13, 1947. Sale to present owner by Triangle publications approved by FCC Feb. 24, 1971 (Television Digest, Vols. 10:8 & 9; 11:9).  
Represented (sales) by Blair Television (U.S.); Paul Mulvihill & Co. Ltd. (Canada).  
Personnel:  
LAWRENCE J. POLLOCK, vice president & general manager.  
ARNOLD J. KLEINER, director of sales.  
THOMAS K. BYRNES, local sales manager.  
TODD WHEELER, national sales manager.  
ALAN NESBITT, news director.  
JON MILLER, public affairs manager.  
IRWIN L. ROSS, chief engineer.  
ROBERT APFEL, business manager.  
ART MOORE, promotion director.  
CHARLES BRADLEY, director of operations.

### DIGEST OF RATE CARD NO. 76-1—(Aug. 1, 1976)

Hour	30 Min.	15 Min.	30 Sec.	ID
Class AA—6-11:30 p.m., daily.	\$8500	\$5100	\$6000	\$4500

NETWORK BASE HOURLY RATE: \$5100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	New Castle	143,400	141,900	99

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Cecil	17,000	16,800	99
	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99
	Cape May	29,300	28,600	98
	Cumberland	45,700	44,800	98
	Gloucester	61,400	60,600	99
	Hunterdon	26,600	26,000	98
	Mercer	111,300	109,000	98
	Salem	22,500	22,000	98
	Warren	28,600	27,900	98
	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
Bucks	147,200	145,300	99	
Carbon	19,300	18,800	98	
Chester	95,500	93,600	98	
Delaware	195,500	193,300	99	
Lancaster	119,000	113,500	95	
Lehigh	99,800	97,800	98	
Monroe	21,300	20,800	98	
Montgomery	213,800	210,700	99	
Northampton	80,900	79,100	98	
Philadelphia	655,200	639,000	98	
Schuylkill	59,900	58,100	97	
<b>DELAWARE</b>				
Sussex	34,100	33,000	97	
<b>NEW JERSEY</b>				
Ocean	113,800	112,300	99	

(Continued on page 722-b)

Station Totals	3,382,100	3,313,100	97
Net Weekly Circulation (1976-77)		2,362,000	
Average Daily Circulation (1976-77)		1,616,200	

**WCAU-TV, Philadelphia**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Carbon	19,300	18,800	98
	Lancaster	119,000	113,500	95
Between 5-24%	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97
	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
	<b>NEW JERSEY</b>			
	Morris	123,000	121,700	99
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	<b>PENNSYLVANIA</b>			
	Dauphin	84,600	82,300	97
Lebanon	36,300	35,200	97	
Northumberland	37,600	36,100	96	
Wayne	11,700	11,100	95	

**KYW-TV, Philadelphia**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>PENNSYLVANIA</b>			
	Lancaster	119,000	113,500	95
	Schuylkill	59,900	58,100	97
Between 5-24%	<b>NEW JERSEY</b>			
	Monmouth	159,800	157,400	98
	Morris	123,000	121,700	99
	Somerset	63,900	63,000	99
	<b>PENNSYLVANIA</b>			
	Columbia	21,200	20,600	97
	Lebanon	36,300	35,200	97
	Luzerne	127,300	124,800	98
	Mifflin	16,800	16,000	95

**WKBS-TV, Philadelphia**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>NEW JERSEY—(Continued)</b>			
	Ocean	113,800	112,300	99
	Sussex	32,700	31,900	98
	Warren	28,600	27,900	98
	<b>PENNSYLVANIA</b>			
	Columbia	21,200	20,600	97
	Cumberland	59,800	58,300	98
	Union	9,800	9,200	94
	York	105,600	103,000	97

**WTAJ-TV, Altoona**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA—(Continued)</b>			
	Potter	6,600	6,300	96
	Snyder	10,000	9,400	94
	Warren	16,000	15,300	95
	Westmoreland	130,300	128,100	98
	<b>WEST VIRGINIA</b>			
	Mineral	8,600	8,300	97
	Morgan	3,300	3,200	97

**Pennsylvania**

**WJAC-TV, Johnstown**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA—(Continued)</b>			
	Lawrence	36,000	35,200	98
	Mc Kean	18,600	18,000	97
	Mercer	42,600	41,600	98
	Potter	6,600	6,300	96
	Warren	16,000	15,300	95
	<b>WEST VIRGINIA</b>			
	Harrison	28,300	27,900	98
	Marion	23,800	23,300	98
	Monongalia	23,800	23,000	97
Morgan	3,300	3,200	97	
Preston	8,900	8,500	96	
Randolph	8,800	8,400	96	

**WGAL-TV, Lancaster**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA</b>			
	Centre	34,900	33,600	96
	Chester	95,500	93,600	98
	Ciinton	13,400	13,100	97
	Lycoming	41,200	39,500	96
	<b>VIRGINIA</b>			
	Shenandoah	9,600	9,400	97
	<b>WEST VIRGINIA</b>			
	Berkeley	14,000	13,700	98
	Morgan	3,300	3,200	97

**WPHL-TV, Philadelphia**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>PENNSYLVANIA</b>			
	Columbia	21,200	20,600	97
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Lackawanna	86,500	85,000	98
	Luzerne	127,300	124,800	98
	Lycoming	41,200	39,500	96
	Monroe	21,300	20,800	98
	Montour	5,200	5,000	96
	Perry	11,500	11,100	97
Snyder	10,000	9,400	94	
Union	9,800	9,200	94	
York	105,600	103,000	97	

Find out if your station was short-changed on new viewers.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand



# Pennsylvania—Philadelphia

**WTAF-TV**

Ch. 29

# 29

TAFT BROADCASTING COMPANY  
BOLTON BROADCASTING LTD.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 5000-kw max. & 3470-kw horizontal visual, 500-kw max. & 347-kw horizontal aural. Antenna: 1140-ft. above av. terrain, 1190-ft. above ground, 1415-ft. above sea level.

Latitude 40° 02' 26"  
Longitude 75° 14' 20"

Transmitter: E. Domino Lane.

Color: Network, live, film, slide, & tape. News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTAF-TV Ref: FCC File No. B1PCT-4576 Granted 6/21/73

© American Map Co. Inc., N.Y., No. 14244

## WTAF-TV

Network Service: None, independent.

Licensee: Taft Broadcasting Co. of Pennsylvania Inc., 330 Market St., Philadelphia, Pa. (19106).

Studio: 330 Market St. Telephone: 215-925-2929.

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 Bolton Broadcasting Ltd.

### Personnel:

CARLO ANNEKE, vice president & general manager.  
DINO DINOVIK, general sales manager.  
ELLIOTT TROSHINSKY, local sales manager.  
RON GOLD, manager of broadcast services.  
ROBERT D. JOHNSON, business manager.  
CHARLOTTE M. HALL, manager, program services.  
MIKE MATTHEWS, promotion director.  
RICHARD N. OWENS, engineering manager.

### DIGEST OF RATE CARD NO. SP78—(April 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.
Class A—6 p.m.-12 a.m., Mon.-Sat.; 7-11 p.m., Sun.					
\$5000	\$2500	\$1250	\$420	Graded rates apply*	

\*Highest rate: \$2500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>DELAWARE</b>			
	New Castle	143,400	141,900	99
	<b>NEW JERSEY</b>			
	Burlington	98,200	96,900	99
	Camden	162,400	160,300	99

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Cumberland	45,700	44,800	98
	Gloucester	61,400	60,600	99
	Salem	22,500	22,000	98
	<b>PENNSYLVANIA</b>			
	Berks	114,100	111,500	98
	Bucks	147,200	145,300	99
	Chester	95,500	93,600	98
	Delaware	195,500	193,300	99
	Montgomery	213,800	210,700	99
	Philadelphia	655,200	639,000	98

Between 25-49%	<b>DELAWARE</b>			
	Kent	30,900	30,300	98
	<b>MARYLAND</b>			
	Cecil	17,000	16,800	99
Between 25-49%	<b>NEW JERSEY</b>			
	Atlantic	72,700	70,700	97
	Cape May	29,300	28,600	98
	Mercer	111,300	109,000	98
	Warren	28,600	27,900	98

Between 25-49%	<b>PENNSYLVANIA</b>			
	Carbon	19,300	18,800	98
	Lancaster	119,000	113,500	95
	Lebanon	36,300	35,200	97
	Lehigh	99,800	97,800	98
	Northampton	80,900	79,100	98
	Northumberland	37,600	36,100	96
	Schuylkill	59,900	58,100	97

Between 5-24%	<b>DELAWARE</b>			
	Sussex	34,100	33,000	97

(Continued on page 727-b)

Station Totals	3,530,300	3,456,500	97
Net Weekly Circulation (1976-77)			1,400,600
Average Daily Circulation (1976-77)			532,100

# Pennsylvania—Pittsburgh

**KDKA-TV**

Ch. 2



WESTINGHOUSE BROADCASTING COMPANY INC.  
TELEVISION ADVERTISING REPRESENTATIVES INC.

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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KDKA-TV Ref: FCC File No. BPCT-1979 Granted 5/12/55

© American Map Co., Inc., N.Y., No. 14244

## KDKA-TV

Network Service: CBS.

Licensee: Westinghouse Bcstg. Co. Inc., 1 Gateway Center, Pittsburgh, Pa. (15222).

Studio: 1 Gateway Center.

Telephone: 412-391-3000. TWX No.: 412-642-3113.

AM Affiliate: KDKA, 50-kw, 1020 kHz.

FM Affiliate: KDKA-FM, 47-kw, 92.9 MHz (No. 225), 890-ft.

Ownership: Subsidiary of Westinghouse Electric Corp. Donald H. McGannon, chmn. 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:

- JONATHAN HAYES, general manager.
- WILLIAM C. STRONG, general sales manager.
- J. CLIFFORD CURLEY, program manager.
- PAT LAWRENCE, promotion manager.
- RICHARD GLOVER, news director.
- JOHN J. CVETIC, engineering manager.
- GEORGE L. MILES JR., business manager.
- ROY HOOVER, chief engineer.

Highest 30 Sec. Rate (May 15, 1978): \$4500.

NETWORK BASE HOURLY RATE: \$2800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Garrett	7,900	7,600	96
	<b>OHIO</b>			
	Belmont	30,400	29,800	98
	Columbiana	40,100	39,400	98
	Jefferson	32,800	32,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>PENNSYLVANIA</b>				
	Allegheny	535,000	525,100	98	
	Armstrong	28,200	27,500	98	
	Beaver	71,500	70,300	98	
	Butler	46,000	45,200	98	
	Cambria	63,600	62,400	98	
	Clarion	13,500	13,100	97	
	Eik	12,500	12,200	97	
	Fayette	54,800	53,000	97	
	Forest	1,800	1,800	98	
	Greene	14,200	13,700	97	
	Indiana	27,100	26,300	97	
	Jefferson	17,200	16,700	97	
	Lawrence	36,000	35,200	98	
	Somerset	28,100	27,200	97	
	Venango	21,600	20,700	96	
	Washington	76,500	74,900	98	
	Westmoreland	130,300	128,100	98	
		<b>WEST VIRGINIA</b>			
		Brooke	10,600	10,500	99
	Hancock	13,600	13,500	99	
	Harrison	28,300	27,900	98	
	Marion	23,800	23,300	98	
	Marshall	14,200	14,000	98	
	Monongalia	23,800	23,000	97	
	Ohio	21,300	21,000	99	
	Preston	8,900	8,500	96	
	Tucker	2,900	2,800	95	
	<b>OHIO</b>				
	Harrison	6,300	6,100	98	
	Monroe	5,500	5,300	96	

(Continued on page 722-b)

Station Totals	1,911,300	1,870,400	97
Net Weekly Circulation (1976-77)			1,290,200
Average Daily Circulation (1976-77)			902,100

# Pennsylvania—Pittsburgh

## WIIC-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 990-ft. above av. terrain, 848-ft. above ground, 2048-ft. above sea level.

Latitude 40° 27' 47"  
Longitude 80° 00' 17"

Transmitter: 341 Rising Main Ave.

Studio: 341 Rising Main Ave.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (sales) by TeleRep Inc.

Represented (legal) by Dow, Lohnes & Albertson.

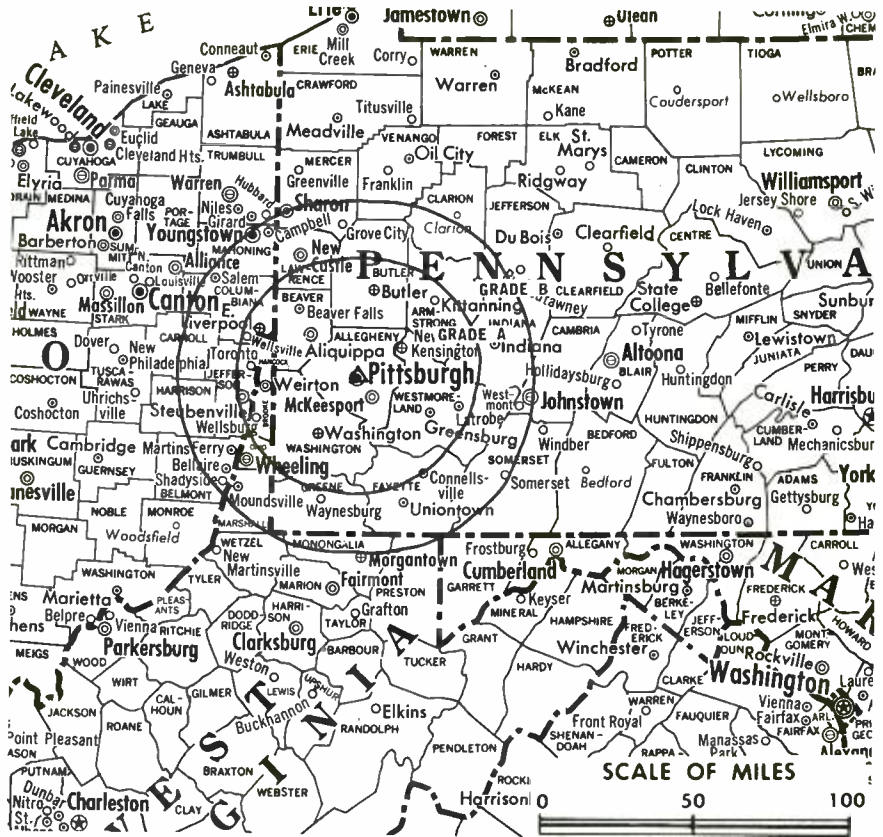
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WIIC-TV Ref: FCC File No. BMPCT—3486 Granted 3/20/57

©American Map Co., Inc., N.Y., No. 14244

## WIIC-TV

Network Service: NBC.

Licensee: WIIC-TV Corporation, 341 Rising Main Ave., Pittsburgh (15214).

Telephone: 412-237-1100. TWX No.: 710-664-2099.

Ownership: Cox Broadcasting Corp., see WSB-TV, Atlanta, Ga. for officers & 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).

Personnel:

CLIFFORD M. KIRTLAND JR., president.  
STANLEY G. MOUSE, executive vice president.  
LEONARD A. SWANSON, vice president & general manager.  
DONALD CUNNINGHAM, program director.  
MERRITT S. ROSE JR., station manager.  
RONALD E. STEINER, general sales manager.  
JAMES O. ROSS, local sales manager.  
GREG BENDIN, national sales manager.  
DICK SKRINJAR, director of advertising & promotion.  
AL GORDON, director of community relations.  
ANDREW JACKSON, director of engineering.  
RICHARD BROOKER, news manager.

Highest 30 Sec. Rate (Fall 1978): \$1200.

NETWORK BASE HOURLY RATE: \$2280.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Jefferson	32,800	32,300	98
	<b>PENNSYLVANIA</b>			
	Allegheny	535,000	525,100	98
	Armstrong	28,200	27,500	98
	Beaver	71,500	70,300	98
	Butler	46,000	45,200	98
	Clarion	13,500	13,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>PENNSYLVANIA—(Continued)</b>				
		Fayette	54,800	53,000	97
		Greene	14,200	13,700	97
		Indiana	27,100	26,300	97
		Jefferson	17,200	16,700	97
		Lawrence	36,000	35,200	98
		Venango	21,600	20,700	96
		Washington	76,500	74,900	98
		Westmoreland	130,300	128,100	98
		<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,500	99	
	Hancock	13,600	13,500	99	
	Marshall	14,200	14,000	98	
	Monongalia	23,800	23,000	97	
	Preston	8,900	8,500	96	
Between 25-49%	<b>OHIO</b>				
		Belmont	30,400	29,800	98
		Harrison	6,300	6,100	98
		<b>PENNSYLVANIA</b>			
	Cambria	63,600	62,400	98	
	Clearfield	27,800	27,100	97	
	Elk	12,500	12,200	97	
	Mercer	42,600	41,600	98	
	Somerset	28,100	27,200	97	
Between 25-49%	<b>WEST VIRGINIA</b>				
		Harrison	28,300	27,900	98
		Marion	23,800	23,300	98
		Ohio	21,300	21,000	99
		Taylor	5,800	5,600	96
	Tyler	3,700	3,600	96	
	Wetzel	7,200	7,000	98	

(Continued on page 722-b)

Station Totals	1,709,600	1,674,200	97
Net Weekly Circulation (1976-77)	1,095,200		
Average Daily Circulation (1976-77)	653,300		



# Pennsylvania—Pittsburgh

WPGH-TV

Ch. 53

wpghtv 53



**BOLTON BROADCASTING LTD.**

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2340-kw max. & 1290-kw horizontal visual, 351-kw horizontal aural. Antenna: 1010-ft. above av. terrain, 732-ft. above ground, 2045-ft. above sea level.

Latitude 40° 29' 43"  
Longitude 80° 00' 18"

Transmitter: 750 Ivory Ave.

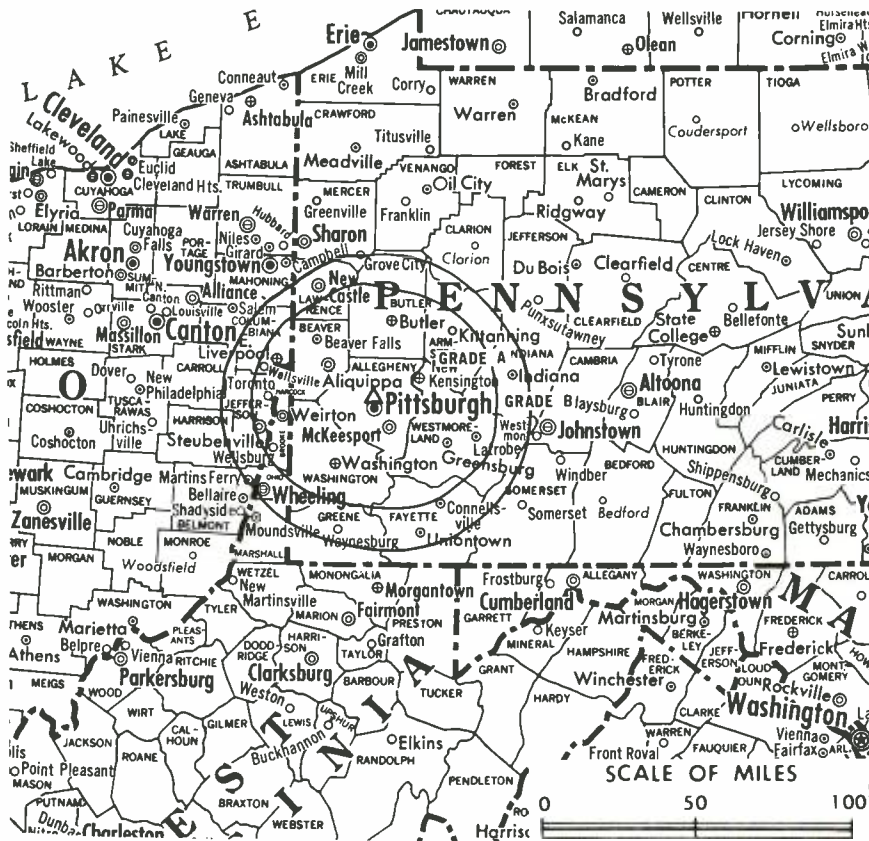
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation

© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WPGH-TV Ref: FCC File No. BPCT—4733 Granted 7/19/74

© American Map Co., Inc., N.Y. No. 14244

## WPGH-TV

Network Service: None, independent.

Licensee: Meredith Corp., 1716 Locust St., Des Moines, Iowa (50330).

Studio: 750 Ivory Ave., Pittsburgh (15214).

Telephone: 412-931-8600.

Ownership: Meredith Corp. For other interests, see KCMO-TV, Kansas City, Mo.

Began Operation: July 14, 1953 as WKJF-TV, left air July 2, 1954. Resumed operation under new ownership Feb. 1, 1969; left air Aug. 16, 1971. Transfer to present owner from Receiver in Bankruptcy approved Dec. 12, 1973. Returned to air Jan. 14, 1974. Sale to present owner by Henry Posner Jr. approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:17, 38).

Represented (sales) by Bolton Broadcasting Ltd.

Personnel:

NORRIS REICHEL, general manager.  
JOHN J. BAGGIO, general sales manager.  
RICHARD C. DREYFUSS, program manager.  
ROBERT F. BUSELLI, sales manager.  
DONALD L. HAIN, chief engineer.  
DAVID A. CASE, production manager.

Highest 30 Sec. Rate (Jan. 1, 1977): \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>PENNSYLVANIA</b>			
	Allegheny	535,000	525,100	98
	Beaver	71,500	70,300	98
	<b>WEST VIRGINIA</b>			
	Hancock	13,600	13,500	99
<b>Between 25-49%</b>	<b>OHIO</b>			
	Belmont	30,400	29,800	98
	Columbiana	40,100	39,400	98
	Jefferson	32,800	32,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>PENNSYLVANIA</b>			
	Armstrong	28,200	27,500	98
	Butler	46,000	45,200	98
	Cambria	63,600	62,400	98
	Elk	12,500	12,200	97
	Fayette	54,800	53,000	97
	Jefferson	17,200	16,700	97
	Lawrence	36,000	35,200	98
	Venango	21,600	20,700	96
	Washington	76,500	74,900	98
	Westmoreland	130,300	128,100	98
	<b>WEST VIRGINIA</b>			
	Brooke	10,600	10,500	99
Harrison	28,300	27,900	98	
Marion	23,800	23,300	98	
Marshall	14,200	14,000	98	
Monongalia	23,800	23,000	97	
Ohio	21,300	21,000	99	
Tyler	3,700	3,600	96	
Wetzel	7,200	7,000	98	
<b>Between 5-24%</b>	<b>OHIO</b>			
	Harrison	6,300	6,100	98
	Mahoning	103,600	102,200	99
	Monroe	5,500	5,300	96
	Trumbull	81,300	80,200	99
	<b>PENNSYLVANIA</b>			
Clarion	13,500	13,100	97	
Clearfield	27,800	27,100	97	
Greene	14,200	13,700	97	
Indiana	27,100	26,300	97	
Mercer	42,600	41,600	98	

(Continued on page 727-b)

Station Totals	1,713,300	1,678,900	97
Net Weekly Circulation (1976-77)			610,900
Average Daily Circulation (1976-77)			310,000

# Pennsylvania—Pittsburgh

## WPTT-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 1950-kw horizontal visual, 500-kw max. & 195-kw horizontal aural. Antenna: 920-ft. above av. terrain, 829-ft. above ground, 2049-ft. above sea level.

Latitude 40° 26' 22.5"  
Longitude 79° 43' 10.5"

Transmitter: Hawkeye Dr. Extended.  
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.



WPTT-TV Ref: FCC File No. BMPCT-7717 Granted 7/31/78 © American Map Co., Inc., N.Y., No. 14244

## WPTT-TV

Network Service: None, independent.

Grantee: Commercial Radio Institute Inc. (CRI), 3500 Parkdale Ave., Baltimore, Md. (21211).

Studio: 500 Seco Rd., Box 2809, Pittsburgh, Pa. (15230).

Telephone: 412-856-9010. Fax: 412-837-2248. TWX No.: 412-710-3664.

Ownership: Julian S. Smith, pres., 28.5%; Frederick M. Himes Jr., v.p.-secy.-treas., 23.6%; Robert L. Simmons, 10%; others, none with more than 5%. Smith & Himes have interest in WBFF(TV), Baltimore, Md. Commercial Radio Institute is applicant for Ch. 28, Columbus, Ohio.

Began Operation: Sept. 29, 1978.

Represented (sales) by Adam Young Inc.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Carl T. Jones Associates.

### Personnel:

- JULIAN S. SMITH, president.
- FREDERICK M. HIMES, executive vice president & general manager.
- KENNETH BUSCHMAN, station manager.
- ROBERT SIMMONS, vice president, sales.
- JAMES TEETS, sales manager.
- ALBERTA SHARRA, public affairs manager.
- STELLA WOLK, promotion manager.
- ROBERT MYER, chief engineer.

Rates: Not available.

The Next Time You Have a  
Programming, Sales or Promotion Problem  
Think of  
Arbitron Information on Demand

Arbitron  
Information  
On Demand



AID®

We Haven't Been Stumped Yet!

ARBITRON TELEVISION

New York Chicago Atlanta  
Los Angeles San Francisco Dallas Washington

# 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: WXKX, 50-kw, 96.1 MHz (No. 241), 500-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Dempsey & Koplovitz.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTAE-TV Ref: FCC File No. BMPCT—5083 Granted 5/9/58

©American Map Co., Inc., N.Y., No. 1424

## WTAE-TV

Network Service: ABC.

Licensee: The Hearst Corp., WTAE Division, 400 Ardmore Blvd., Pittsburgh (15230).

Telephone: 412-242-4300. TWX No.: 710-664-4266.

Ownership: The Hearst Corp., 100%. Hearst also operates WBAL-TV-AM-FM, Baltimore and WISN-TV-AM-FM, Milwaukee; for other interests, see Newspaper Ownership of TV Stations.

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 Katz Television.

Personnel:

FRANKLIN C. SNYDER, v.p., gen. mgr., Hearst Broadcasting Stations.  
JOHN G. CONOMIKES, v.p. & general manager.  
JACK A. W. SHENKAN, v.p., sales & station manager.  
JAMES GORMLY, resident controller.  
DAVID CRANTZ, promotion manager.  
CRAIG MARSHALL, local sales manager.  
RICHARD WOLK, general sales manager.  
KERRY G. RICHARDS, director of creative services.  
JAMES HURLEY, director of engineering.  
EDWARD YOUNG, operations manager.  
MALCOLM D. POTTER, program director.  
FRED YOUNG, news director.

Highest 30 Sec. Rate (Jan. 31, 1977): \$3500.

NETWORK BASE HOURLY RATE: \$3000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MARYLAND</b>			
	Garrett	7,900	7,600	96
	<b>OHIO</b>			
	Belmont	30,400	29,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO—(Continued)				
	Columbiana	40,100	39,400	98
	Jefferson	32,800	32,300	98
<b>PENNSYLVANIA</b>				
	Allegheny	535,000	525,100	98
	Armstrong	28,200	27,500	98
	Beaver	71,500	70,300	98
	Blair	47,700	46,600	98
	Butler	46,000	45,200	98
	Cambria	63,600	62,400	98
	Clarion	13,500	13,100	97
	Clearfield	27,800	27,100	97
	Elk	12,500	12,200	97
	Fayette	54,800	53,000	97
	Forest	1,800	1,800	98
50% & Over	Greene	14,200	13,700	97
	Indiana	27,100	26,300	97
	Jefferson	17,200	16,700	97
	Lawrence	36,000	35,200	98
	Somerset	28,100	27,200	97
	Venango	21,600	20,700	96
	Washington	76,500	74,900	98
	Westmoreland	130,300	128,100	98
<b>WEST VIRGINIA</b>				
	Barbour	5,600	5,400	96
	Brooke	10,600	10,500	99
	Hancock	13,600	13,500	99
	Harrison	28,300	27,900	98
	Marion	23,800	23,300	98
	Marshall	14,200	14,000	98
	Monongalia	23,800	23,000	97
	Ohio	21,300	21,000	99

(Continued on next page)

Station Totals	1,719,900	1,681,300	97
Net Weekly Circulation (1976-77)		1,312,800	
Average Daily Circulation (1976-77)		945,100	

# Pennsylvania

## KDKA-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>PENNSYLVANIA</b>			
	Blair	47,700	46,600	98
	Clearfield	27,800	27,100	97
	Crawford	29,900	28,900	97
	Mercer	42,600	41,600	98
	<b>WEST VIRGINIA</b>			
Between 25-49%	Barbour	5,600	5,400	96
	Grant	2,700	2,500	93
	Lewis	6,400	6,200	97
	Randolph	8,800	8,400	96
	Taylor	5,800	5,600	96
	Tyler	3,700	3,600	96
	Wetzel	7,200	7,000	98
	<b>OHIO</b>			
	Carroll	8,500	8,300	98
	Mahoning	103,600	102,200	99
	Morgan	4,600	4,400	96
	Noble	4,400	4,200	95
	Trumbull	81,300	80,200	99
	<b>PENNSYLVANIA</b>			
Between 5-24%	Bedford	16,100	15,500	96
	Cameron	2,700	2,700	98
	Centre	34,900	33,600	96
	<b>WEST VIRGINIA</b>			
	Doddridge	2,400	2,300	96
	Mineral	8,600	8,300	97
	Upshur	7,700	7,400	96

## WIIIC-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MARYLAND</b>			
	Garrett	7,900	7,600	96
	<b>OHIO</b>			
	Carroll	8,500	8,300	98
	Mahoning	103,600	102,200	99
	Monroe	5,500	5,300	96
Between 5-24%	<b>PENNSYLVANIA</b>			
	Blair	47,700	46,600	98
	Forest	1,800	1,800	98
	<b>WEST VIRGINIA</b>			
	Barbour	5,600	5,400	96
	Randolph	8,800	8,400	96
	Tucker	2,900	2,800	95

## WTAE-TV, Pittsburgh (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WEST VIRGINIA—(Continued)</b>			
	Preston	8,900	8,500	96
	Randolph	8,800	8,400	96
50% & Over	Taylor	5,800	5,600	96
	Tucker	2,900	2,800	95
	Tyler	3,700	3,600	96
	Wetzel	7,200	7,000	98
	<b>OHIO</b>			
	Harrison	6,300	6,100	98
	Monroe	5,500	5,300	96
	<b>PENNSYLVANIA</b>			
Between 25-49%	Bedford	16,100	15,500	96
	Mercer	42,600	41,600	98
	<b>WEST VIRGINIA</b>			
	Doddridge	2,400	2,300	96
	Grant	2,700	2,500	93
	Lewis	6,400	6,200	97
	Upshur	7,700	7,400	96
	<b>OHIO</b>			
	Carroll	8,500	8,300	98
	<b>PENNSYLVANIA</b>			
Between 5-24%	Centre	34,900	33,600	96
	Huntingdon	13,600	13,100	96
	Mifflin	16,800	16,000	95
	<b>WEST VIRGINIA</b>			
	Hampshire	4,700	4,400	95
	Mineral	8,600	8,300	97

## WPVI-TV, Philadelphia (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>PENNSYLVANIA</b>			
Between 25-49%	Lebanon	36,300	35,200	97
	Northumberland	37,600	36,100	96
	<b>MARYLAND</b>			
	Caroline	8,300	8,000	97
	Kent	6,000	5,900	98
	<b>NEW JERSEY</b>			
Between 5-24%	Monmouth	159,800	157,400	98
	Somerset	63,900	63,000	99
	Sussex	32,700	31,900	98
	<b>PENNSYLVANIA</b>			
	Dauphin	84,600	82,300	97
	Luzerne	127,300	124,800	98
	Pike	6,200	5,900	95

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP. News Film Service: CBS.

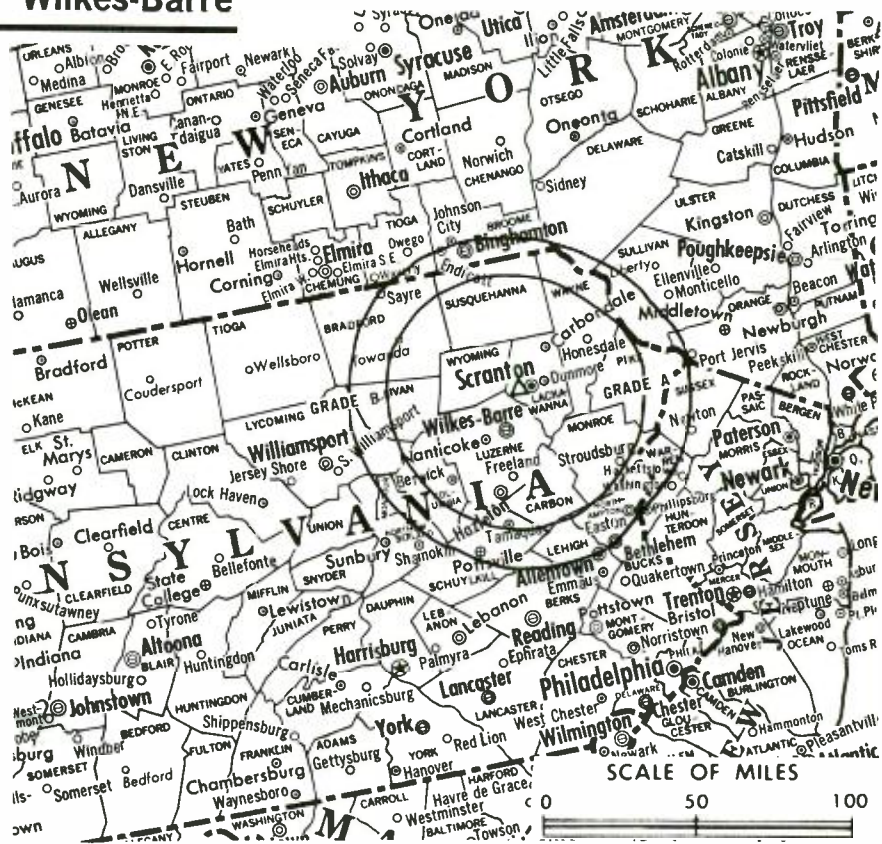
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WDAU-TV Ref: FCC File No. BMPCT—6640 Granted 4/24/68

©American Map Co., Inc., N.Y., No. 14244

## WDAU-TV

Network Service: CBS.

Licensee: Scranton Broadcasters Inc., 1000 Wyoming Ave., Scranton, Pa. (18509).

Studio: 1000 Wyoming Ave.

Telephone: 717-961-2222. TWX No.: 510-671-4607.

AM Affiliate: WGBI, 1-kw (.5-kw night), 910 kHz (CBS).

FM Affiliate: WGBI-FM, 4.9-kw, 101.3 MHz (No. 267), 1100-ft.

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 Blair Television.

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.  
GENE MALONE, general sales manager.  
MORT ROSENTHAL, program director & film buyer.  
TOM POWELL, news director.

### DIGEST OF RATE CARD NO. 32—(Jan. 1, 1979)

Hour	30 Min.	30 Sec.	10 Sec.
\$3000	\$1750	Graded rates apply*	

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Bradford	20,400	19,800	97
	Carbon	19,300	18,800	98

(Continued on page 727-b)

Station Totals	722,200	702,500	97
Net Weekly Circulation (1976-77)			378,300
Average Daily Circulation (1976-77)			245,900

# CAPTURE THE KIDULTS IN THE 41 ADI. ASK WDAU TV HOW.

NEW PROGRAMMING FORMAT LURES THE HIGH SPENDING 18-49 KID-ADULT AUDIENCE  
BLAIR TELEVISION WILL TELL YOU ALL ABOUT IT. WDAU TV, CBS IN SCRANTON/WILKES-BARRE

# Pennsylvania—Scranton & Wilkes-Barre

## WNEP-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1268-kw max. & 661-kw horizontal visual, 126.8-kw max. & 66.1-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 829-ft. above ground, 2949-ft. above sea level.

Latitude 41° 10' 58"  
Longitude 75° 52' 21"

Holds CP for change to 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural, 1660-ft. above av. terrain, 823-ft. above ground, 2949-ft. above sea level. BPCT-5138.

Transmitter: Penobscot Nob, Electronic Heights, Wilkes-Barre.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

TWX No.: 510-671-4532.

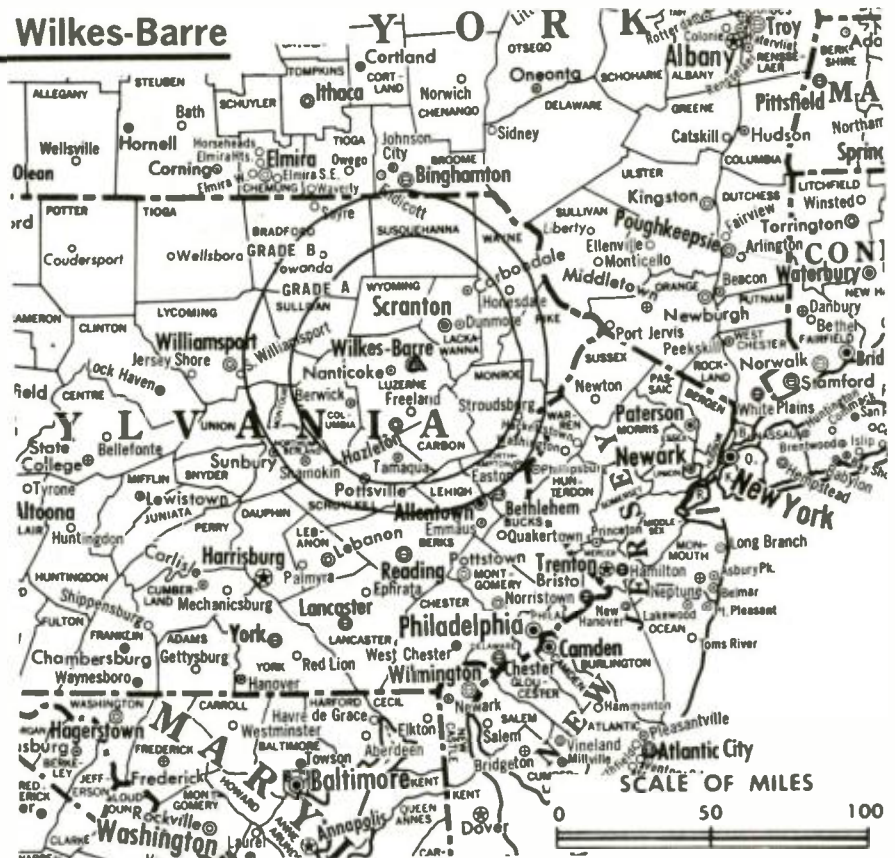
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WNEP-TV Ref: FCC File No. BPCT-4959 Granted 3/8/77  
CP: BPCT-5138 Granted 5/10/78

© American Map Co., Inc., N.Y., No. 14244

## WNEP-TV

Network Service: ABC.

Licensee: NEP Communications Inc., Wilkes-Barre-Scranton Airport, Avoca, Pa. (18641).

Studio: Wilkes-Barre-Scranton Airport.

Telephones: 717-346-7474, Scranton; 717-826-1616, Wilkes-Barre.

Ownership: Thomas P. Shelburne, 26.090%; Catherine W. Shelburne, 10.524%; Frank M. Henry, 21%; Thomas P. Shelburne III, 10.818%; William W. Scranton, 8.75%; Malcolm W. Dale, 4.90%; Chester F. Sawicki, 3.70%; Warren A. Read Jr., 2.10%; others, none with as much as 2%.

Began Operation: Feb. 9, 1954. Sale to present owners by Taft Bcstg. approved by FCC Oct. 30, 1973. Sale to Taft by Transcontinent Television Corp.'s subsidiary Northeastern Pennsylvania Broadcasting Inc. approved Feb. 19, 1964 (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 Katz Television.

Represented (legal) by Koteen & Burt.

Personnel:

THOMAS P. SHELBURNE, chairman.  
TOM SHELBURNE JR., president & general manager.  
H. DEAN HINSON, v.p. & director of marketing.  
WARREN REED, marketing coordinator.  
ADAM SAWICKI, operations manager & traffic manager.  
PETER KOZLOSKI, business manager.  
MOREY WINT, manager, production.  
ELDEN HALE JR., creative director.  
MAX PAGE, news director.  
CHESTER SAWICKI, v.p. & chief engineer.

### DIGEST OF RATE CARD

Hour 30 Min. 30 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$2700 \$1900 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$850.

724-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA</b>				
	Carbon	19,300	18,800	98
	Clinton	13,400	13,100	97
	Columbia	21,200	20,600	97
	Lackawanna	86,500	85,000	98
	Luzerne	127,300	124,800	98
	Lycoming	41,200	39,500	96
	Montour	5,200	5,000	96
<b>50% &amp; Over</b>	Northumberland	37,600	36,100	96
	Schuylkill	59,900	58,100	97
	Snyder	10,000	9,400	94
	Sullivan	1,900	1,800	96
	Susquehanna	13,300	12,900	97
	Union	9,800	9,200	94
	Wayne	11,700	11,100	95
	Wyoming	8,300	8,000	97
<b>PENNSYLVANIA</b>				
	Bradford	20,400	19,800	97
	Centre	34,900	33,600	96
	Lehigh	99,800	97,800	98
<b>Between 25-49%</b>	Mifflin	16,800	16,000	95
	Monroe	21,300	20,800	98
	Northampton	80,900	79,100	98
	Pike	6,200	5,900	95
<b>NEW YORK</b>				
	Delaware	16,800	16,000	95
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Berks	114,100	111,500	98
	Cameron	2,700	2,700	98
	Huntingdon	13,600	13,100	96
	Juniata	5,900	5,600	94
	Tioga	13,400	12,800	96
<b>Station Totals</b>		<b>913,400</b>	<b>888,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>470,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>314,000</b>	

# Now we can Zip you the answers to these questions:

- 1** How does your early news perform in upper income zip code areas?
- 2** Does your prime-access program reach two-car families?
- 3** Do you reach more professional and managerial people than your competition?
- 4** Do you attract more educated viewers than your competitors?

AID (Arbitron Information on Demand) Zip Codes take you beyond sex/age demographics and give you viewing by income, education, occupation and 18 more demographic characteristics.

AID Zip Codes mean you're no longer limited to whole counties, groups of counties or sex/age demographics.

You can build custom pieces of geography based on selected "zips" to identify key customers for department stores or any other retail prospects.

AID Zip Codes is another industry first from Arbitron Television.

So take advantage of it...now.

**THE  
ARBITRON  
ADVANTAGE**

# Pennsylvania—Wilkes-Barre & Scranton

## WBRE-TV

Ch. 28

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 4120-kw max. & 2290-kw horizontal visual, 820.4-kw max. & 468-kw horizontal aural. Antenna: 1645-ft. above av. terrain, 849-ft. above ground, 2949-ft. above sea level.

Latitude 41° 11' 01"  
Longitude 75° 52' 02"

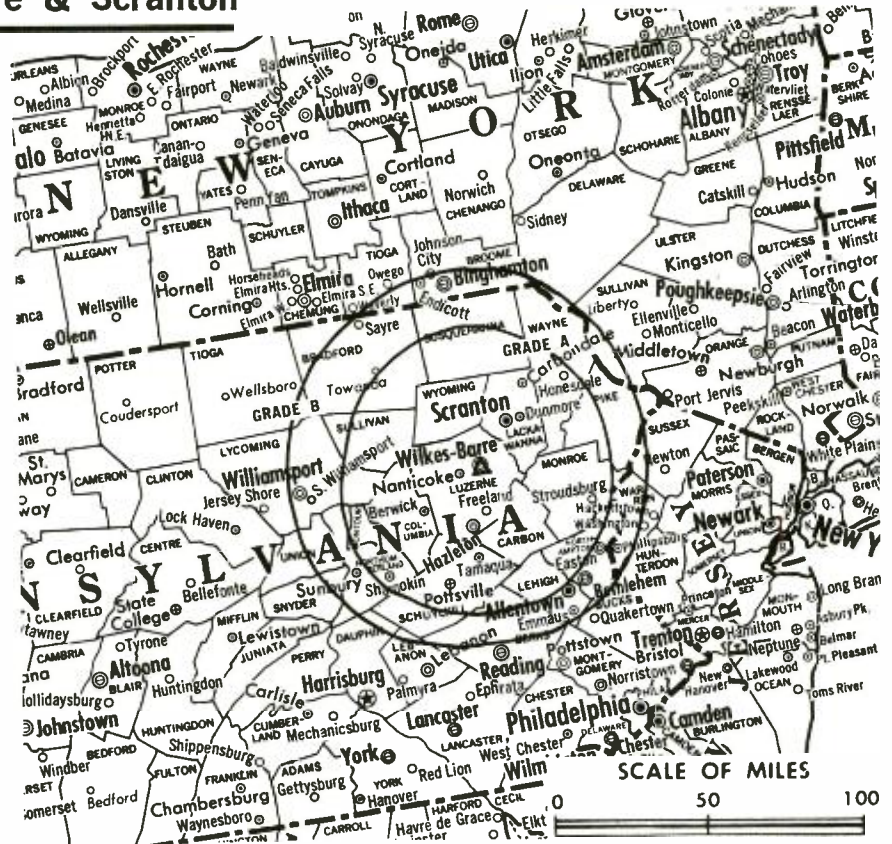
Transmitter: Penobscot Mtn., Hanover Twp.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



WBRE-TV Ref: FCC File No. BMPCT-6939 Granted 12/6/68 ©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WBRE-TV

Network Service: NBC.

Licensee: WBRE-TV Inc., 62 S. Franklin St., Wilkes-Barre, Pa. (18703).

Studio: 62 S. Franklin St.

Telephone: 717-823-3101. TWX No.: 510-658-3198.

AM Affiliate: WBRE, 1-kw, 1340 kHz (NBC).

FM Affiliate: WBRE-FM, 5.8-kw, 98.5 MHz (No. 253), 1180-ft.

Ownership: David M. Baltimore & family.

Began Operation: Jan. 1, 1953.

Represented (sales) by Petry Television Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Silliman, Moffet & Kowalski.

### Personnel:

DAVID M. BALTIMORE, president & general manager.  
TERRY BALTIMORE, v.p. & national sales manager.  
FRANKLIN D. COSLETT, vice president, operations.  
CHARLES BALTIMORE, dir., engineering & production.  
TOM BIGLER, news director.  
RICHARD CYBULSKI, chief engineer, transmitter.  
GEORGE ANDRESKY, chief engineer, studio.  
CHARLES SAKOSKI JR., CATV engineer.

### DIGEST OF RATE CARD NO. B-77 (March 28, 1977)

Hour	30 Min.	30 Sec.	20 Sec.
Class AA—8-10:30 p.m., daily.			
\$2000	\$1100		Graded rates apply*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$975.

726-b

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>PENNSYLVANIA</b>			
		Bradford	20,400	19,800	97
		Carbon	19,300	18,800	98
		Clinton	13,400	13,100	97
		Columbia	21,200	20,600	97
		Lackawanna	86,500	85,000	98
		Luzerne	127,300	124,800	98
		Lycoming	41,200	39,500	96
		Montour	5,200	5,000	96
		Northumberland	37,600	36,100	96
		Pike	6,200	5,900	95
<b>50% &amp; Over</b>		Schuylkill	59,900	58,100	97
		Snyder	10,000	9,400	94
		Sullivan	1,900	1,800	96
		Susquehanna	13,300	12,900	97
		Union	9,800	9,200	94
		Wayne	11,700	11,100	95
		Wyoming	8,300	8,000	97
		<b>PENNSYLVANIA</b>			
<b>Between 25-49%</b>		Lehigh	99,800	97,800	98
		Monroe	21,300	20,800	98
		Northampton	80,900	79,100	98
		<b>NEW YORK</b>			
		Broome	77,000	75,500	98
		Delaware	16,800	16,000	95
		Sullivan	22,200	21,300	96
<b>Between 5-24%</b>		Tioga	16,100	15,700	98
		<b>PENNSYLVANIA</b>			
		Juniata	5,900	5,600	94
		Mifflin	16,800	16,000	95
		Tioga	13,400	12,800	96
<b>Station Totals</b>			<b>863,400</b>	<b>839,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>475,000</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>319,500</b>	

TV Factbook No. 48



**WDAU-TV, Scranton**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>PENNSYLVANIA—(Continued)</b>				
<b>50% &amp; Over</b>	Columbia	21,200	20,600	97
	Lackawanna	86,500	85,000	98
	Luzerne	127,300	124,800	98
	Lycoming	41,200	39,500	96
	Montour	5,200	5,000	96
	Northumberland	37,600	36,100	96
	Schuylkill	59,900	58,100	97
	Susquehanna	13,300	12,900	97
	Union	9,800	9,200	94
	Wayne	11,700	11,100	95
	Wyoming	8,300	8,000	97
<b>PENNSYLVANIA</b>				
<b>Between 25-49%</b>	Pike	6,200	5,900	95
	Snyder	10,000	9,400	94
	Sullivan	1,900	1,800	96
<b>NEW YORK</b>				
<b>Between 5-24%</b>	Broome	77,000	75,500	98
	Delaware	16,800	16,000	95
	Tioga	16,100	15,700	98
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Clinton	13,400	13,100	97
	Juniata	5,900	5,600	94
	Lehigh	99,800	97,800	98
	Tioga	13,400	12,800	96

**WPGH-TV, Pittsburgh**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>PENNSYLVANIA—(Continued)</b>					
<b>Between 5-24%</b>	Somerset	28,100	27,200	97	
	<b>WEST VIRGINIA</b>				
	Barbour	5,600	5,400	96	
	Preston	8,900	8,500	96	
	Taylor	5,800	5,600	96	

**Pennsylvania**

**WTAF-TV, Philadelphia**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>MARYLAND</b>					
<b>Between 5-24%</b>	Harford	43,100	42,500	99	
	<b>NEW JERSEY</b>				
	Hunterdon	26,600	26,000	98	
	Middlesex	187,400	185,200	99	
	Ocean	113,800	112,300	99	
<b>NEW YORK</b>					
	Rockland	78,900	77,300	98	
<b>PENNSYLVANIA</b>					
<b>Between 5-24%</b>	Columbia	21,200	20,600	97	
	Cumberland	59,800	58,300	98	
	Dauphin	84,600	82,300	97	
	Lycoming	41,200	39,500	96	
	Montour	5,200	5,000	96	
	Perry	11,500	11,100	97	
	Snyder	10,000	9,400	94	
	Union	9,800	9,200	94	
	York	105,600	103,000	97	

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# Pennsylvania—York

## WSBA-TV

Ch. 43

Technical Facilities: Channel No. 43 (644-650 MHz). Authorized power: 1860-kw max. & 724-kw horizontal visual, 186-kw max. & 72.4-kw horizontal aural. Antenna: 530-ft. above av. terrain, 400-ft. above ground, 1110-ft. above sea level.

Latitude 39° 56' 25"  
Longitude 76° 41' 59"

Transmitter: S. Queen St., extended.

AM Affiliate: WSBA, 5-kw, 910 kHz.

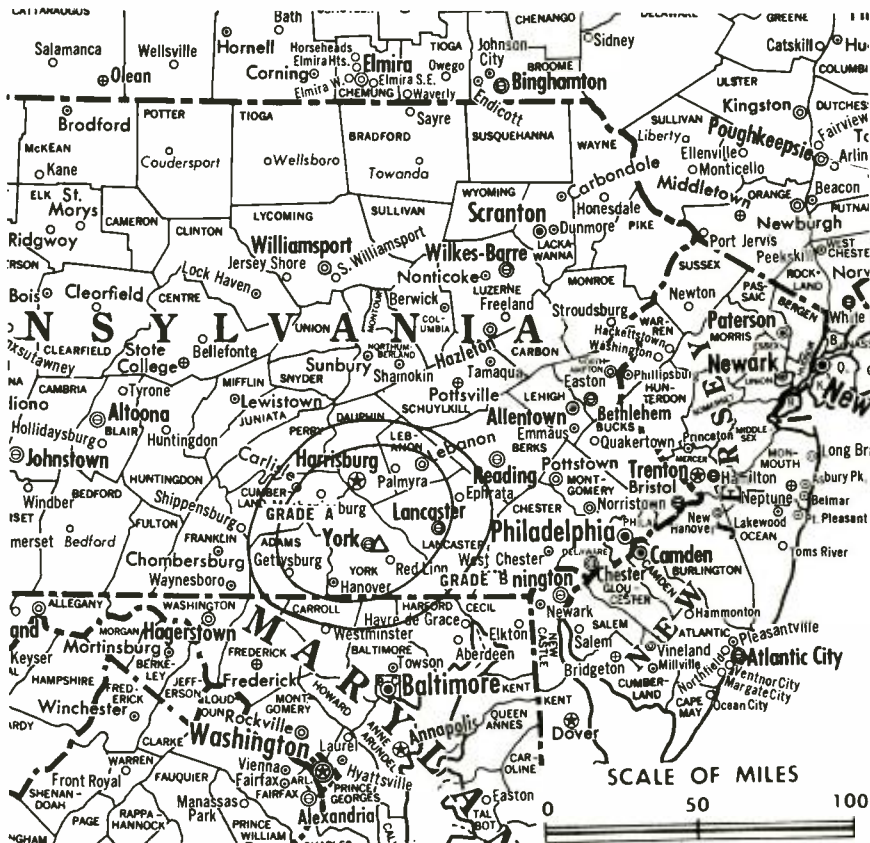
FM Affiliate: WSBA-FM, 6.5-kw, 103.3 MHz (No. 277), 470-ft.

News Wire Service: AP.

Color: Network, live, film, slide & tape.

Represented (sales) by Avery-Knode Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSBA-TV Ref: FCC File No. BPCT-4809 Granted 2/4/75

©American Map Co., Inc., N.Y., No. 14244

## WSBA-TV

Network Service: CBS.

Licensee: Susquehanna Broadcasting Co., 140 E. Market St. (17401).

Studio: 2005 S. Queen St. (17403).

Mailing Address: P.O. Box 1868, York (17405).

Telephone: 717-843-0043.

Ownership: Approximately 80% of stock is owned by Louis J. Appell Trust. Susquehanna Bcstg. Co. owns radio stations WSBA-AM-FM, York; WARM, Scranton, Pa.; WLQR(FM), Toledo; WHLO, Akron; WLQA(FM), Cincinnati, Ohio; WKIS, Orlando; WQBA, Miami, Fla.; WGBB, Freeport, Long Island, N.Y.; WFMS (FM), Indianapolis, Ind.; WLTA(FM), Atlanta, Ga.; KPLX(FM), Fort Worth, Tex.

Began Operation: Dec. 22, 1952.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

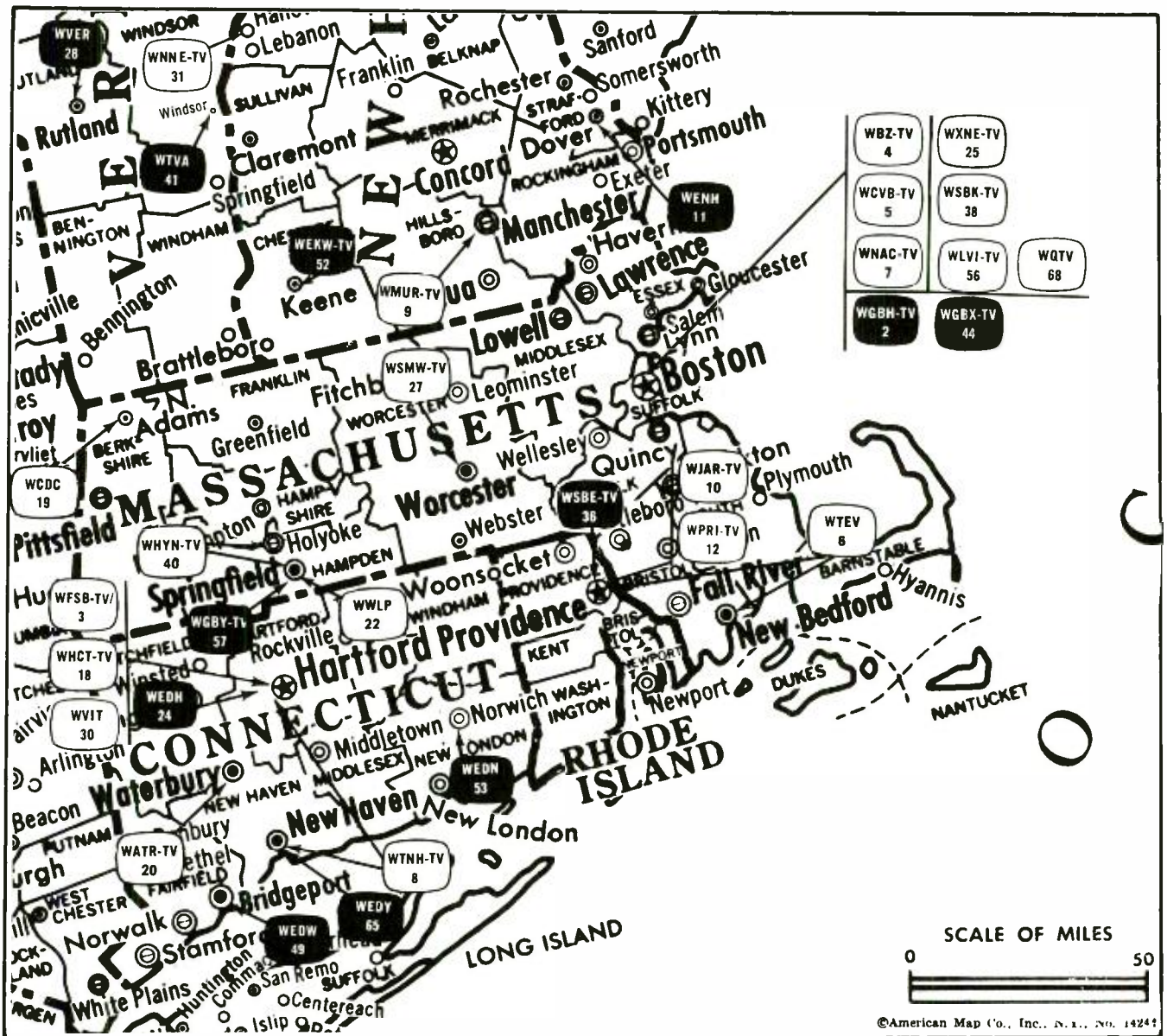
LOUIS J. APPELL JR., president.  
ROBERT M. STOUGH, station manager.  
H. DAVID BERLIN, sales manager.  
SONIA L. STROHMAN, program director.  
JACK M. SCHUSTER, chief engineer.  
ROBERT H. BRUETSCH, news director.

## DIGEST OF RATE CARD NO. 18-B (Sept. 1, 1977)

Hour	30 Min.	30 Sec.	10 Sec.
Prime Time—8-11 p.m., daily.			
\$625	\$375	\$82	\$50

For Keystone Group combination rates, see WLYH-TV, Lebanon, Pa.  
NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>PENNSYLVANIA</b>			
	York	105,600	103,000	97
Between 5-24%	<b>PENNSYLVANIA</b>			
	Adams	20,300	19,700	97
	Cumberland	59,800	58,300	98
	Dauphin	84,600	82,300	97
	Franklin	36,700	35,100	96
Lancaster	119,000	113,500	95	
<b>Station Totals</b>		<b>426,000</b>	<b>411,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>107,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>50,700</b>	



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Providence	339,000	31	597,400	29

## Rhode Island

Rhode Island Station Status as of September 1, 1978

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	3	0	3
<input checked="" type="checkbox"/> Educational Television Stations	0	1	1
			<hr/> 4

State Educational Technical Facilities  
(Complete Data in Educational Directory)

### WSBE-TV Providence

Ch. 36

Non-Commercial Educational Station

Licensee: Board of Regents for Education, State of Rhode Island & Providence Plantations, 24 Mason St., Providence (02903).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 479-kw visual, 47.9-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.

## Television Digest with Consumer Electronics

# read it before you read anything else!

Since 1945, **Television Digest** has covered trends and developments of every phase of the broadcast and consumer electronics industries. In time-saving newsletter style – mailed **first class** every Saturday – no words are wasted to report precisely and concisely what's new and what's important each week in TV/Cable/Consumer Electronics and allied fields. **You're first on the scene with Television Digest.**

An order card-form – #8 – is bound inside the **Stations Volume** for your convenience.

# 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, 940-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, Newsweek.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WJAR-TV Ref: FCC File No. BPCT-3270 Granted 1/19/65

© American Map Co., Inc., N.Y., No. 14244

## WJAR-TV

Network Service: NBC.

Licensee: The Outlet Co., 176 Weybosset St., Providence (02903).

Studio: 176 Weybosset St.

Telephone: 401-751-5700. TWX No.: 710-381-1749.

Ownership: The Outlet Co. Also owns WDBO-TV-AM-FM, Orlando, Fla.; KSAT-TV, San Antonio, Tex.; WCMH-TV, Columbus, Ohio; WTOP(AM), Washington, D.C.; KIQQ(FM), Los Angeles, Cal.

Began Operation: July 10, 1949.

Represented (sales) by Petry Television Inc.

Represented (legal) by Sundlun, Scher & Singer.

Represented (engineering) by Lohnes & Culver.

Personnel:

JOSEPH S. (DODY) SINCLAIR, chairman.  
DAVID E. HENDERSON, president.  
LEONARD S. DAVEY JR., vice president & general manager.  
GARY DREISPUL, program director.  
THOMAS ROSING, general sales manager.  
JAMES MacFARLAN, national sales manager.  
LESTER B. KEATS, production manager.  
STEVE CAMINIS, news director.  
WYATT McDANIEL, chief engineer.  
PETER LASSOTOVITCH, business manager.

### DIGEST OF RATE CARD—(March 15, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.

Class A—6-11 p.m., daily.

\$2250 \$1400 \$1000 \$850 Graded rates apply\*

\*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$1650.

Subscribers to the NAB Television Code are listed in the Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>CONNECTICUT</b>			
	New London	79,600	76,900	97
	Windham	33,100	32,100	97
	<b>MASSACHUSETTS</b>			
	Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98
	Dukes	3,700	3,500	94
<b>50% &amp; Over</b>	Nantucket	2,000	1,900	95
	Plymouth	129,200	126,600	98
	<b>RHODE ISLAND</b>			
	Bristol	15,100	14,900	99
	Kent	49,800	49,100	99
	Newport	22,300	21,800	98
	Providence	213,600	209,400	98
	Washington	24,400	23,800	97
	<b>MASSACHUSETTS</b>			
<b>Between 25-49%</b>	Norfolk	204,700	201,600	98
	Worcester	218,400	213,600	98
	<b>CONNECTICUT</b>			
	Middlesex	42,600	41,400	97
	Tolland	34,300	33,300	97
	<b>MASSACHUSETTS</b>			
	Essex	220,700	216,700	98
<b>Between 5-24%</b>	Middlesex	469,600	460,900	98
	Suffolk	272,400	262,300	96
	<b>NEW HAMPSHIRE</b>			
	Hillsborough	84,500	82,700	98
	<b>VERMONT</b>			
	Bennington	10,900	10,500	96
<b>Station Totals</b>		<b>2,350,900</b>	<b>2,298,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>983,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>530,000</b>

# Rhode Island—Providence

## WPRI-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, 969-ft. above ground, 1099-ft. above sea level.

Latitude 41° 52' 37"  
Longitude 71° 16' 56"

Transmitter: Homestead Ave., Rehoboth, Mass.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WPRI-TV Ref: FCC File No. BPCT-3943 Granted 7/6/67

©American Map Co., Inc., N.Y., No. 14244

## WPRI-TV

Network Service: ABC.

Licensee: Knight-Ridder Broadcasting Inc., 25 Catamore Blvd., East Providence, R.I. (02914).

Studio: 25 Catamore Blvd., East Providence, R.I. (02914).

Telephone: 401-438-7200. TWX No.: 710-381-1606.

Ownership: See WJRT-TV, Flint, Mich.

Began Operation: March 27, 1955. Sale to present owner by Poole Bcstg. approved by FCC Dec. 21, 1977 (Television Digest, Vol. 16:26). Sale to Poole by Capital Cities Bcstg. approved June 15, 1967. Sale to Capital Cities by William S. Cherry and associates approved March 11, 1959 (Vol. 14:51 & 15:11).

Represented (sales) by MMT Sales Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

- WILLIAM WUERCH, vice president & general manager.
- HENRY K. YAGGI, general sales manager.
- GARY E. MASTERS, national sales manager.
- T. ARTHUR BONE, v.p. & chief engineer.
- JOSEPH FOGARTY, administrative asst. to gen. manager.
- DAVE PEARCE, news director.
- ROBERT KINKEAD, program operations manager.

Highest 30 Sec. Rate: \$1900.

NETWORK BASE HOURLY RATE: \$1900.

For Sales & Transfers of TV Stations,  
see Services Volume

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>CONNECTICUT</b>				
		New London	79,600	76,900	97
		Windham	33,100	32,100	97
	<b>MASSACHUSETTS</b>				
		Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98	
	Dukes	3,700	3,500	94	
	Nantucket	2,000	1,900	95	
<b>RHODE ISLAND</b>					
	Bristol	15,100	14,900	99	
	Kent	49,800	49,100	99	
	Newport	22,300	21,800	98	
	Providence	213,600	209,400	98	
	Washington	24,400	23,800	97	
<b>Between 25-49%</b>	<b>MASSACHUSETTS</b>				
		Plymouth	129,200	126,600	98
		Worcester	218,400	213,600	98
<b>Between 5-24%</b>	<b>CONNECTICUT</b>				
		Tolland	34,300	33,300	97
	<b>MASSACHUSETTS</b>				
		Essex	220,700	216,700	98
		Middlesex	469,600	460,900	98
	Norfolk	204,700	201,600	98	
	Suffolk	272,400	262,300	96	
<b>Station Totals</b>			<b>2,212,900</b>	<b>2,163,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>808,100</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>440,800</b>	

# 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.

News Film Service: ABC.

TWX No.: 710-344-6898.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WTEV Ref: FCC File No. BPCT--3450 Granted 12/7/66

©American Map Co., Inc., N.Y., No. 14244

## WTEV

Network Service: CBS.

Licensee: Teletestation WTEV, Television Center, 8th & Spring Sts., New Bedford, Mass. (02741).

Studio: Television Center, 8th & Spring Sts., New Bedford.

Telephones: 617-993-2651, New Bedford studio & office; 401-331-7600, Providence sales & news offices.

Ownership: See WGAL-TV, Lancaster, Pa. Note: Sale to Pulitzer Publishing pendis (Television Digest, Vol. 17:50).

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 The Meeker Co.; Kettell-Carter Inc. (Boston); Bob Hix Co. Inc. (Denver); Pearse Sales (Detroit); Eugene F. Gray Co. (Kansas City & St. Louis).

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

HARRY J. SHAUB JR., president.  
VANCE L. ECKERSLEY, station manager.  
JOHN ROBINSON, program manager.  
MANN REED, general sales manager.  
ROGER KING, regional sales manager.  
LEE TANNER, operations manager & chief engineer.  
TRUMAN TAYLOR, news director.  
MARY J. DELANEY, promotion director.  
JULIANA OKINE, film department manager.  
SARA-JANE LAWRENCE, manager, special projects.  
ANDREW NECHESNOFF, production manager.

### DIGEST OF RATE CARD NO. 6—(June 1, 1975)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—5-11 p.m., daily.  
\$1500 \$1200 \$900 Graded rates apply\*

\*Highest rate: \$660.

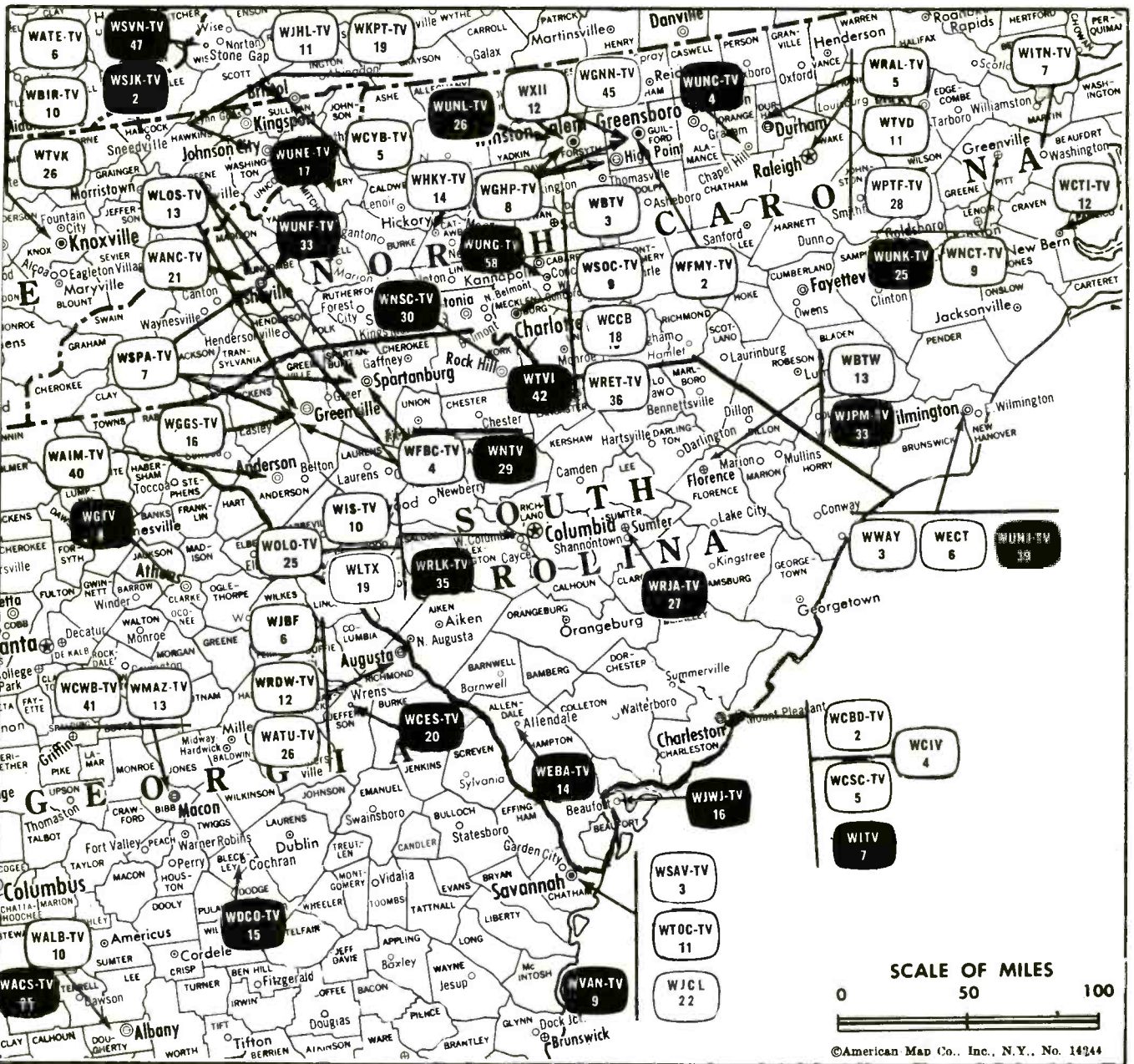
NETWORK BASE HOURLY RATE: \$1375.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>CONNECTICUT</b>				
		New London	79,600	76,900	97
		Windham	33,100	32,100	97
	<b>MASSACHUSETTS</b>				
		Barnstable	53,000	51,500	97
	Bristol	167,000	164,000	98	
	Dukes	3,700	3,500	94	
	Nantucket	2,000	1,900	95	
<b>RHODE ISLAND</b>					
	Bristol	15,100	14,900	99	
	Kent	49,800	49,100	99	
	Newport	22,300	21,800	98	
	Providence	213,600	209,400	98	
	Washington	24,400	23,800	97	
Between 25-49%	<b>MASSACHUSETTS</b>				
		Plymouth	129,200	126,600	98
Between 5-24%	<b>CONNECTICUT</b>				
		Middlesex	42,600	41,400	97
		Tolland	34,300	33,300	97
	<b>MASSACHUSETTS</b>				
	Norfolk	204,700	201,600	98	
	Worcester	218,400	213,600	98	
<b>Station Totals</b>		<b>1,292,800</b>	<b>1,265,400</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>623,000</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>334,500</b>		

For Group Ownership of Television Stations

See Services Volume

# South Carolina



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Greenville-Spartanburg-Asheville	305,000	37	495,100	37
Columbia	115,000	99	185,900	97
Charleston	112,000	102	154,300	114
Florence	37,000	166	82,400	158

## South Carolina Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	8	4	12
Educational Television Stations	1	7	8
			20

For CPs & Applications, see Services Volume

**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

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

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"

## WJWJ-TV

### Beaufort

Ch. 16

Non-Commercial Educational Station

Grantee: South Carolina ETV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 852-kw max. & 407-kw horizontal visual, 107.4-kw max. & 81.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1318-ft. above ground, 1334-ft. above sea level.

Latitude	32°	42'	44"
Longitude	80°	40'	49"

## WITV

### Charleston

Ch. 7

Non-Commercial Educational Station

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 310-kw visual, 62-kw aural. Antenna: Directional, 890-ft. above av. terrain, 1040-ft. above ground, 1045-ft. above sea level.

Latitude	32°	47'	44"
Longitude	79°	50'	27"

## WRLK-TV

### Columbia

Ch. 35

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 513-kw visual, 102-kw aural. Antenna: 1030-ft. above av. terrain, 999-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

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

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-Spartanburg

Ch. 29

Non-Commercial Educational Station

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

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"

## WNSC-TV

### Rock Hill

Ch. 30

Non-Commercial Educational Station

Grantee: South Carolina Educational Television Commission, 2712 Millwood Ave., Drawer L, Columbia, S.C. (29250).

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 575-kw visual, 115-kw aural. Antenna: 691-ft. above av. terrain, 649-ft. above ground, 1289-ft. above sea level.

Latitude	34°	50'	24"
Longitude	81°	01'	07"

## WRJA-TV

### Sumter

Ch. 27

Non-Commercial Educational Station

Licensee: South Carolina ETV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 787-kw max. & 339-kw horizontal visual, 157-kw max. & 67.6-kw horizontal aural. Antenna: 1163-ft. above av. terrain, 1195-ft. above ground, 1335-ft. above sea level.

Latitude	33°	52'	52"
Longitude	80°	16'	14"

For Educational Networks,  
see Services Volume

# South Carolina—Anderson

## WAIM-TV

Ch. 40

Technical Facilities: Channel No. 40 (626-732 MHz). Authorized power: 157.6-kw max. & 110-kw horizontal visual, 31.5-kw max. & 21.9-kw horizontal aural. Antenna: 383-ft. above av. terrain, 417-ft. above ground, 1167-ft. above sea level.

Latitude 34° 30' 53"  
Longitude 82° 38' 15"

Transmitter: 321 Kingsley Rd.

TV tape: Recording facilities.

Color: Network, film & slide.

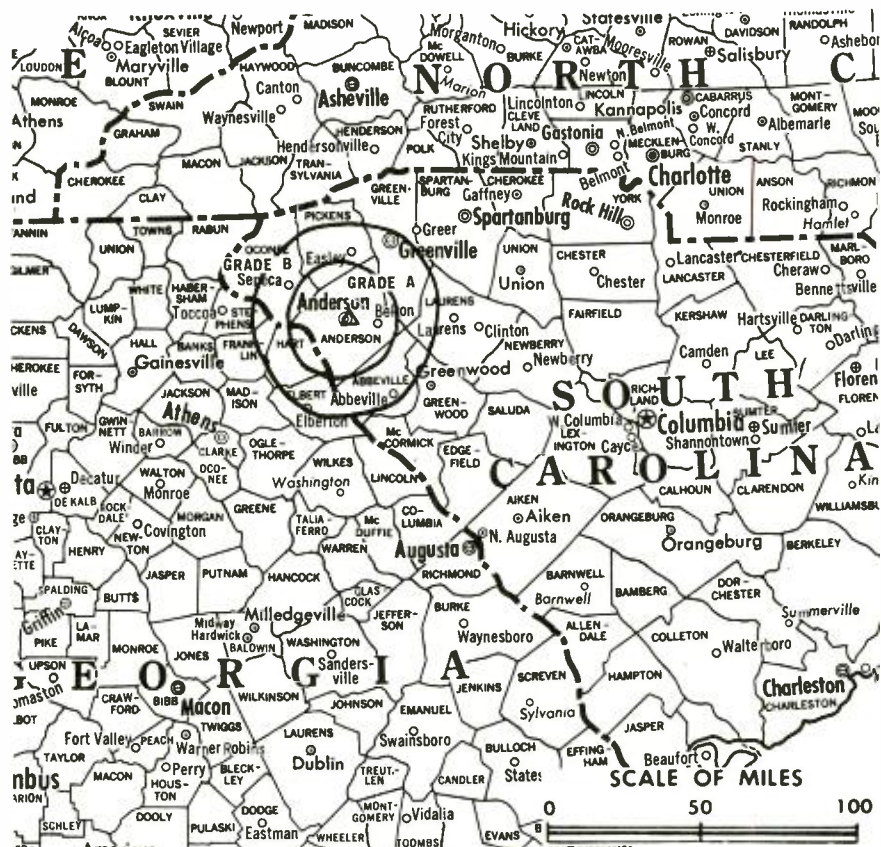
News Wire Service: UPI.

AM Affiliate: WAIM, 1-kw, 1230 kHz (CBS).

FM Affiliate: WAIM-FM, 6.4-kw, 101.1 MHz (No. 266), 330-ft.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

Arbitron Data: Not available.



WAIM-TV Ref: FCC File No. BPCT-4564 Granted 2/27/73

©American Map Co., Inc., N.Y., No. 1424

## WAIM-TV

Network Service: ABC.

Licensee: The One Corp., Altamont Rd., Box 9, Greenville, S.C. (29609).

Studio: 321 Kingsley Rd. (29621).

Telephone: 803-226-1511.

Ownership: Frank L. Outlaw II, pres., 100%.

Began Operation: Dec. 1, 1953. Sale to present owner by Wilton E. Hall approved by FCC May 31, 1978 (Television Digest, Vol. 18:23).

Represented (sales) by The Devney Organization Inc.; Dora-Clayton Agency Inc. (Atlanta).

Personnel:

ROBERT B. NATIONS, general manager.  
BETTY K. BLACK, station manager.  
BARBARA ALLEN, sales manager.  
JERRY GARRETT, film buyer.  
DAVID L. REDDICK, engineering director.

## DIGEST OF RATE CARD NO. 2

(Nov. 1, 1964)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.
Class A—6-11 p.m., daily.	\$200.00	\$120.00	\$80.00	\$50.00	\$60.00*	\$50.00*

\*Class AA—7:59-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$150.

**CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS**

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# South Carolina—Charleston

## WCBD-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"

Transmitter: Hwy. 17, E. of Cooper River Bridge.

Telephone: 803-884-4141.

TWX No.: 810-881-1891.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Studio: Hwy. 17, E. of Cooper River Bridge.

Represented (engineering) by Lohnes & Culver.

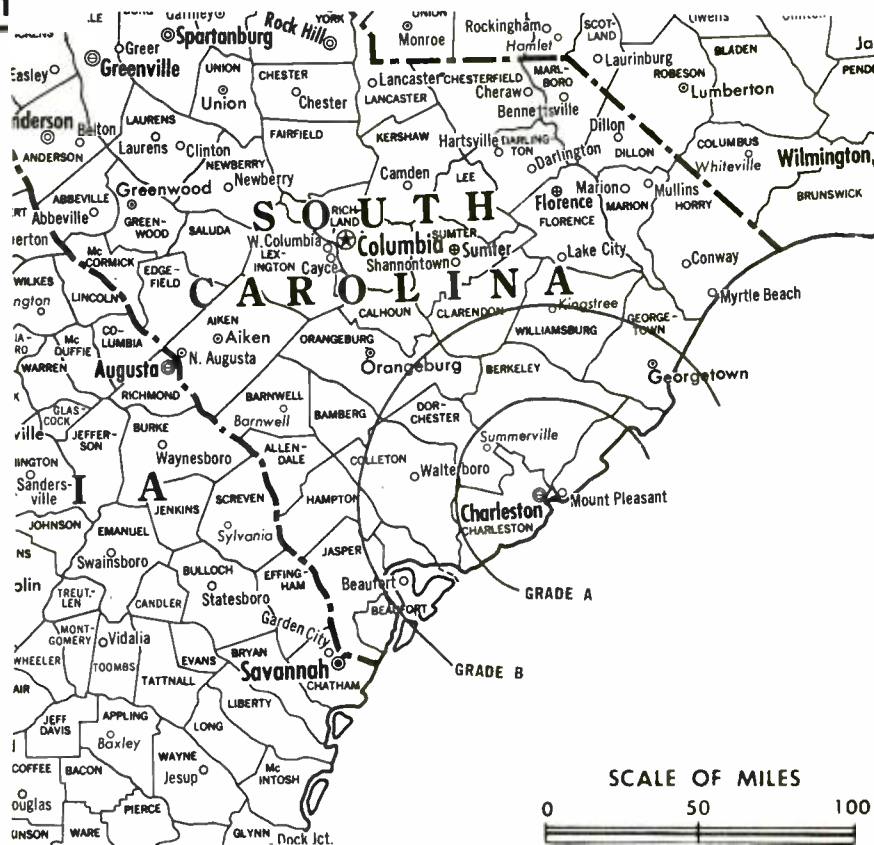
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WCBD-TV Ref: FCC File No. BMPCT-2104 Granted 6/4/54

American Map Co., Inc., N.Y., No. 14244

## WCBD-TV

Network Service: ABC.

Licensee: State Telecasting Co. Inc., Box 1333, Columbia, S.C.

Mailing Address: Box 879, Charleston, S.C. (29402).

Ownership: State Record Co., publisher of State & Record, Columbia, S.C., 100%. State Record ownership: Gertrude H. Barringer, 10%; Cecilia E. McMaster, 9.4%; Richard K. McMaster, 8.9%; Frank Hampton, 8.6%; Harry R. E. Hampton, 7.6%; Ambrose G. Hampton, 6.8%; Lucy H. Bostick estate, A. G. Hampton Jr., trustee, 6%; Lucy H. Bostick estate, A. G. Hampton Jr., agent, 4%; Frank E. Barron Jr. & Alice B. Pearce, trustees, 3.3%; David W. Robinson, trustee, 3.3%; Consuelo McMaster Means, 3.3%; others, none with as much as 3%. State Telecasting is also the licensee of KCBD-TV, Lubbock, Tex. & KSW5-TV, Roswell, N.M.

Began Operation: Sept. 25, 1954. Sale to present owner by Reeves Telecom Corp. approved by FCC May 26, 1971 (Television Digest, Vol. 10:42). Transfer of control from J. Drayton Hastie family to Reeves approved by FCC July 14, 1960 (Vol. 16:29).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

W. FRANK HARDEN, president.  
VIRGIL EVANS, vice president & general manager.  
GRANGE S. CUTHBERT JR., general sales manager.  
JOSEPH W. (BILL) EVANS III, national sales manager.  
TRUMAN KEMP, local sales manager.  
JAMES SHUMAKER, program manager.  
JUDY BELLO, promotion manager.  
WALTER NELSON, chief engineer.  
TOM ALLEN, news director.

### DIGEST OF RATE CARD NO. 7A—(Dec. 15, 1976)

Hour 30 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-11 p.m., daily.

\$1800 \$1200 \$500 Graded rates apply\*

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
	Beaufort	14,900	14,400	96
	Berkeley	18,800	17,900	95
<b>50% &amp; Over</b>	Charleston	82,500	80,200	97
	Clarendon	7,300	6,700	92
	Colleton	9,200	8,600	94
	Dorchester	13,900	13,400	96
	Georgetown	11,300	10,700	95
	Williamsburg	9,800	9,100	93
<b>SOUTH CAROLINA</b>				
<b>Between 25-49%</b>	Florence	31,200	30,200	97
	Hampton	5,700	5,300	94
	Horry	28,500	27,300	96
	Orangeburg	23,800	22,400	94
<b>GEORGIA</b>				
	Bulloch	10,900	10,500	96
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Bamberg	5,100	4,800	94
	Barnwell	6,200	5,900	95
	Calhoun	3,400	3,200	94
	Jasper	3,600	3,400	94
	Marion	10,100	9,600	95
	Sumter	24,800	23,800	96
<b>Station Totals</b>		<b>321,000</b>	<b>307,400</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>186,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>119,000</b>	

For Newspaper Ownership of TV Stations,  
see Services Volume

# 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.

Latitude 32° 47' 15"  
Longitude 79° 51' 00"

**Transmitter:** Mt. Pleasant, S.C.

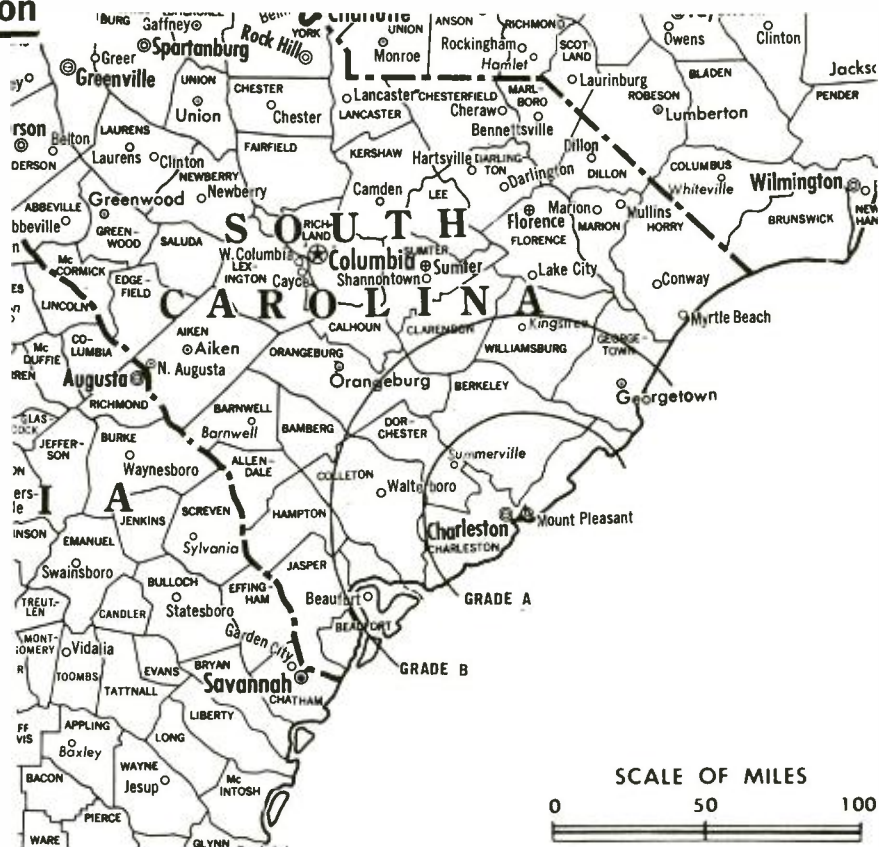
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**News Film Service:** NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCIV Ref: FCC File No. BPCT-3631 Granted 12/13/65

© American Map Co., Inc., N.Y., No. 14244

## WCIV

**Network Service:** NBC.

**Licensee:** First Charleston Corp., Highway 703, Mt. Pleasant, S.C.

**Studio:** Mt. Pleasant, S.C. (29464). Telephone: 803-884-8513.

**Ownership:** See WJLA-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:** Petry Television Inc.

**Represented (legal) by:** Verner, Liipfert, Bernhard & McPherson.

**Represented (engineering) by:** Jansky & Bailey.

**Personnel:**

WILLIAM E. LUCAS, president & general manager.

CELIA SHAW, station manager.

J. G. (RED) EDWARDS, vice president, sales.

STEVE BROCK, general sales manager.

CARL SHAW, chief engineer.

FRANK HUNT, manager of news.

### DIGEST OF RATE CARD NO. 6D

(Aug. 31, 1976)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.
------	---------	---------	---------	---------

Class A—6:30-11 p.m., daily.

\$750.00	.....	.....	Graded rates apply*	
----------	-------	-------	---------------------	--

\*Highest rate: \$590.

**NETWORK BASE HOURLY RATE:** \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>SOUTH CAROLINA</b>					
50% & Over	Beaufort	14,900	14,400	96	
	Berkeley	18,800	17,900	95	
	Charleston	82,500	80,200	97	
	Clarendon	7,300	6,700	92	
	Colleton	9,200	8,600	94	
	Dorchester	13,900	13,400	96	
	Georgetown	11,300	10,700	95	
	Hampton	5,700	5,300	94	
	Williamsburg	9,800	9,100	93	
<b>SOUTH CAROLINA</b>					
Between 25-49%	Horry	28,500	27,300	96	
	Orangeburg	23,800	22,400	94	
<b>GEORGIA</b>					
Between 5-24%	Chatham	62,600	61,100	98	
	<b>SOUTH CAROLINA</b>				
	Allendale	3,300	3,100	93	
	Bamberg	5,100	4,800	94	
	Barnwell	6,200	5,900	95	
	Calhoun	3,400	3,200	94	
	Florence	31,200	30,200	97	
Jasper	3,600	3,400	94		
Sumter	24,800	23,800	96		
<b>Station Totals</b>		<b>365,900</b>	<b>351,500</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>183,200</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>123,100</b>		

# 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"

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.

FM Affiliate: WXTC, 100-kw, 96.9 MHz (No. 245), 778-ft.

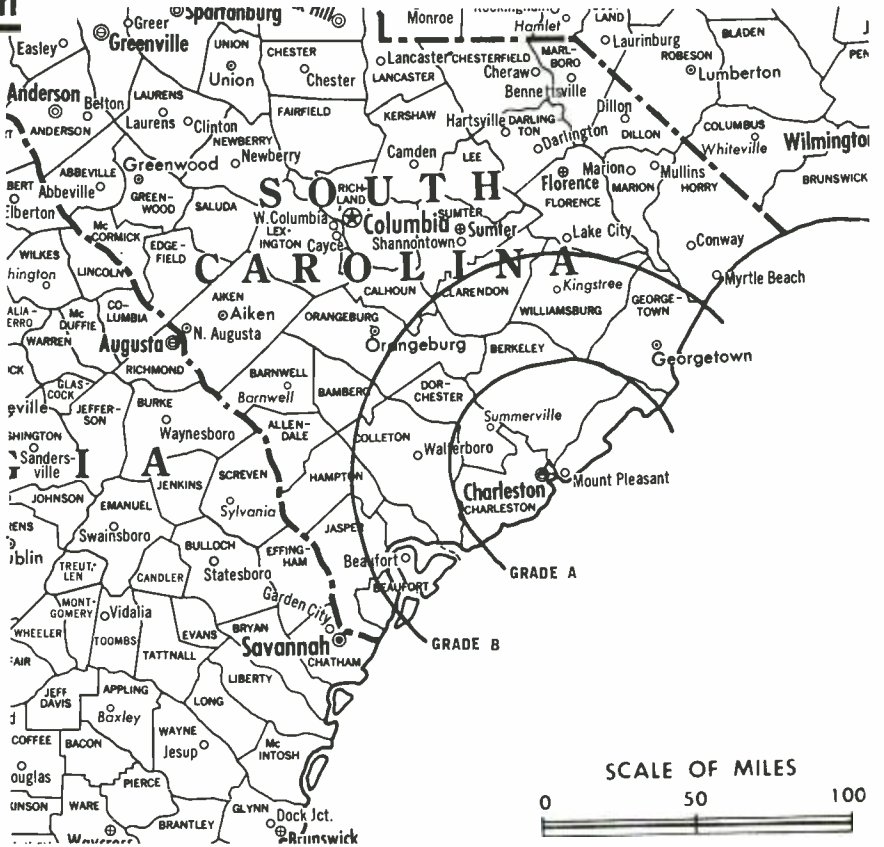
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WCSC-TV Ref: FCC File No. BPCT-2380 Granted 8/15/58

© American Map Co., Inc., N.Y., No. 14244

## WCSC-TV

Network Service: CBS.

Licensee: WCSC Inc., 485 East Bay (29403).

Studio: 485 East Bay, P.O. Box 186, Charleston, S.C. (29402).

Telephone: 803-723-8371. TWX No.: 803-881-1867.

Ownership: John M. Rivers Sr., chmn., 39%; John M. Rivers Jr., pres., 22.56%; Martha Rivers, 1st v.p. & secy., 2.30%; Louisa T. Rivers, 3.29%; others, none with as much as 3%.

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 SR., chairman.  
JOHN M. RIVERS JR., president.  
GUS BAILEY JR., v.p., general manager & film buyer.  
ROLAND WEEKS, v.p. & dir., public information.  
JACK R. BECKNELL JR., v.p. & director of engineering.  
O. KENDALL HEGE, v.p. & general sales manager.  
DOUG ATHERTON, regional sales manager.  
CY NEWITT, creative services director.  
EVE NEWITT, promotion manager.  
BILL De WERT, operations manager.  
FAYE EISERHARDT, traffic director.

Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$600.

Map Note: Contours calculated by revised Sec. 73.699 of FCC Rules not available.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>SOUTH CAROLINA</b>				
		Beaufort	14,900	14,400	96
		Berkeley	18,800	17,900	95
		Charleston	82,500	80,200	97
		Clarendon	7,300	6,700	92
		Colleton	9,200	8,600	94
		Dorchester	13,900	13,400	96
		Georgetown	11,300	10,700	95
		Hampton	5,700	5,300	94
		Williamsburg	9,800	9,100	93
Between 25-49%	<b>SOUTH CAROLINA</b>				
		Florence	31,200	30,200	97
		Horry	28,500	27,300	96
		Jasper	3,600	3,400	94
	Orangeburg	23,800	22,400	94	
Between 5-24%	<b>GEORGIA</b>				
		Bulloch	10,900	10,500	96
		Chatham	62,600	61,100	98
	Liberty	5,300	5,100	96	
Between 5-24%	<b>SOUTH CAROLINA</b>				
		Allendale	3,300	3,100	93
		Bamberg	5,100	4,800	94
		Barnwell	6,200	5,900	95
		Calhoun	3,400	3,200	94
		Marion	10,100	9,600	95
	Sumter	24,800	23,800	96	
<b>Station Totals</b>			<b>392,200</b>	<b>376,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>197,300</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>138,100</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: AP. News Film Service: NBC.

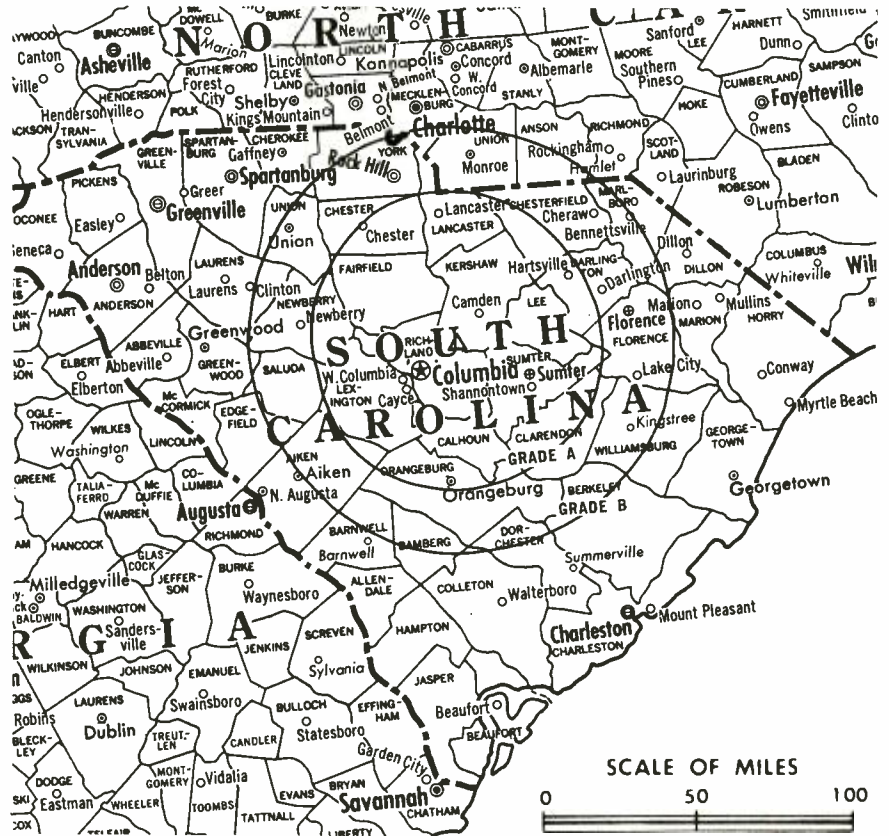
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WIS-TV Ref: FCC File No. BMPCT-5228 Granted 12/12/58

© American Map Co., Inc., N.Y., No. 14244

## WIS-TV

Network Service: NBC.

Licensee: Cosmos Broadcasting Corp., 1111 Bull St. (29202).

Studio: 1111 Bull St.

Telephone: 803-799-1010. TWX No.: 810-666-2636.

Ownership: Liberty Corp., 100%. Cosmos Bcstg. Corp., TV-radio subsidiary, officers: Charles A. Batson, chmn. & pres.; Francis M. Hipp, chmn., exec. committee; J. Law Epps, exec. v.p., operations; K. James Yager, sr. v.p.; L. Brent Hill, sr. v.p., radio; James G. Saunders, sr. v.p.; Dixon C. Loworn, v.p.; Richard M. Coulter, v.p.; Joseph P. Gill Jr., dir., engineering & purchasing; R. Glenn Hilliard, secy.; Robert E. Williams, treas.; Betty M. Robertson, dir. of administration; William D. Ridings, controller. Cosmos Bcstg. Corp. also owns & operates WSFA-TV, Montgomery, Ala.; WTOL-TV, Toledo, Ohio; WDSU-TV, New Orleans, La.; WIS(AM), Columbia, S.C.

Began Operation: Nov. 7, 1953.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Personnel:

RICHARD M. COULTER, vice president & general manager.  
DAVID CHASE, asst. general manager & program director.  
JOHN D. LIVOTI, general sales manager.  
THOMAS H. BRADFORD, manager of engineering.  
RUTH HARDEN, community services director.  
O. DONALD AMBROSE, news director.  
EVAN WIGGINS, production manager.  
DIANE BAGWELL, promotion director.  
JOAN TOLLMAN, business manager.

DIGEST OF RATE CARD NO. 28—(Jan. 9, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	ID
Class AA—6-11 p.m., daily.				
\$1500.00	\$975.00			Graded rates apply*

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
	Bamberg	5,100	4,800	94
	Barnwell	6,200	5,900	95
	Calhoun	3,400	3,200	94
	Chesterfield	11,100	10,600	95
	Clarendon	7,300	6,700	92
	Darlington	17,800	17,100	96
	Fairfield	5,800	5,500	94
	Florence	31,200	30,200	97
50% & Over	Kershaw	11,600	11,100	96
	Lancaster	14,800	14,400	97
	Lee	4,900	4,600	94
	Lexington	40,500	39,100	97
	Marlboro	8,800	8,400	95
	Newberry	10,700	10,300	96
	Orangeburg	23,800	22,400	94
	Richland	71,700	69,500	97
	Saluda	4,500	4,300	96
	Sumter	24,800	23,800	96
<b>NORTH CAROLINA</b>				
	Richmond	14,100	13,600	97
	Scotland	9,600	9,200	96
<b>SOUTH CAROLINA</b>				
Between 25-49%	Aiken	31,400	30,700	98
	Chester	9,900	9,600	97
	Dillon	8,300	7,900	95
	Horry	28,500	27,300	96
	Marion	10,100	9,600	95
	Union	10,600	10,300	97
	Williamsburg	9,800	9,100	93

(Continued on page 749-b)

Station Totals	584,700	561,700	96
Net Weekly Circulation (1976-77)			327,800
Average Daily Circulation (1976-77)			221,900

# South Carolina—Columbia

**WLTX**

Ch. 19

(formerly WNOK-TV)

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.

Represented (legal) by Pierson, Ball & Dowd.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLTX Ref: FCC File No. BPCT-4070 Granted 4/23/68

©American Map Co., Inc., N.Y., No. 14244

## WLTX

Network Service: CBS.

Licensee: Capital Communications Inc., P.O. Drawer M (29250).

Studio: 6027 Devine St.

Telephone: 803-776-3600. TWX No.: 803-733-1131.

Ownership: J. C. Lewis Jr., 100%. Lewis also owns WJCL(TV), Savannah, Ga.

Began Operation: Sept. 1, 1953 on Ch. 67. Shifted to Ch. 19 on June 30, 1961. Sale to present owner by Palmetto Radio Corp. approved by FCC Feb. 22, 1978 (Television Digest, Vol. 18:9).

Represented (sales) by Katz Television.

Personnel:

H. MOODY McELVEEN JR., executive vice president.  
RICHARD T. LAUGHRIDGE, vice president, sales.  
DONALD M. BRYANT, program manager & film buyer.  
JAMES KELLY III, director of technical operations.

### DIGEST OF RATE CARD NO. 19—(April 24, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.	
Class A—7-11 p.m., daily.	\$1200	\$900	\$600	\$225*	\$225*	\$113*

\*Class AA—7-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>SOUTH CAROLINA</b>				
		Calhoun	3,400	3,200	94
		Fairfield	5,800	5,500	94
		Kershaw	11,600	11,100	96
		Lee	4,900	4,600	94
		Lexington	40,500	39,100	97
		Richland	71,700	69,500	97
	Sumter	24,800	23,800	96	
Between 5-24%	<b>SOUTH CAROLINA</b>				
		Aiken	31,400	30,700	98
		Barnwell	6,200	5,900	95
		Chester	9,900	9,600	97
		Chesterfield	11,100	10,600	95
		Darlington	17,800	17,100	96
		Florence	31,200	30,200	97
		Lancaster	14,800	14,400	97
		Newberry	10,700	10,300	96
		Orangeburg	23,800	22,400	94
	Saluda	4,500	4,300	96	
<b>Station Totals</b>		<b>324,100</b>	<b>312,300</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>144,700</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>86,000</b>		

# 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.

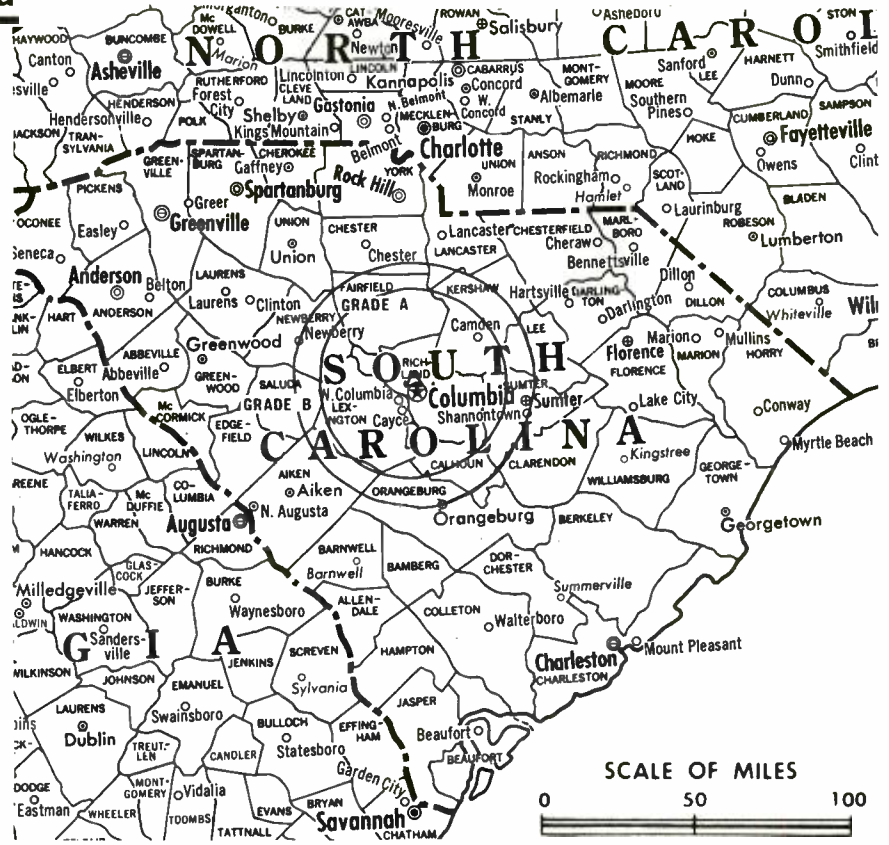
Latitude 34° 03' 23"  
Longitude 80° 58' 49"

Requests CP for change to 1183-kw max. & 993-kw horizontal visual, 120-kw horizontal aural. BPCT-5118.

Transmitter: 5807 Shakespeare Rd.  
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WOLO-TV

Network Service: ABC.

Licensee: Columbia TV Broadcasters Inc., Box 4217 (29240).

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 H-R Television.

Represented (engineering) by Raymond E. Rohrer.

### Personnel:

- DONALD H. KRAUSS, general manager.
- DAVID AIKEN JR., program director.
- WILLIE FULLER JR., production manager.
- THOM MOODY, news director.
- ANNE COBB, public service director.
- CHUCK BRITT, chief engineer.
- JOHN BROCK, local sales manager.

Highest 30 Sec. Rate (Feb. 13, 1978): \$300.

NETWORK BASE HOURLY RATE: \$275.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>SOUTH CAROLINA</b>				
		Calhoun	3,400	3,200	94
		Fairfield	5,800	5,500	94
		Kershaw	11,600	11,100	96
		Lee	4,900	4,600	94
		Lexington	40,500	39,100	97
		Richland	71,700	69,500	97
	Sumter	24,800	23,800	96	
<b>Between 5-24%</b>	<b>SOUTH CAROLINA</b>				
		Aiken	31,400	30,700	98
		Barnwell	6,200	5,900	95
		Chester	9,900	9,600	97
		Chesterfield	11,100	10,600	95
		Clarendon	7,300	6,700	92
		Darlington	17,800	17,100	96
		Florence	31,200	30,200	97
		Greenwood	18,000	17,500	97
	Lancaster	14,800	14,400	97	
	Newberry	10,700	10,300	96	
	Orangeburg	23,800	22,400	94	
<b>Station Totals</b>			<b>344,900</b>	<b>332,200</b>	<b>96</b>
	<b>Net Weekly Circulation (1976-77)</b>			<b>145,000</b>	
	<b>Average Daily Circulation (1976-77)</b>			<b>86,400</b>	



# South Carolina—Florence

## WBTW

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 CP for change to 316-kw max. & 229-kw horizontal visual, 31.6-kw max. & 22.9-kw horizontal aural, 1949-ft. above av. terrain, 2000-ft. above ground, 2115-ft. above sea level, lat. 34° 22' 05", long. 79° 19' 21"; change transmitter location to 3.1-mi. N of Floyd Dale, Florence.

Transmitter: TV Road.

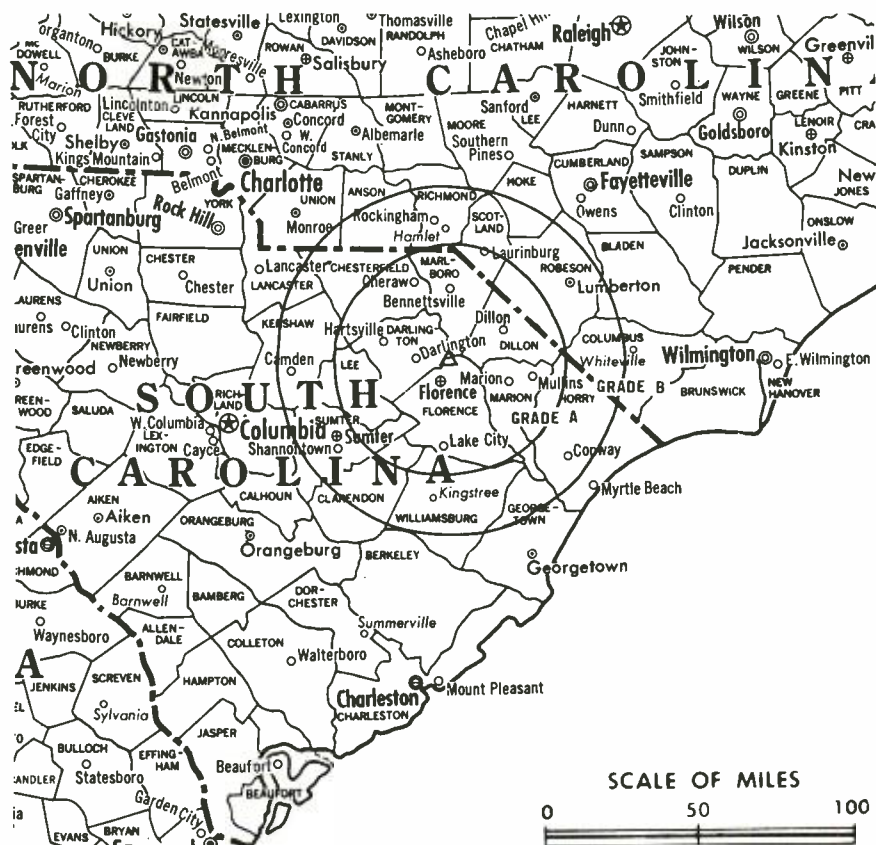
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBTW Ref: FCC File No. B1PCT-1341 Granted 11/25/53

© American Map Co., Inc., N.Y. No. 14244

## WBTW

Network Service: CBS, ABC.

Licensee: Daily Telegraph Printing Co., 3430 TV Road, Florence, S.C. (29501).

Studio: TV Road.

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 Avery-Knodel.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOSEPH B. FOSTER, vice president & station manager.

GEORGE L. SANSBURY, sales manager.

JIM GRIFFIN, news director.

RUSSELL SMITH, production manager.

BERNARD E. MOORE, technical manager.

### DIGEST OF RATE CARD NO. 25

(Sept. 1, 1978)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	ID	
Class AA—8-10 p.m., daily.	\$3000	\$2400	\$1800	\$1200	\$900	\$400	\$200

NETWORK BASE HOURLY RATE: \$675.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>				
		Richmond	14,100	13,600	97
		Robeson	28,500	27,200	95
		Scotland	9,600	9,200	96
	<b>SOUTH CAROLINA</b>				
		Chesterfield	11,100	10,600	95
		Clarendon	7,300	6,700	92
		Darlington	17,800	17,100	96
		Dillon	8,300	7,900	95
		Florence	31,200	30,200	97
	Horry	28,500	27,300	96	
	Lee	4,900	4,600	94	
	Marion	10,100	9,600	95	
	Marlboro	8,800	8,400	95	
	Sumter	24,800	23,800	96	
	Williamsburg	9,800	9,100	93	
Between 25-49%	<b>NORTH CAROLINA</b>				
		Anson	8,000	7,600	95
		Columbus	16,200	15,400	95
	Cumberland	68,300	66,400	97	
<b>SOUTH CAROLINA</b>					
	Kershaw	11,600	11,100	96	
Between 5-24%	<b>NORTH CAROLINA</b>				
		Bladen	9,300	8,700	94
		Hoke	4,900	4,600	95
	Moore	14,700	14,100	96	
<b>SOUTH CAROLINA</b>					
	Calhoun	3,400	3,200	94	
	Georgetown	11,300	10,700	95	
<b>Station Totals</b>			362,500	347,100	95
<b>Net Weekly Circulation (1976-77)</b>				202,200	
<b>Average Daily Circulation (1976-77)</b>				132,400	

# South Carolina—Greenville

## WGGG-TV

Ch. 16

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1150-kw max. & 525-kw horizontal visual, 115-kw max. & 52.5-kw horizontal aural. Antenna: 1149-ft. above av. terrain, 195-ft. above ground, 2185-ft. above sea level.

Latitude 34° 56' 26"  
Longitude 82° 24' 41"

Transmitter: Ridge Rd. off Altamont Rd. on Paris Mtn. near Greenville.

Color: Live, film, slide & tape.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WGGG-TV Ref: FCC File No. BMPCT-7705 Granted 5/15/78

©American Map Co., Inc., N.Y., No. 14244

## WGGG-TV

Network Service: None, independent.

Licensee: Carolina Christian Broadcasting Inc., Box 1616, Greenville, S.C. (29602).

Studio: 3409 Rutherford Rd., Taylors, S.C.

Telephone: 803-244-1616.

Ownership: James H. Thompson, 92%. Note: Carolina Christian Bcstg. is buying WANC-TV, Asheville, N.C.

Began Operation: Oct. 29, 1972.

Represented (sales) by Savalli/Gates.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

JAMES H. THOMPSON, president.  
JIM McMANUS, general manager & sales manager.  
JOE CIGGINS, program director.  
MIKE WARD, production manager.  
GENE GIBSON, chief engineer.  
BILL RAINEY, sales.  
JOANNE THOMPSON, film buyer.

### DIGEST OF RATE CARD

Hour	30 Min.	Min.	30 Sec.	10 Sec.
\$260	\$140	\$32	\$20	\$10

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH CAROLINA</b>				
<b>Between 5-24%</b>	Greenville	93,400	91,400	98
	Oconee	15,500	15,100	97
	Pickens	22,500	21,700	97
<b>Station Totals</b>		<b>131,400</b>	<b>128,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>15,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>6,500</b>

Find out if your station was short-changed on new viewers.

Call your Arbitron representative and ask about AID.

Arbitron Information On Demand



# South Carolina—Greenville-Spartanburg & Asheville, N.C.

## WFBC-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 12.7-kw aural. Antenna: 2000-ft. above av. terrain, 892-ft. above ground, 3978-ft. above sea level.

Latitude 35° 06' 40"  
Longitude 82° 36' 17"

Transmitter: Caesar's Head.

Studio: WFBC Building, 505 Rutherford St. (29602).

TV tape: Recording facilities.

AM Affiliate: WFBC, 5-kw, 1330 kHz (NBC). FM Affiliate: WFBC-FM, 100-kw, 93.7 MHz (No. 229), 1850-ft.

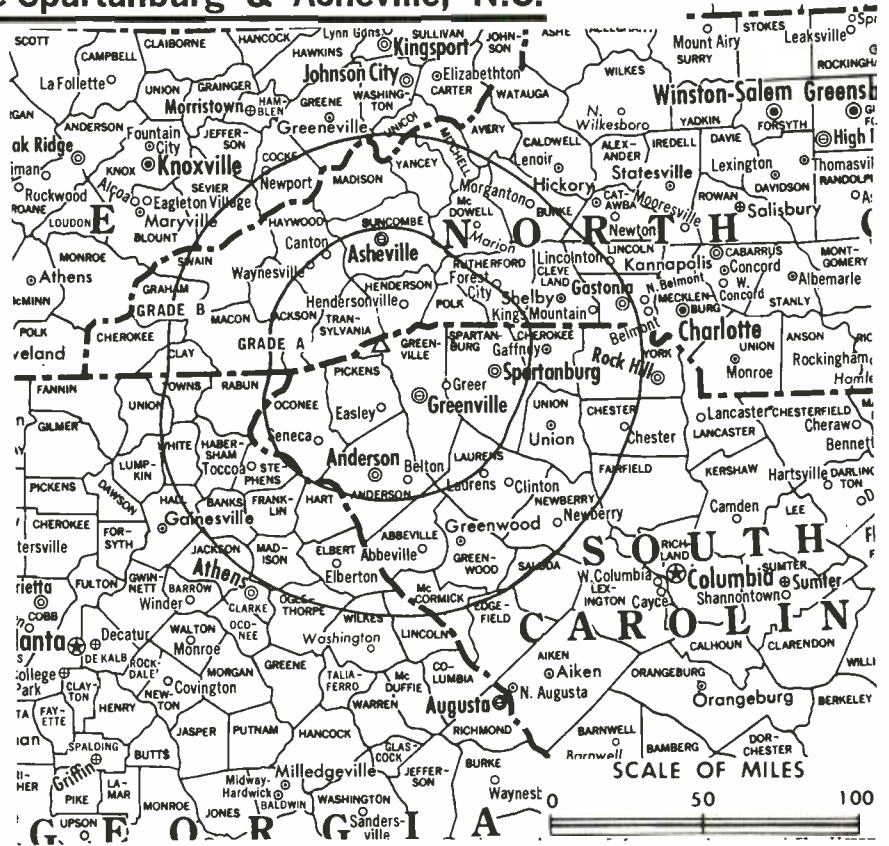
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see Page 4-b).



WFBC-TV Ref: FCC File No. BPCT-2395 Granted 11/18/57

©American Map Co., Inc., N.Y., No. 14244

## WFBC-TV

Network Service: NBC.

Licensee: Multimedia Inc., Box 788, Greenville, S.C. (29602).

Telephone: 803-242-4404. TWX No.: 803-282-1008.

Ownership: Multimedia Inc., 100%. For officers & other interests, see WLWT, Cincinnati, Ohio.

Began Operation: Dec. 31, 1953. Transfer to Multimedia Inc. from Southeastern Bcstg. Corp. approved Sept. 22, 1967 by FCC.

Represented (sales) by Katz Television.

Personnel:

WALTER E. BARTLETT, president, Multimedia Broadcasting Co.  
DOUGLAS A. SMITH, v.p. & general manager.  
NORVIN DUNCAN, public affairs manager.  
THOMAS N. TODD, program director.  
W. J. LYNN, chief engineer.  
DAVID McATEE, director of sales.  
JOHN SCOTT, sales manager.  
H. A. SCOTT JR., promotion manager.  
BEN LEONARD, farm director.  
JON POSTON, news director.

DIGEST OF RATE CARD NO. A40—(June 5, 1978)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6-11 p.m., daily.

\$2400 \$1500 Graded rates apply\*

\*Highest rate: \$1025.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Banks	2,300	2,200	95
	Elbert	6,100	5,900	97
50% & Over	Franklin	4,700	4,600	97
	Habersham	7,900	7,600	96
	Hart	5,500	5,300	97
	Madison	5,200	5,000	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Oglethorpe	2,400	2,300	95
	Rabun	3,300	3,100	95
	Stephens	8,200	7,900	96
	White	2,900	2,800	96
	Wilkes	3,400	3,200	93
	<b>NORTH CAROLINA</b>			
	Buncombe	55,900	54,200	97
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
	Cleveland	26,800	26,100	98
	Haywood	15,800	15,200	96
	Henderson	19,200	18,600	97
	Jackson	7,700	7,300	94
	Mc Dowell	12,000	11,600	97
	Macon	7,000	6,500	93
	Madison	5,600	5,200	94
50% & Over	Mitchell	5,000	4,800	96
	Polk	4,700	4,500	95
	Rutherford	18,000	17,600	98
	Swain	3,400	3,100	92
	Transylvania	7,000	6,700	96
	Yancey	5,000	4,700	93
	<b>SOUTH CAROLINA</b>			
	Abbeville	7,200	6,900	96
	Anderson	41,800	40,700	97
	Cherokee	14,300	13,900	97
	Greenville	93,400	91,400	98
	Greenwood	18,000	17,500	97
	Laurens	15,900	15,400	97
	Mc Cormick	2,100	2,000	95
	Newberry	10,700	10,300	96
	Oconee	15,500	15,100	97
	Pickens	22,500	21,700	97
	Spartanburg	66,500	64,900	98
	Union	10,600	10,300	97

(Continued on page 747-b)

Station Totals	1,015,100	985,600	97
Net Weekly Circulation (1976-77)			558,800
Average Daily Circulation (1976-77)			372,400

# South Carolina—Greenville-Spartanburg & Asheville, N.C.

**WLOS-TV**

Ch. 13



**MMT SALES INC.**

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 19.6-kw aural. Antenna: 2804-ft. above av. terrain, 339-ft. above ground, 6056-ft. above sea level.

Latitude 35° 23' 32.21"  
Longitude 82° 45' 25.06"

Transmitter: Mt. Pisgah.

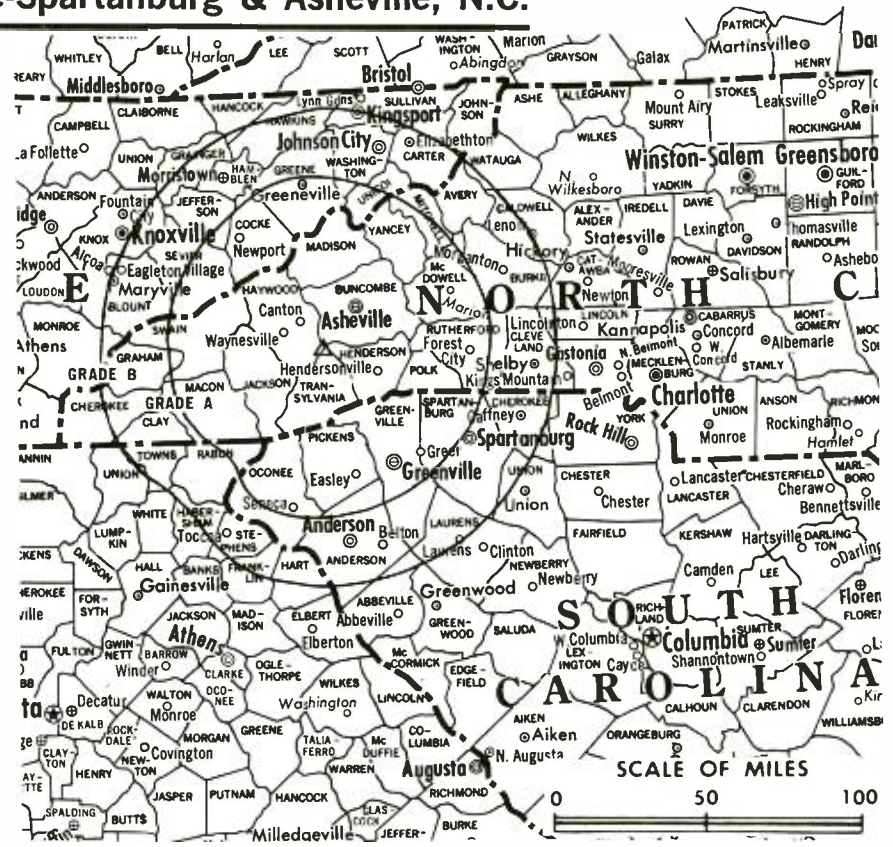
FM Affiliate: WLOS-FM, 48-kw, 99.9 MHz (No. 260), 2624-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

Total Households: © MBI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WLOS-TV Ref: FCC File No. BMPCT-7702 Granted 11/9/77

©American Map Co., Inc., N.Y., No. 1424

## WLOS-TV

Network Service: ABC.

Licensee: Wometco Skyway Bcstg. Co., Box 2150, Asheville, N.C. (28802).

Studios: Battle House, 288 Macon Ave., Asheville, N.C. (28804), 7 N. Laurens St., Greenville, S.C. (29601).

Telephones: 704-255-0013, Asheville; 803-242-6091, Greenville.

TWX No.: 510-933-0166 (Asheville).

Ownership: Wometco Enterprises, 99%. For Wometco Enterprises officers, ownership and other interests, see WTVJ, Miami, Fla.

Began Operation: Sept. 18, 1954.

Represented (sales) by MMT Sales.

Represented (legal) by Cohn & Marks.

Personnel:

MORTON S. COHN, president & general manager.  
DAVE DeARMOND, v.p. & general sales manager.  
BILL PFEIFFER, v.p., programming & promotion.  
KEN GLOVER, sales manager.  
KAY JENKINS, director of sales development.  
LEE DAVIS, chief engineer.  
DAN KULINSKI, business & credit manager.  
GLENN ADKINS, production manager.

DIGEST OF RATE CARD NO. 27—(Sept. 19, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Section I—7-11 p.m., daily.					
\$2100	\$1300	\$800	Graded rates apply*		

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1050.

746-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Elbert	6,100	5,900	97
	Franklin	4,700	4,600	97
	Hart	5,500	5,300	97
	Madison	5,200	5,000	96
	Oglethorpe	2,400	2,300	95
	Stephens	8,200	7,900	96
<b>NORTH CAROLINA</b>				
	Buncombe	55,900	54,200	97
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
	Cleveland	26,800	26,100	98
	Haywood	15,800	15,200	96
	Henderson	19,200	18,600	97
	Jackson	7,700	7,300	94
	Mc Dowell	12,000	11,600	97
	Madison	5,600	5,200	94
	Mitchell	5,000	4,800	96
	Polk	4,700	4,500	95
	Rutherford	18,000	17,600	98
	Transylvania	7,000	6,700	96
	Yancey	5,000	4,700	93
<b>SOUTH CAROLINA</b>				
	Abbeville	7,200	6,900	96
	Anderson	41,800	40,700	97
	Cherokee	14,300	13,900	97
	Greenville	93,400	91,400	98
	Greenwood	18,000	17,500	97
	Laurens	15,900	15,400	97
	Oconee	15,500	15,100	97
	Pickens	22,500	21,700	97
	Spartanburg	66,500	64,900	98
	Union	10,600	10,300	97
<b>50% &amp; Over</b>				
<b>GEORGIA</b>				
	Habersham	7,900	7,600	96
	Jackson	8,100	7,800	97

(Continued on next page)

Station Totals	1,192,800	1,157,400	97
Net Weekly Circulation (1976-77)	608,600		
Average Daily Circulation (1976-77)	364,900		

TV Factbook No. 48

**WLOS-TV, Greenville-Asheville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY</b>			
	Harlan	13,700	13,200	96
	Leslie	3,800	3,500	92
	Whitley	10,400	10,000	96
	<b>NORTH CAROLINA</b>			
	Catawba	35,600	35,000	98
	Cherokee	6,100	5,800	95
	Lincoln	13,300	13,100	98
	Macon	7,000	6,500	93
Between 25-49%	Swain	3,400	3,100	92
	<b>SOUTH CAROLINA</b>			
	Chester	9,900	9,600	97
	Newberry	10,700	10,300	96
	<b>TENNESSEE</b>			
	Claiborne	8,400	8,000	95
	Greene	17,800	17,300	97
	Hamblen	15,400	15,000	97
	Hawkins	13,300	12,900	97
	Unicoi	6,000	5,800	97
	<b>VIRGINIA</b>			
	Wise	15,800	15,100	95
	<b>GEORGIA</b>			
	Banks	2,300	2,200	95
	Barrow	6,600	6,400	97
	Clarke	25,100	24,300	97
	Lincoln	1,900	1,800	96
	Rabun	3,300	3,100	95
	Walton	9,600	9,300	97
	Wilkes	3,400	3,200	93
	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Knott	4,900	4,600	93
	Knox	9,200	8,700	95
	Letcher	9,000	8,500	95
	<b>NORTH CAROLINA</b>			
	Alexander	7,200	7,000	97
	Avery	4,500	4,300	95
	Clay	1,900	1,800	94
	Gaston	54,500	53,400	98
	Graham	1,900	1,800	95
	<b>SOUTH CAROLINA</b>			
Between 5-24%	Mc Cormick	2,100	2,000	95
	Saluda	4,500	4,300	96
	York	29,900	29,000	97
	<b>TENNESSEE</b>			
	Anderson	22,600	22,200	98
	Campbell	11,000	10,600	96
	Carter	17,000	16,600	98
	Cocke	9,400	9,100	96
	Hancock	2,300	2,200	96
	Jefferson	10,100	9,900	98
	Johnson	4,600	4,400	97
	Roane	15,200	14,900	98
	Sevier	12,400	12,000	97
	Sullivan	48,500	47,800	98
	Washington	29,500	29,000	98
	<b>VIRGINIA</b>			
	Lee	9,300	8,800	94
	Russell	8,400	8,000	95
	Smyth	10,200	9,900	97
	Washington	20,900	20,300	97

**South Carolina**

**WFBC-TV, Greenville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Clarke	25,100	24,300	97
	Jackson	8,100	7,800	97
	Lincoln	1,900	1,800	96
	Taliaferro	800	700	93
Between 25-49%	<b>NORTH CAROLINA</b>			
	Avery	4,500	4,300	95
	Cherokee	6,100	5,800	95
	<b>SOUTH CAROLINA</b>			
	Chester	9,900	9,600	97
	Edgefield	4,700	4,500	96
	<b>GEORGIA</b>			
	Greene	3,300	3,100	95
	Hall	22,700	22,100	97
	Jasper	2,200	2,100	94
	Oconee	3,100	3,000	98
	Towns	1,500	1,400	96
	Walton	9,600	9,300	97
	Warren	1,800	1,700	94
	<b>NORTH CAROLINA</b>			
	Alexander	7,200	7,000	97
	Catawba	35,600	35,000	98
	Clay	1,900	1,800	94
	Gaston	54,500	53,400	98
	Graham	1,900	1,800	95
Between 5-24%	Lincoln	13,300	13,100	98
	Watauga	9,500	9,100	96
	<b>SOUTH CAROLINA</b>			
	Fairfield	5,800	5,500	94
	Saluda	4,500	4,300	96
	York	29,900	29,000	97
	<b>TENNESSEE</b>			
	Carter	17,000	16,600	98
	Greene	17,800	17,300	97
	Hawkins	13,300	12,900	97
	Sullivan	48,500	47,800	98
	Unicoi	6,000	5,800	97
	Washington	29,500	29,000	98
	<b>VIRGINIA</b>			
	Scott	8,400	7,900	94

**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# 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.

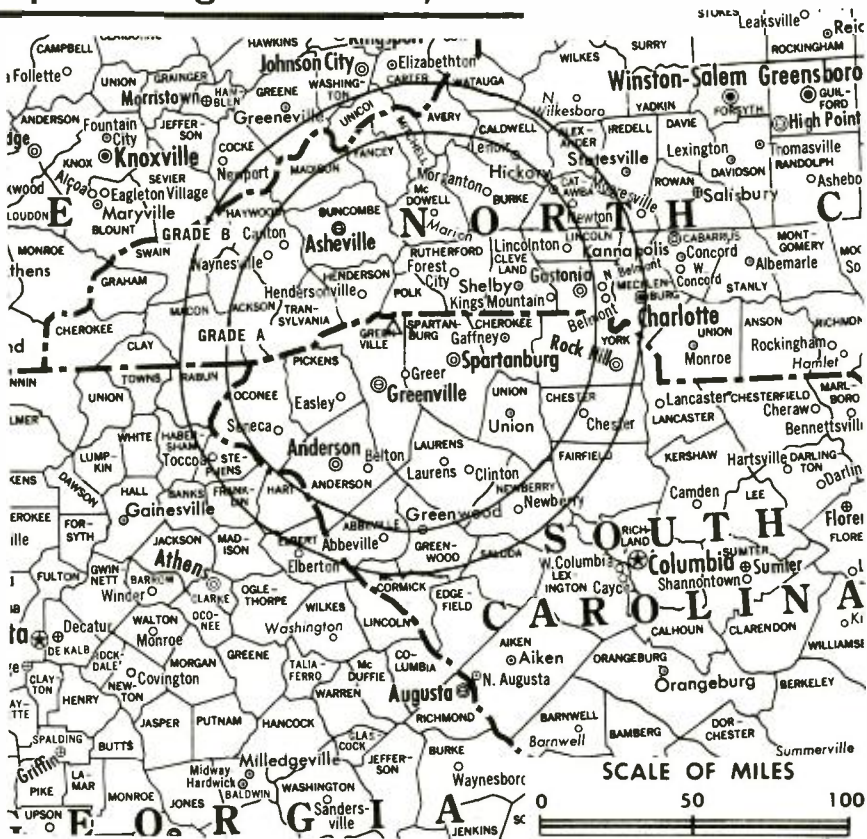
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSPA-TV Ref: FCC File No. BMPCT-5883 Granted 9/24/63

© American Map Co., Inc., N.Y., No. 14244

## WSPA-TV

Network Service: CBS.

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; 704-684-2377, Asheville.

TXW No.: 810-282-2591.

Ownership: Walter J. Brown, pres., 58% (with son); over 50 others.

Began Operation: April 29, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Covington & Burling.

Personnel:

WALTER J. BROWN, president.  
RICHARD STAKES, executive vice president.  
WALTER VEITH, secretary-treasurer.  
JOSEPH R. VARHOLY, general manager.  
DAVID HANDY, station/program manager.  
RAY JOHNSON, general sales manager.  
BRUCE MILLER, local/regional sales manager.  
GILBERT ANDERSON, director of engineering.  
ROBERT WAY, chief studio engineer.  
CLYDE BURDETTE, chief transmitter engineer.  
JACK WELCH, operations manager.  
HARVEY COX, news director.  
CHARLES JOLLEY, promotion manager.  
RENE ROYAARDS, creative services director.  
SUZY DUTTON, public affairs & personnel director.  
NANCY WELCH, women's director.  
MARILYN CASE, traffic manager.

DIGEST OF RATE CARD NO. 49—(July 17, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7:30-11 p.m., daily.

\$2250 \$1500 \$1125 \$700 Graded rates apply\*

\*Highest rate: \$925.

NETWORK BASE HOURLY RATE: \$1050.

748-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Elbert	6,100	5,900	97
	Franklin	4,700	4,600	97
	Hart	5,500	5,300	97
	Madison	5,200	5,000	96
	Rabun	3,300	3,100	95
	Stephens	8,200	7,900	96
<b>NORTH CAROLINA</b>				
	Buncombe	55,900	54,200	97
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
	Cleveland	26,800	26,100	98
	Haywood	15,800	15,200	96
	Henderson	19,200	18,600	97
	Jackson	7,700	7,300	94
	Mc Dowell	12,000	11,600	97
	Mitchell	5,000	4,800	96
50% & Over	Polk	4,700	4,500	95
	Rutherford	18,000	17,600	98
	Swain	3,400	3,100	92
	Transylvania	7,000	6,700	96
<b>SOUTH CAROLINA</b>				
	Abbeville	7,200	6,900	96
	Anderson	41,800	40,700	97
	Cherokee	14,300	13,900	97
	Chester	9,900	9,600	97
	Greenville	93,400	91,400	98
	Greenwood	18,000	17,500	97
	Laurens	15,900	15,400	97
	Newberry	10,700	10,300	96
	Oconee	15,500	15,100	97
	Pickens	22,500	21,700	97
	Spartanburg	66,500	64,900	98
	Union	10,600	10,300	97

(Continued on next page)

Station Totals	1,067,500	1,037,600	97
Net Weekly Circulation (1976-77)			578,300
Average Daily Circulation (1976-77)			366,800

**WSPA-TV, Greenville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA</b>			
	Banks	2,300	2,200	95
	Habersham	7,900	7,600	96
	Oglethorpe	2,400	2,300	95
	<b>NORTH CAROLINA</b>			
	Avery	4,500	4,300	95
	Catawba	35,600	35,000	98
	Gaston	54,500	53,400	98
Between 25-49%	Lincoln	13,300	13,100	98
	Macon	7,000	6,500	93
	Madison	5,600	5,200	94
	Watauga	9,500	9,100	96
	Yancey	5,000	4,700	93
	<b>SOUTH CAROLINA</b>			
	Mc Cormick	2,100	2,000	95
	Saluda	4,500	4,300	96
	York	29,900	29,000	97
	<b>GEORGIA</b>			
	Barrow	6,600	6,400	97
	Clarke	25,100	24,300	97
	Haii	22,700	22,100	97
	Lincoln	1,900	1,800	96
	White	2,900	2,800	96
	Wilkes	3,400	3,200	93
	<b>NORTH CAROLINA</b>			
Between 5-24%	Alexander	7,200	7,000	97
	Iredell	28,000	27,300	98
	Mecklenburg	131,700	129,200	98
	Wilkes	19,000	18,300	96
	<b>SOUTH CAROLINA</b>			
	Fairfield	5,800	5,500	94
	Lancaster	14,800	14,400	97
	<b>TENNESSEE</b>			
	Greene	17,800	17,300	97
	Hamblen	15,400	15,000	97
	Johnson	4,600	4,400	97

**South Carolina**

**WIS-TV, Columbia**  
(Arbitron Data Continued)

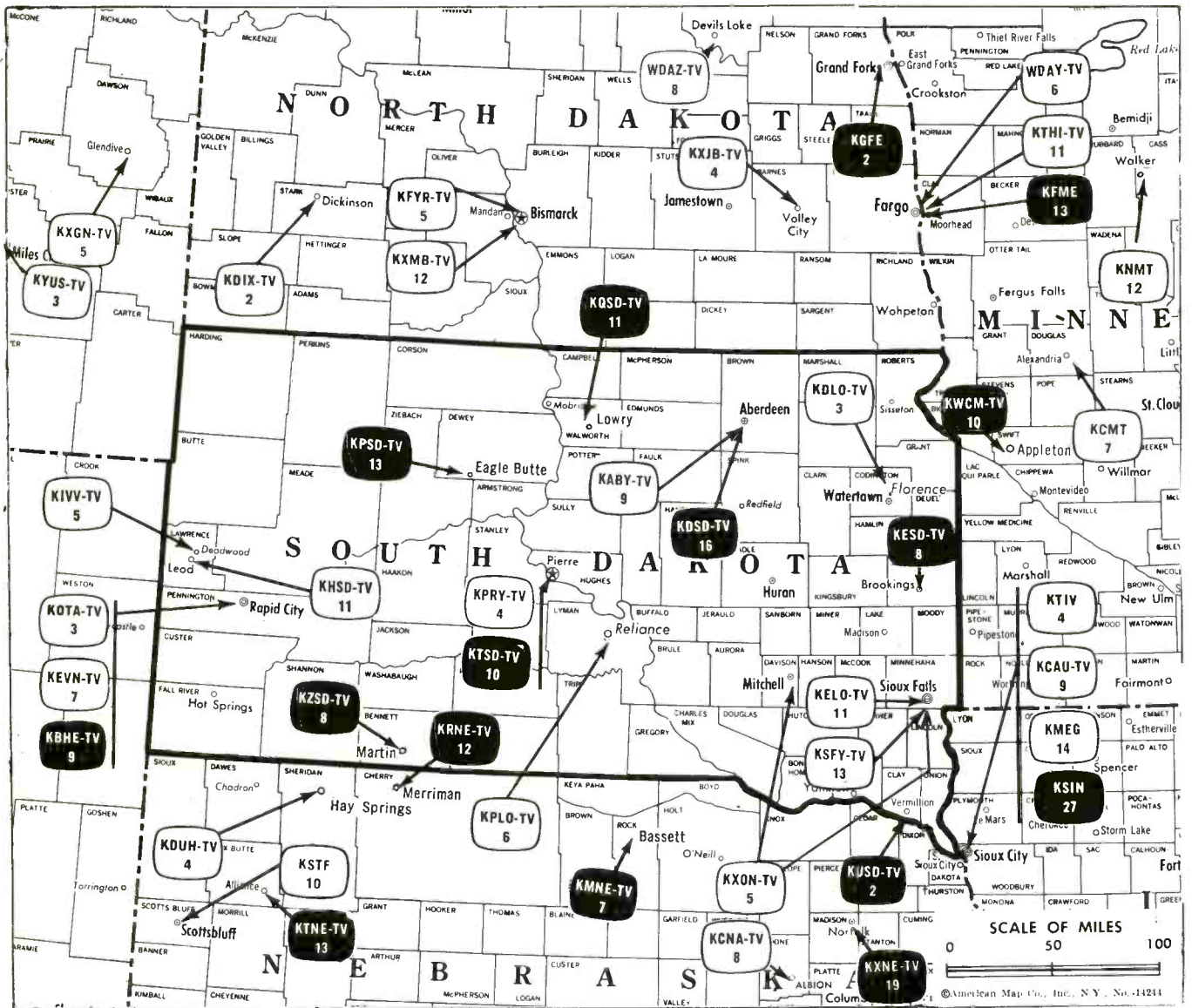
Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NORTH CAROLINA</b>			
	Anson	8,000	7,600	95
	Columbus	16,200	15,400	95
	Robeson	28,500	27,200	95
	Union	21,300	20,600	97
	<b>SOUTH CAROLINA</b>			
Between 5-24%	Abbeville	7,200	6,900	96
	Allendale	3,300	3,100	93
	Edgefield	4,700	4,500	96
	Georgetown	11,300	10,700	95
	Greenwood	18,000	17,500	97
	York	29,900	29,000	97

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# South Dakota



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Sioux Falls-Mitchell	121,000	95	190,000	95
Rapid City	38,000	164	66,500	168

## South Dakota Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	11	0	11
Educational Television Stations	7	1	8
			19



**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**KIVV-TV**  
Deadwood  
(See Lead, S.D.)

**KXON-TV**  
Mitchell  
(See Sioux Falls, S.D.)

**KDLO-TV**  
Watertown  
(See Florence, S.D.)

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KDSD-TV**  
Aberdeen  
Ch. 16  
Non-Commercial Educational Station  
Licensee: State Board of Directors for ETV, 310 E. Clark St., Vermillion, S.D. (57069).  
Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 674-kw max. & 537-kw horizontal visual, 103-kw max. & 81.3-kw horizontal aural. Antenna: 1171-ft. above av. terrain, 1062-ft. above ground, 2920-ft. above sea level.

Latitude	45°	29'	55"
Longitude	97°	40'	35"

**KESD-TV**  
Brookings  
Ch. 8  
Non-Commercial Educational Station  
Licensee: South Dakota State 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"

**KPSD-TV**  
Eagle Butte  
Ch. 13  
Non-Commercial Educational Station  
Licensee: State Board of Directors for ETV, c/o Martin P. Busch, University of S.D., Vermillion, S.D. (57069).  
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1710-ft. above av. terrain, 1713-ft. above ground, 4313-ft. above sea level.

Latitude	45°	03'	20"
Longitude	102°	15'	40"

**South Dakota**

**KQSD-TV**  
Lowry  
Ch. 11  
Non-Commercial Educational Station  
Licensee: State Board of Directors for ETV, U. of South Dakota, Vermillion (57069).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 234-kw visual, 28.2-kw aural. Antenna: 1040-ft. above av. terrain, 826-ft. above ground, 3066-ft. above sea level.

Latitude	45°	16'	34"
Longitude	99°	59'	03"

**KZSD-TV**  
Martin  
Ch. 8  
Non-Commercial Educational Station  
Grantee: State Board of Directors for ETV, c/o Martin P. Busch, 301 E. Clark St., Vermillion, S.D. (57069).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 263-kw visual, 28.8-kw aural. Antenna: 880-ft. above av. terrain, 651-ft. above ground, 3748-ft. above sea level.

Latitude	43°	25'	55"
Longitude	101°	32'	50"

**KTSD-TV**  
Pierre  
Ch. 10  
Non-Commercial Educational Station  
Licensee: State Board of Directors for ETV, 310 E. Clark St., Vermillion (57069).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 269-kw horizontal visual, 37.1-kw max. & 31.6-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 1326-ft. above ground, 3404-ft. above sea level.

Latitude	44°	57'	55"
Longitude	99°	35'	56"

**KBHE-TV**  
Rapid City  
Ch. 9  
Non-Commercial Educational Station  
Licensee: State Board of Directors for ETV, 310 E. Clark St., 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  
Licensee: 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, 657-ft. above ground, 2167-ft. above sea level.

Latitude	43°	03'	00"
Longitude	96°	47'	12"

# South Dakota—Aberdeen

## KABY-TV

Ch. 9

[Satellite of KSFY-TV, Sioux Falls, S.D.]

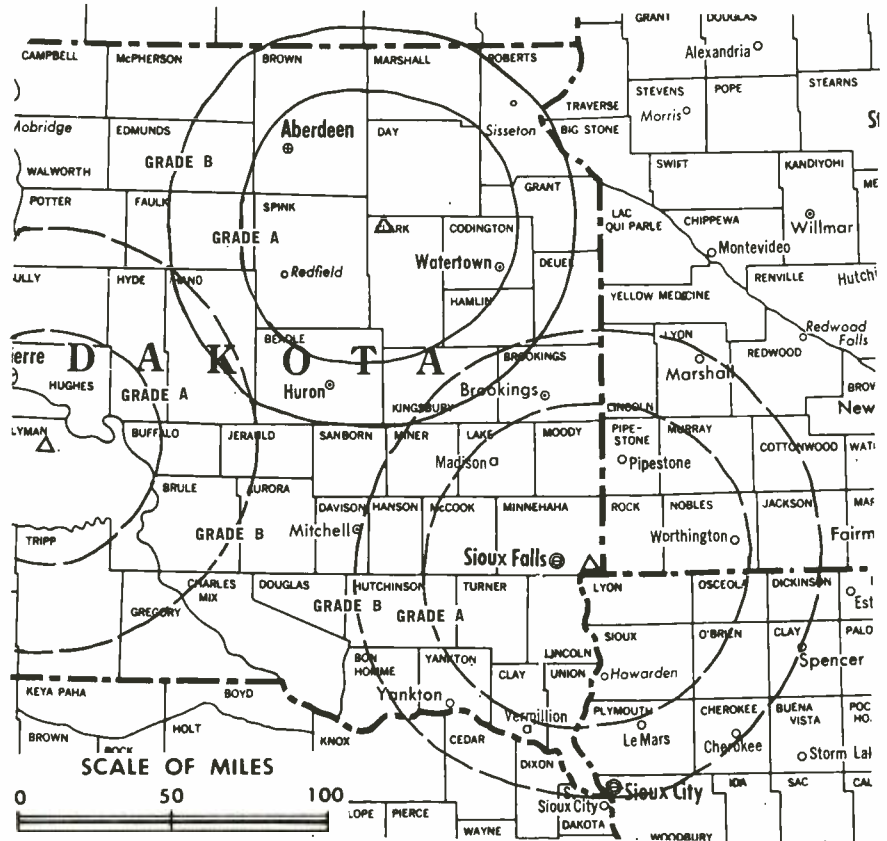
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 47.5-kw aural. Antenna: 1390-ft. above av. terrain, 1288-ft. above ground, 3048-ft. above sea level.

Latitude 45° 06' 32"  
Longitude 97° 53' 30"

Transmitter: 3-mi. S and 3-mi. E of Crandall, S.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron study (see page 4-b).

KABY-TV Ref: FCC File No. BMPCT-5138 Granted 9/23/58

©American Map Co., Inc., N.Y., No. 14244

## KABY-TV

Network Service: NBC.

Licensee: South Dakota Broadcasting Co., Hwy. 281 N. (57401).

Mailing Address: Box 1520, Aberdeen (57401).

Studio: Hwy. 281 N., Aberdeen.

Telephone: 605-225-9200.

Ownership: See WDAY-TV, Fargo, N.D.

Began Operation: Nov. 27, 1958. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al. approved by FCC Nov. 14, 1973. Previous sale by John Boler and others approved by FCC Dec. 23, 1969.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Marmet Professional Corp.

### Personnel:

ROBERT S. KERR, general manager.  
BILL OVERMAN, news director.  
JIM DUNHAM, national sales manager.  
EARL MILLER, chief engineer.

Rates: Sold in combination with KSFY-TV, Sioux Falls, S.D. Separate rates available.

NETWORK BASE HOURLY RATE: \$175.

Arbitron Data: Figures are included with  
KSFY-TV, Sioux Falls, S.D.

# South Dakota—Florence-Watertown

## KDLO-TV

Ch. 3

[Satellite of KELO-TV,  
Sioux Falls, S.D.]

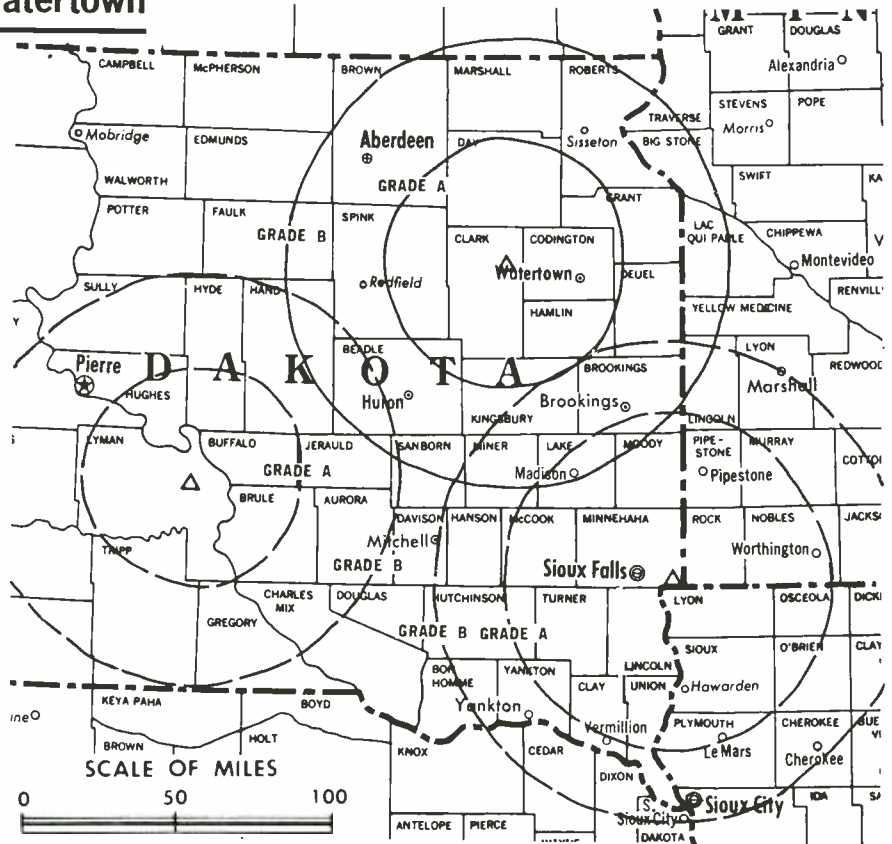
Technical Facilities: Channel No. 3  
(60-66 MHz). Authorized power:  
100-kw visual, 20-kw aural. Antenna:  
1393-ft. above av. terrain, 1403-ft.  
above ground, 3250-ft. above sea level.

Latitude 44° 58' 30"  
Longitude 97° 34' 28"

Requests CP for change to 1684-ft.  
above av. terrain, 1705-ft. above ground,  
3552-ft. above sea level, lat. 44° 57' 56.6",  
long. 97° 35' 22"; change transmitter location  
to 0.5-mi. N of Garden City.

Transmitter: Garden City, S.D.

Color: Network & tape.



County coverage based on Arbitron study (see  
page 1-b).

KDLO-TV Ref: FCC File No. BLCT-1339 Granted 5/27/84

©American Map Co., Inc., N.Y., No. 14244

## KDLO-TV

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St.,  
Sioux Falls, S.D.

Studio: Garden City, S.D. (57236).

Telephone: 605-336-1100 (Sioux Falls).

Ownership: See KELO-TV, Sioux Falls, S.D.

Began Operation: Sept. 24, 1955.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc.  
(Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

### Personnel:

JOE FLOYD, chairman.  
EVANS NORD, president.  
ROY THORSON, chief engineer & resident manager.  
LEE HEISEL, 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.

**Arbitron Data for this station included with report  
of parent KELO-TV, Sioux Falls, S.D.**

# South Dakota—Lead

## KHSD-TV

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"

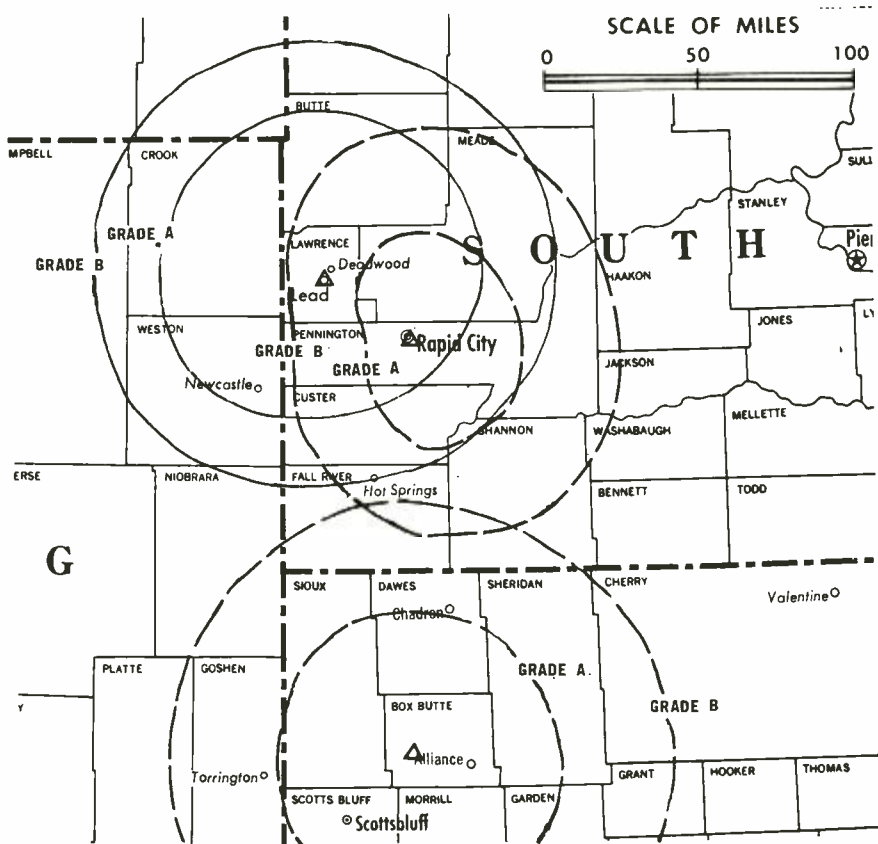
Transmitter: Terry Peak.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Arbitron Data: Included with parent KOTA-TV, Rapid City, S.D.



County coverage based on Arbitron study (see page 4-b).

KHSD-TV Ref: FCC File No. BMPCT-7166 Granted 3/26/70

© American Map Co., Inc., N.Y., No. 14244

## KHSD-TV

Network Service: NBC, CBS.

Licensee: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, S.D. (57709).

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Nov. 2, 1966.

Represented (sales) by Katz Television; The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

WILLIAM F. DUHAMEL, general manager.  
DAN LESMEISTER, broadcast manager.  
FRED WUENSCHER, director of engineering.

Rates: Sold in combination with KOTA-TV.

NETWORK BASE HOURLY RATE: Bonus to KOTA-TV, Rapid City.

## KOTA-TV, Rapid City

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Campbell	5,400	5,000	93
	Crook	1,600	1,500	92
	Goshen	4,900	4,700	97
	Johnson	2,300	2,100	93
	Niobrara	1,200	1,100	95
	Platte	3,200	3,000	94
	Sheridan	8,900	8,300	94
	Weston	2,100	2,000	94
	<b>Between 25-49%</b>	<b>COLORADO</b>		
Phillips		1,900	1,900	98
Sedgwick		1,300	1,300	96
<b>NEBRASKA</b>				
Arthur	200	200	96	
Cherry	2,600	2,500	96	
Hooker	300	300	99	
<b>NORTH DAKOTA</b>	Adams	1,200	1,200	96
	Slope	400	400	97
	<b>NEBRASKA</b>	Deuel	1,000	1,000
Hayes		500	500	97
Keith		3,500	3,400	98
<b>SOUTH DAKOTA</b>	Campbell	900	800	94
	Corson	1,300	1,200	92
	Dewey	1,800	1,700	92
	Stanley	800	800	95
	Walworth	2,700	2,600	95
<b>WYOMING</b>	Albany	10,200	9,600	94
	Converse	2,700	2,600	95

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# South Dakota—Lead-Deadwood

## KIVV-TV

Ch. 5

[Satellite of KEVN-TV,  
Rapid City, S.D.]

Technical Facilities: Channel No. 5  
(76-82 MHz). Authorized power:  
100-kw visual, 10-kw aural. An-  
tenna: 1851-ft. above av. terrain,  
638-ft. above ground, 7531-ft.  
above sea level.

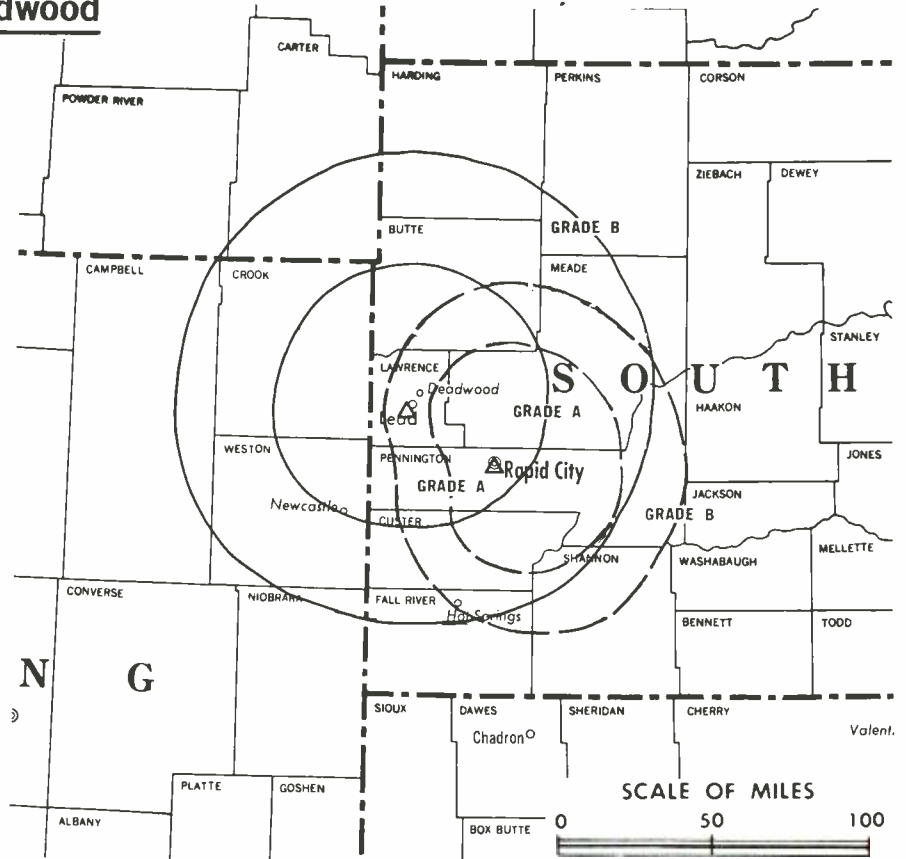
Latitude 44° 19' 30"  
Longitude 103° 50' 14"

Transmitter: Terry Peak, 3.6-mi. SW  
of Lead.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

Arbitron Data: Not available.



KIVV-TV Ref: FCC File No. BMPCT 7623 Granted 3/28/77 © American Map Co., Inc., N.Y., No. 14244

## KIVV-TV

Network Service: ABC.

Licensee: Dakota Broadcasting Co. Inc., Box 677, Rapid City, S.D.  
(57709).

Studio: See KEVN-TV, Rapid City.

Telephone: 605-394-7777.

Ownership: See KEVN-TV, Rapid City.

Began Operation: July 11, 1976.

Represented (sales) by Avery-Knodel Inc.; Bob Hix (Denver).

Represented (legal) by Bilger & Blair.

Represented (engineering) by Cohen & Dippell.

Personnel: See KEVN-TV, Rapid City.

Rates: Sold in combination with KEVN-TV, Rapid City.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# South Dakota—Pierre

## KPRY-TV

Ch. 4

[Satellite of KSFY-TV,  
Sioux Falls, S.D.]

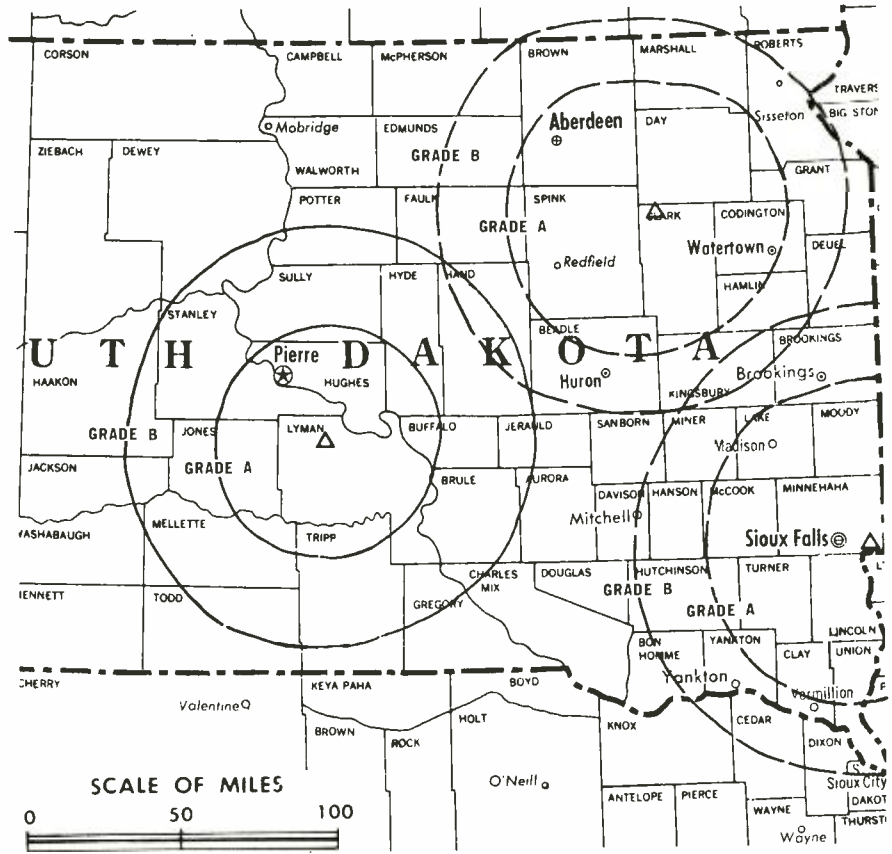
Technical Facilities: Channel No. 4  
(66-72 MHz). Authorized power:  
100-kw visual, 20-kw aural. Antenna:  
1280-ft. above av. terrain,  
1086-ft. above ground, 3126-ft.  
above sea level.

Latitude 44° 03' 07"  
Longitude 100° 05' 03"

Transmitter: 10-mi. N of Presho,  
S.D.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.



KPRY-TV Ref: FCC File No. BPCT 1755 Granted 7/30/75

© American Map Co., Inc., N.Y., No. 14244

## KPRY-TV

Network Service: NBC.

Licensee: South Dakota Broadcasting Co., 6th & Dakota Ave., Sioux  
Falls, S.D. (57102).

Studio: See KSFY-TV, Sioux Falls.

Ownership: See WDAY-TV Fargo, N.D.

Began Operation: Jan. 30, 1976.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by The Marmet Professional Corp.

Personnel: See KSFY-TV, Sioux Falls.

Rates: Sold in combination with KSFY-TV, Sioux Falls, S.D.

Find out if your station  
was short-changed on new viewers.

Call your Arbitron representative  
and ask about AID.

Arbitron  
Information  
On Demand





# South Dakota—Rapid City

## KOTA-TV

Ch. 3

[Also operates affiliated KDUH-TV, Hay Springs, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV, Sheridan, Wyo.]

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.

News Film Service: NBC.

Arbitron Data: Figures include satellites KDUH-TV, Hay Springs, Neb. & KHSD-TV, Lead, S.D.

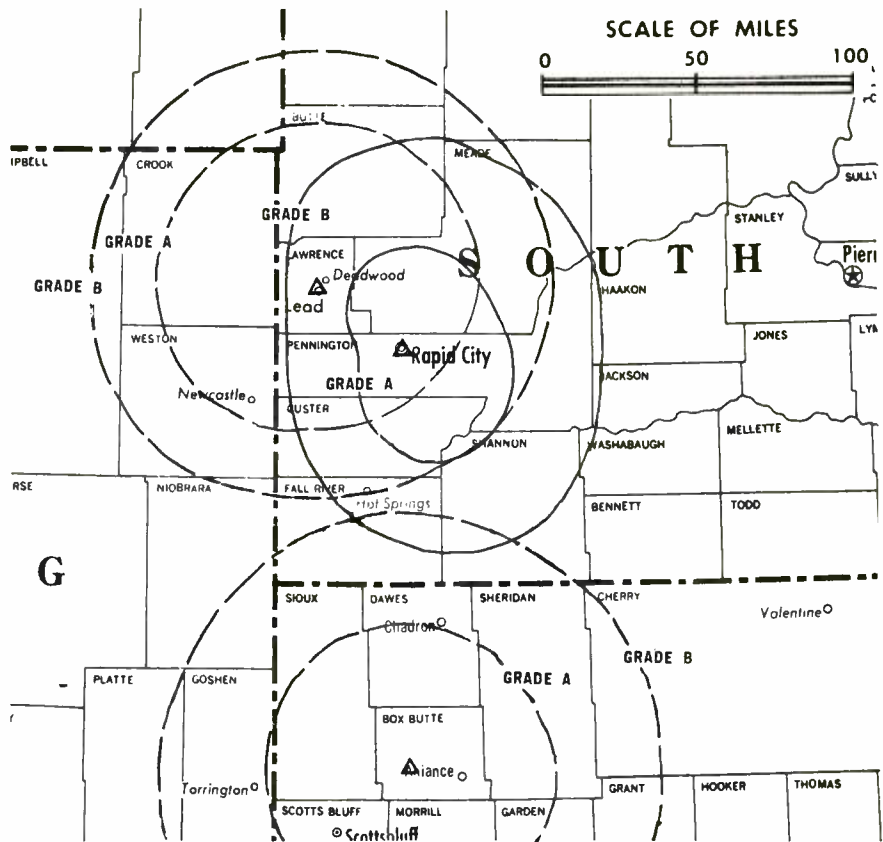
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KOTA-TV Ref: FCC File No. BMPCT--5990 Granted 8/25/64.

© American Map Co., Inc., N.Y., No. 1424

## KOTA-TV

Network Service: NBC, CBS.

Licensee: Duhamel Broadcasting Enterprises, Box 1760 (57709).

Studio: Duhamel Bldg., 518-1/2 St. Joe St.

Telephone: 605-342-2000. TWX No.: 510-366-8012.

Ownership: Helen S. Duhamel, chmn., 53.3%; William F. Duhamel, pres., 26.7%; John N. Heffron, Helen Kathleen Tarrant, Dr. Peter A. Duhamel, Marguerite D. White, Jacqueline Duhamel, Lois G. Duhamel, Francis A. Duhamel, all 3.3%. Duhamel Broadcasting Enterprises also operates satellites KDUH-TV, Hay Springs, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV, Sheridan, Wyo.

Began Operation: May 29, 1955.

Represented (sales) by Katz Television; Wayne Evans & Assoc. (Minneapolis); The Soderlund Co. (Omaha-Lincoln); John McGuire Co. (Denver); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Edward F. Lorentz & Associates; Vir James.

Personnel:

HELEN S. DUHAMEL, chairman of the board.  
WILLIAM F. DUHAMEL, president & general manager.  
PEGGY D. WHITE, v.p. & dir. of community affairs.  
DAN LESMEISTER, broadcast manager.  
MIKE MORGAN, news director.  
ARLYNE MORGAN, commercial manager.  
FRED WUENSCHER, director of engineering.  
VERNE SHEPPARD, farm director.  
ROBERT LASKOWSKI, sports director.  
MONTE LOOS, program manager.

### DIGEST OF RATE CARD NO. 19—(Jan. 16, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$775	\$500	\$350	\$225	Graded rates apply	

Rates include affiliated KDUH-TV, Hay Springs, Neb.; KHSD-TV, Lead, S.D. & KSGW-TV, Sheridan, Wyo.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MONTANA</b>				
	Carter	600	500	91
	Fallon	1,300	1,200	94
	Powder River	900	800	88
<b>NEBRASKA</b>				
	Banner	300	300	98
	Box Butte	3,800	3,700	97
	Cheyenne	3,900	3,800	97
	Dawes	3,200	3,000	95
	Garden	1,200	1,100	93
	Grant	600	600	92
	Kimball	2,200	2,200	99
	Morrill	2,200	2,100	96
	Scotts Bluff	13,000	12,600	97
	Sheridan	2,600	2,500	97
	Sioux	700	700	96
<b>50% &amp; Over</b>	<b>NORTH DAKOTA</b>			
	Bowman	1,200	1,200	96
	<b>SOUTH DAKOTA</b>			
	Bennett	1,100	1,000	94
	Butte	3,200	3,100	97
	Custer	2,000	1,900	96
	Fall River	3,200	3,100	96
	Haakon	1,200	1,200	96
	Harding	600	600	95
	Jackson	600	600	94
	Lawrence	6,300	6,100	97
	Meade	5,200	5,000	97
	Pennington	23,900	23,400	98
	Perkins	1,600	1,500	94
	Shannon	2,200	1,900	88
	Washabaugh	300	300	92
	Ziebach	800	700	89

(Continued on page 754-b)

Station Totals	152,800	146,400	95
Net Weekly Circulation (1976-77)			104,800
Average Daily Circulation (1976-77)			76,800



# South Dakota—Reliance

## KPLO-TV

Ch. 6

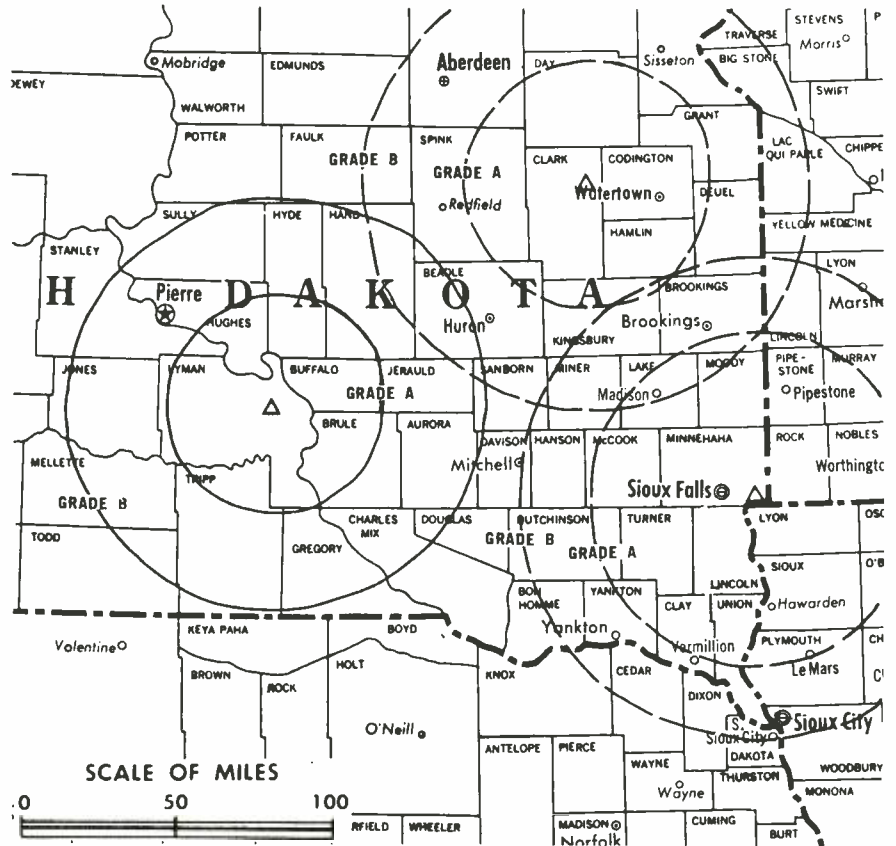
[ Satellite of KELO-TV, Sioux Falls, S.D.]

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 Arbitron study (see page 1-b).

KPLO-TV Ref: FCC File No. BPC-2480 Granted 5/15/68

©American Map Co., Inc., N.Y., No. 14244

## KPLO-TV

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., Phillips Ave. & 13th St., Sioux Falls, S.D. (57102).

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); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

JOE FLOYD, chairman.  
EVANS A. NORD, president.  
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.

Arbitron Data for this station included with report of parent KELO-TV, Sioux Falls, S.D.

Media Brokerage Specialist  
Radio and TV

**THE  
TIED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# South Dakota—Sioux Falls

## KELO-TV

Ch. 11

[Operates satellites KDLO-TV, Florence & KPLO-TV, Reliance, S.D.]



MIDCONTINENT BROADCASTING CO.



HR TELEVISION

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 28.8-kw aural. Antenna: 2000-ft. above av. terrain, 1985-ft. above ground, 3444-ft. above sea level.

Latitude 43° 31' 07"  
Longitude 96° 32' 04"

Transmitter: 1.1-mi. E of Rowena, S.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: Newsweek.

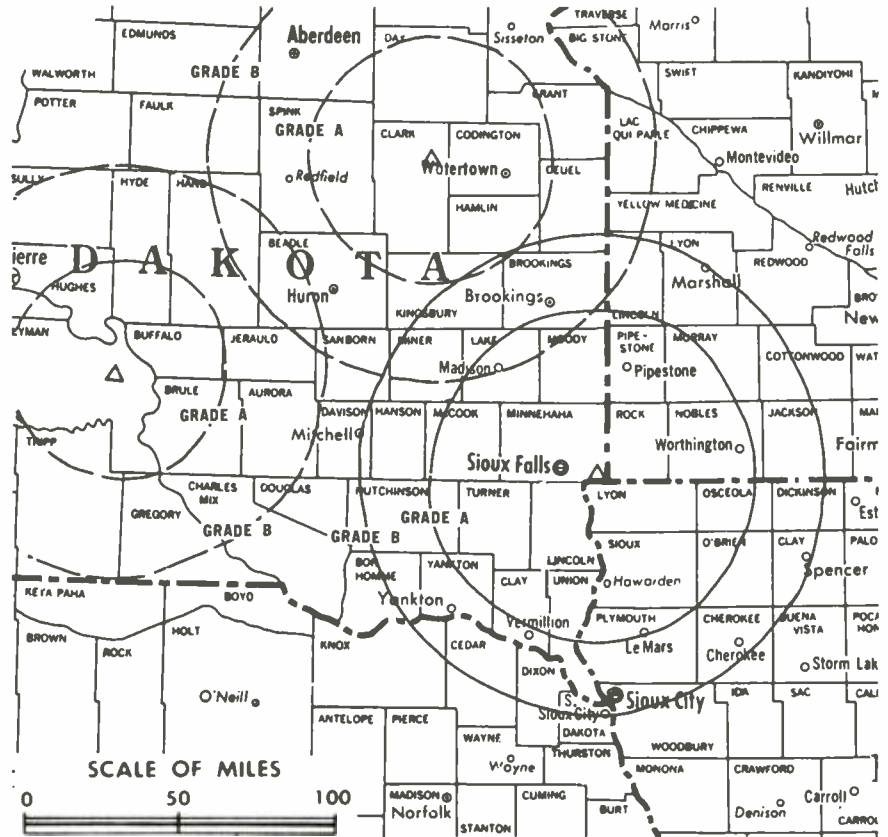
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KELO-TV Ref: FCC File No. BFCT-3821 Granted 10/21/66

©American Map Co., Inc., N.Y., No. 14244

## KELO-TV

Network Service: CBS.

Licensee: Midcontinent Broadcasting Co., 13th St. & Phillips Ave.

Studio: 13th St. & Phillips Ave. (57102).

Telephone: 605-336-1100. TWX No.: 910-660-0552.

AM Affiliate: KELO, 5-kw, 1320 kHz.

FM Affiliate: KELO-FM, 100-kw, 92.5 MHz (No. 223), 1900-ft.

Ownership: Joseph L. Floyd, chmn., 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; WTSO & WZEE(FM), Madison Wis.; KELO-AM-FM, Sioux Falls & KDLO-FM, Watertown, S.D.

Began Operation: May 12, 1953.

Represented (sales) by H-R Television Inc.; Wayne Evans & Assoc. (Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. D. Ring & Associates.

### Personnel:

JOE FLOYD, chairman & chief executive officer.

EVANS A. NORD, president.

JOE H. FLOYD, exec. v.p. in charge of operations.

TOM SHEELEY, v.p., news & programming.

SCOTT BURRI, production manager.

VINCE DAVI, promotion manager.

JOE COOPER, farm director.

LEE HEISEL, director of engineering.

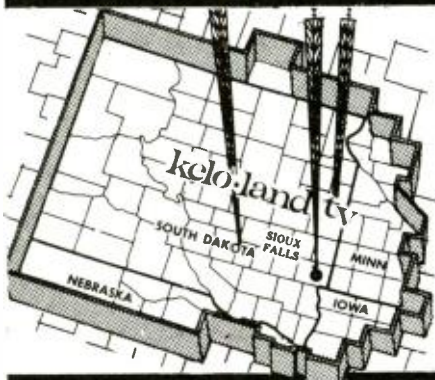
Highest 30 Sec. Rate (April 1, 1978): \$300 (in combination with satellites).

NETWORK BASE HOURLY RATE: \$1250.

**Arbitron Data: The figures below include satellites KDLO-TV, Florence and KPLO-TV, Reliance, S.D.**

For Arbitron Data, see next page

Station Totals	372,500	361,500	97
Net Weekly Circulation (1976-77)			265,000
Average Daily Circulation (1976-77)			199,200



**The only station offering complete coverage of the Sioux Falls market**  
...the natural market between Minneapolis and Omaha.

A CBS AFFILIATE

**kelo-land tv**  
KELO-TV SIOUX FALLS, S.D.  
and satellites KDLO-TV, KPLO-TV  
Represented nationally by H-R

**KELO-TV, Sioux Falls**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Clay	7,300	7,100	97
	Dickinson	5,300	5,100	97
	Lyon	4,400	4,300	97
	O'Brien	6,400	6,300	98
	Osceola	3,000	2,900	98
	Plymouth	8,100	8,000	98
	Sioux	9,600	9,200	96
<b>MINNESOTA</b>				
	Big Stone	3,000	2,900	97
	Jackson	5,000	4,800	97
	Lac Qui Parle	3,800	3,700	97
	Lincoln	3,000	2,900	97
	Lyon	7,600	7,300	96
	Murray	3,800	3,700	98
	Nobles	7,700	7,600	98
	Pipestone	4,200	4,100	98
	Rock	4,000	3,900	99
	Traverse	2,300	2,200	97
<b>NEBRASKA</b>				
	Boyd	1,200	1,100	96
	Cedar	3,600	3,500	98
	Cherry	2,600	2,500	96
	Keya Paha	400	400	96
	Knox	4,000	3,800	95
<b>NORTH DAKOTA</b>				
	Dickey	2,600	2,500	96
<b>SOUTH DAKOTA</b>				
	Aurora	1,500	1,400	95
	Beadle	7,100	6,900	97
	Bon Homme	3,000	2,900	96
	Brookings	7,100	6,900	97
	Brown	13,100	12,900	99
	Brule	1,900	1,800	97
	Buffalo	400	400	90
	Charles Mix	3,700	3,500	94
	Clark	2,300	2,200	98
	Clay	4,400	4,300	98
	Codington	7,200	7,100	98
	Davison	6,400	6,200	96
	Day	3,100	3,000	98
	Deuel	2,100	2,000	97
	Douglas	1,300	1,200	95
	Edmunds	1,900	1,800	96
	Faulk	1,200	1,200	96
	Grant	3,100	3,000	97
	Gregory	2,700	2,600	96
	Hamlin	2,400	2,300	97
	Hand	1,700	1,700	97
	Hanson	1,300	1,300	97
	Hughes	4,800	4,700	98
	Hutchinson	3,400	3,300	96
	Hyde	800	800	98
	Jerauld	1,000	1,000	97
	Jones	500	500	96
	Kingsbury	2,500	2,400	98
	Lake	3,800	3,700	98
	Lincoln	4,800	4,700	98
	Lyman	1,400	1,400	98
	Mc Cook	2,400	2,400	99
	Marshall	2,100	2,000	95
	Meilette	700	700	93
	Miner	1,400	1,400	97
	Minnehaha	34,200	33,800	99
	Moody	2,200	2,200	98
	Potter	1,300	1,300	97
	Roberts	3,800	3,700	96
	Sanborn	1,100	1,100	96
	Spink	3,400	3,300	98
	Stanley	800	800	95
	Sully	800	800	98
	Todd	1,900	1,700	91
	Tripp	2,800	2,700	97
	Turner	3,600	3,500	98
	Union	3,800	3,800	99
	Washabaugh	300	300	92
	Yankton	5,400	5,300	97

50% & Over

**South Dakota**

**KELO-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IOWA</b>				
	Cherokee	6,100	6,000	98
<b>MINNESOTA</b>				
	Cottonwood	5,700	5,300	93
<b>NEBRASKA</b>				
Between 25-49%	Pierce	3,300	3,200	97
<b>SOUTH DAKOTA</b>				
	Dewey	1,800	1,700	92
	Jackson	600	600	94
	Mc Pherson	1,500	1,400	95
	Walworth	2,700	2,600	95
<b>IOWA</b>				
	Buena Vista	8,000	7,800	98
	Palo Alto	4,700	4,500	96
<b>MINNESOTA</b>				
	Chippewa	5,800	5,600	96
	Grant	2,500	2,500	98
	Redwood	6,500	6,200	95
	Renville	7,200	6,900	96
	Stevens	3,600	3,500	97
	Swift	4,700	4,500	96
	Yellow Medicine	5,100	4,800	93
<b>NEBRASKA</b>				
Between 5-24%	Antelope	3,600	3,400	96
	Brown	1,500	1,400	94
	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Holt	4,500	4,200	93
	Loup	300	300	96
	Wayne	2,800	2,800	99
<b>SOUTH DAKOTA</b>				
	Corson	1,300	1,200	92
	Haakon	1,200	1,200	96
	Shannon	2,200	1,900	88
	Ziebach	800	700	89

*The Malarkey Taylor Team*

CALL TOLL FREE 800-424-8036

**MALARKEY TAYLOR**  
AND ASSOCIATES

Cable Television Consultants

1225 Connecticut Avenue, NW • Washington, D.C. • (202) 223-2345

# South Dakota—Sioux Falls

## KSFY-TV

Ch. 13

[Operates satellites KABY-TV, Aberdeen & KPRY-TV, Pierre, 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.

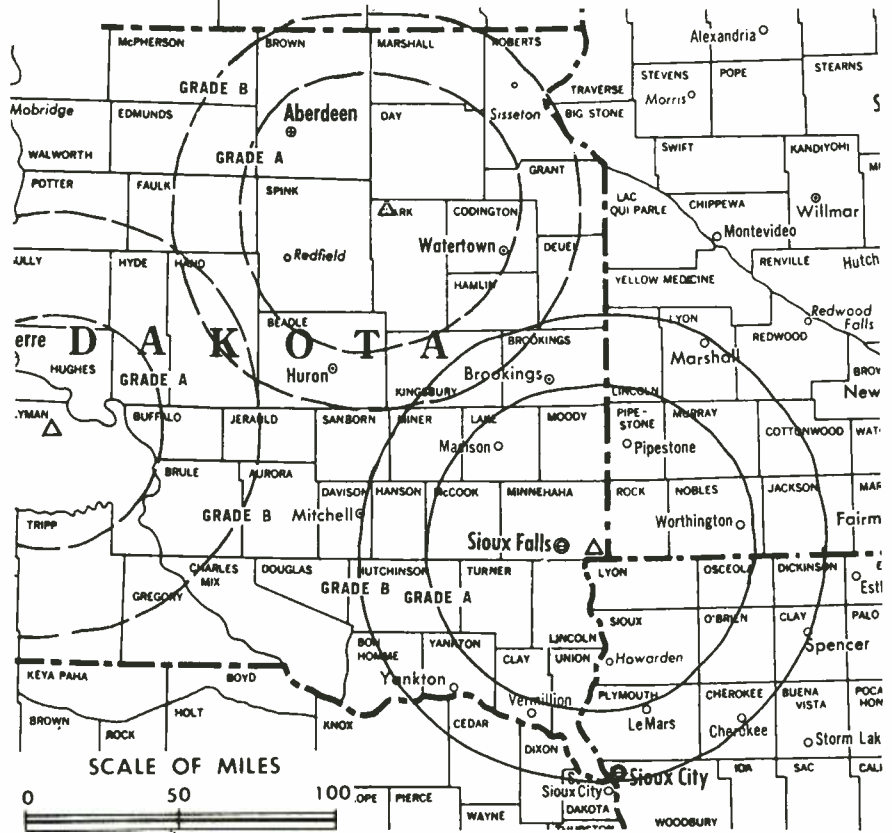
News Wire Service: AP.

Facsimile Service: AP.

Represented (legal) by Marmet Professional Corp.

Arbitron Data: Figures include KABY-TV, Aberdeen, S.D. & KPRY-TV, Pierre, S.D.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KSFY-TV Ref: FCC File No. BPCT-3802 Granted 9/12/66

© American Map Co., Inc., N.Y., No. 14244

## KSFY-TV

Network Service: NBC.

Licensee: South Dakota Broadcasting Co., 6th & Dakota (57102).

Studio: 6th & Dakota (57102).

Telephone: 605-336-1300. TWX No.: 910-660-0569.

Ownership: South Dakota Broadcasting Co. For other interests, see WDAY-TV, Fargo, N.D.

Began Operation: July 31, 1960. Sale to present owner by Gordon H. Ritz, Wheelock Whitney, et al. approved by FCC Nov. 14, 1973. Sale of control to Ritz and Whitney by former owners approved Aug. 23, 1965 by FCC (Television Digest, Vol. 5:35).

Represented (sales) by Peters, Griffin, Woodward Inc.; Hyett/Ramsland Inc. (Minneapolis); The Soderlund Co. (Omaha).

### Personnel:

JIM DUNHAM, general manager.  
BILL KADING, chief engineer.  
DEAN SCHMIT, production director.  
JOHN DUNNICLIFF, promotion manager.  
MARGE HOKENSTAD, assistant to general manager.  
TERRY KEEGAN, news director.

Highest 30 Sec. Rate (Feb. 12, 1978): \$354.

Sold in combination with KABY-TV, Aberdeen & KPRY-TV, Pierre.

NETWORK BASE HOURLY RATE: \$538.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IOWA</b>			
	Lyon	4,400	4,300	97
	O'Brien	6,400	6,300	98
	Osceola	3,000	2,900	98
	Sioux	9,600	9,200	96
<b>50% &amp; Over</b>	<b>MINNESOTA</b>			
	Jackson	5,000	4,800	97
	Lincoln	3,000	2,900	97
	Lyon	7,600	7,300	96
	Murray	3,800	3,700	98
	Nobles	7,700	7,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MINNESOTA—(Continued)</b>			
	Pipestone	4,200	4,100	98
	Rock	4,000	3,900	99
	<b>NEBRASKA</b>			
	Keya Paha	400	400	96
	<b>NORTH DAKOTA</b>			
	Dickey	2,600	2,500	96
	<b>SOUTH DAKOTA</b>			
	Aurora	1,500	1,400	95
	Beadle	7,100	6,900	97
	Bon Homme	3,000	2,900	96
	Brookings	7,100	6,900	97
	Brown	13,100	12,900	99
	Brule	1,900	1,800	97
	Charles Mix	3,700	3,500	94
	Clark	2,300	2,200	98
	Clay	4,400	4,300	98
	Codington	7,200	7,100	98
	Davison	6,400	6,200	96
	Day	3,100	3,000	98
	Deuel	2,100	2,000	97
	Douglas	1,300	1,200	95
	Edmunds	1,900	1,800	96
	Faulk	1,200	1,200	96
	Hamlin	2,400	2,300	97
	Hand	1,700	1,700	97
	Hanson	1,300	1,300	97
	Hughes	4,800	4,700	98
	Hutchinson	3,400	3,300	96
	Hyde	800	800	98
	Jerauld	1,000	1,000	97
	Jones	500	500	96
	Kingsbury	2,500	2,400	98
	Lake	3,800	3,700	98
	Lincoln	4,800	4,700	98
	Lyman	1,400	1,400	98
	Mc Cook	2,400	2,400	99

50% & Over

(Continued on next page)

Station Totals	336,700	327,200	97
Net Weekly Circulation (1976-77)			217,300
Average Daily Circulation (1976-77)			136,100

**KSFY-TV, Sioux Falls**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>SOUTH DAKOTA—(Continued)</b>			
	Marshall	2,100	2,000	95
	Mellette	700	700	93
	Miner	1,400	1,400	97
	Minnehaha	34,200	33,800	99
	Moody	2,200	2,200	98
	Potter	1,300	1,300	97
	Roberts	3,800	3,700	96
	Sanborn	1,100	1,100	96
<b>50% &amp; Over</b>	Spink	3,400	3,300	98
	Stanley	800	800	95
	Sully	800	800	98
	Todd	1,900	1,700	91
	Tripp	2,800	2,700	97
	Turner	3,600	3,500	98
	Union	3,800	3,800	99
	Washabaugh	300	300	92
	Yankton	5,400	5,300	97
	<b>IOWA</b>			
	Clay	7,300	7,100	97
	Dickinson	5,300	5,100	97
	Plymouth	8,100	8,000	98
	<b>MINNESOTA</b>			
	Redwood	6,500	6,200	95
	Traverse	2,300	2,200	97
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Brown	1,500	1,400	94
	Cedar	3,600	3,500	98
	Knox	4,000	3,800	95
	<b>SOUTH DAKOTA</b>			
	Gregory	2,700	2,600	96
	Mc Pherson	1,500	1,400	95
	<b>IOWA</b>			
	Buena Vista	8,000	7,800	98
	Cherokee	6,100	6,000	98
	Emmet	5,200	5,000	96
	<b>MINNESOTA</b>			
	Big Stone	3,000	2,900	97
	Cottonwood	5,700	5,300	93
	<b>NEBRASKA</b>			
	Antelope	3,600	3,400	96
	Boyd	1,200	1,100	96
	Cherry	2,600	2,500	96
	Dakota	5,200	5,100	99
	Dixon	2,500	2,500	98
	Holt	4,500	4,200	93
<b>Between 5-24%</b>	Wayne	2,800	2,800	99
	<b>NORTH DAKOTA</b>			
	Mc Intosh	1,800	1,700	95
	Sargent	2,000	2,000	98
	<b>SOUTH DAKOTA</b>			
	Bennett	1,100	1,000	94
	Buffalo	400	400	90
	Corson	1,300	1,200	92
	Dewey	1,800	1,700	92
	Grant	3,100	3,000	97
	Haakon	1,200	1,200	96
	Jackson	600	600	94
	Ziebach	800	700	89

**South Dakota**

**KXON-TV, Mitchell-Sioux Falls**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MINNESOTA—(Continued)</b>			
	Rock	4,000	3,900	99
	<b>NEBRASKA</b>			
	Cedar	3,600	3,500	98
	Holt	4,500	4,200	93
	<b>NORTH DAKOTA</b>			
	Dickey	2,600	2,500	96
	<b>SOUTH DAKOTA</b>			
<b>Between 5-24%</b>	Buffalo	400	400	90
	Clark	2,300	2,200	98
	Clay	4,400	4,300	98
	Codington	7,200	7,100	98
	Deuel	2,100	2,000	97
	Hand	1,700	1,700	97
	Mc Pherson	1,500	1,400	95
	Marshall	2,100	2,000	95
	Roberts	3,800	3,700	96
	Spink	3,400	3,300	98
	Union	3,800	3,800	99
	Yankton	5,400	5,300	97

The Next Time You Have a  
Programming, Sales or Promotion Problem

Think of  
Arbitron Information on Demand

Arbitron  
Information  
On Demand



We Haven't Been Stumped Yet!

**ARBITRON TELEVISION**

New York Chicago Atlanta  
Los Angeles San Francisco Dallas Washington

# South Dakota—Mitchell-Sioux Falls

## KXON-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1510-ft. above av. terrain, 1563-ft. above ground, 3045-ft. above sea level.

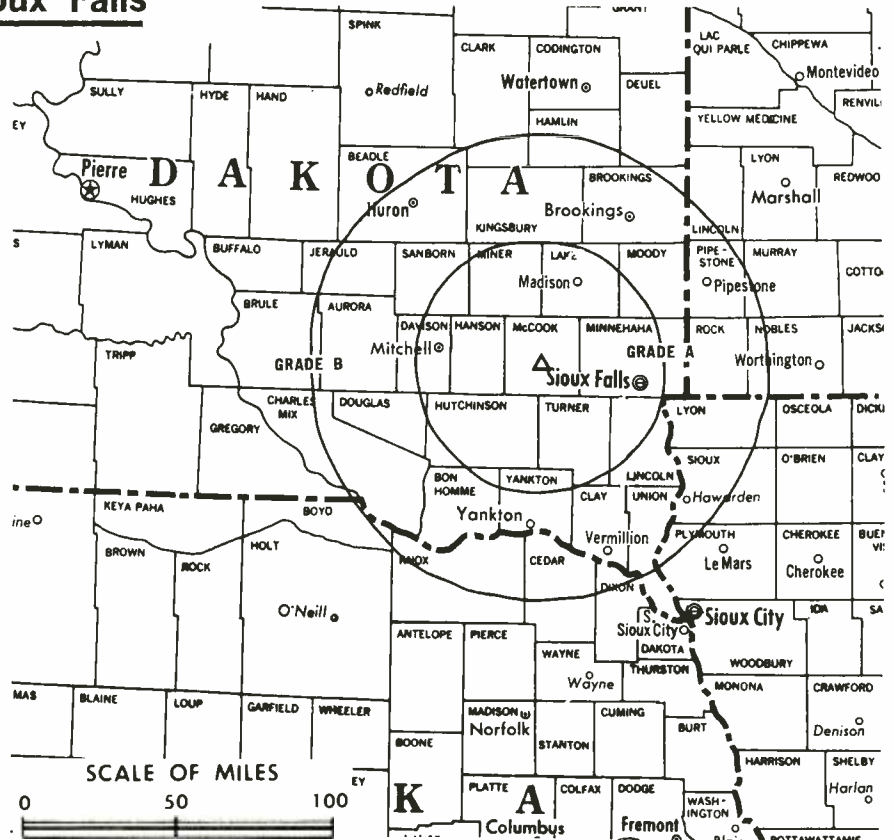
Latitude 43° 37' 56"  
Longitude 97° 22' 21"

Transmitter: 6.5-mi. S of Salem, S.D.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KXON-TV Ref: FCC File No. BPCT-4928 Granted 8/12/76

© American Map Co., Inc. N.Y., No. 14244

## KXON-TV

Network Service: ABC.

Licenses: Gillett Broadcasting of South Dakota Inc., Box 1049, Mitchell, S.D. (57301).

Studio: Interstate 90 & Hwy. 37 interchange.

Telephone: 605-996-7501. TWX No.: 910-668-0598.

Ownership: George N. Gillett Jr., pres.-treas., 100%; Joseph A. Walsh Jr., secy. Gillett also owns WSEE(TV), Erie, Pa.; KJTV, Bakersfield, Cal.

Began Operation: June 12, 1960. Sale to present owner by Buford TV approved by FCC Jan. 17, 1978 (Television Digest, Vol. 17:44). Sale to Buford by R. V. Eppel, et al., approved by FCC Oct. 4, 1972.

Represented (sales) by Adam Young Inc.

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Smith & Pepper.

Personnel:

JOSEPH R. SHIELDS, president & general manager, marketing.  
JACK L. REA, v.p. & general manager, resources.  
ARNOLD MONDAY, chief engineer.

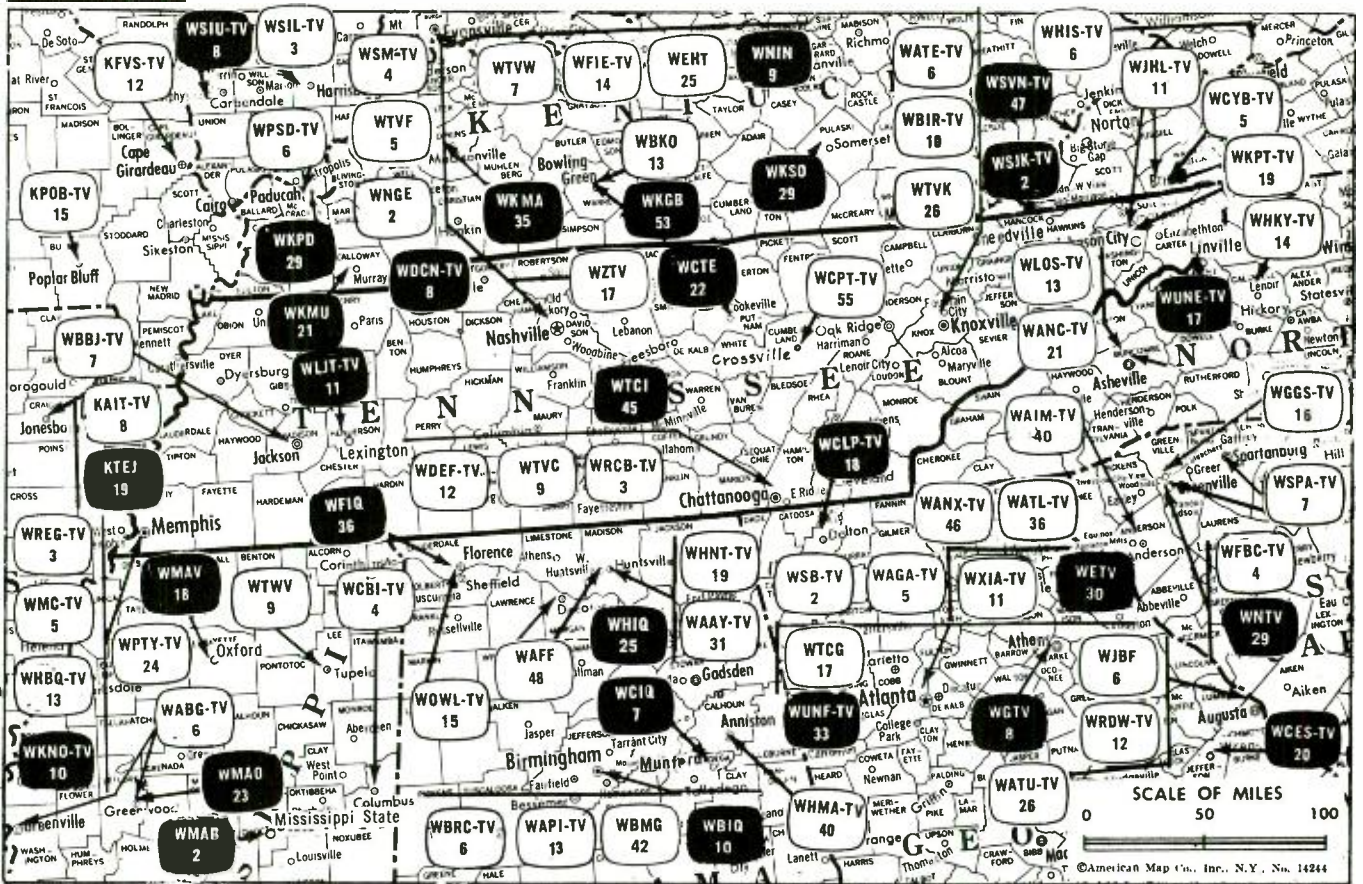
Highest 30 Sec. Rate (May 16, 1978): \$150.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Pipestone	4,200	4,100	98
	<b>NEBRASKA</b>			
	Boyd	1,200	1,100	96
	<b>SOUTH DAKOTA</b>			
	Aurora	1,500	1,400	95
	Beadle	7,100	6,900	97
	Bon Homme	3,000	2,900	96
	Brookings	7,100	6,900	97
	Charles Mix	3,700	3,500	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>SOUTH DAKOTA—(Continued)</b>				
50% & Over	Davison	6,400	6,200	96
	Douglas	1,300	1,200	95
	Hanson	1,300	1,300	97
	Hutchinson	3,400	3,300	96
	Jerauld	1,000	1,000	97
	Kingsbury	2,500	2,400	98
	Lake	3,800	3,700	98
	Mc Cook	2,400	2,400	99
	Miner	1,400	1,400	97
	Minnehaha	34,200	33,800	99
Moody	2,200	2,200	98	
Sanborn	1,100	1,100	96	
Turner	3,600	3,500	98	
<b>MINNESOTA</b>				
	Lincoln	3,000	2,900	97
<b>NEBRASKA</b>				
	Keya Paha	400	400	96
	Knox	4,000	3,800	95
Between 25-49%	<b>SOUTH DAKOTA</b>			
	Brown	13,100	12,900	99
	Brule	1,900	1,800	97
	Gregory	2,700	2,600	96
	Hamlin	2,400	2,300	97
	Lincoln	4,800	4,700	98
	<b>IOWA</b>			
	Lyon	4,400	4,300	97
Between 5-24%	<b>MINNESOTA</b>			
	Murray	3,800	3,700	98
	Nobles	7,700	7,600	98
(Continued on page 763-b)				
<b>Station Totals</b>		193,400	188,600	97
<b>Net Weekly Circulation (1976-77)</b>				82,900
<b>Average Daily Circulation (1976-77)</b>				45,900

# Tennessee



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Nashville	385,000	27	579,500	31
Memphis	312,000	35	525,800	35
Knoxville	181,000	68	356,900	60
Chattanooga	160,000	79	244,300	82
Bristol-Kingsport- Johnson City	138,000	84	233,700	83
Jackson	38,000	164	39,200	190

### Tennessee Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	13	5	18
Educational Television Stations	4	2	6
			24

### State Cross Reference List—Communities That Receive Programs of Stations That Are Located Elsewhere

**WCYB-TV, Bristol & Johnson City**  
(See Bristol, Va.)

**WKPT-TV, Bristol**  
(See Kingsport, Tenn.)

**WJHL-TV, Bristol & Kingsport**  
(See Johnson City, Tenn.)

**WKPT-TV, Johnson City**  
(See Kingsport, Tenn.)

## Tennessee

### State Educational Technical Facilities (Complete Data in Educational Directory)

#### WTCI Chattanooga

Ch. 45

Non-Commercial Educational Station

Licensee: Tennessee State Board of Education, Cordell Hull Bldg., Nashville, Tenn. (37219).

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 741-kw max. & 617-kw horizontal visual, 123-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"

#### WCTE Cookeville

Ch. 22

Non-Commercial Educational Station

Grantee: Tennessee State Board of Education.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 661-kw max. & 427-kw horizontal visual, 77.6-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 802-ft. above ground, 2802-ft. above sea level.

Latitude 36° 10' 26"  
Longitude 85° 20' 37"

#### 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, 499-ft. above ground, 1167-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. (38152).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude 35° 09' 17"  
Longitude 89° 49' 20"

#### WDCN-TV Nashville

Ch. 8

Non-Commercial Educational Station

Licensee: Metropolitan Board of Education, Box 120609, Nashville.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1280-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"  
Longitude 86° 49' 49"

#### 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: 1760-ft. above av. terrain, 499-ft. above ground, 3178-ft. above sea level.

Latitude 36° 22' 52"  
Longitude 83° 10' 48"

#### WDEF-TV, Chattanooga (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NORTH CAROLINA</b>			
	Clay	1,900	1,800	94
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Anderson	22,600	22,200	98
	Coffee	12,300	12,100	98
	Cumberland	8,300	8,000	96
	Lincoln	9,600	9,300	97
	Loudon	9,900	9,700	98
	Morgan	4,700	4,500	97
	Putnam	15,300	14,900	97
	Scott	5,400	5,100	95
	Van Buren	1,300	1,200	95
	Warren	11,100	10,700	97

#### WRCB-TV, Chattanooga (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Towns	1,500	1,400	96
	Union	2,700	2,600	96
	<b>NORTH CAROLINA</b>			
	Jackson	7,700	7,300	94
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Anderson	22,600	22,200	98
	Lincoln	9,600	9,300	97
	Morgan	4,700	4,500	97
	Putnam	15,300	14,900	97
	Van Buren	1,300	1,200	95
	Warren	11,100	10,700	97

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO 333 N. Michigan Ave. (312) 346-6460  
WASHINGTON, D.C. 1725 K. Street, N.W. (202) 331-9270  
ATLANTA 400 Colony Sq., #1004 (404) 892-4655  
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151



# 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 (CBS).

FM Affiliate: WDEF-FM, 100-kw, 92.3 MHz (No. 222), 900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Associates.

Represented (sales) by Blair Television.

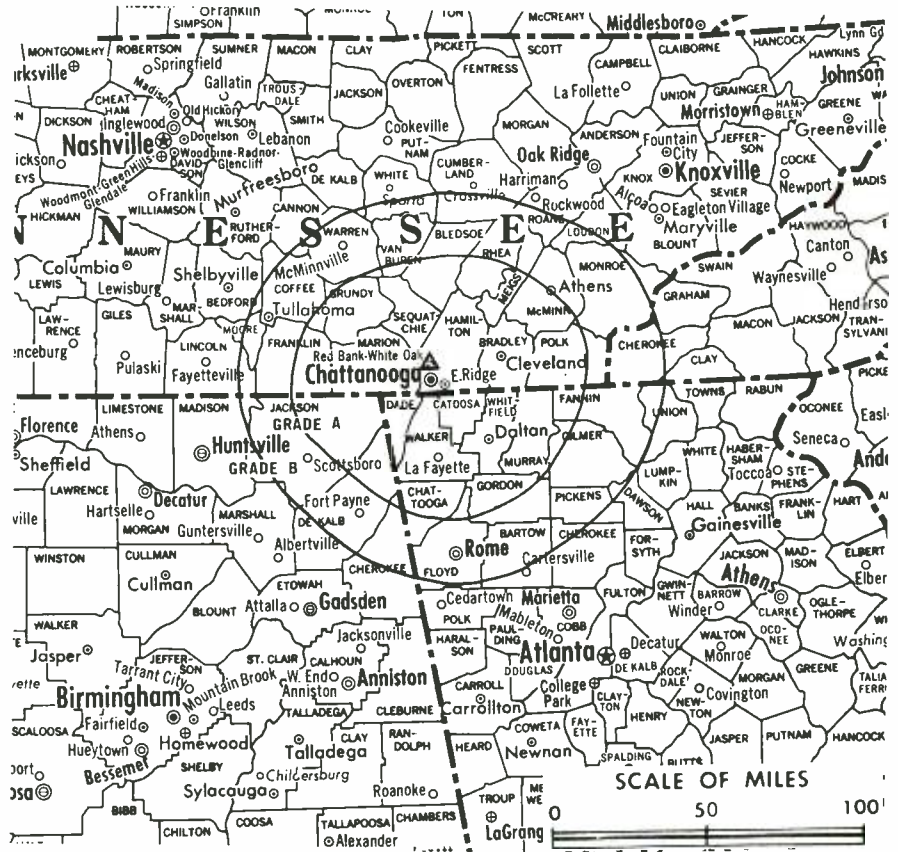
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 1-b).



WDEF-TV Ref: FCC File No. BPCT-3699 Granted 4/11/66

© American Map Co., Inc., N.Y., No. 14244

## WDEF-TV

Network Service: CBS.

Licensee: Roy H. Park Broadcasting of Tennessee Inc., 3300 Broad St. (37402).

Studio: Broadcast Center, Chattanooga.

Telephone: 615-267-3392. TWX No.: 810-573-5207.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. For other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 25, 1954. Sale to present owner by Carter M. Parham group approved by FCC Feb. 28, 1964 (Television Digest, Vol. 4:7).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

LOUIS J. ROCKE, general manager.  
LELA GADDIS, national sales service.  
BILL EMBRY, local sales manager.  
DORIS MITCHELL, program director.  
RAY WHITE, news director.  
BILL CHRISTMAN, chief engineer.

Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ALABAMA</b>				
	De Kalb	17,700	17,200	97
	Jackson	17,100	16,600	97
<b>GEORGIA</b>				
	Catoosa	11,300	11,100	99
	Chattooga	7,700	7,500	97
50% & Over	Dade	3,900	3,800	97
	Fannin	4,800	4,600	95
	Floyd	26,700	26,000	97
	Gordon	9,600	9,300	97
	Murray	5,900	5,700	96
	Walker	18,900	18,500	98
	Whitfield	19,800	19,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
	Cherokee	6,100	5,800	95
<b>TENNESSEE</b>				
	Bledsoe	3,000	2,900	96
	Bradley	21,300	20,900	98
50% & Over	Grundy	4,500	4,300	96
	Hamilton	98,700	97,300	99
	Mcminn	15,100	14,800	98
	Marion	7,200	7,100	98
	Meigs	2,100	2,100	98
	Polk	4,300	4,200	97
	Rhea	7,600	7,400	97
	Sequatchie	2,300	2,200	97
<b>NORTH CAROLINA</b>				
	Graham	1,900	1,800	95
	Macon	7,000	6,500	93
Between 25-49%	<b>TENNESSEE</b>			
	Franklin	9,800	9,600	98
	Monroe	8,900	8,600	97
	Roane	15,200	14,900	98
<b>ALABAMA</b>				
	Marshall	21,400	20,900	98
<b>GEORGIA</b>				
	Bartow	11,800	11,500	98
Between 25-49%	Cherokee	13,600	13,300	98
	Gilmer	3,500	3,300	95
	Haralson	6,300	6,100	97
	Polk	10,700	10,400	97
	Union	2,700	2,600	96
(Continued on page 766-b)				
Station Totals		530,800	517,600	97
Net Weekly Circulation (1976-77)			286,200	
Average Daily Circulation (1976-77)			186,500	

# Tennessee—Chattanooga

## WRCB-TV

Ch. 3

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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.: 810-573-5240.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: Newsweek.

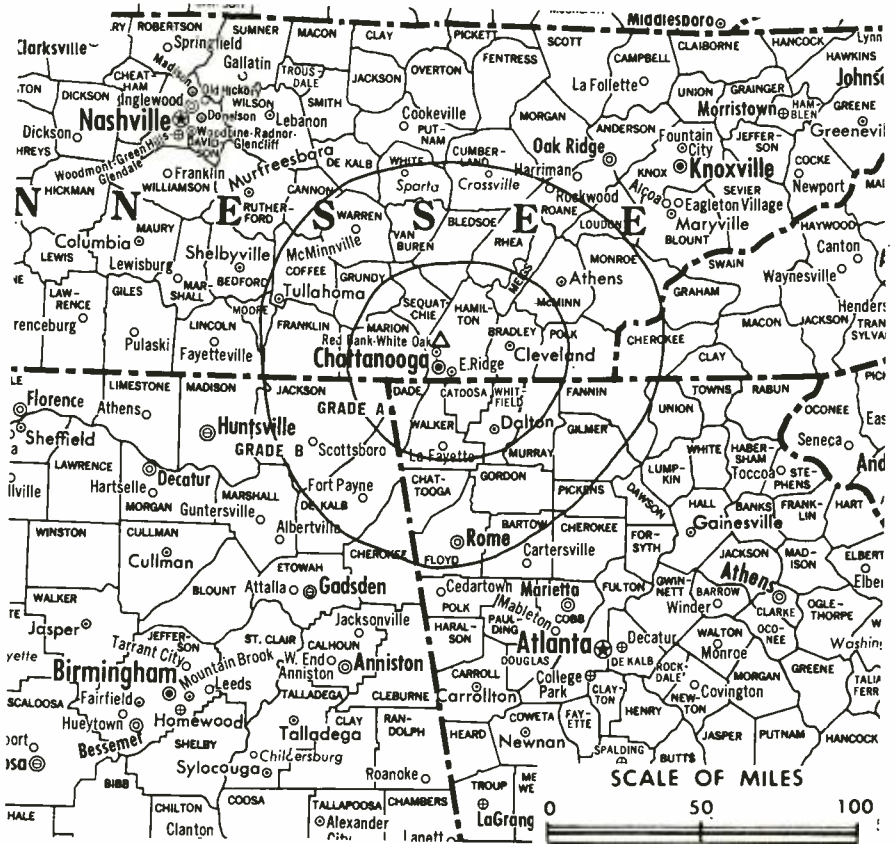
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WRCB-TV Ref: FCC File No. BPC-882 Granted 2/8/56

©American Map Co., Inc., N.Y., No. 14244

## WRCB-TV

Network Service: NBC.

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:

WILLIAM G. EVANS, vice president & general manager.

LEMUEL B. SCHOFIELD, assistant general manager.

WILLIAM L. SERVICE, general sales manager.

ROBERT E. GLENN, chief engineer.

CYNTHIA ROGERS, promotion manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ALABAMA</b>			
	De Kalb	17,700	17,200	97
	Jackson	17,100	16,600	97
	<b>GEORGIA</b>			
	Catoosa	11,300	11,100	99
50% & Over	Chattooga	7,700	7,500	97
	Dade	3,900	3,800	97
	Fannin	4,800	4,600	95
	Floyd	26,700	26,000	97
	Gilmer	3,500	3,300	95
	Gordon	9,600	9,300	97
	Murray	5,900	5,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>GEORGIA—(Continued)</b>			
	Walker	18,900	18,500	98
	Whitfield	19,800	19,300	98
	<b>NORTH CAROLINA</b>			
	Cherokee	6,100	5,800	95
	<b>TENNESSEE</b>			
	Bledsoe	3,000	2,900	96
	Bradley	21,300	20,900	98
50% & Over	Grundy	4,500	4,300	96
	Hamilton	98,700	97,300	99
	Mcminn	15,100	14,800	98
	Marion	7,200	7,100	98
	Meigs	2,100	2,100	98
	Polk	4,300	4,200	97
	Rhea	7,600	7,400	97
	Sequatchie	2,300	2,200	97
	<b>NORTH CAROLINA</b>			
	Clay	1,900	1,800	94
	Graham	1,900	1,800	95
	Macon	7,000	6,500	93
	<b>TENNESSEE</b>			
Between 25-49%	Coffee	12,300	12,100	98
	Cumberland	8,300	8,000	96
	Franklin	9,800	9,600	98
	Monroe	8,900	8,600	97
	Roane	15,200	14,900	98
	<b>GEORGIA</b>			
Between 5-24%	Bartow	11,800	11,500	98
	Cherokee	13,600	13,300	98
	Polk	10,700	10,400	97
	(Continued on page 766-b)			
<b>Station Totals</b>		<b>497,000</b>	<b>484,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>292,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>185,300</b>	

# Tennessee—Chattanooga

## WRIP-TV

Ch. 61

Technical Facilities: Channel No. 61 (752-758 MHz). Authorized power: 584-kw max & 457-kw horizontal visual, 117-kw max. & 91.2-kw horizontal aural. Antenna: 980-ft. above av. terrain, 343-ft. above ground, 2313-ft. above sea level.

Latitude 35° 12' 34"  
Longitude 85° 16' 39"

Transmitter: Needleseye, Chattanooga.

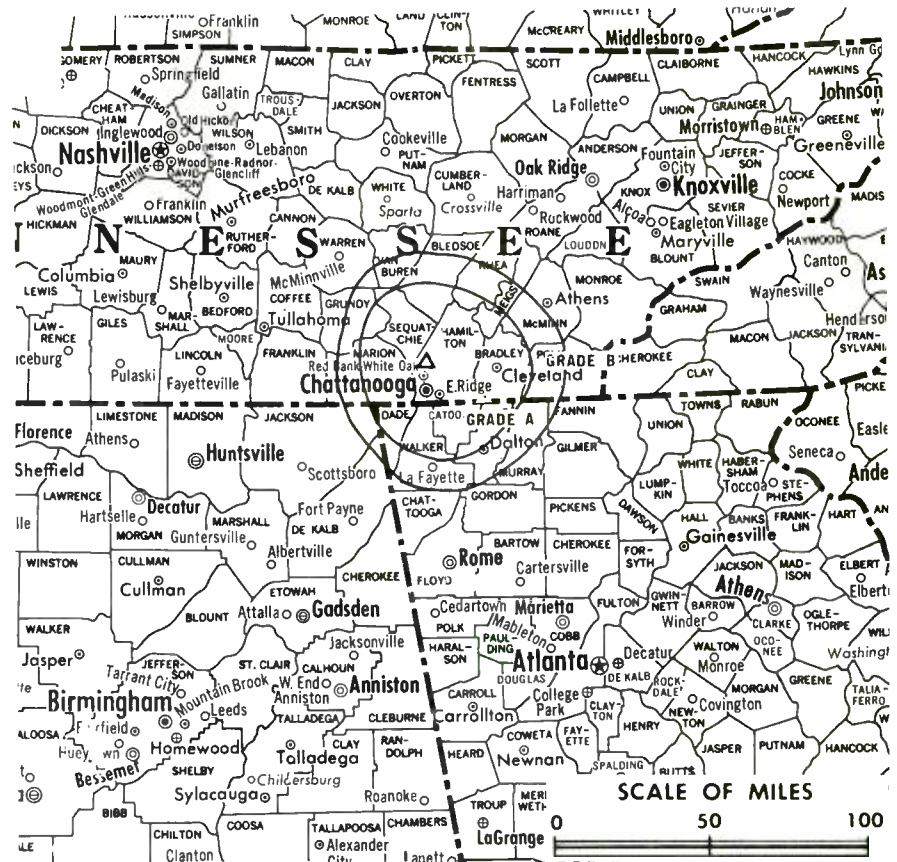
AM Affiliate: WRIP, 5-kw, 980 kHz.

FM Affiliate: WOVE, Rossville, Ga., 6-kw, 105.5 MHz (No. 288), 270-ft.

Color: Live, film, slide & tape.

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4 b).



WRIP-TV Ref: FCC File No. BMPCT 4828 Granted 3/7/75

©American Map Co., Inc., N.Y., No. 14244

## WRIP-TV

Network Service: None, independent.

Licensee: WRIP Inc., 270 N. Crest Rd., Chattanooga (37404).

Studio: McFarland Ave., 1-mi S. of business district of Rossville, Ga.

Telephone: 404-866-3855.

Ownership: Col. Jay Sadow, 100%. Sadow also owns WRIP & WOVE(FM), Rossville, Ga.

Began Operation: Jan. 24, 1972.

Represented (sales) by Devney Television Inc.

Represented (legal) by Boasberg, Hewes, Finkelstein & Klores.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

COL. JAY SADOW, president & general manager.  
JIM HESTER, operations manager.  
BILL WHITE, director of engineering.  
JIM HESTER, program director.  
RICK LANE, film director & assistant manager.  
CHERYL ADAMS, office manager.  
GIL SHARP, sports director.  
SID HUGHES, religious director.  
JACK HATCHER, public affairs director.  
GERRY SADOW, promotion manager.

### DIGEST OF RATE CARD NO. 1

(Jan. 1972)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA	\$300	\$180	\$120	\$90	\$50	\$38	\$20

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>GEORGIA</b>				
	Catoosa	11,300	11,100	99
	Chattooga	7,700	7,500	97
	Dade	3,900	3,800	97
	Walker	18,900	18,500	98
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Anderson	22,600	22,200	98
	Bledsoe	3,000	2,900	96
	Hamilton	98,700	97,300	99
	Polk	4,300	4,200	97
<b>Station Totals</b>		<b>170,400</b>	<b>167,500</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>17,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>4,200</b>	

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

Arbitron Information On Demand



# Tennessee—Chattanooga

## WTVC

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1040-ft. above av. terrain, 278-ft. above ground, 2353-ft. above sea level.

Latitude 35° 09' 41"  
Longitude 85° 19' 03"

Transmitter: Taft Hwy. & Anderson Pike, Signal Mtn., Tenn.

Studio: Golden Gateway Shopping Center, 410 W. 6th St. (37402).

TV tape: Recording facilities.

Telephone: 615-756-5500.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

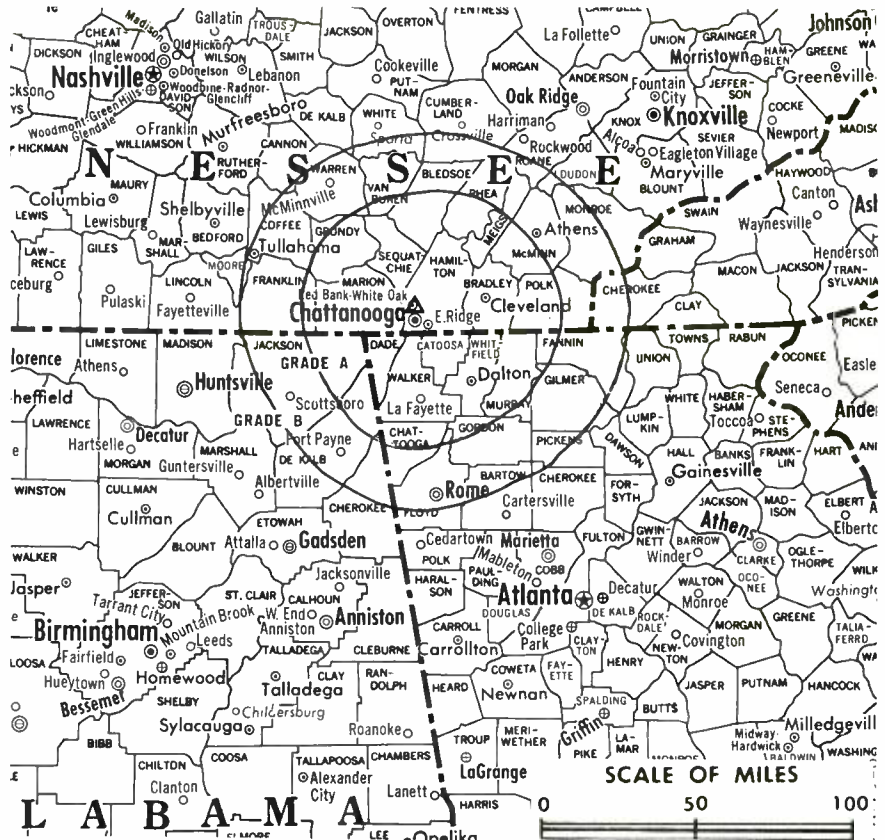
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WTVC Ref: FCC File No. BMPCT-4945 Granted 1/30/58

©American Map Co., Inc., N.Y., No. 14244

## WTVC

Network Service: ABC.

Licensee: WTVC Inc., Box 1150 (37401).

Ownership: WTVC Inc. 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 H-R Television Inc.

Represented (legal) by Wilner & Scheiner.

Personnel:

JANE GRAMS, president & general manager.

LEE JOHNSON, program manager.

BERT CALDWELL, national sales manager.

ROGER HALE, chief engineer.

### DIGEST OF RATE CARD NO. 24

(Sept. 11, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—7:30-11 p.m., daily.			
\$1000	\$600	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$725.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ALABAMA</b>			
	De Kalb	17,700	17,200	97
	Jackson	17,100	16,600	97
	<b>GEORGIA</b>			
	Catoosa	11,300	11,100	99
	Chattooga	7,700	7,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>GEORGIA—(Continued)</b>				
		Dade	3,900	3,800	97
		Fannin	4,800	4,600	95
		Floyd	26,700	26,000	97
		Gordon	9,600	9,300	97
		Murray	5,900	5,700	96
		Walker	18,900	18,500	98
		Whitfield	19,800	19,300	98
		<b>NORTH CAROLINA</b>			
		Cherokee	6,100	5,800	95
		<b>TENNESSEE</b>			
		Bledsoe	3,000	2,900	96
		Bradley	21,300	20,900	98
	Cumberland	8,300	8,000	96	
	Grundy	4,500	4,300	96	
	Hamilton	98,700	97,300	99	
	Mcminn	15,100	14,800	98	
	Marion	7,200	7,100	98	
	Meigs	2,100	2,100	98	
	Polk	4,300	4,200	97	
	Rhea	7,600	7,400	97	
	Roane	15,200	14,900	98	
	Sequatchie	2,300	2,200	97	

Between 25-49%	<b>GEORGIA</b>				
		Bartow	11,800	11,500	98
		Gilmer	3,500	3,300	95
	<b>NORTH CAROLINA</b>				
	Macon	7,000	6,500	93	
	<b>TENNESSEE</b>				
	Franklin	9,800	9,600	98	
	Monroe	8,900	8,600	97	

(Continued on page 777-b)

Station Totals	495,200	482,700	97
Net Weekly Circulation (1976-77)	286,400		
Average Daily Circulation (1976-77)	186,700		

# Tennessee—Crossville

## WCPT-TV

Ch. 55

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 18.6-kw visual, 3.71-kw aural. Antenna: 1180-ft. above av. terrain, 215-ft. above ground, 2860-ft. above sea level.

Latitude 35° 53' 08"  
Longitude 84° 51' 34"

Requests CP for change to 1000-kw visual, 100-kw aural. BPCT-5000.

Transmitter: Crab Orchard, Haley Mtn. (Renegade).

Color: Live, film, slide & tape.

TV tape: Recording facilities.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WCPT-TV Ref: FCC File No. BPCT-4832 Granted 1/14/76 © American Map Co., Inc., N.Y., No. 14244

## WCPT-TV

Network Service: None, independent.

Grantee: WCPT-TV Inc., Box 608, Crossville, Tenn. (38555).

Studio: 312 S. Main St.

Telephone: 615-484-5169.

Ownership: Edward M. Johnson, 100%. Johnson also owns 49% of WCSV, Crossville & WKYR(AM), Burkesville, Ky.; 33 1/3% of WHAL(AM); CP for AM in Kingston, Tenn. and has interest in AM application pending in Dayton, Tenn.

Began Operation: Oct. 3, 1976.

Personnel:

HUDLEY CROCKETT, president.  
EDWARD M. JOHNSON, vice president.  
RUTH B. TURNER, sales manager.  
ARCHIE KENDRICK, chief engineer.  
KARLA AGEE, traffic director.

## DIGEST OF RATE CARD NO. 3

(March 1, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.
\$150	\$85	\$58	\$27	\$20

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TENNESSEE Cumberland	8,300	8,000	96
<b>Station Totals</b>		<b>8,300</b>	<b>8,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>1,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>700</b>

# Tennessee—Jackson

## WBBJ-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1060-ft. above av. terrain, 1065-ft. above ground, 1545-ft. above sea level.

Latitude 35° 38' 15"  
Longitude 88° 41' 32"

Transmitter: 6-mi. E of Jackson.

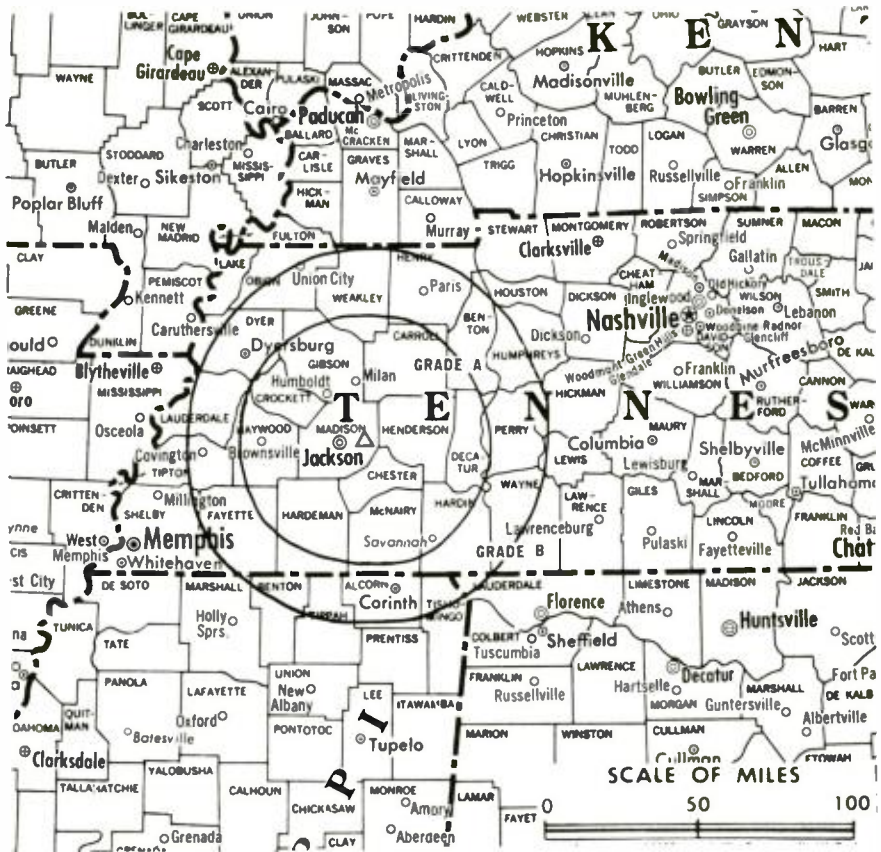
News Wire Service: AP.

Color: Network, live, film, slide & tape.

Represented (sales) by H-R Television Inc.

Represented (legal) by Brown, Bernstein & Effros.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBBJ-TV Ref: FCC File No. BPCT--4266 Granted 3/17/70

©American Map Co., Inc., N.Y., No. 14244

## WBBJ-TV

Network Service: ABC.

Licensee: Jackson Telecasters Inc., 346 Muse St., Box 2387 (38301).

Studio: Television Hill. Telephone: 901-424-4515.

Ownership: Cy N. Bahakel, 100%. For other interests, see WCCB (TV), Charlotte, N.C.

Begin 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).

Personnel:

GERRY QUICK, general manager & sales manager.  
DON HILL, program director.  
ED WARD, director of engineering.  
BARBARA HINSON, traffic director.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 10 Sec.

Class AA—6-10 p.m., daily.

\$800 \$420 \$215 \$150 \$240 \$120

NETWORK BASE HOURLY RATE: \$376.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MISSISSIPPI</b>			
	Alcorn	10,500	10,100	96
	Tishomingo	6,100	5,800	95
	<b>TENNESSEE</b>			
	Carroll	10,300	9,900	97
	Chester	4,000	3,900	97
	Crockett	5,600	5,400	97
	Decatur	3,600	3,500	96
	Dyer	11,800	11,500	97
	Gibson	17,900	17,400	97
Hardin	7,200	6,900	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TENNESSEE—(Continued)</b>			
	Henderson	7,200	7,000	97
	Lake	2,400	2,300	97
	Mc Nairy	7,900	7,600	96
	Madison	26,000	25,300	97
	Obion	13,100	12,800	98
	Wayne	4,500	4,300	95
Weakley	11,600	11,300	97	
Between 25-49%	<b>KENTUCKY</b>			
	Fulton	3,500	3,400	97
	<b>MISSISSIPPI</b>			
	Prentiss	7,300	7,100	97
	Tippah	6,300	6,100	97
Between 25-49%	<b>MISSOURI</b>			
	Pemiscot	8,600	8,200	95
	<b>TENNESSEE</b>			
	Hardeman	6,400	6,200	96
	Haywood	6,700	6,400	96
Henry	10,400	10,000	97	
Lauderdale	7,500	7,300	97	
Between 5-24%	<b>ALABAMA</b>			
	Franklin	9,700	9,300	96
	<b>ARKANSAS</b>			
	Mississippi	20,500	19,700	96
	<b>KENTUCKY</b>			
	Calloway	11,200	11,000	98
	Carlisle	2,300	2,300	98
Graves	12,700	12,500	98	
Hickman	2,400	2,300	98	
Lyon	2,000	1,900	97	
(Continued on page 777-b)				
<b>Station Totals</b>		<b>314,900</b>	<b>304,500</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>147,500</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>81,900</b>	

# Tennessee—Johnson City-Bristol-Kingsport

## WJHL-TV

Ch. 11

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 245-kw max. visual, 30-kw max. aural. Antenna: 2320-ft. above av. terrain, 228-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 55"  
Longitude 82° 08' 15"

Transmitter: Holston Mtn.

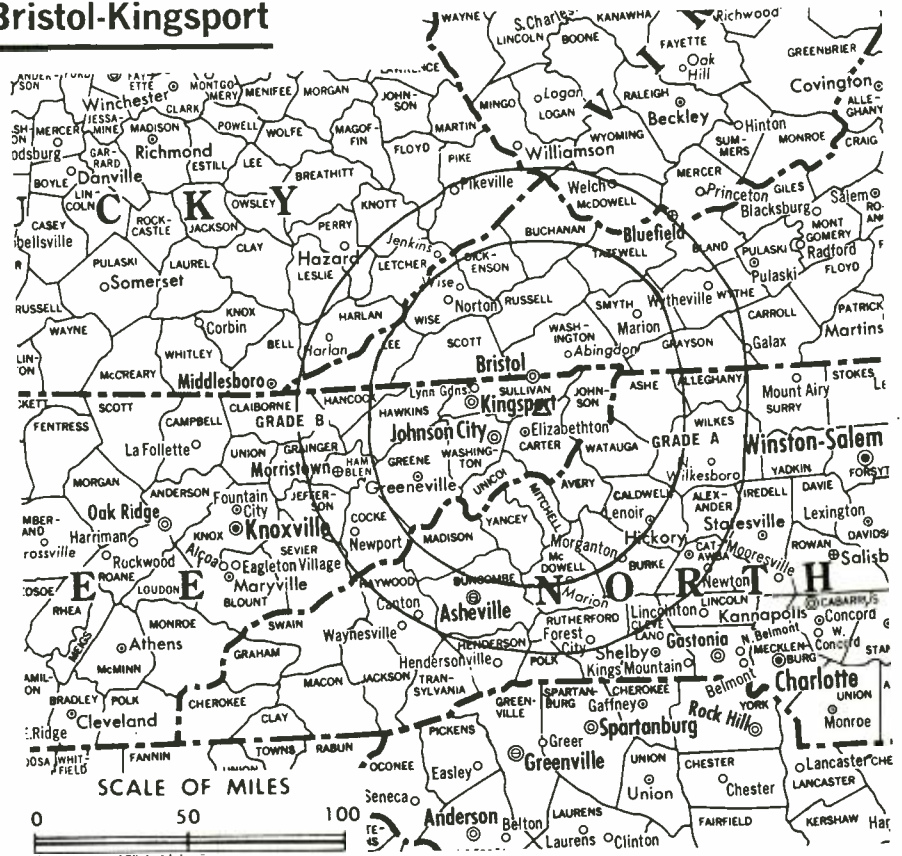
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Assoc.

Represented (legal) by McKenna, Wilkinson & Kittner.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

WJHL-TV Ref: FCC File No. BPCT-4385 Granted 1/5/71

©American Map Co., Inc., N.Y., No. 14244

## WJHL-TV

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Tri-Cities Inc., P.O. Box 1130, 338 East Main St., Johnson City (37601).

Studio: 338 East Main St., Johnson City.

Telephone: 615-926-2151. TWX No.: 810-575-8551.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. 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.

Personnel:

W. H. LANCASTER JR., general manager.

JACK SHAVER, sales manager.

ALFRED GREGORY, program director & film buyer.

CARL DICKENSON, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Prime—8-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.	\$700	\$420	\$280	\$240	On request*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>KENTUCKY</b>			
	Perry	8,700	8,200	94
	<b>NORTH CAROLINA</b>			
Avery	4,500	4,300	95	
Watauga	9,500	9,100	96	

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>TENNESSEE</b>				
	Carter	17,000	16,600	98
	Greene	17,800	17,300	97
	Hawkins	13,300	12,900	97
	Johnson	4,600	4,400	97
	Sullivan	48,500	47,800	98
	Unicoi	6,000	5,800	97
	Washington	29,500	29,000	98
50% & Over	<b>VIRGINIA</b>			
	Buchanan	9,900	9,300	94
	Dickenson	5,800	5,600	96
	Russell	8,400	8,000	95
	Scott	8,400	7,900	94
	Smyth	10,200	9,900	97
	Washington	20,900	20,300	97
	Wise	15,800	15,100	95
<b>KENTUCKY</b>				
	Breathitt	4,800	4,400	92
	Harlan	13,700	13,200	96
	Letcher	9,000	8,500	95
	Pike	22,200	21,400	97
<b>NORTH CAROLINA</b>				
	Yancey	5,000	4,700	93
Between 25-49%	<b>TENNESSEE</b>			
	Cocke	9,400	9,100	96
	Hamblen	15,400	15,000	97
	Hancock	2,300	2,200	96
<b>VIRGINIA</b>				
	Lee	9,300	8,800	94
	Tazewell	15,400	14,900	97

(Continued on page 777-b)

Station Totals	583,000	562,500	96
Net Weekly Circulation (1976-77)			249,300
Average Daily Circulation (1976-77)			166,400

# 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, 225-ft. above ground, 4398-ft. above sea level.

Latitude 36° 25' 54"  
Longitude 82° 08' 15"

Transmitter: Holston Mtn., Cherokee National Forest.

TV tape: Recording facilities.

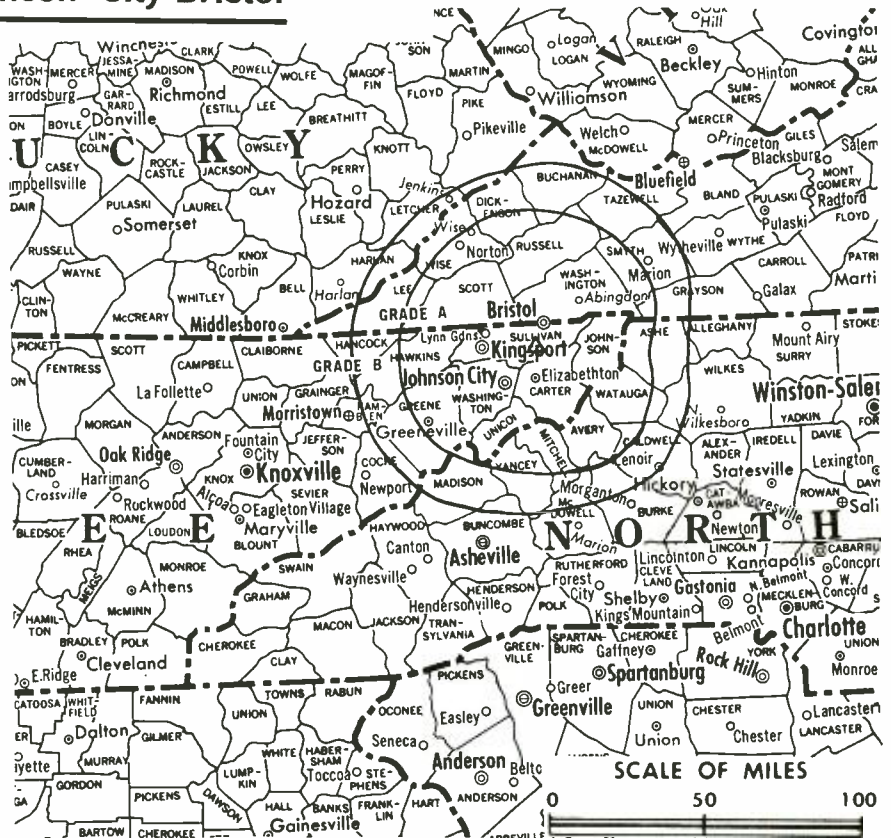
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (sales) by The Meeker Co.

Represented (legal) by Cordon & Jacob.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKPT-TV Ref: FCC File No. B1PT -3760 Granted 12/8/66

© American Map Co., Inc., N.Y., No. 14241

## WKPT-TV

Network Service: ABC.

Licensee: Holston Valley Broadcasting Corp., 222 Commerce St., Kingsport, Tenn. (37660).

Studio: 222 Commerce St., Kingsport, Tenn. (37660).

Telephone: 615-246-9578. TWX No.: 810-574-5180.

Ownership: Home News Publishing Co., 96.7%; Robert I. Ratcliff, exec. v.p., 3.3%. Home News Publishing ownership: Hugh N. Boyd, pres., 49.69%; William M. Boyd, exec. v.p., 27.38%. Home News Publishing Co. also controls WKPT-AM-FM, Kingsport; WINE & WRKI(FM), Brookfield-Danbury, Conn.; WSNB(AM), Torrington, Conn. Home News Publishing also owns WEVU(TV), Naples-Fort Myers, Fla.

Began Operation: Aug. 20, 1969.

Personnel:

ROBERT I. RATCLIFF, exec. vice president & general manager.

GEORGE E. DeVAULT JR., vice president & station manager.

RAY WALKER, vice president & general sales manager.

HAROLD T. DOUGHERTY, vice president for engineering.

EILEEN HENRY, vice president & treasurer.

C. WALLACE McNEW, operations manager.

### DIGEST OF RATE CARD NO. 9—(Jan. 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	
Class A—6:30-11 p.m., daily.	\$650	\$370	\$230	\$200	\$130

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Knott	4,900	4,600	93
	Perry	8,700	8,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TENNESSEE</b>			
	Carter	17,000	16,600	98
	Sullivan	48,500	47,800	98
	Unicoi	6,000	5,800	97
	Washington	29,500	29,000	98
50% & Over	<b>VIRGINIA</b>			
	Smyth	10,200	9,900	97
	Washington	20,900	20,300	97
50% & Over	<b>KENTUCKY</b>			
	Harlan	13,700	13,200	96
	Letcher	9,000	8,500	95
50% & Over	<b>NORTH CAROLINA</b>			
	Avery	4,500	4,300	95
	Watauga	9,500	9,100	96
Between 25-49%	<b>TENNESSEE</b>			
	Greene	17,800	17,300	97
	Hamblen	15,400	15,000	97
	Hawkins	13,300	12,900	97
Between 25-49%	<b>VIRGINIA</b>			
	Buchanan	9,900	9,300	94
	Dickenson	5,800	5,600	96
	Russell	8,400	8,000	95
Between 25-49%	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Floyd	13,500	13,000	96
Between 25-49%	Jackson	3,400	3,100	92

(Continued on page 777-b)

Station Totals	405,400	391,400	96
Net Weekly Circulation (1976-77)			164,000
Average Daily Circulation (1976-77)			97,600



# Tennessee—Knoxville

## WATE-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1490-ft. above av. terrain, 1153-ft. above ground, 2549-ft. above sea level.

Latitude 36° 00' 13"

Longitude 83° 56' 35"

Transmitter: Sharp's Ridge Memorial Park Rd.

Studio: 1306 Broadway, N.E.

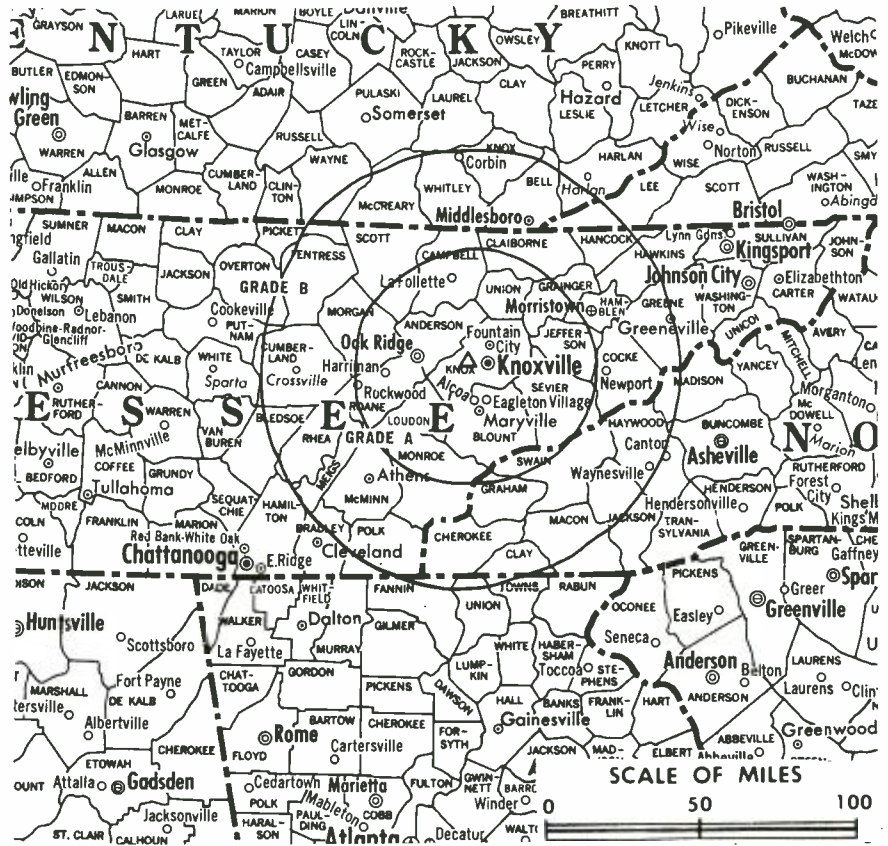
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).



WATE-TV Ref: FCC File No. BPCT-4672 Granted 1/14/74

©American Map Co., Inc., N.Y., No. 14244

## WATE-TV

Network Service: NBC.

Licensee: Nationwide Communications Inc., 1306 Broadway N.E., Knoxville (37917).

Telephone: 615-637-9666. TWX No.: 615-546-0023.

Ownership: A subsidiary of Nationwide Mutual Insurance Co. Charles W. Fullerton, pres.; Clark Pollock, v.p. & gen. mgr.; Richard Janssen, v.p., operations. Also owns WXEX-TV, Richmond-Petersburg, Va.; WBAY-TV, Green Bay, Wis.; WLEE(AM), Richmond; WNCI(FM), Columbus, Ohio; WGAR & WKSW(FM), Cleveland, Ohio; WPOC(FM), Baltimore, Md.; WKTQ & WSHH(FM), Pittsburgh, Pa.

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.

Personnel:

JACK W. LEE, general manager.  
 DON E. WATKINS, chief engineer.  
 JOHN REESE, program director & film buyer.  
 RON WATKINS, general sales manager.  
 BOB KING, production director.  
 ALLEN KELLER, news director.

DIGEST OF RATE CARD NO. 22—(Jan. 5, 1976)

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.

\$1000 ..... Graded rates apply\*

\*Highest rate: \$450.

NETWORK BASE HOURLY RATE: \$1300.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>KENTUCKY</b>				
		Bell	10,800	10,400	96
		Clay	6,300	5,900	94
		Harlan	13,700	13,200	96
		Knox	9,200	8,700	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
	Laurel	10,500	10,000	95
	Mc Creary	4,700	4,400	94
	Pulaski	14,900	14,100	95
	Russell	4,200	4,000	96
	Wayne	5,300	4,900	93
	Whitley	10,400	10,000	96
<b>TENNESSEE</b>				
	Anderson	22,600	22,200	98
	Blount	25,900	25,400	98
	Campbell	11,000	10,600	96
	Claiborne	8,400	8,000	95
	Cocke	9,400	9,100	96
	Cumberland	8,300	8,000	96
	Fentress	4,500	4,300	95
	Grainger	5,700	5,500	96
	Greene	17,800	17,300	97
	Hamblen	15,400	15,000	97
	Jefferson	10,100	9,900	98
	Knox	105,800	104,000	98
	Loudon	9,900	9,700	98
	Meigs	2,100	2,100	98
	Monroe	8,900	8,600	97
	Morgan	4,700	4,500	97
	Roane	15,200	14,900	98
	Scott	5,400	5,100	95
	Sevier	12,400	12,000	97
	Union	3,500	3,300	96
<b>50% &amp; Over</b>				
<b>GEORGIA</b>				
	Fannin	4,800	4,600	95
<b>Between 25-49%</b>				
<b>KENTUCKY</b>				
	Leslie	3,800	3,500	92

(Continued on page 777-b)

Station Totals	668,600	647,800	96
Net Weekly Circulation (1976-77)	359,700		
Average Daily Circulation (1976-77)	264,400		

# Tennessee—Knoxville

## WBIR-TV

Ch. 10

Technical Facilities: Channel No. 10  
192-198 MHz. Authorized power:  
316-kw visual, 38.02-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, 100-kw, 103.5 MHz (No. 227), 1720-ft.

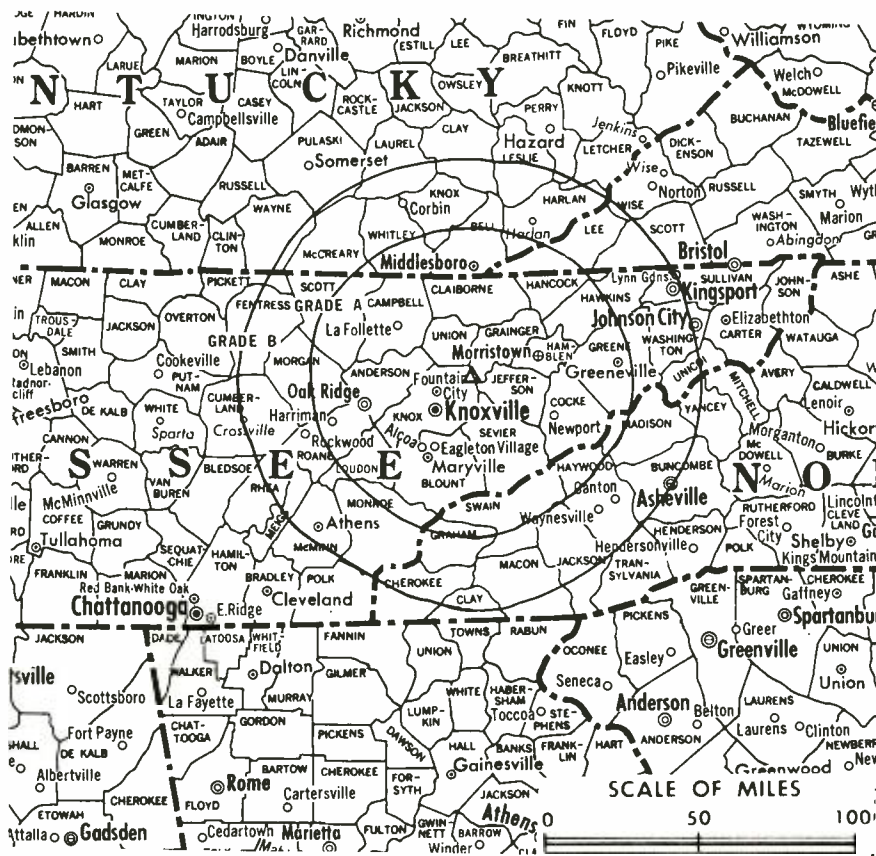
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Represented (sales) by Katz Television Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBIR-TV Ref: FCC File No. BMPCT-5850 Granted 6/17/63

©American Map Co., Inc., N.Y., No. 14244

## WBIR-TV

Network Service: CBS.

Licensee: Multimedia Inc., 1513 Hutchison Ave.

Studio: 1513 Hutchison Ave. (37917).

Telephone: 615-637-1010. TWX No.: 810-583-0172.

Ownership: See WLWT, Cincinnati, Ohio.

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 (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

NEAL W. BRANCH, vice president & general manager.  
PETER N. FENNELLY, program director & film buyer.  
STEVE DEAN, promotion director.  
ROBERT E. HORTON, chief engineer.  
BOB SELWYN, news director.

DIGEST OF RATE CARD NO. A35a—(March 28, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.

Class AA—6-11 p.m., daily.

\$1000 \$700 \$415 \$300 Graded rates apply\*

\*Highest rate: \$675.

NETWORK BASE HOURLY RATE: \$1125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Clay	6,300	5,900	94
	Harlan	13,700	13,200	96
	Knox	9,200	8,700	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY—(Continued)</b>			
	Laurel	10,500	10,000	95
	Leslie	3,800	3,500	92
	Mc Creary	4,700	4,400	94
	Pulaski	14,900	14,100	95
	Russell	4,200	4,000	96
	Wayne	5,300	4,900	93
	Whitley	10,400	10,000	96
	<b>NORTH CAROLINA</b>			
	Graham	1,900	1,800	95
50% & Over	<b>TENNESSEE</b>			
	Anderson	22,600	22,200	98
	Blount	25,900	25,400	98
	Campbell	11,000	10,600	96
	Claiborne	8,400	8,000	95
	Cocke	9,400	9,100	96
	Cumberland	8,300	8,000	96
	Grainger	5,700	5,500	96
	Greene	17,800	17,300	97
	Hamblen	15,400	15,000	97
	Hancock	2,300	2,200	96
	Jefferson	10,100	9,900	98
	Knox	105,800	104,000	98
Loudon	9,900	9,700	98	
Monroe	8,900	8,600	97	
Morgan	4,700	4,500	97	
Roane	15,200	14,900	98	
Scott	5,400	5,100	95	
Sevier	12,400	12,000	97	
Union	3,500	3,300	96	
<b>VIRGINIA</b>				
Lee	9,300	8,800	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>KENTUCKY</b>			
	Letcher	9,000	8,500	95
(Continued on page 781-b)				
<b>Station Totals</b>		<b>762,600</b>	<b>738,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>379,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>265,400</b>	

**WATE-TV, Knoxville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	<b>NORTH CAROLINA</b>				
	Graham	1,900	1,800	95	
	Swain	3,400	3,100	92	
	<b>TENNESSEE</b>				
	Bledsoe	3,000	2,900	96	
	Hancock	2,300	2,200	96	
	Hawkins	13,300	12,900	97	
	Mcminn	15,100	14,800	98	
	Unicoi	6,000	5,800	97	
	<b>VIRGINIA</b>				
	Lee	9,300	8,800	94	
	Between 5-24%	<b>KENTUCKY</b>			
		Clinton	2,800	2,700	95
Jackson		3,400	3,100	92	
Rockcastle		4,100	3,800	93	
<b>NORTH CAROLINA</b>					
Caldwell		20,300	19,800	98	
Cherokee		6,100	5,800	95	
Jackson		7,700	7,300	94	
Madison		5,600	5,200	94	
Mitchell		5,000	4,800	96	
Yancey		5,000	4,700	93	
<b>TENNESSEE</b>					
Carter		17,000	16,600	98	
Polk		4,300	4,200	97	
Putnam		15,300	14,900	97	
Rhea		7,600	7,400	97	
Sequatchie		2,300	2,200	97	
Sullivan		48,500	47,800	98	
Washington		29,500	29,000	98	
<b>VIRGINIA</b>					
Scott		8,400	7,900	94	
Wise	15,800	15,100	95		

**WJHL-TV, Johnson City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Floyd	13,500	13,000	96
	Leslie	3,800	3,500	92
	Pulaski	14,900	14,100	95
	<b>NORTH CAROLINA</b>			
	Ashe	7,200	6,800	95
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
	Madison	5,600	5,200	94
	Mitchell	5,000	4,800	96
	Wilkes	19,000	18,300	96
	<b>TENNESSEE</b>			
	Claiborne	8,400	8,000	95
	Grainger	5,700	5,500	96
	Jefferson	10,100	9,900	98
	<b>VIRGINIA</b>			
	Bland	2,100	1,900	93
	Grayson	5,400	5,200	96
	Wythe	8,000	7,600	96
	<b>WEST VIRGINIA</b>			
Logan	15,000	14,600	97	
Mc Dowell	16,600	15,900	96	
Mercer	24,000	23,300	97	
Mingo	10,900	10,500	96	
Wyoming	10,000	9,600	96	

**Tennessee**

**WKPT-TV, Kingsport**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>KENTUCKY—(Continued)</b>			
	Laurel	10,500	10,000	95
	Leslie	3,800	3,500	92
	<b>TENNESSEE</b>			
	Cocke	9,400	9,100	96
	Hancock	2,300	2,200	96
	Johnson	4,600	4,400	97
	<b>VIRGINIA</b>			
	Lee	9,300	8,800	94
	Tazewell	15,400	14,900	97
	Wythe	8,000	7,600	96
	<b>WEST VIRGINIA</b>			
	Logan	15,000	14,600	97

**WTVC, Chattanooga**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>ALABAMA</b>			
	Marshall	21,400	20,900	98
	<b>GEORGIA</b>			
	Hall	22,700	22,100	97
	Pickens	3,400	3,300	97
	Polk	10,700	10,400	97
	Towns	1,500	1,400	96
	Union	2,700	2,600	96
	<b>NORTH CAROLINA</b>			
	Clay	1,900	1,800	94
	<b>TENNESSEE</b>			
	Coffee	12,300	12,100	98
	Fentress	4,500	4,300	95
	Giles	8,600	8,300	96
	Lincoln	9,600	9,300	97
	Morgan	4,700	4,500	97
	Warren	11,100	10,700	97

**WBBJ-TV, Jackson**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>MISSISSIPPI</b>			
	Benton	1,900	1,800	96
	<b>MISSOURI</b>			
	Dunklin	13,800	13,200	96
	New Madrid	8,000	7,700	96
	<b>TENNESSEE</b>			
	Benton	4,700	4,600	97
	Fayette	7,000	6,600	95
	Perry	2,300	2,200	97
	Tipton	10,000	9,700	97

# 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 83° 55' 57"

Transmitter: Sharp's 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.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Jansky & Bailey.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: South Central Bcstg. Corp., Box 1388 (37901).

Studio: Sharp's Ridge Memorial Park Rd. (37901).

Telephone: 615-687-2312.

Ownership: John D. Engelbrecht, pres., 74.8%; Bettie A. Engelbrecht, secy., 24.7%; Leighman D. Groves, treas., 0.5%. South Central also operates WIKY-AM-FM, Evansville, Ind.; owns WEZK(FM), Knoxville, Tenn.; 49% of WZEZ(FM), Nashville.

Began Operation: Oct. 1, 1953. Sale to present owners approved by FCC July 28, 1954. (Television Digest, Vol. 10:23, 31).

Personnel:

JOHN D. ENGELBRECHT, president.

DUANE V. EASTVOLD, general manager.

JERRY WHITENER, national sales manager.

CARL LAWSON, chief engineer.

### DIGEST OF RATE CARD NO. 12B—(April 11, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$600 ..... Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
	Anderson	22,600	22,200	98
	Blount	25,900	25,400	98
	Hamblen	15,400	15,000	97
<b>50% &amp; Over</b>	Jefferson	10,100	9,900	98
	Knox	105,800	104,000	98
	Loudon	9,900	9,700	98
	Sevier	12,400	12,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Bell	10,800	10,400	96
	Whitley	10,400	10,000	96
<b>Between 25-49%</b>	<b>TENNESSEE</b>			
	Campbell	11,000	10,600	96
	Cocke	9,400	9,100	96
	Monroe	8,900	8,600	97
	Roane	15,200	14,900	98
	Union	3,500	3,300	96
<b>GEORGIA</b>				
	Fannin	4,800	4,600	95
<b>KENTUCKY</b>				
	Clay	6,300	5,900	94
	Harlan	13,700	13,200	96
	Knox	9,200	8,700	95
	Laurel	10,500	10,000	95
	Leslie	3,800	3,500	92
	Mc Creary	4,700	4,400	94
	Pulaski	14,900	14,100	95
<b>Between 5-24%</b>	<b>TENNESSEE</b>			
	Claiborne	8,400	8,000	95
	Cumberland	8,300	8,000	96
	Grainger	5,700	5,500	96
	Greene	17,800	17,300	97
	Hancock	2,300	2,200	96
	Hawkins	13,300	12,900	97
	Mcminn	15,100	14,800	98
	Morgan	4,700	4,500	97
	Scott	5,400	5,100	95
<b>VIRGINIA</b>				
	Lee	9,300	8,800	94
<b>Station Totals</b>		<b>429,500</b>	<b>416,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>180,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>96,300</b>

# 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' 28"  
Longitude 89° 50' 41"

Transmitter: Raleigh-La Grange Rd. TV tape: Recording facilities.

AM Affiliate: WHBQ, 5-kw (1-kw night), 560 kHz.

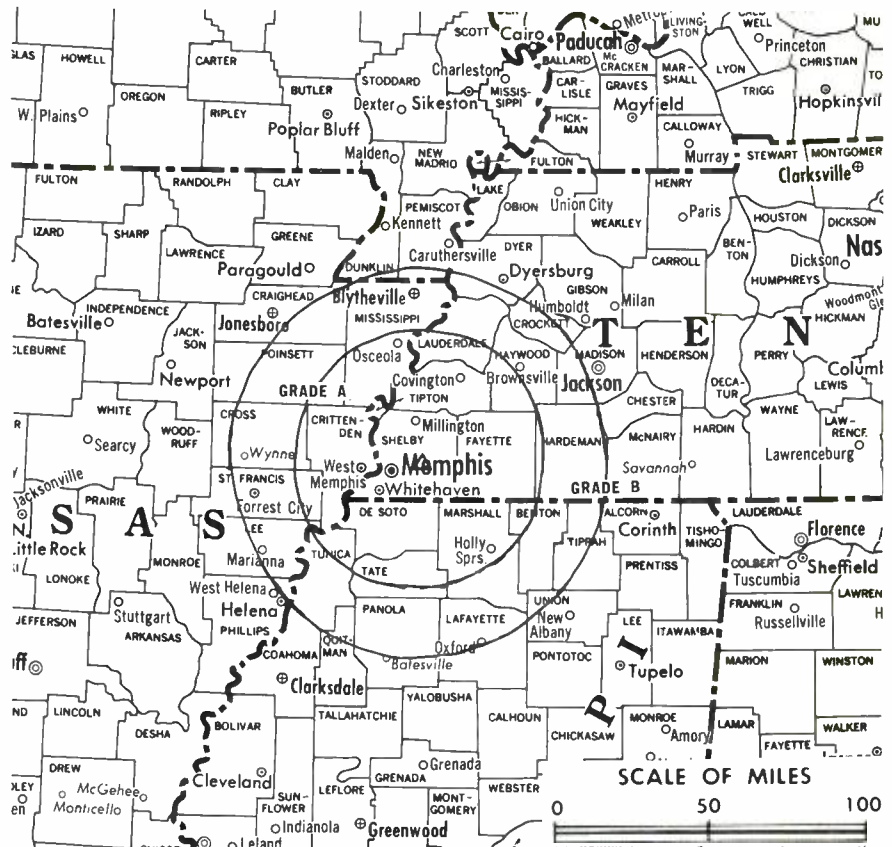
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Represented (sales) by RTVR Inc.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



WHBQ-TV Ref: FCC File No. BMPCT-1046 Granted 4/30/53

©American Map Co., Inc., N.Y., No. 14244

## WHBQ-TV

Network Service: ABC.

Licensee: RK0 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 (legal) by Pierson, Ball & Dowd.

Personnel:

D. A. NOEL, vice president & general manager.  
ALEX BONNER, general sales manager.  
JACK BOLTON, local sales manager.  
BOB LEWIS, program director.  
SAM McCULLOUGH, promotion director.  
DON STEVENS, news director.  
WILLIAM J. KEY, controller.  
JACK STARR, sales service director.  
LARRY COUGHLAN, chief engineer.

DIGEST OF RATE CARD NO. 42—(May 1, 1977)

Hour 30 Min. 15 Min. 10 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—6:30-10 p.m., daily.  
\$1800 \$1000 \$600 \$450 Graded rates apply\*

\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARKANSAS</b>			
	Craighead	22,000	21,400	97
	Crittenden	15,300	14,500	95
<b>50% &amp; Over</b>	Cross	6,300	6,000	96
	Lee	5,500	5,100	93
	Mississippi	20,500	19,700	96
	Phillips	12,300	11,500	94

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARKANSAS—(Continued)</b>			
	Poinsett	9,600	9,300	97
	St Francis	10,000	9,500	95
	<b>MISSISSIPPI</b>			
	Alcorn	10,500	10,100	96
	Benton	1,900	1,800	96
	Coahoma	11,800	11,100	94
	De Soto	14,400	13,700	95
	Lafayette	8,000	7,700	96
	Marshall	7,300	7,000	95
	Panola	8,200	7,900	96
	Pontotoc	6,900	6,600	96
	Quitman	4,200	4,000	95
	Tallahatchie	5,400	5,000	93
	Tate	5,600	5,400	96
	Tippah	6,300	6,100	97
	Tunica	2,900	2,700	94
	Union	7,300	7,100	98
<b>50% &amp; Over</b>				
	<b>MISSOURI</b>			
	Dunklin	13,800	13,200	96
	Pemiscot	8,600	8,200	95
	<b>TENNESSEE</b>			
	Chester	4,000	3,900	97
	Crockett	5,600	5,400	97
	Dyer	11,800	11,500	97
	Fayette	7,000	6,600	95
	Gibson	17,900	17,400	97
	Hardeman	6,400	6,200	96
	Haywood	6,700	6,400	96
	Lake	2,400	2,300	97
	Lauderdale	7,500	7,300	97
	Mc Nairy	7,900	7,600	96
	Madison	26,000	25,300	97
	Shelby	250,900	246,600	98
	Tipton	10,000	9,700	97

(Continued on page 781-b)

<b>Station Totals</b>	<b>858,500</b>	<b>829,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>529,200</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>346,200</b>	

# 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.

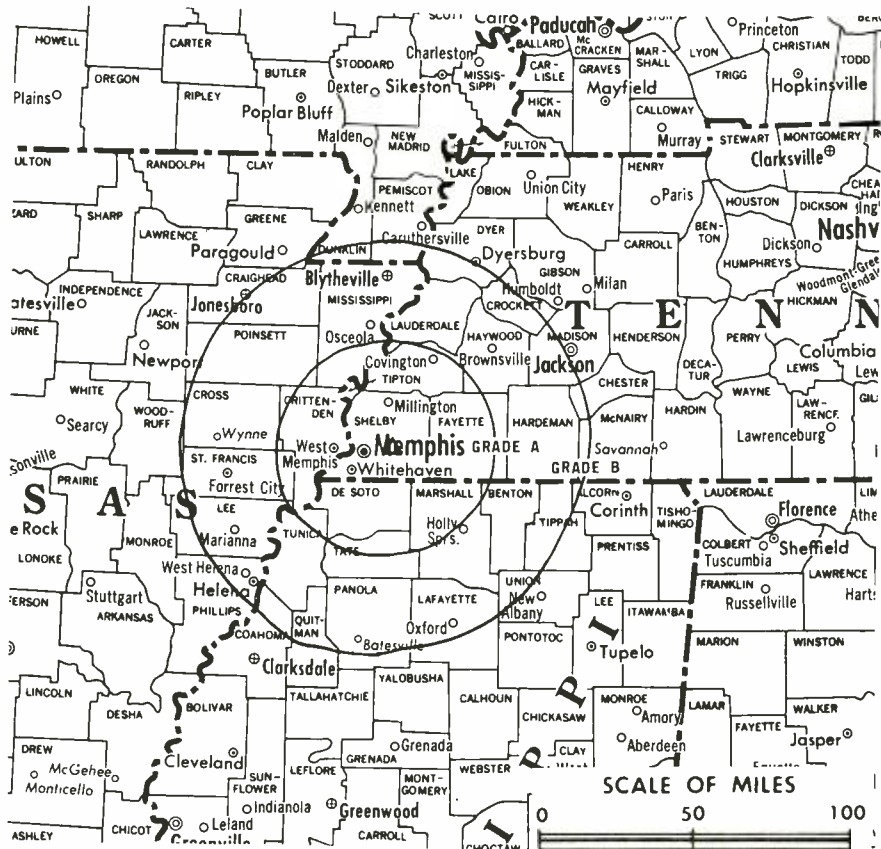
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Scripps-Howard Broadcasting Co., P.O. Box 4420 (38104).

Studio: 1960 Union Ave. (38104). Telephone: 901-726-0555.

Ownership: Scripps-Howard also operates WCPO-TV, Cincinnati; TV stations WEWS, Cleveland; KTEW, Tulsa; WPTV, Palm Beach; KBMA-TV, Kansas City, Mo.; radio stations WNOX, Knoxville; WMC-AM-FM, Memphis. For Scripps-Howard newspapers, see Newspaper Ownership of TV Stations.

Began Operation: Dec. 11, 1948.

Represented (sales) by Blair Television.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by Cohen & Dippell.

Personnel:

M. E. GREINER JR., v.p. & general manager.  
EDWARD F. GREANEY JR., asst. gen. manager, news & public affairs.  
J.P. TUCKER, assistant general manager, sales.  
RAY GILL, national sales manager.  
ROBERT A. FRASE, director of engineering.  
PHILIP SLAVICK, program director.  
JAY PERKINS, production manager.  
DAVID WARNER, farm director.  
JAMES FROMMEL, controller.  
BARBARA KREFETZ, promotion manager.

### DIGEST OF RATE CARD NO. 36—(Oct. 1, 1977)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10:30 p.m., daily.

\$2000 \$1200 Graded rates apply\*

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1325.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	7,900	7,600	96
	Craighead	22,000	21,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
ARKANSAS—(Continued)				
	Crittenden	15,300	14,500	95
	Cross	6,300	6,000	96
	Greene	11,200	10,800	97
	Lawrence	7,600	7,200	95
	Lee	5,500	5,100	93
	Mississippi	20,500	19,700	96
	Phillips	12,300	11,500	94
	Poinsett	9,600	9,300	97
	Randolph	6,400	6,000	94
	St Francis	10,000	9,500	95
MISSISSIPPI				
	Alcorn	10,500	10,100	96
	Benton	1,900	1,800	96
	Coahoma	11,800	11,100	94
	De Soto	14,400	13,700	95
	Grenada	6,800	6,500	95
	Lafayette	8,000	7,700	96
	Marshall	7,300	7,000	95
	Panola	8,200	7,900	96
	Pontotoc	6,900	6,600	96
	Prentiss	7,300	7,100	97
	Quitman	4,200	4,000	95
	Tallahatchie	5,400	5,000	93
	Tate	5,600	5,400	96
	Tippah	6,300	6,100	97
	Tunica	2,900	2,700	94
	Union	7,300	7,100	98
	Yalobusha	4,300	4,100	95
MISSOURI				
	Dunklin	13,800	13,200	96
	Pemiscot	8,600	8,200	95
TENNESSEE				
	Chester	4,000	3,900	97
	Crockett	5,600	5,400	97
	Dyer	11,800	11,500	97

(Continued on next page)

Station Totals	866,800	836,600	96
Net Weekly Circulation (1976-77)			585,800
Average Daily Circulation (1976-77)			377,100

**WBIR-TV, Knoxville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
	Fentress	4,500	4,300	95
	Hawkins	13,300	12,900	97
<b>Between 25-49%</b>	Mcminn	15,100	14,800	98
	Unicoi	6,000	5,800	97
<b>VIRGINIA</b>				
	Wise	15,800	15,100	95
<b>GEORGIA</b>				
	Fannin	4,800	4,600	95
	Whitfield	19,800	19,300	98
<b>KENTUCKY</b>				
	Clinton	2,800	2,700	95
	Jackson	3,400	3,100	92
	Perry	8,700	8,200	94
	Rockcastle	4,100	3,800	93
<b>NORTH CAROLINA</b>				
	Buncombe	55,900	54,200	97
	Cherokee	6,100	5,800	95
	Haywood	15,800	15,200	96
	Jackson	7,700	7,300	94
	Madison	5,600	5,200	94
<b>Between 5-24%</b>	Mitchell	5,000	4,800	96
	Swain	3,400	3,100	92
<b>TENNESSEE</b>				
	Bledsoe	3,000	2,900	96
	Carter	17,000	16,600	98
	Johnson	4,600	4,400	97
	Meigs	2,100	2,100	98
	Rhea	7,600	7,400	97
	Sullivan	48,500	47,800	98
	Washington	29,500	29,000	98
	White	6,500	6,300	97
<b>VIRGINIA</b>				
	Scott	8,400	7,900	94
	Washington	20,900	20,300	97

**WMC-TV, Memphis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE—(Continued)</b>				
	Fayette	7,000	6,600	95
	Gibson	17,900	17,400	97
	Hardeman	6,400	6,200	96
	Hardin	7,200	6,900	96
<b>50% &amp; Over</b>	Haywood	6,700	6,400	96
	Lake	2,400	2,300	97
	Lauderdale	7,500	7,300	97
	Mc Nairy	7,900	7,600	96
	Madison	26,000	25,300	97
	Shelby	250,900	246,600	98
	Tipton	10,000	9,700	97
<b>ARKANSAS</b>				
	Jackson	7,900	7,600	96
	Sharp	4,600	4,200	91
<b>MISSISSIPPI</b>				
	Bolivar	13,900	12,900	93
	Calhoun	5,400	5,200	96
	Clay	6,100	5,900	96
	Lee	18,700	18,100	97
<b>Between 25-49%</b>	Leflore	13,000	12,300	95
	Oktibbeha	9,600	9,100	95
	Sunflower	9,700	9,000	93
	Tishomingo	6,100	5,800	95
	Washington	21,200	20,200	95
<b>TENNESSEE</b>				
	Carroll	10,300	9,900	97
	Henderson	7,200	7,000	97
<b>ARKANSAS</b>				
<b>Between 5-24%</b>	Arkansas	7,900	7,700	97
	Independence	9,000	8,600	96
	Woodruff	3,600	3,400	94

**Tennessee**

**WMC-TV—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>MISSISSIPPI</b>				
	Chickasaw	5,700	5,400	96
	Itawamba	6,200	6,000	96
	Monroe	11,300	10,900	97
	Montgomery	4,200	4,000	94
<b>Between 5-24%</b>	<b>MISSOURI</b>			
	New Madrid	8,000	7,700	96
	Ripley	5,100	4,600	90
<b>TENNESSEE</b>				
	Obion	13,100	12,800	98
	Weakley	11,600	11,300	97

**WHBQ-TV, Memphis**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>ARKANSAS</b>				
	Clay	7,900	7,600	96
	Greene	11,200	10,800	97
	Jackson	7,900	7,600	96
	Lawrence	7,600	7,200	95
	Randolph	6,400	6,000	94
<b>MISSISSIPPI</b>				
	Clay	6,100	5,900	96
	Grenada	6,800	6,500	95
	Lee	18,700	18,100	97
	Oktibbeha	9,600	9,100	95
<b>Between 25-49%</b>	Prentiss	7,300	7,100	97
	Yalobusha	4,300	4,100	95
<b>MISSOURI</b>				
	New Madrid	8,000	7,700	96
<b>TENNESSEE</b>				
	Carroll	10,300	9,900	97
	Hardin	7,200	6,900	96
	Obion	13,100	12,800	98
	Weakley	11,600	11,300	97
<b>ARKANSAS</b>				
	Arkansas	7,900	7,700	97
	Independence	9,000	8,600	96
	Monroe	4,900	4,600	93
	Woodruff	3,600	3,400	94
<b>KENTUCKY</b>				
	Fulton	3,500	3,400	97
<b>MISSISSIPPI</b>				
	Bolivar	13,900	12,900	93
	Calhoun	5,400	5,200	96
	Chickasaw	5,700	5,400	96
	Itawamba	6,200	6,000	96
	Lowndes	16,900	16,400	97
	Monroe	11,300	10,900	97
	Montgomery	4,200	4,000	94
	Tishomingo	6,100	5,800	95
<b>MISSOURI</b>				
	Ripley	5,100	4,600	90
<b>TENNESSEE</b>				
	Henderson	7,200	7,000	97
	Henry	10,400	10,000	97
	Wayne	4,500	4,300	95

Did you read  
**Television Digest**  
this week?

# Tennessee—Memphis

## WPTY-TV

Ch. 24

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 2340-kw max. & 1950-kw horizontal visual, 234-kw max. & 195-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 1053-ft. above ground, 1348-ft. above sea level.

Latitude 35° 12' 11"  
Longitude 89° 48' 16"

Transmitter: Kate Bond Rd. & U.S. Hwy. 64, Memphis.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.



WPTY-TV Ref: FCC File No. BMPCT—7740 Granted 5/10/78

© American Map Co., Inc., N.Y., No. 14244

## WPTY-TV

Network Service: None, independent.

Grantee: Delta Television Corp., Box 4329, Memphis, Tenn. (38104).

Studio: 2225 Union St., Memphis, Tenn. (38104).

Telephone: 901-278-2424. TWX No.: 810-591-1201.

Ownership: Petry Television Inc.

Began Operation: Sept. 10, 1978.

Represented (sales) by Petry Television Inc.

Represented (legal) by Stein, Halpert & Miller.

Represented (engineering) by John A. Fergie.

Personnel:

JOHN A. SERRAO, vice president & general manager.

JOHN C. BAILIE, general sales manager.

HENRY D. BOYCE, program director.

PAT WALSH, chief engineer.

Highest 30 Sec. Rate: \$175.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401. Cincinnati, Ohio 45242  
Telephone (513) 791-8730



# Tennessee—Memphis

## WREG-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.

Color: Network, live, film, slide & tape.

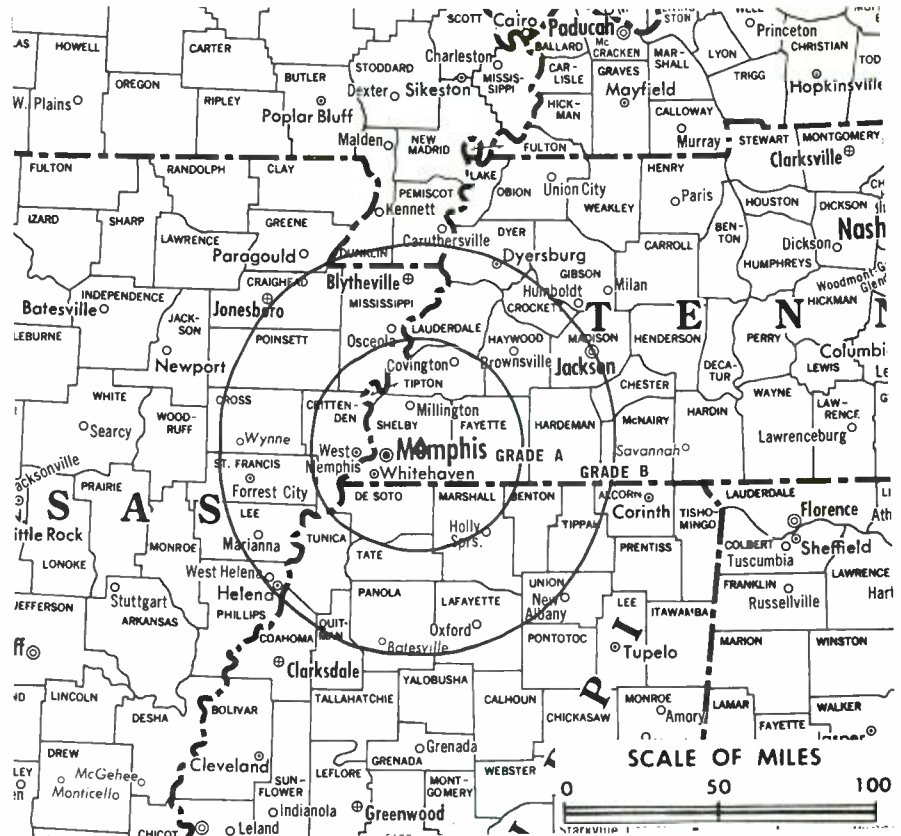
News Wire Service. AP, UPI.

News Film Service: CBS.

Represented (engineering) by A. D. Ring & Associates.

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WREG-TV Ref: FCC File No. BPCT-452 Granted 5/26/55

©American Map Co., Inc., N.Y., No. 14244

## WREG-TV

Network Service: CBS.

Licensee: The New York Times Broadcasting Service Inc., 803 Channel 3 Drive, Memphis, Tenn. (38103).

Studio: 803 Channel 3 Drive, Memphis, Tenn. (38103).

Telephone: 901-525-3333. TWX No.: 810-591-1365.

Ownership: New York Times Co. Inc. N.Y. Times also owns Interstate Bcstg. Co., licensee of WQXR-AM-FM, New York.

Began Operation: Jan. 1, 1956. Sale to present owner by Cowles Bcstg. approved by FCC Aug. 18, 1971 (Television Digest, Vol. 10:44; 11:34). Sale to Cowles by Hoyt B. Wooten approved by FCC April 24, 1963 (Vol. 3:1, 17).

Represented (sales) by Katz Television.

Personnel:

CHARLES BRAKEFIELD, president & general manager.  
JACK MICHAEL, v.p., program director & film buyer.  
BILLY W. MILLER, vice president & business manager.  
OLIN F. MORRIS, v.p. & director of public affairs.  
FRANK ROBERTS, vice president & general sales manager.  
HUGH PULLEY, local sales manager.  
JOHN POWELL, news director.  
LEROY KNIGHT, chief engineer.  
BERNARD COHN, operations manager.  
CAL CROWELL, production manager.

### DIGEST OF RATE CARD NO. A29a—(Jan. 3, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.
Class AA—6-10:30 p.m., daily.	\$1500	\$825	\$500	Graded rates apply*

\*Highest rate: \$900.

NETWORK BASE HOURLY RATE: \$1512.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>ARKANSAS</b>			
	Clay	7,900	7,600	96
	Craighead	22,000	21,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>				
<b>ARKANSAS—(Continued)</b>				
	Crittenden	15,300	14,500	95
	Cross	6,300	6,000	96
	Greene	11,200	10,800	97
	Lee	5,500	5,100	93
	Mississippi	20,500	19,700	96
	Phillips	12,300	11,500	94
	Poinsett	9,600	9,300	97
	St Francis	10,000	9,500	95
<b>MISSISSIPPI</b>				
	Alcorn	10,500	10,100	96
	Benton	1,900	1,800	96
	Coahoma	11,800	11,100	94
	De Soto	14,400	13,700	95
	Grenada	6,800	6,500	95
	Lafayette	8,000	7,700	96
	Marshall	7,300	7,000	95
	Panola	8,200	7,900	96
	Pontotoc	6,900	6,600	96
	Prentiss	7,300	7,100	97
	Quitman	4,200	4,000	95
	Tate	5,600	5,400	96
	Tippah	6,300	6,100	97
	Tunica	2,900	2,700	94
	Union	7,300	7,100	98
	Yalobusha	4,300	4,100	95
<b>MISSOURI</b>				
	Dunklin	13,800	13,200	96
	Pemiscot	8,600	8,200	95
<b>TENNESSEE</b>				
	Chester	4,000	3,900	97
	Crockett	5,600	5,400	97
	Dyer	11,800	11,500	97
	Fayette	7,000	6,600	95
	Gibson	17,900	17,400	97
	Hardeman	6,400	6,200	96

(Continued on page 786-b)

Station Totals	845,500	816,600	96
Net Weekly Circulation (1976-77)			583,200
Average Daily Circulation (1976-77)			412,600

# Tennessee—Nashville

**WNGE**

Ch. 2



**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1353-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude 36° 02' 49"  
Longitude 86° 49' 49"

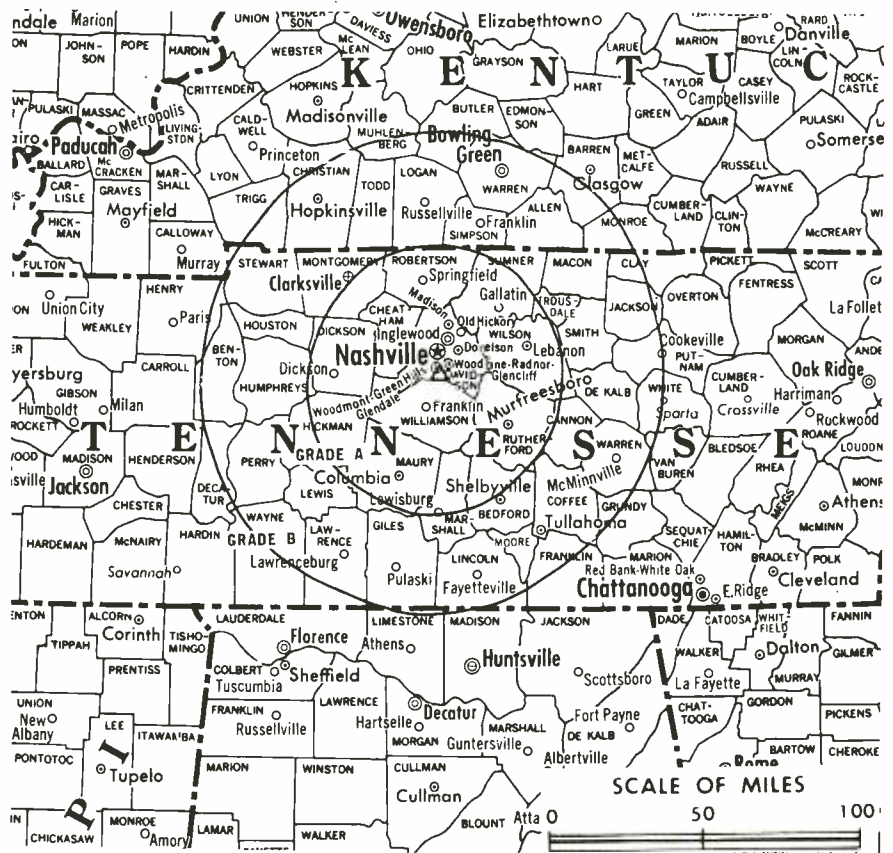
**Transmitter:** 1406 Old Hickory Blvd., 8-mi. S of Nashville.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI. News Film Service: ABC, Newsweek.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WNGE Ref: FCC File No. Doc. 19617 Granted 8/23/73

© American Map Co., Inc., N.Y., No. 14244

## WNGE

Network Service: ABC.

Licensee: General Electric Broadcasting Co. Inc., 441 Murfreesboro Rd. (37210).

Studio: 441 Murfreesboro Rd.

Telephone: 615-259-2200. TWX No.: 810-371-1943.

AM Affiliate: WSIX, 5-kw, 980 kHz.

FM Affiliate: WSIX-FM, 100-kw, 97.9 MHz (No. 250), 1140-ft.

Ownership: See WRGB(TV), Schenectady-Albany-Troy, N.Y.

Began Operation: Nov. 28, 1953 on Ch. 8. Sale to present owner by Louis R. Draughton & associates approved April 6, 1966 by FCC (Television Digest, Vols. 5:41, 6:15).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

- A. DONOVAN FAUST, vice president & general manager.
- JESSE RAGAN, manager, television.
- GENE D. PARKER, engineering manager.
- JAMES C. ANTHONY, business manager.
- LEE BAILEY, manager, news.
- ROBERT HAFNER, manager, operations.

### DIGEST OF RATE CARD NO. 78 II—(April 3, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6-10:30 p.m., daily.	\$2000	\$1000	\$600	Graded rates apply*	

\*Highest rate: \$1200.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Allen	5,100	5,000	97
	Barren	11,100	10,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
	Calloway	11,200	11,000	98
	Christian	21,400	20,900	98
	Cumberland	2,300	2,200	95
	Logan	8,100	7,900	98
	Monroe	4,700	4,600	97
	Simpson	5,400	5,300	98
	Todd	3,900	3,800	97
	Trigg	3,000	2,900	98
	Warren	21,700	21,200	98
<b>TENNESSEE</b>				
	Bedford	9,600	9,400	98
	Benton	4,700	4,600	97
	Cannon	4,000	3,900	97
	Cheatham	5,500	5,400	98
	Clay	2,500	2,400	96
	Coffee	12,300	12,100	98
	Davidson	164,000	162,100	99
	Decatur	3,600	3,500	96
	De Kalb	4,500	4,400	97
	Dickson	10,100	9,900	98
	Franklin	9,800	9,600	98
	Giles	8,600	8,300	96
	Grundy	4,500	4,300	96
	Henry	10,400	10,000	97
	Hickman	5,100	5,000	97
	Houston	2,200	2,100	96
	Humphreys	5,500	5,400	98
	Jackson	3,100	3,000	96
	Lawrence	12,100	11,700	97
	Lewis	3,300	3,200	97
	Lincoln	9,600	9,300	97
	Macon	5,100	5,000	97
	Marshall	6,900	6,800	98
	Maury	16,100	15,800	98
	Montgomery	23,200	22,800	98
	Moore	1,500	1,400	96
	Overton	5,700	5,500	96

(Continued on page 786-b)

Station Totals	895,600	874,300	97
Net Weekly Circulation (1976-77)	539,000		
Average Daily Circulation (1976-77)	344,400		

# Tennessee—Nashville

## WSM-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-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: 5700 Knob Rd.

Studio: 5700 Knob Rd.

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.

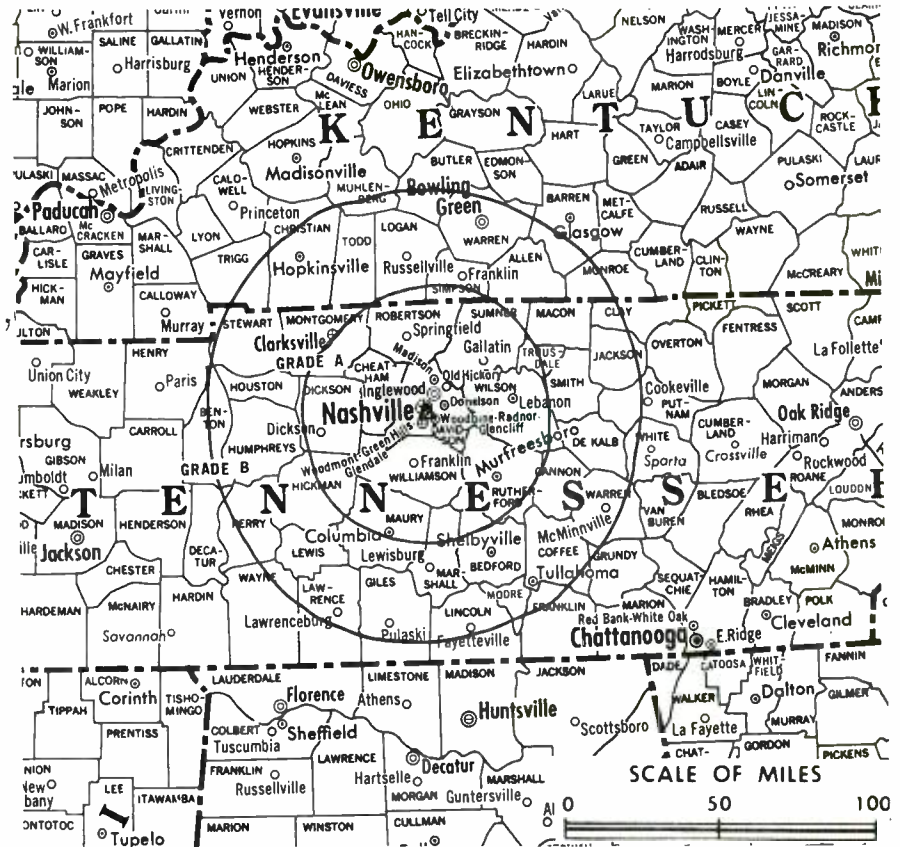
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b)



WSM-TV Ref: FCC File No. BPC1-4851 Granted 6/18/75

© American Map Co., Inc., N.Y., No. 14244

## WSM-TV

Network Service: NBC.

Licensee: WSM Inc., 5700 Knob Rd. (37209).

Mailing Address: P.O. Box 100 (37202).

Telephone: 615-749-2244. TWX No.: 810-371-1148.

Ownership: 100% subsidiary of NLT Corp. WSM Inc. also owns WSM AM & FM.

Began Operation: Sept. 30, 1950.

Represented (sales) by Petry Television Inc.

Represented (legal) by Kirkland & Ellis.

Personnel:

E. W. WENDELL, president.  
J. THOMAS GRISCOM JR., senior vice president, broadcasting.  
SYD OLIVER, vice president & general manager.  
THOMAS KING, 2nd vice president & general sales manager.  
ELMER ALLEY, mgr., corporate program development.  
THOMAS T. CASSETY, national sales manager.  
LEE WHITEHURST, director of engineering.  
RAYMOND TICHENOR, chief engineer.  
MIKE KETTENRING, news director.

Highest 30 Sec. Rate (May 17, 1978): \$795.

NETWORK BASE HOURLY RATE: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Allen	5,100	5,000	97
	Barren	11,100	10,800	98
	Butler	3,600	3,500	97
<b>50% &amp; Over</b>	Christian	21,400	20,900	98
	Clinton	2,800	2,700	95
	Cumberland	2,300	2,200	95
	Edmonson	3,400	3,200	95
	Logan	8,100	7,900	98
	Monroe	4,700	4,600	97
	Muhlenberg	11,600	11,300	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
	Simpson	5,400	5,300	98
	Todd	3,900	3,800	97
	Trigg	3,000	2,900	98
	Warren	21,700	21,200	98
<b>TENNESSEE</b>				
	Bedford	9,600	9,400	98
	Benton	4,700	4,600	97
	Cannon	4,000	3,900	97
	Carroll	10,300	9,900	97
	Cheatham	5,500	5,400	98
	Clay	2,500	2,400	96
	Coffee	12,300	12,100	98
	Davidson	164,000	162,100	99
	Decatur	3,600	3,500	96
	De Kalb	4,500	4,400	97
<b>50% &amp; Over</b>	Dickson	10,100	9,900	98
	Franklin	9,800	9,600	98
	Giles	8,600	8,300	96
	Grundy	4,500	4,300	96
	Henderson	7,200	7,000	97
	Henry	10,400	10,000	97
	Hickman	5,100	5,000	97
	Houston	2,200	2,100	96
	Humphreys	5,500	5,400	98
	Jackson	3,100	3,000	96
	Lawrence	12,100	11,700	97
	Lewis	3,300	3,200	97
	Lincoln	9,600	9,300	97
	Macon	5,100	5,000	97
	Marshall	6,900	6,800	98
	Maury	16,100	15,800	98
	Montgomery	23,200	22,800	98
	Moore	1,500	1,400	96
	Overton	5,700	5,500	96
	Perry	2,300	2,200	97

(Continued on page 789-b)

<b>Station Totals</b>	<b>870,300</b>	<b>849,800</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>585,900</b>
<b>Average Daily Circulation (1976-77)</b>			<b>419,100</b>

# Tennessee

## WREG-TV, Memphis

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TENNESSEE—(Continued)</b>					
<b>50% &amp; Over</b>	Hardin	7,200	6,900	96	
	Haywood	6,700	6,400	96	
	Henderson	7,200	7,000	97	
	Lauderdale	7,500	7,300	97	
	Mc Nairy	7,900	7,600	96	
	Madison	26,000	25,300	97	
	Shelby	250,900	246,600	98	
	Tipton	10,000	9,700	97	
<b>ARKANSAS</b>					
	Jackson	7,900	7,600	96	
	Lawrence	7,600	7,200	95	
	Randolph	6,400	6,000	94	
<b>KENTUCKY</b>					
	Fulton	3,500	3,400	97	
<b>MISSISSIPPI</b>					
<b>Between 25-49%</b>	Calhoun	5,400	5,200	96	
	Lee	18,700	18,100	97	
	Leflore	13,000	12,300	95	
	Oktibbeha	9,600	9,100	95	
	Tallahatchie	5,400	5,000	93	
	Tishomingo	6,100	5,800	95	
<b>TENNESSEE</b>					
	Carroll	10,300	9,900	97	
	Lake	2,400	2,300	97	
	Weakley	11,600	11,300	97	
<b>ARKANSAS</b>					
<b>Between 5-24%</b>	Arkansas	7,900	7,700	97	
	Independence	9,000	8,600	96	
	Monroe	4,900	4,600	93	
	Woodruff	3,600	3,400	94	
	<b>MISSISSIPPI</b>				
		Bolivar	13,900	12,900	93
		Chickasaw	5,700	5,400	96
		Clay	6,100	5,900	96
		Itawamba	6,200	6,000	96
		Monroe	11,300	10,900	97
	Sunflower	9,700	9,000	93	
<b>MISSOURI</b>					
	Ripley	5,100	4,600	90	
<b>TENNESSEE</b>					
	Benton	4,700	4,600	97	
	Decatur	3,600	3,500	96	
	Obion	13,100	12,800	98	

# WNGE, Nashville

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TENNESSEE—(Continued)</b>					
<b>50% &amp; Over</b>	Perry	2,300	2,200	97	
	Pickett	1,500	1,400	95	
	Putnam	15,300	14,900	97	
	Robertson	11,900	11,700	98	
	Rutherford	24,100	23,700	98	
	Smith	5,400	5,300	98	
	Stewart	3,200	3,100	97	
	Sumner	25,800	25,300	98	
	Trousdale	2,000	1,900	97	
	Van Buren	1,300	1,200	95	
	Warren	11,100	10,700	97	
	Wayne	4,500	4,300	95	
	White	6,500	6,300	97	
	Williamson	16,400	16,000	98	
Wilson	17,000	16,700	98		
<b>ALABAMA</b>					
	Madison	58,600	57,100	97	
<b>KENTUCKY</b>					
<b>Between 25-49%</b>	Butler	3,600	3,500	97	
	Caldwell	5,500	5,300	96	
	Clinton	2,800	2,700	95	
	Edmonson	3,400	3,200	95	
	Hopkins	16,100	15,700	97	
	Muhlenberg	11,600	11,300	98	
<b>TENNESSEE</b>					
	Carroll	10,300	9,900	97	
	Fentress	4,500	4,300	95	
	Hardin	7,200	6,900	96	
	Henderson	7,200	7,000	97	
<b>ALABAMA</b>					
<b>Between 5-24%</b>	Lawrence	8,600	8,200	96	
	Limestone	14,600	14,100	97	
	Morgan	29,000	28,200	97	
	<b>KENTUCKY</b>				
		Adair	5,100	4,800	95
		Graves	12,700	12,500	98
		Hart	5,400	5,300	97
		Mc Lean	3,800	3,700	98
		Marshall	8,500	8,400	98
		Metcalfe	3,300	3,200	97
	Ohio	7,500	7,300	97	
	Russell	4,200	4,000	96	
	Webster	5,500	5,300	96	
<b>TENNESSEE</b>					
	Cumberland	8,300	8,000	96	
	Gibson	17,900	17,400	97	
	Madison	26,000	25,300	97	
	Morgan	4,700	4,500	97	

# Hogan-Feldmann, Inc.

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard  
Encino, California 91436

(213) 986-3201

Suite 219

# Now we can Zip you the answers to these questions:

- 1** How does your early news perform in upper income zip code areas?
- 2** Does your prime-access program reach two-car families?
- 3** Do you reach more professional and managerial people than your competition?
- 4** Do you attract more educated viewers than your competitors?

AID (Arbitron Information on Demand) Zip Codes take you beyond sex/age demographics and give you viewing by income, education, occupation and 18 more demographic characteristics.

AID Zip Codes mean you're no longer limited to whole counties, groups of counties or sex/age demographics.

You can build custom pieces of geography based on selected "zips" to identify key customers for department stores or any other retail prospects.

AID Zip Codes is another industry first from Arbitron Television.

So take advantage of it...now.

**THE  
ARBITRON  
ADVANTAGE**

# Tennessee—Nashville

## WTVF

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.

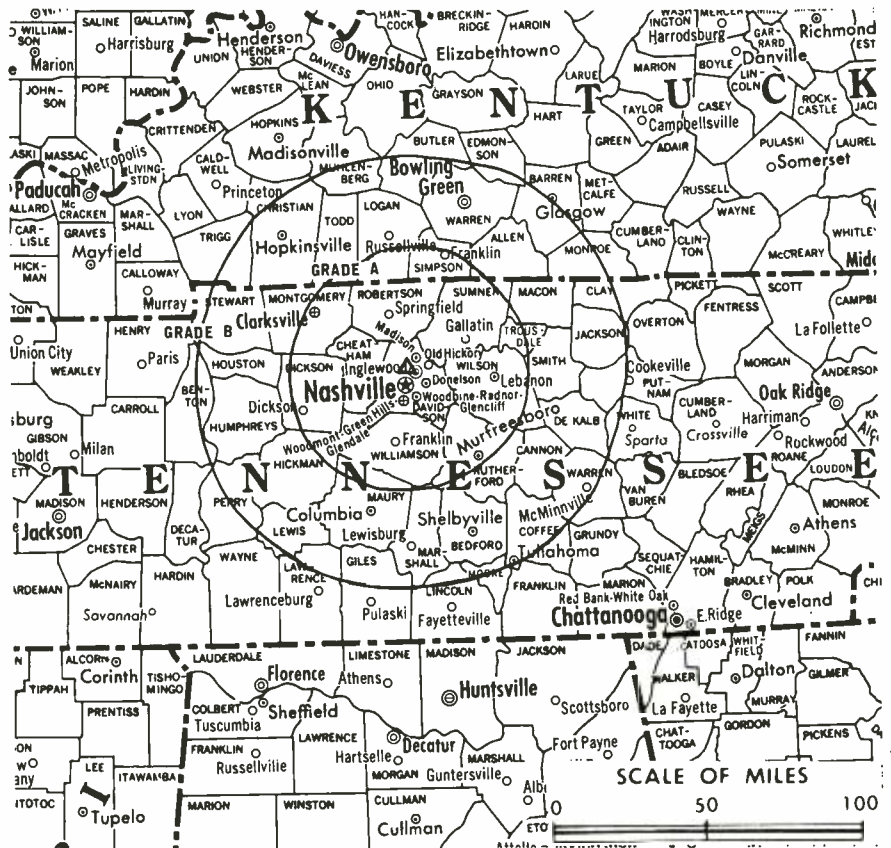
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WTVF Ref: FCC File No. BMPCT-1702 Granted 1/21/54

© American Map Co., Inc., N.Y., No. 14244

## WTVF

Network Service: CBS.

Licensee: Channel Five Television Co., 474 James Robertson Parkway, Nashville (37219).

Studio: 474 James Robertson Pkwy.

Telephone: 615-244-5000. TWX No.: 810-371-1168.

Ownership: Channel Two Television Inc. For other interests, see KPRC-TV, Houston, Tex.

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). American General Insurance Co. acquired 100% of the stock of Life & Casualty Insurance Co. on Jan. 1, 1969. Sale to present owner approved by FCC Oct. 15, 1975.

Represented (sales) by Katz Television.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JACK HARRIS, president.  
HAROLD C. CRUMP, exec. vice president & general manager.  
THOMAS E. ERVIN, vice president & station manager.  
CHRIS CLARK, vice president & news director.  
BILL JAY BUMPUS, vice president, operations.  
T. W. PATTERSON, chief engineer.  
DAVE HART, director of promotion.  
ANN RICE, production coordinator, 21st Century Productions.

Highest 30 Sec. Rate: \$1300.

NETWORK BASE HOURLY RATE: \$1487.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Allen	5,100	5,000	97
	Barren	11,100	10,800	98

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY—(Continued)				
	Butler	3,600	3,500	97
	Caldwell	5,500	5,300	96
	Calloway	11,200	11,000	98
	Christian	21,400	20,900	98
	Clinton	2,800	2,700	95
	Cumberland	2,300	2,200	95
	Edmonson	3,400	3,200	95
	Hart	5,400	5,300	97
	Hopkins	16,100	15,700	97
	Logan	8,100	7,900	98
	Metcalfe	3,300	3,200	97
	Monroe	4,700	4,600	97
	Muhlenberg	11,600	11,300	98
	Ohio	7,500	7,300	97
	Simpson	5,400	5,300	98
	Todd	3,900	3,800	97
50% & Over	Trigg	3,000	2,900	98
	Warren	21,700	21,200	98
TENNESSEE				
	Bedford	9,600	9,400	98
	Benton	4,700	4,600	97
	Cannon	4,000	3,900	97
	Carroll	10,300	9,900	97
	Cheatham	5,500	5,400	98
	Clay	2,500	2,400	96
	Coffee	12,300	12,100	98
	Davidson	164,000	162,100	99
	Decatur	3,600	3,500	96
	De Kalb	4,500	4,400	97
	Dickson	10,100	9,900	98
	Fentress	4,500	4,300	95
	Franklin	9,800	9,600	98
	Giles	8,600	8,300	96
	Grundy	4,500	4,300	96
	Henry	10,400	10,000	97
	Hickman	5,100	5,000	97

(Continued on page 789-b)

Station Totals	882,400	861,700	97
Net Weekly Circulation (1976-77)			596,400
Average Daily Circulation (1976-77)			418,400

**WTVF, Nashville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE—(Continued)</b>				
	Houston	2,200	2,100	96
	Humphreys	5,500	5,400	98
	Jackson	3,100	3,000	96
	Lawrence	12,100	11,700	97
	Lewis	3,300	3,200	97
	Lincoln	9,600	9,300	97
	Macon	5,100	5,000	97
	Marshall	6,900	6,800	98
	Maury	16,100	15,800	98
	Montgomery	23,200	22,800	98
	Moore	1,500	1,400	96
	Overton	5,700	5,500	96
	Perry	2,300	2,200	97
<b>50% &amp; Over</b>	Pickett	1,500	1,400	95
	Putnam	15,300	14,900	97
	Robertson	11,900	11,700	98
	Rutherford	24,100	23,700	98
	Smith	5,400	5,300	98
	Stewart	3,200	3,100	97
	Sumner	25,800	25,300	98
	Trousdale	2,000	1,900	97
	Van Buren	1,300	1,200	95
	Warren	11,100	10,700	97
	Wayne	4,500	4,300	95
	White	6,500	6,300	97
	Williamson	16,400	16,000	98
	Wilson	17,000	16,700	98
<b>KENTUCKY</b>				
<b>Between 25-49%</b>	Adair	5,100	4,800	95
	Russell	4,200	4,000	96
<b>TENNESSEE</b>				
	Henderson	7,200	7,000	97
<b>ALABAMA</b>				
	Madison	58,600	57,100	97
	Morgan	29,000	28,200	97
<b>KENTUCKY</b>				
<b>Between 5-24%</b>	Graves	12,700	12,500	98
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Mc Lean	3,800	3,700	98
	Marshall	8,500	8,400	98
	Taylor	6,400	6,200	97
	Webster	5,500	5,300	96
<b>TENNESSEE</b>				
	Chester	4,000	3,900	97
	Cumberland	8,300	8,000	96
	Hardin	7,200	6,900	96
	Madison	26,000	25,300	97
	Weakley	11,600	11,300	97

**Tennessee**

**WSM-TV, Nashville**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE—(Continued)</b>				
	Pickett	1,500	1,400	95
	Putnam	15,300	14,900	97
	Robertson	11,900	11,700	98
	Rutherford	24,100	23,700	98
	Smith	5,400	5,300	98
<b>50% &amp; Over</b>	Stewart	3,200	3,100	97
	Sumner	25,800	25,300	98
	Trousdale	2,000	1,900	97
	Van Buren	1,300	1,200	95
	Warren	11,100	10,700	97
	Wayne	4,500	4,300	95
	White	6,500	6,300	97
	Williamson	16,400	16,000	98
	Wilson	17,000	16,700	98
<b>KENTUCKY</b>				
<b>Between 25-49%</b>	Caldwell	5,500	5,300	96
	Calloway	11,200	11,000	98
	Hopkins	16,100	15,700	97
	Metcalfe	3,300	3,200	97
	Ohio	7,500	7,300	97
<b>TENNESSEE</b>				
	Fentress	4,500	4,300	95
	Hardin	7,200	6,900	96
<b>ALABAMA</b>				
	Madison	58,600	57,100	97
	Morgan	29,000	28,200	97
<b>KENTUCKY</b>				
<b>Between 5-24%</b>	Adair	5,100	4,800	95
	Fulton	3,500	3,400	97
	Graves	12,700	12,500	98
	Grayson	6,800	6,500	96
	Green	3,800	3,700	96
	Hart	5,400	5,300	97
	Lyon	2,000	1,900	97
	Mc Lean	3,800	3,700	98
	Marshall	8,500	8,400	98
	Wayne	5,300	4,900	93
	Webster	5,500	5,300	96
<b>TENNESSEE</b>				
	Madison	26,000	25,300	97
	Weakley	11,600	11,300	97

For Tennessee CATV Systems,  
see Services Volume

# Tennessee—Nashville

## WZTV

Ch. 17

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2690-kw max. & 2040-kw horizontal visual, 324-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 747-ft. above ground, 1640-ft. above sea level.

Latitude 36° 07' 15"  
Longitude 86° 58' 10"

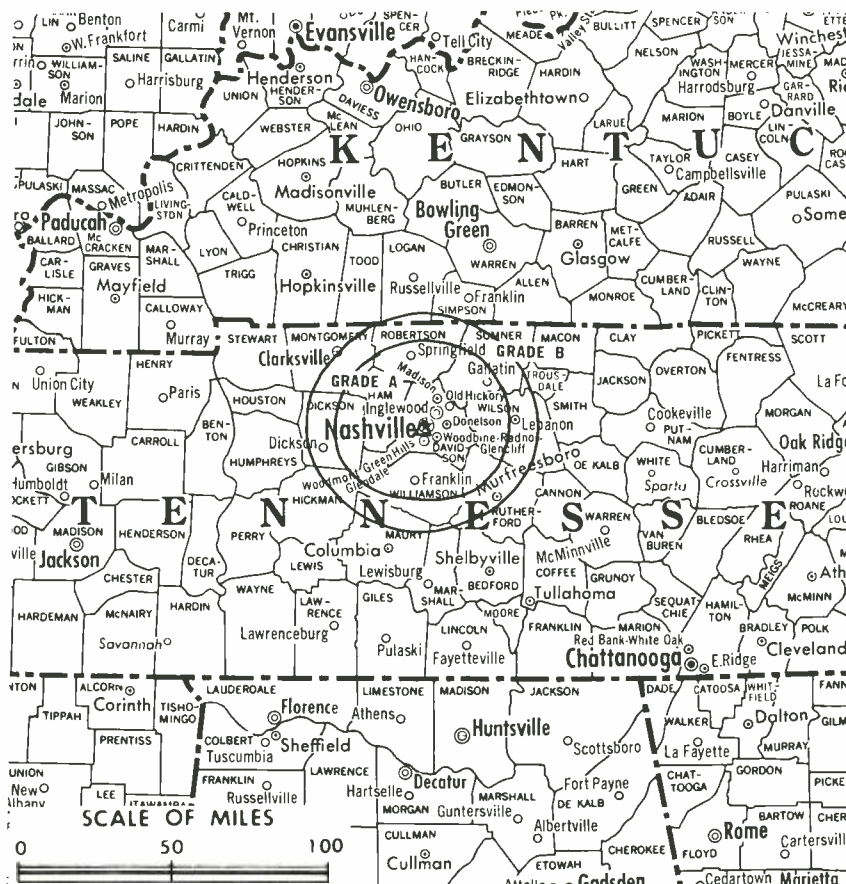
Transmitter: 0.35-mi. NNW of jct. of Buffalo & Old Charlotte Rds., Nashville.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WZTV Ref: FCC File No. BMPCT-7709 Granted 10/18/77

© American Map Co., Inc., N.Y., No. 14244

## WZTV

Network Service: None, independent.

Licensee: Reel Broadcasting Co. Inc., P. O. Box 90764, Nashville, Tenn. (37209).

Studio: 410 38th Ave. N., Nashville, Tenn. (37209).

Telephone: 615-385-1717. TWX No.: 810-371-1280.

Ownership: Robert K. Zelle, pres., 72%; Ian N. Wheeler, v.p., 9%; Frank A. Berry Jr., secy., 6%; J. Carmon Davis, 2%.

Began Operation: Aug. 5, 1968 as WMCV; left air March 14, 1971. Sale to Hudson Bcstg. approved by FCC Aug. 1974. Sale to present owner approved Sept. 30, 1975. Resumed operation March 6, 1976.

Represented (sales) by Bolton Broadcasting Ltd.

Represented (legal) by Boasburg, Hewes, Finkelstein & Klores.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

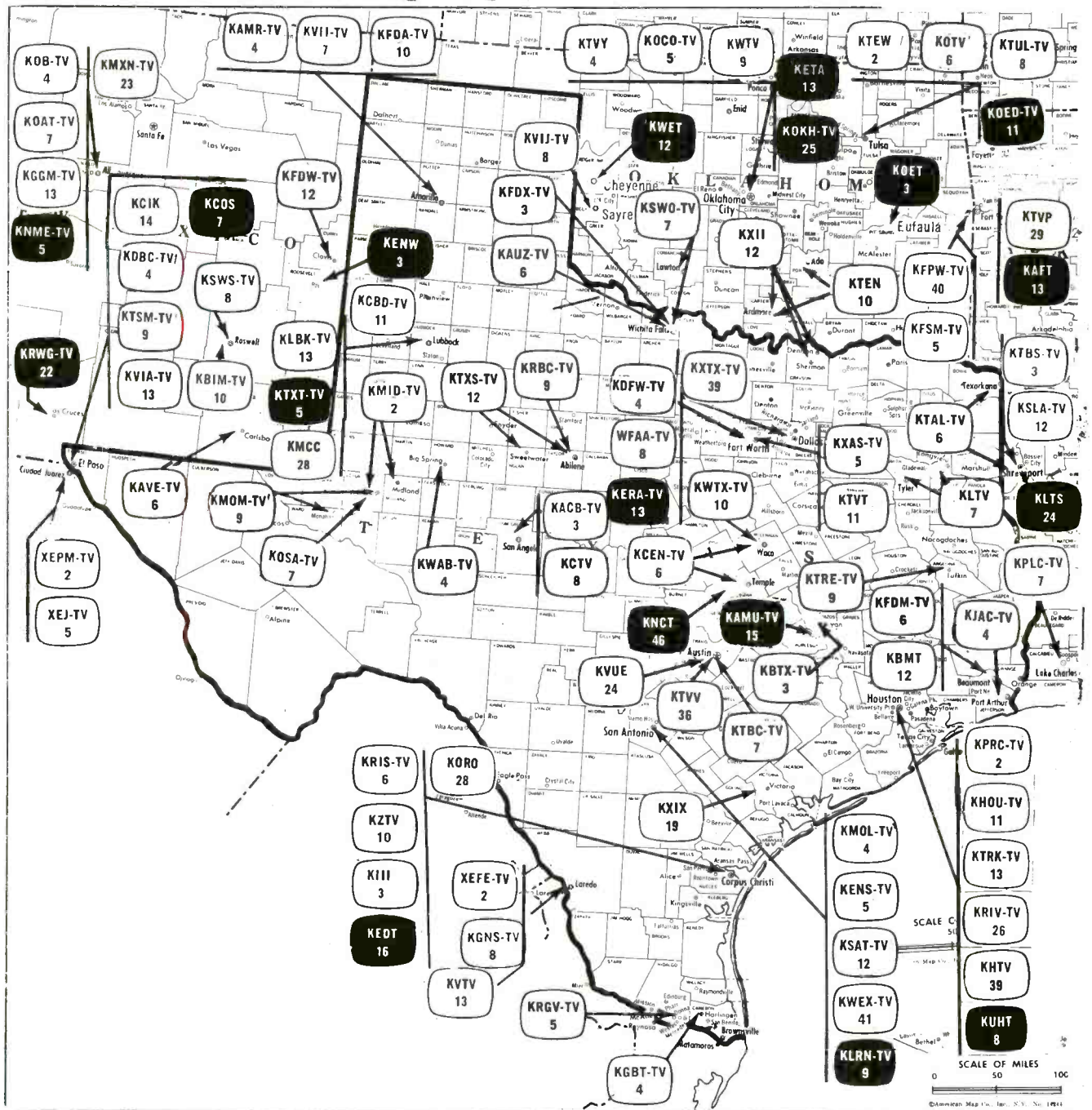
ROBERT ZELLE, president.  
IAN N. WHEELER, vice president & station manager.  
EDWIN R. DYER, vice president & sales manager.  
RAY McINTURFF, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$260.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TENNESSEE</b>				
	Davidson	164,000	162,100	99
<b>Between 25-49%</b>	Rutherford	24,100	23,700	98
	Sumner	25,800	25,300	98
<b>KENTUCKY</b>				
	Barren	11,100	10,800	98
	Christian	21,400	20,900	98
	Hart	5,400	5,300	97
	Todd	3,900	3,800	97
<b>TENNESSEE</b>				
	Bedford	9,600	9,400	98
	Benton	4,700	4,600	97
	Cannon	4,000	3,900	97
	Cheatham	5,500	5,400	98
	Coffee	12,300	12,100	98
	Dickson	10,100	9,900	98
<b>Between 5-24%</b>	Hickman	5,100	5,000	97
	Houston	2,200	2,100	96
	Maury	16,100	15,800	98
	Montgomery	23,200	22,800	98
	Overton	5,700	5,500	96
	Pickett	1,500	1,400	95
	Putnam	15,300	14,900	97
	Robertson	11,900	11,700	98
	Trousdale	2,000	1,900	97
	Warren	11,100	10,700	97
	White	6,500	6,300	97
	Williamson	16,400	16,000	98
	Wilson	17,000	16,700	98
<b>Station Totals</b>		<b>435,900</b>	<b>428,000</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>109,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>50,000</b>	

Did you read  
**Television Digest**  
this week?





# Texas

Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Dallas-Ft. Worth	750,000	11	1,087,100	11
Houston	628,000	13	958,400	13
San Antonio	290,000	42	421,900	47
Beaumont-Port Arthur	115,000	99	136,700	123
Austin	110,000	104	182,800	98
Amarillo	108,000	106	162,200	108
El Paso	99,000	111	178,200	102
Waco-Temple	90,000	118	177,900	103
Wichita Falls-Lawton	89,000	121	145,600	118
Corpus Christi	88,000	124	132,200	128
Lubbock	83,000	129	132,000	130
Odessa-Midland	69,000	135	106,000	147
Abilene-Sweetwater	60,000	144	98,400	154
McAllen-Brownsville (Lower Rio Grande Valley)	57,000	147	118,500	143
Tyler	46,000	157	89,700	157
San Angelo	9,000	198	28,200	202
Laredo	8,000	202	22,200	204

## Texas Station Status as of September 1, 1978

	VHF	UHF	TOTAL
<input type="checkbox"/> Commercial Television Stations	44	9	53
<input checked="" type="checkbox"/> Educational Television Stations	5	4	9
			62

### State Educational Technical Facilities (Complete Data in Educational Directory)

#### KNCT Belton

Ch. 46

Non-Commercial Educational Station

Licensee: Central Texas College, Hwy. 190 West, Killeen, Tex. (76541).

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 548.28-kw max. & 479-kw horizontal visual, 82.22-kw max. & 67.6-kw horizontal aural. Antenna: 1261-ft. above av. terrain, 1126-ft. above ground, 2044-ft. above sea level.

Latitude 30° 59' 12"  
Longitude 97° 37' 47"

#### KAMU-TV College Station

Ch. 15

Non-Commercial Educational Station

Licensee: Texas A&M University, College Station, Tex. (77843).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 23.3-kw max. & 22.9-kw horizontal visual, 2.32-kw max. & 2.29-kw horizontal aural. Antenna: 390-ft. above av. terrain, 377-ft. above ground, 690-ft. above sea level.

Latitude 30° 37' 48"  
Longitude 96° 20' 33"

#### KEDT Corpus Christi

Ch. 16

Non-Commercial Educational Station

Licensee: South Texas Educational Broadcasting Council, P.O. Box 416, Corpus Christi, Tex. (78403).

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3160-kw max. & 975-kw horizontal visual, 446-kw max. & 164-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 1045-ft. above sea level.

Latitude 27° 39' 12"  
Longitude 97° 33' 55"

#### KERA-TV Dallas

Ch. 13

Non-Commercial Educational Station

Licensee: Public Communication Foundation for North Texas, 3000 Harry Hines Blvd., Dallas (75201).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 288-kw visual, 28.8-kw aural. Antenna: 1540-ft. above av. terrain, 1347-ft. above ground, 2147-ft. above sea level.

Latitude 32° 34' 43"  
Longitude 96° 57' 12"

#### KCOS El Paso

Ch. 7

Non-Commercial Educational Station

Grantee: El Paso Public Television Foundation, Box 146, El Paso, Tex. (79942).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 229-kw max. & 195-kw horizontal visual, 22.9-kw max. & 19.5-kw horizontal aural. Antenna: 742-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude 31° 47' 17"  
Longitude 106° 28' 46"

#### KUHT Houston

Ch. 8

Non-Commercial Educational Station

Licensee: University of Houston, 4513 Cullen Blvd., Houston (77004).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1167-ft. above av. terrain, 1167-ft. above ground, 1203-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, Lubbock, Tex. (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"

**KLRN-TV**

**San Antonio-Austin**

Ch. 9

Non-Commercial Educational Station

Licensee: Southwest Texas Public Broadcasting Council.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 43.2-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"

**KIDZ-TV**

**Wichita Falls**

Ch. 24

Non-Commercial Educational Station

Licensee: Wichita Falls Educational Translator Inc., c/o Ray Farabee, 816 7th St., Box 5147, Wichita Falls, Tex. (76307).

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.89-kw visual, .589-kw aural. Antenna: 534-ft. above av. terrain, 1028.4-ft. above ground, 2046-ft. above sea level.

Latitude 33° 54' 04.4"  
Longitude 98° 32' 20.6"

**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 Inc.

Personnel:

RAMONCITA ESPARZA G. (Miss), general manager.

ENRIQUE ESPARZA, sales manager.

RUBEN LOPEZ RUBIO, chief engineer.

ARTURO ESPARZA G., program manager.

Highest 30 Sec. Rate (June 1, 1976): \$50.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 5-24%</b>	Starr	5,000	4,700	93
	Webb	21,600	20,700	96
	Zapata	1,700	1,500	90
<b>Station Totals</b>		<b>28,300</b>	<b>26,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>5,200</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>2,600</b>	

## Texas

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

#### **KGBT-TV & KRGV-TV**

Brownsville

(See Harlingen & Weslaco, Tex.)

#### **KXAS-TV & KTVT**

Dallas

(See Fort Worth, Tex.)

#### **KXII**

Denison

(See Ardmore, Okla.)

#### **KDFW-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.)

#### **KMOM-TV**

Monahans

(See Odessa, Tex.)

#### **KMID-TV**

Odessa

(See Midland, Tex.)

#### **KJAC-TV & KFDM-TV**

Port Arthur

(See Beaumont, Tex.)

#### **KXII**

Sherman

(See Ardmore, Okla.)

#### **KTXS-TV**

Sweetwater

(See Abilene, Tex.)

#### **KWTX-TV & KCEN-TV**

Temple

(See Waco, Tex.)

#### **KTAL-TV**

Texarkana

(See Shreveport, La.)

#### **KGBT-TV**

Weslaco

(See Harlingen, Tex.)

#### **KSWO-TV**

Wichita Falls

(See Lawton, Okla.)

# 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, 543-ft. above ground, 2893-ft. above sea level.

Latitude 32° 17' 13"  
Longitude 99° 44' 20"

Transmitter: Cedar Gap Mt.

Studio: 4510 S. 14th St.

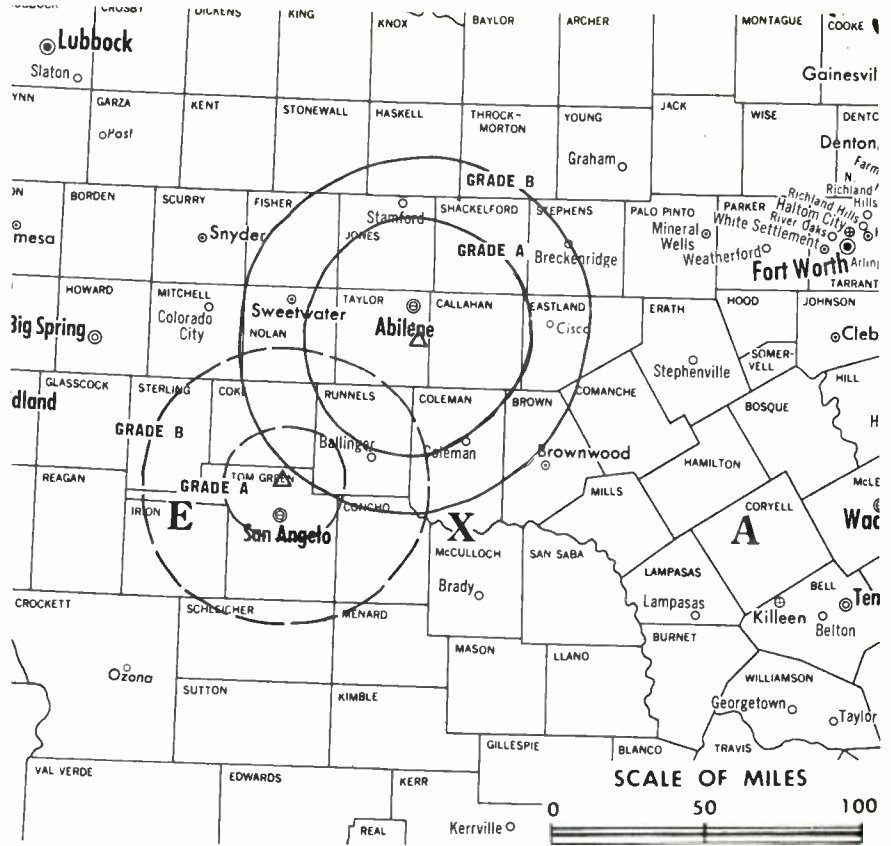
AM Affiliate: KRBC, 5-kw (1-kw night), 1470 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Edward F. Lorentz & Associates.

Total Households: © M&I  
Consumer Market Data as of 1/1/79.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KRBC-TV Ref: FCC File No. BPCT-3492 Granted 4/18/66

©American Map Co., Inc., N.Y., No. 14244

## KRBC-TV

Network Service: NBC.

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.; KENM(AM), Portales, N.M. & holds CP for FM in Portales.

Began Operation: Aug. 24, 1953. Sale by Abilene Reporter News approved Sept. 16, 1953 (Television Digest, Vol. 9:35, 38).

Represented (sales) by Blair Television.

Represented (legal) by Miller & Schroeder.

Personnel:

DALE ACKERS, president.  
WILLIAM TERRY, station & sales manager.  
BRYAN MUNDY, program director.  
LARRY FITZGERALD, news director.  
GENE SMITH, chief engineer.

Highest 30 Sec. Rate (May 2, 1978): \$200.

NETWORK BASE HOURLY RATE: \$625.

Arbitron Data: Figures include Satellite KACB-TV, San Angelo, Tex.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Brown	13,000	12,400	95
	Callahan	4,000	3,900	97
<b>50% &amp; Over</b>	Coke	1,200	1,200	97
	Coleman	4,400	4,300	97
	Comanche	5,100	4,800	94
	Concho	1,000	1,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
	Eastland	7,700	7,400	96
	Fisher	2,200	2,100	97
	Haskell	3,100	3,000	97
	Irion	400	400	95
	Jones	6,000	5,900	98
	Mc Culloch	3,300	3,100	93
	Menard	1,200	1,100	88
	Mills	1,700	1,600	94
<b>50% &amp; Over</b>	Mitchell	2,900	2,800	97
	Nolan	5,600	5,500	98
	Runnels	4,500	4,400	97
	Schleicher	800	800	96
	Scurry	6,000	5,800	97
	Shackelford	1,400	1,300	96
	Stephens	3,500	3,400	96
	Sterling	300	300	95
	Stonewall	900	900	98
	Taylor	36,400	35,700	98
	Tom Green	26,300	25,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	San Saba	2,600	2,500	95
<b>Between 25-49%</b>	Sutton	1,400	1,300	92
	Throckmorton	800	800	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Crockett	1,200	1,100	95
	Dickens	1,400	1,400	97
	Kent	500	500	98
<b>Between 5-24%</b>	King	200	200	93
	Knox	2,000	1,900	96
	Mason	1,300	1,200	92
	Reagan	1,200	1,200	99
	Young	6,900	6,700	97

<b>Station Totals</b>	<b>162,400</b>	<b>157,600</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>132,600</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>97,400</b>	

# Texas—Sweetwater-Abilene

## KTXS-TV

Ch. 12

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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

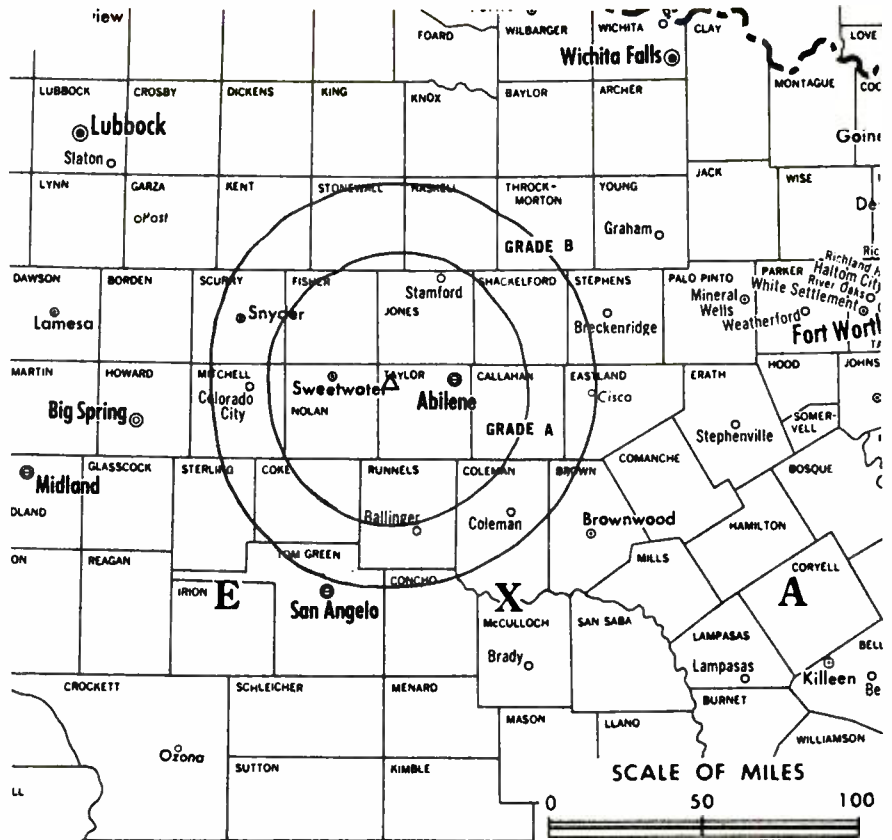
News Wire Service: UPI.

Represented (sales) by H-R Television Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC, CBS.

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.

Telephones: 915-677-2281 (Abilene); 915-236-6895 (Sweetwater).

TWX No.: 910-897-5401.

Ownership: Grayson Enterprises, 100%. For other interests, see KLBK-TV, Lubbock, Tex.

Begin 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).

Personnel:

ROBERT P. JACKSON, general manager.  
J. T. ALLEN, director of engineering.  
LARRY HINES, chief engineer.  
BILL MILLER, transmitter chief engineer.  
HAL KEMP, operations manager.

Highest 30 Sec. Rate (March 1977): \$150.

NETWORK BASE HOURLY RATE: \$550.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS	13,000	12,400	95
	Brown	4,000	3,900	97
	Callahan	1,200	1,200	97
	Coke	4,400	4,300	97
	Coleman	1,000	1,000	97
	Concho	7,700	7,400	96
	Fisher	2,200	2,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Haskell	3,100	3,000	97
	Jones	6,000	5,900	98
	Kent	500	500	98
	King	200	200	93
	Mc Culloch	3,300	3,100	93
	Mitchell	2,900	2,800	97
	Nolan	5,600	5,500	98
	Runnels	4,500	4,400	97
	Scurry	6,000	5,800	97
	Shackelford	1,400	1,300	96
	Stephens	3,500	3,400	96
	Stonewall	900	900	98
	Taylor	36,400	35,700	98
	Tom Green	26,300	25,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS	8,300	8,100	98
	Erath	400	400	95
	Irion	1,300	1,200	92
	Mason	1,200	1,100	88
	Menard	300	300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS	300	300	96
	Borden	5,100	4,800	94
	Comanche	1,200	1,100	95
	Cottle	1,200	1,100	95
	Crockett	1,400	1,400	97
	Dickens	12,400	12,200	99
	Howard	2,000	1,900	96

Station Totals	175,100	170,100	97
Net Weekly Circulation (1976-77)		117,100	
Average Daily Circulation (1976-77)		69,500	

# Texas—Amarillo

## KAMR-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"

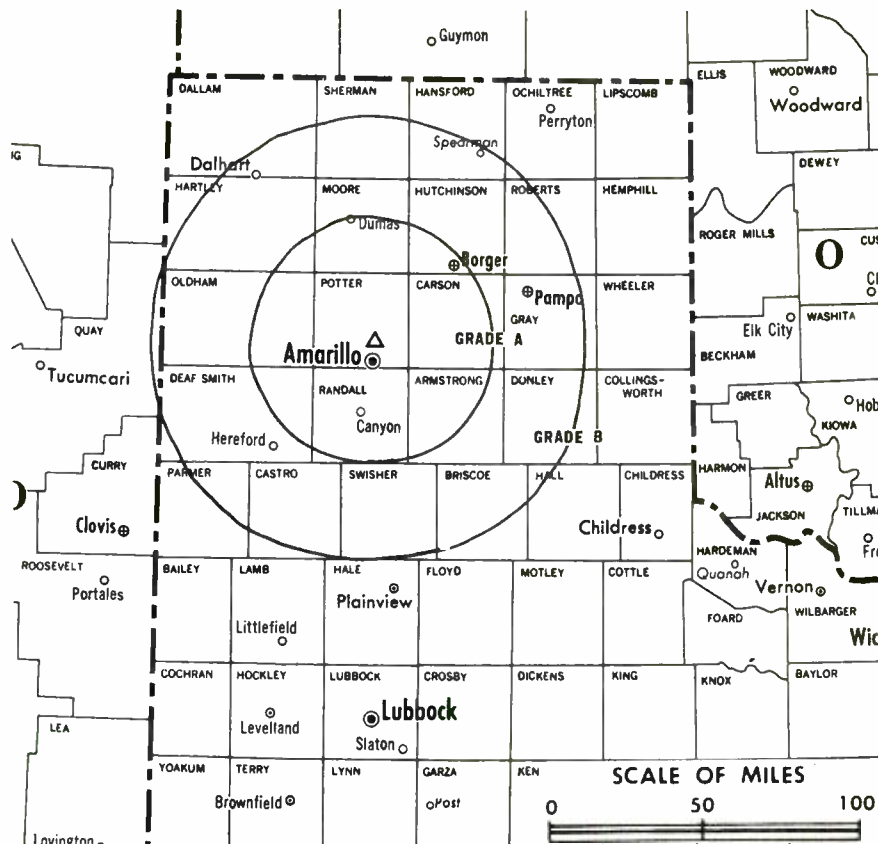
Transmitter: N of Amarillo at Broadway & Mobley Dr.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KAMR-TV Ref: FCC File No. BPCT-4146 Granted 6/4/69

©American Map Co., Inc., N.Y., No. 14244

## KAMR-TV

Network Service: NBC.

Licensee: Cannan Communications Inc., P.O. Box 1224, Wichita Falls, Tex. (76307).

Studio: P.O. Box 751, 2000 N. Polk St., Amarillo, Tex. (79107).

Telephones: 806-383-3321, studio; 817-322-3252, home office.

TWX No.: 806-376-5804.

Ownership: Darrold A. Cannan Jr., pres. & treas., 34.09%; D. A. Cannan, chmn. of the board, 34.09%; Raymond E. Poindexter, v.p., 9.10%; Joe N. Sherrill Jr., secy., 4.54%; W. W. Hamilton, 13.64%; Joe N. Prothro, 4.54%.

Began Operation: March 18, 1953. Sale to present owner by Stauffer Publications approved by FCC July 1, 1974 (Television Digest, Vol. 13:43, 14:31). Sale to Stauffer by Globe News Publishing Co. approved Jan. 12, 1966 by FCC (Television Digest, Vols. 5:42, 6:3).

Represented (sales) by Blair Television.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Hogan & Hartson.

Personnel:

DARROLD A. CANNAN JR., president.  
RAY POINDEXTER, vice president & general manager.  
IRL BROWN, sales manager.  
CALVIN HANDY, business manager.  
ROBERT G. HARDIE, chief engineer.  
ED KERR, production manager.

### DIGEST OF RATE CARD NO. 11-A

(Nov. 29, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$750 \$400 \$275 \$150 Graded rates apply\*

\*Highest rate: \$150.

NETWORK BASE HOURLY RATE: \$475.

1979 Edition

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS</b>			
	Seward	6,100	5,900	97
	<b>NEW MEXICO</b>			
	Curry	15,200	14,700	97
	Quay	4,200	4,000	94
	Union	1,900	1,700	92
	<b>OKLAHOMA</b>			
	Cimarron	1,400	1,300	95
	Texas	6,400	6,200	97
	<b>TEXAS</b>			
	Armstrong	900	900	97
	Briscoe	800	800	97
	Carson	2,100	2,100	99
	Castro	2,800	2,700	97
	Childress	3,100	3,000	96
	Collingsworth	1,900	1,800	93
	Cottle	1,200	1,100	95
	Dallam	2,000	1,900	96
	Deaf Smith	5,600	5,500	98
	Donley	1,300	1,200	95
	Gray	9,700	9,500	98
	Hall	2,200	2,100	94
	Hansford	1,900	1,900	98
	Hartley	1,100	1,100	98
	Hemphill	1,700	1,600	97
	Hutchinson	9,600	9,500	99
	Lipscomb	1,200	1,100	94
	Moore	4,900	4,800	98
	Ochiltree	3,100	3,000	98
	Oldham	600	600	97
	Parmer	2,800	2,700	97
	Potter	33,700	33,100	98

(Continued on page 814-b)

Station Totals	189,600	184,500	97
Net Weekly Circulation (1976-77)			147,400
Average Daily Circulation (1976-77)			95,100

797-b

# Texas—Amarillo

## KFDA-TV

Ch. 10

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.

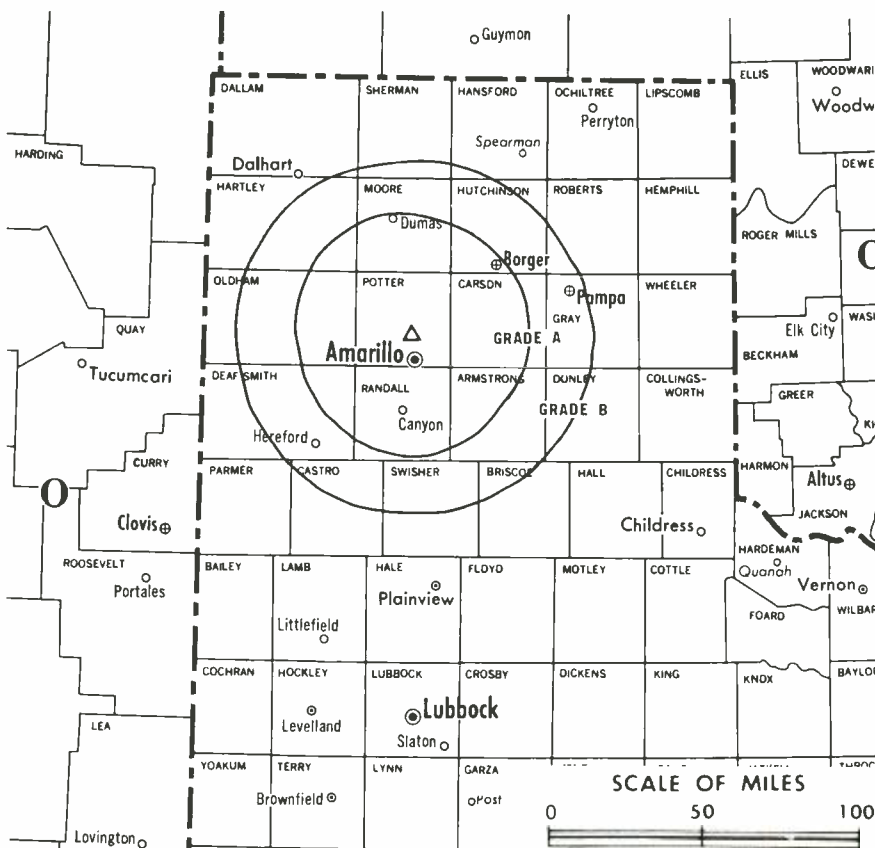
News Film Service: CBS.

Represented (legal) by James E. Greeley.

Represented (engineering) by Edward F. Lorentz & Associates.

Arbitron Data: Figures for this station includes former satellite KFDW-TV, Clovis, N.M.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFDA-TV Ref: FCC File No. B1PCT-2453 Granted 2/21/58

©American Map Co., Inc., N.Y., No. 14244

## KFDA-TV

Network Service: CBS.

Licensee: Panhandle Telecasting Co., Joint Venture, Drawer B, Midland, Tex. (79701).

Studio: Broadway at Cherry Ave. (79105).

Telephone: 806-383-2226. TWX No.: 910-898-4124.

Ownership: Midessa TV Co. Inc., 50%; KSWO TV Co. Inc., 45%; Oklahoma Quality Bcstg. Co. Inc. & Duncan Bcstg. Co. Inc., 2.5% each. Midessa TV is licensee of KMID-TV, Midland-Odessa; KSWO-TV is licensee of KSWO-TV, Lawton, Okla.; Oklahoma Quality Bcstg. is licensee of KSWO(AM), Lawton & Duncan Bcstg. is licensee of KRHD-AM-FM, Duncan, Okla.

Began Operation: April 4, 1953. Sale of 61% by Sid W. Richardson Foundation to Bass Bcstg. and subsequent transfer of 19.6% by Gene L. Cagle was approved by FCC Feb. 2, 1966. Sale to present owners by Bass Bcstg. approved by FCC Aug. 20, 1976.

Represented (sales) by Avery-Knodel Inc.

Personnel:

RAY HERNDON, general manager.  
HARRY NEUHARDT, manager.  
PRESLEY YARBROUGH, sales manager.  
JACK BYRD, production manager.  
JIM BUSH, chief engineer.

### DIGEST OF RATE CARD NO. 27—(April 3, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—6-10 p.m., daily.					
\$600	\$360	\$300	\$200	\$200*	\$120*

\*Class AA—7-10 p.m., Mon.-Sat.; 6-10 p.m., Sun.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KANSAS</b>				
50% & Over	Morton	1,000	1,000	96
	Seward	6,100	5,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
	Curry	15,200	14,700	97
	Quay	4,200	4,000	94
	Roosevelt	6,400	6,200	96
	Union	1,900	1,700	92
<b>OKLAHOMA</b>				
	Cimarron	1,400	1,300	95
	Texas	6,400	6,200	97
<b>TEXAS</b>				
	Armstrong	900	900	97
	Briscoe	800	800	97
	Carson	2,100	2,100	99
	Castro	2,800	2,700	97
	Childress	3,100	3,000	96
	Collingsworth	1,900	1,800	93
	Cottle	1,200	1,100	95
	Dallam	2,000	1,900	96
	Deaf Smith	5,600	5,500	98
	Donley	1,300	1,200	95
	Gray	9,700	9,500	98
	Hall	2,200	2,100	94
	Hansford	1,900	1,900	98
	Hartley	1,100	1,100	98
	Hemphill	1,700	1,600	97
	Hutchinson	9,600	9,500	99
	Lipscomb	1,200	1,100	94
	Moore	4,900	4,800	98
	Ochiltree	3,100	3,000	98
	Oldham	600	600	97
	Parmer	2,800	2,700	97
	Potter	33,700	33,100	98
	Randall	23,400	23,200	99
	Roberts	500	500	99
	Sherman	1,200	1,200	98

(Continued on page 814-b)

Station Totals	195,500	190,400	97
Net Weekly Circulation (1976-77)			150,200
Average Daily Circulation (1976-77)			94,300



# Texas—Amarillo

## KVII-TV

Ch. 7

[Operates satellite KVIJ-TV, Sayre, Okla.]

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1703-ft. above av. terrain, 1626-ft. above ground, 5049-ft. above sea level.

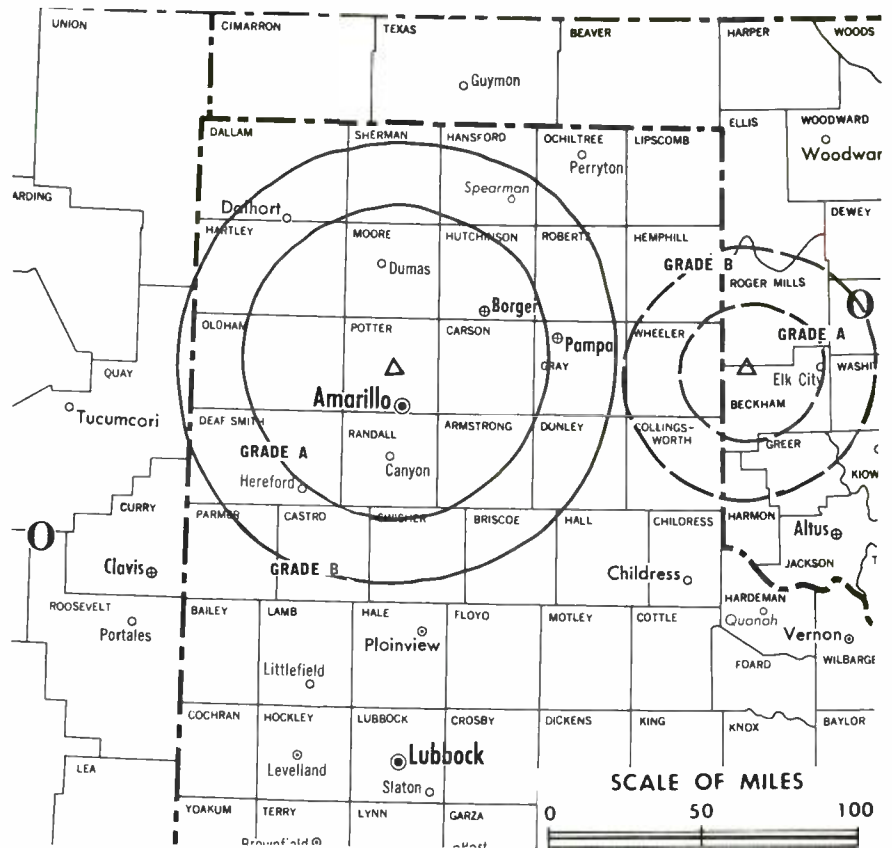
Latitude 35° 22' 29"  
Longitude 101° 52' 58"

Transmitter: 10.4-mi. N of Amarillo.  
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Studio: Mesa Bldg., 4th & Polk Sts. (79101).

Arbitron Data: Figures include KVIJ-TV, Sayre, Okla.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KVII-TV Ref: FCC File No. B1CT-4170 Granted 4/2/69

©American Map Co., Inc., N.Y., No. 14244

## KVII-TV

Network Service: ABC.

Licensee: Marsh Media Ltd., P.O. Box 13000, Amarillo, Tex. (79101).

Telephone: 806-373-1787. TWX No.: 910-898-4136.

Ownership: Stanley Marsh III, 37.5%; Michael Marsh, 25%; Estelle Marsh Watlington, Ltd. partner, 25%; Tom F. Marsh, 12.5%. Same principals own KVIJ-TV, Sayre, Okla.; KVIA-TV, El Paso, Tex.; KAVE-TV, Carlsbad, N.M.

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 Katz Television.

Represented (legal) by Kirkland & Ellis.

Represented (engineering) by Smith & Powstenko.

Personnel:

JAMES R. McCORMICK, general manager.  
JOHN W. PATRICK, general sales manager.  
WILLIAM R. CANADY, director of engineering.  
JOHN MARTIN, operations manager.  
BILL ZORTMAN, news director.  
TOBY TUCKER, production manager.  
JOHN JANEWAY, business manager.

Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$525.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KANSAS</b>			
	Morton	1,000	1,000	96
50% & Over	Seward	6,100	5,900	97
	<b>NEW MEXICO</b>			
	Curry	15,200	14,700	97
	Quay	4,200	4,000	94
	Union	1,900	1,700	92

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Beckham	6,600	6,300	96
	Cimarron	1,400	1,300	95
	Greer	3,400	3,200	95
	Harmon	1,900	1,800	96
	Roger Mills	1,600	1,500	95
	Texas	6,400	6,200	97
	<b>TEXAS</b>			
	Armstrong	900	900	97
	Briscoe	800	800	97
	Carson	2,100	2,100	99
	Castro	2,800	2,700	97
	Childress	3,100	3,000	96
	Collingsworth	1,900	1,800	93
	Cottle	1,200	1,100	95
	Dallam	2,000	1,900	96
50% & Over	Deaf Smith	5,600	5,500	98
	Donley	1,300	1,200	95
	Gray	9,700	9,500	98
	Hall	2,200	2,100	94
	Hansford	1,900	1,900	98
	Hartley	1,100	1,100	98
	Hemphill	1,700	1,600	97
	Hutchinson	9,600	9,500	99
	Lipscomb	1,200	1,100	94
	Moore	4,900	4,800	98
	Ochiltree	3,100	3,000	98
	Oldham	600	600	97
	Parmer	2,800	2,700	97
	Potter	33,700	33,100	98
	Randall	23,400	23,200	99
	Roberts	500	500	99
	Sherman	1,200	1,200	98

(Continued on page 814-b)

Station Totals	239,100	232,300	97
Net Weekly Circulation (1976-77)			169,500
Average Daily Circulation (1976-77)			132,300

# Texas—Austin

## KTBC-TV

Ch. 7

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 29.5-kw aural. Antenna: 1268-ft. above av. terrain, 1137-ft. above ground, 2037-ft. above sea level.

Latitude 30° 18' 36"  
Longitude 97° 47' 33"

Transmitter: 3.8-mi. NW of State Capitol.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Represented (sales) by Katz Television.

Represented (legal) by Wilmer, Cutler & Pickering.

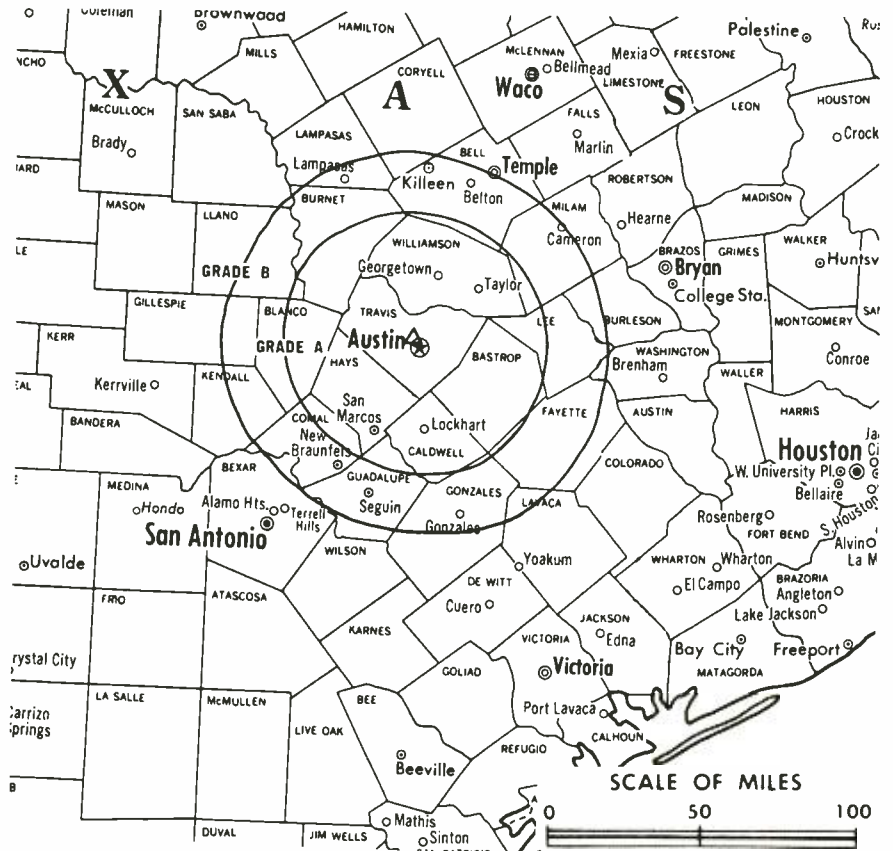
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTBC-TV Ref: FCC File No. BMPCT—4016 Granted 7/27/56

©American Map Co., Inc., N.Y., No. 14244

## KTBC-TV

Network Service: CBS.

Licensee: KTBC-TV Inc., Subsidiary of Times Mirror Co., Times Mirror Square, Los Angeles, Cal.

Studio: Tenth & Brazos Sts., Box 2223 (78767).

Telephone: 512-476-7777. TWX No.: 910-874-1301.

Ownership: See KDFW-TV, Dallas-Fort Worth, Tex.

Began Operation: Nov. 27, 1952. Sale to present owner by Claudia Taylor Johnson, et al., approved by FCC Sept. 6, 1973 (Television Digest, Vol. 12:37; 13:37).

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

RUSH K. EVANS JR., president & general manager.

GUS STEWART, sales manager.

JOE RODDY, director of news & public affairs.

AL MUSTIN, national-regional sales manager.

CACTUS PRYOR, public relations director.

GARY PORFIRIO, operations director.

WALLY PRYOR, production manager.

BARBARA MILLER, women's editor.

DIGEST OF RATE CARD NO. A22 & P18 (Aug. 30, 1976)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$850 \$600

Graded rates apply\*

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Bastrop	7,900	7,500	95
	Bell	53,900	52,700	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Blanco	1,900	1,800	96
	Burnet	6,200	6,000	98
	Caldwell	6,500	6,200	96
	Fayette	7,000	6,300	90
	Gillespie	4,100	3,800	93
	Hays	10,700	10,300	96
	Lampasas	4,600	4,500	97
	Lee	3,600	3,400	95
	Llano	3,700	3,500	96
	Mc Culloch	3,300	3,100	93
	Mason	1,300	1,200	92
	Milam	8,000	7,600	95
	Travis	125,800	122,600	97
	Williamson	18,300	17,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	TEXAS			
	Brazos	24,800	24,000	97
	Burleson	4,000	3,700	93
	Coryell	12,000	11,700	98
	Gonzales	6,300	6,000	96
	Kerr	8,700	8,300	95
	Lavaca	6,700	6,100	91
	San Saba	2,600	2,500	95
Washington	7,100	6,600	92	

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	TEXAS			
	Colorado	6,200	5,900	95
	Comanche	5,100	4,800	94
	Concho	1,000	1,000	97
	De Witt	6,900	6,500	94
	Falls	5,900	5,600	96
Guadalupe	13,300	12,800	96	
Robertson	5,500	5,300	95	

Station Totals	382,900	369,000	96
Net Weekly Circulation (1976-77)		255,400	
Average Daily Circulation (1976-77)		161,400	

# Texas—Austin

**KTVV**

Ch. 36



Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. & 1380-kw horizontal visual, 500-kw max. & 138-kw horizontal aural. Antenna: Directional, 1290-ft. above av. terrain, 1199-ft. above ground, 2049-ft. above sea level.

Latitude 30° 19' 33"  
Longitude 97° 47' 58"

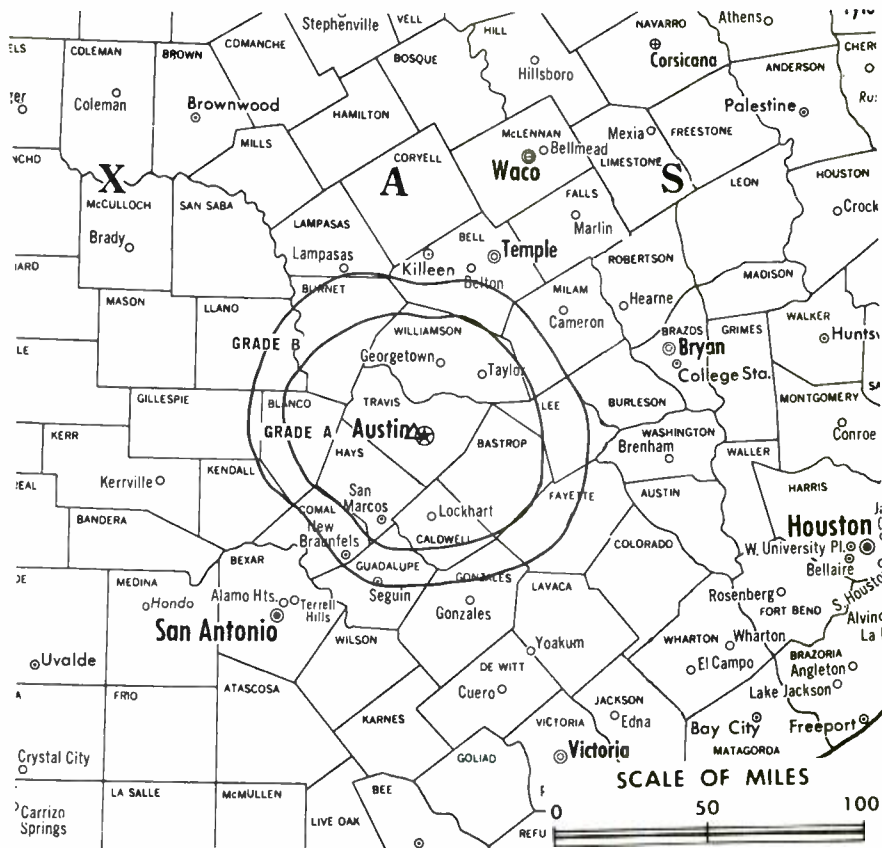
Transmitter: Trail of Madrones Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KTVV Ref: FCC File No. BPCT-4496 Granted 7/25/72

© American Map Co., Inc., N.Y. No. 14244

## KTVV

Network Service: NBC.

Licensee: Kingstip Communications Inc. (Texas), P.O. Box 490 (78767).

Studio: 908 West M.L.K. Jr. Blvd. (78701).

Telephone: 512-476-3636. TWX No.: 910-874-1370.

FM Affiliate: KHFI-FM, 1.3-kw, 98.3 MHz (No. 252), 419-ft.

Ownership: Kingstip Communications Inc., 100%. Note: Sale to LIN Bcstg. pends (Television Digest, Vol. 18:16, 17).

Began Operation: Feb. 12, 1965 on Ch. 42. Changed to Ch. 36 Jan. 12, 1973.

Represented (legal) by Wilner & Scheiner.

Represented (sales) by H-R Television Inc.

Personnel:

HENRY TIPPPIE, chairman of the board.  
AL TANKSLEY, executive vice president & general manager.  
LARRY COLE, general sales manager.  
WILLIAM HAMRICK, director of engineering.  
BILL ALFORD, news director.

Highest 30 Sec. Rate (May 1978): \$270.

NETWORK BASE HOURLY RATE: \$275.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Bastrop	7,900	7,500	95
	Burnet	6,200	6,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
50% & Over	Hays	10,700	10,300	96
	Lee	3,600	3,400	95
	Llano	3,700	3,500	96
	Mason	1,300	1,200	92
	Travis	125,800	122,600	97
Williamson	18,300	17,700	96	
<b>TEXAS</b>				
Between 25-49%	Blanco	1,900	1,800	96
	Caldwell	6,500	6,200	96
	Fayette	7,000	6,300	90
	Lampasas	4,600	4,500	97
	Milam	8,000	7,600	95
<b>TEXAS</b>				
Between 5-24%	Bell	53,900	52,700	98
	Brazos	24,800	24,000	97
	Burleson	4,000	3,700	93
	Coryell	12,000	11,700	98
	Gillespie	4,100	3,800	93
	Gonzales	6,300	6,000	96
	Lavaca	6,700	6,100	91
	Mc Culloch	3,300	3,100	93
	Robertson	5,500	5,300	95
	San Saba	2,600	2,500	95
Washington	7,100	6,600	92	
<b>Station Totals</b>		<b>335,800</b>	<b>324,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>185,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>102,900</b>	

# Texas—Austin

## KVUE

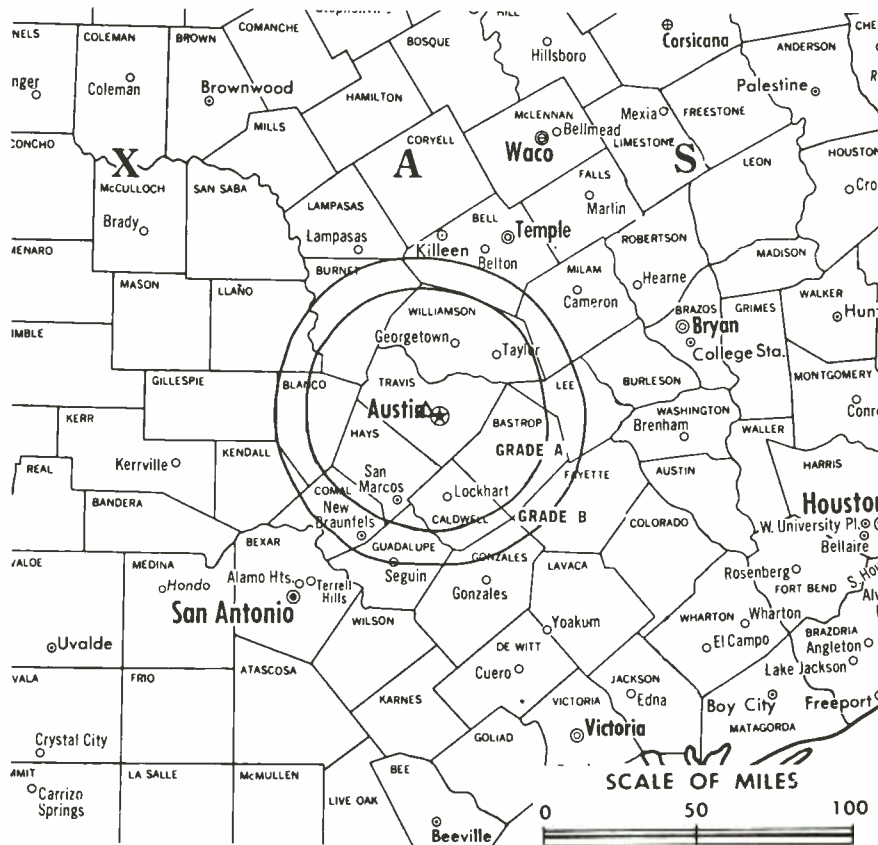
Ch. 24

**Technical Facilities:** Channel No. 24 (530-536 MHz). Authorized power: 1950-kw max. & 711-kw horizontal visual, 327-kw max. & 145-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1184-ft. above sea level.  
 Latitude 30° 19' 21"  
 Longitude 97° 48' 10"

**Transmitter:** On Hill W of Trail of the Madrones Rd., near Austin.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.



Total Households: © MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arbitron study (see page 4-b).

KVUE Ref: FCC File No. BMPT-7272 Granted 3/2/71

American Map Co., Inc., N.Y., No. 14244

## KVUE

**Network Service:** ABC.

**Licensee:** Evening News Assn., 615 Lafayette Blvd., Detroit, Mich. (48231).

**Studio:** 3201 Steck Ave., Austin, Tex. (78758).

**Telephone:** 512-459-6521.

**Ownership:** Evening News Assn., 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** Sept. 12, 1971. Sale to present owner by Tolbert Foster, Allan Shivers, et al., approved by FCC Sept. 8, 1978 (Television Digest, Vol. 18:21, 38).

**Represented (sales) by** Avery-Knodel Inc.

**Represented (legal) by** Pierson, Ball & Dowd.

**Personnel:**

- JOE T. JERKINS, vice president & general manager.
- HAL WALLACE, national & regional sales manager.
- JIM NORTON, local sales manager.
- AL HELTON, program manager.
- ELMO BROWN, director of public affairs.
- RUSS STOCKTON, news director.
- MICHAEL J. WENGLAR, chief engineer.

**DIGEST OF RATE CARD NO. 12**

(April 10, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.
Class AA—6:30-10 p.m., daily.				
\$850	\$650	\$450	\$350	\$370

**NETWORK BASE HOURLY RATE:** \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Bastrop	7,900	7,500	95
	Brazos	24,800	24,000	97
	Burnet	6,200	6,000	98
	Hays	10,700	10,300	96
	Lee	3,600	3,400	95
	Llano	3,700	3,500	96
	Milam	8,000	7,600	95
	Travis	125,800	122,600	97
	Williamson	18,300	17,700	96
	<b>TEXAS</b>			
<b>Between 25-49%</b>	Bell	53,900	52,700	98
	Blanco	1,900	1,800	96
	Caldwell	6,500	6,200	96
	Coryell	12,000	11,700	98
	Fayette	7,000	6,300	90
	Gillespie	4,100	3,800	93
	Lampasas	4,600	4,500	97
	Mason	1,300	1,200	92
<b>TEXAS</b>				
<b>Between 5-24%</b>	Burleson	4,000	3,700	93
	Guadalupe	13,300	12,800	96
	Robertson	5,500	5,300	95
	San Saba	2,600	2,500	95
Washington	7,100	6,600	92	
<b>Station Totals</b>		<b>332,800</b>	<b>321,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>210,800</b>
<b>Average Daily Circulation (1976-77)</b>				<b>125,900</b>

# 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.

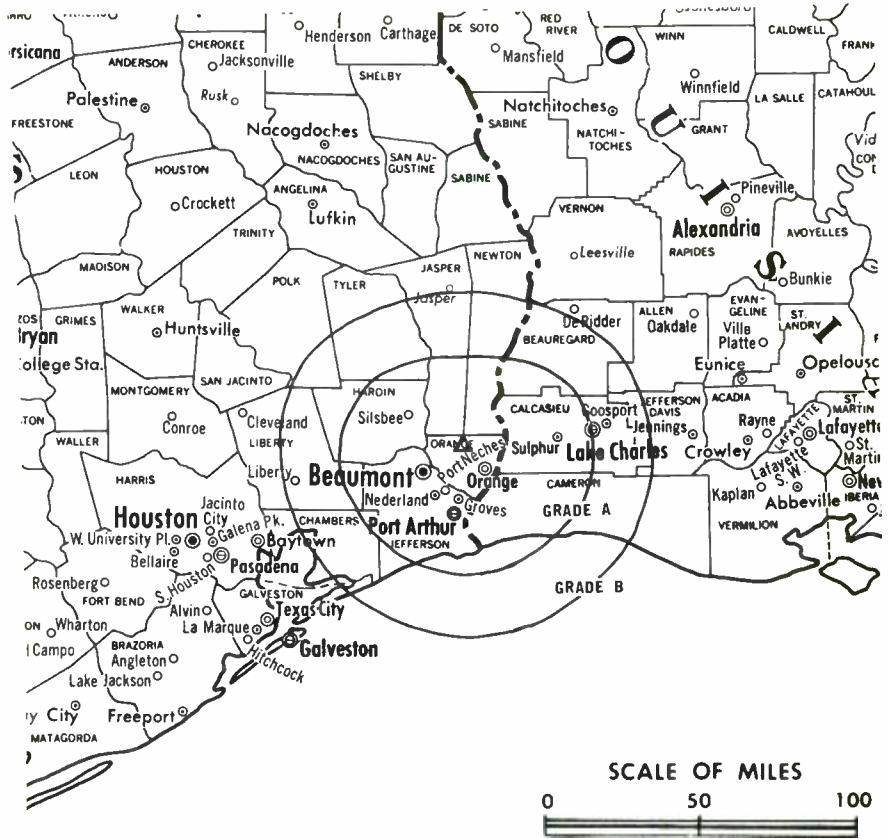
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Represented (sales) by Blair Television.

Represented (legal) by Cohn & Marks.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KBMT Ref: FCC File No. BPCT-3266 Granted 1/6/65

©American Map Co., Inc., N.Y., No. 14244

## KBMT

Network Service: ABC.

Licensee: Texas Telecasting Inc., Box 6669, Corpus Christi, Tex. (78411).

Studio: 525 Interstate Hwy. 10 S. (77704).

Telephone: 713-833-7512.

Ownership: Michael D. McKinnon, pres., 70%; Clinton Dan McKinnon, v.p.-asst. secy., 20%; Clinton D. McKinnon, dir., 10%. McKinnons control KIII(TV), Corpus Christi. Michael McKinnon owns 43% & Clinton Dan McKinnon 57% of KSON(AM), San Diego.

Began Operation: June 18, 1961. Transfer of control to Harbour TV Systems from A. O. Banning & William G. Hill Jr. approved by FCC Feb. 11, 1976. Sale to Banning & Hill by Devon Corp. approved by FCC Sept. 28, 1973. Sale to present owners by Liberty National Corp. approved by FCC Oct. 21, 1976 (Television Digest, Vol. 16:27).

Personnel:

MICHAEL D. MCKINNON, president.  
WILLIAM MOORE, vice president, station operations.  
GEORGE GOULD, vice president & general sales manager.  
AUBREY WOOD, production manager.  
JOHN LONG, chief engineer.

DIGEST OF RATE CARD NO. 3-77—(March 23, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class A—6:30-10 p.m., daily.	\$625	\$400	\$295	\$165	Graded rates apply*	

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$375.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>				
		Calcasieu	50,800	49,700	98
		Cameron	3,000	2,900	96
	<b>TEXAS</b>				
		Hardin	12,200	11,800	97
		Jasper	9,100	8,700	96
		Jefferson	81,900	80,600	98
		Newton	4,000	3,700	94
		Orange	25,100	24,600	98
		Tyler	5,000	4,700	94
<b>Between 25-49%</b>	<b>LOUISIANA</b>				
		Beauregard	9,300	8,800	95
		Vernon	11,700	11,100	94
<b>Between 5-24%</b>	<b>TEXAS</b>				
		Chambers	4,700	4,600	98
	<b>LOUISIANA</b>				
		Allen	6,600	6,300	96
	<b>TEXAS</b>				
		Liberty	13,100	12,600	96
	Polk	6,900	6,500	94	
	San Jacinto	2,900	2,600	91	
	Trinity	2,900	2,700	92	
<b>Station Totals</b>			<b>249,200</b>	<b>241,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>173,200</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>104,500</b>	

# Texas—Beaumont

## KFDM-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"

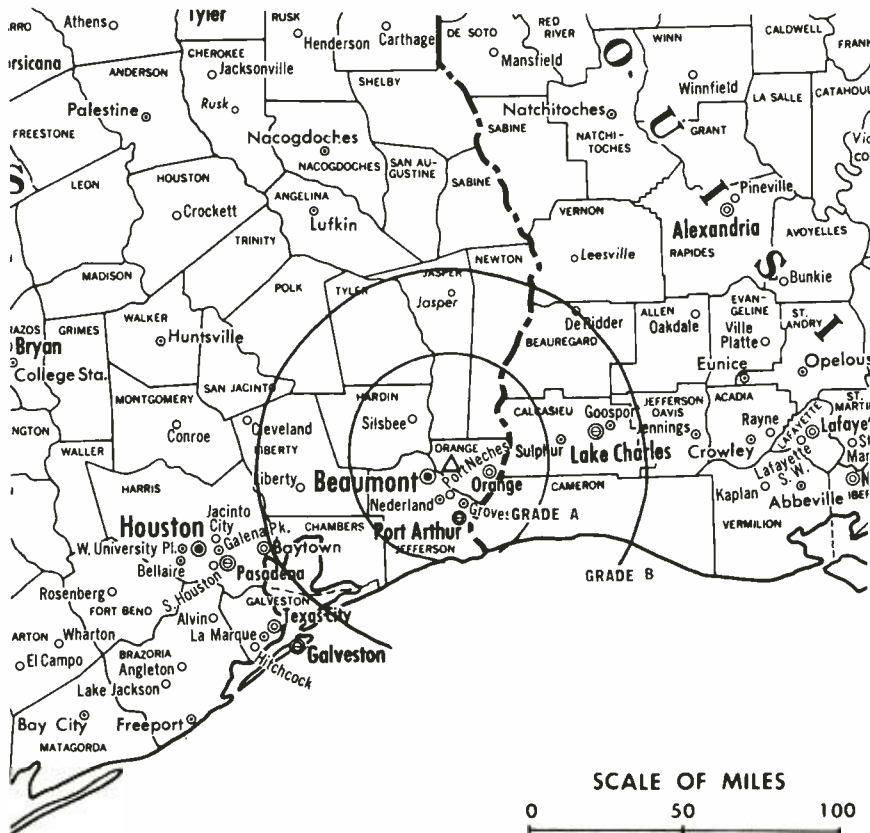
Transmitter: U.S. Hwy. 90, approx. 2.3-mi. ENE of Vidor, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.



KFDM-TV Ref: FCC File No. BPCT—3107 Granted 1/30/63

©American M&D Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KFDM-TV

Network Service: CBS.

Licensee: Belo Broadcasting Corp., P.O. Box 7128 (77706).

Studio: 2955 Interstate 10 East (77706).

Telephone: 713-892-6622. TWX No.: 910-884-5121.

Ownership: Belo Broadcasting 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 Petry Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MIKE SHAPIRO, president.  
WARD L. HUEY JR., vice president & general manager.  
TERRENCE S. FORD, vice president & station manager.  
LEE SALZBERGER, general sales manager.  
RON ALEXANDER, sales manager.  
HAROLD BARTLETT, chief engineer.

Highest 30 Sec. Rate (April 3, 1978): \$1000.

NETWORK BASE HOURLY RATE: \$700.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>LOUISIANA</b>				
		Calcasieu	50,800	49,700	98
		Cameron	3,000	2,900	96
	<b>TEXAS</b>				
		Hardin	12,200	11,800	97
		Jasper	9,100	8,700	96
		Jefferson	81,900	80,600	98
		Newton	4,000	3,700	94
		Orange	25,100	24,600	98
		Polk	6,900	6,500	94
	Sabine	2,800	2,600	92	
	Tyler	5,000	4,700	94	
<b>Between 25-49%</b>	<b>LOUISIANA</b>				
		Beauregard	9,300	8,800	95
		Vernon	11,700	11,100	94
	<b>TEXAS</b>				
	Chambers	4,700	4,600	98	
	San Jacinto	2,900	2,600	91	
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
		Allen	6,600	6,300	96
	<b>TEXAS</b>				
		Angelina	19,500	18,900	97
		Galveston	64,700	63,100	98
		Liberty	13,100	12,600	96
	San Augustine	2,900	2,700	93	
<b>Station Totals</b>			<b>336,200</b>	<b>326,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>188,300</b>
<b>Average Daily Circulation (1976-77)</b>					<b>135,100</b>

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# 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: 1180-ft. above av. terrain, 1225-ft. above ground, 1249-ft. above sea level.

Latitude 30° 09' 31"  
Longitude 93° 59' 11"

Transmitter: NW of Tex. Rt. 235, 2.8-mi. NE of Vidor.

TV tape: Recording facilities.

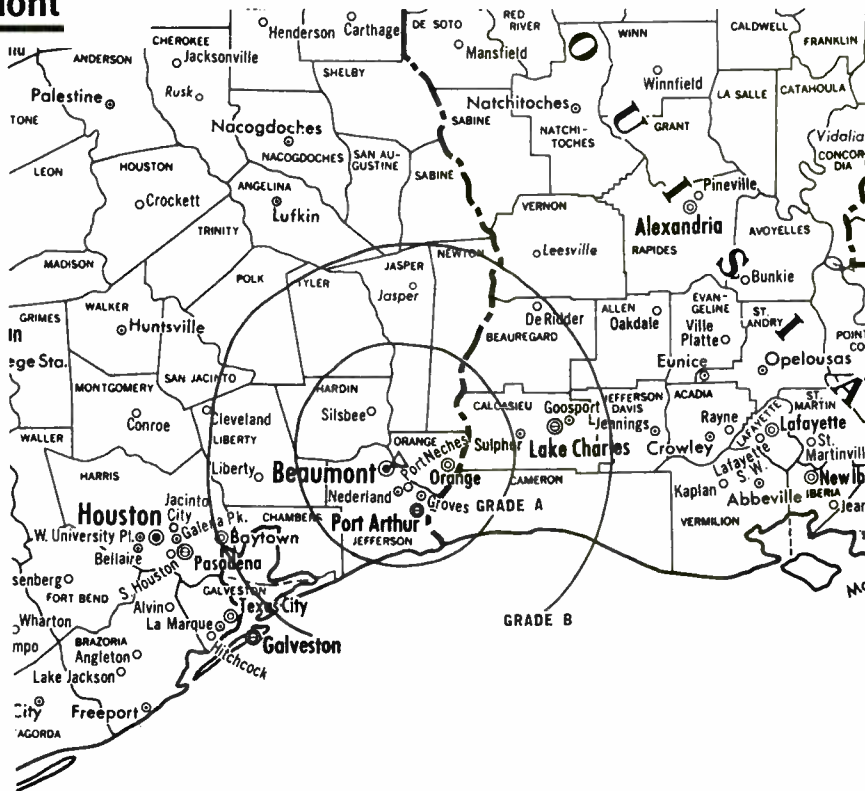
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (sales) by Peters, Griffin, Woodward Inc.



Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).

KJAC-TV Ref: FCC File No. BPCT-4322 Granted 5/13/70

©American Map Co., Inc., N.Y., No. 14244

## KJAC-TV

Network Service: NBC.

Licensee: Southeast Texas Television Corp., Box 3257, Port Arthur, Tex. (77640).

Studio: 17th & Woodworth Blvd., Port Arthur.

Telephone: 713-985-5557. TWX No.: 910-886-5307.

Ownership: Clay Communications Inc., 100%. For other interests, see WWAY, Wilmington, N.C.

Began Operation: Oct. 22, 1957. Equally-owned by Port Arthur College & Jefferson Amusement Co. Sale of its 50% by Port Arthur College to Jefferson Amusement approved by FCC Nov. 15, 1965 (Television Digest, Vol. 5:43, 47). Transfer of control from Jefferson Amusement to Robert H. Park, Janet Gordon Jack, et al., approved by FCC May 1, 1969. Sale to present owner approved May 31, 1973.

Personnel:

GEORGE DIAB, president.

ROY D. SHOTTS, vice president & general manager.

ARTHUR SKIPPER, chief engineer.

JACK DAHMER, sales manager.

Highest 30 Sec. Rate (April 24, 1978): \$350.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Hardin	12,200	11,800	97
	Jasper	9,100	8,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	81,900	80,600	98
	Newton	4,000	3,700	94
	Orange	25,100	24,600	98
	Polk	6,900	6,500	94
	Sabine	2,800	2,600	92
	Tyler	5,000	4,700	94
Between 25-49%	<b>LOUISIANA</b>			
	Beauregard	9,300	8,800	95
	Calcasieu	50,800	49,700	98
	Cameron	3,000	2,900	96
Between 5-24%	Vernon	11,700	11,100	94
	<b>TEXAS</b>			
	Chambers	4,700	4,600	98
	San Augustine	2,900	2,700	93
	San Jacinto	2,900	2,600	91
Between 5-24%	<b>LOUISIANA</b>			
	Allen	6,600	6,300	96
	Sabine	6,800	6,300	93
	<b>TEXAS</b>			
	Angelina	19,500	18,900	97
	Houston	5,800	5,400	93
	Liberty	13,100	12,600	96
Nacogdoches	14,400	13,600	95	
Trinity	2,900	2,700	92	
Washington	7,100	6,600	92	
Station Totals		308,500	298,000	96
Net Weekly Circulation (1976-77)			178,400	
Average Daily Circulation (1976-77)			114,300	

# Texas—Big Spring

## KWAB-TV

Ch. 4

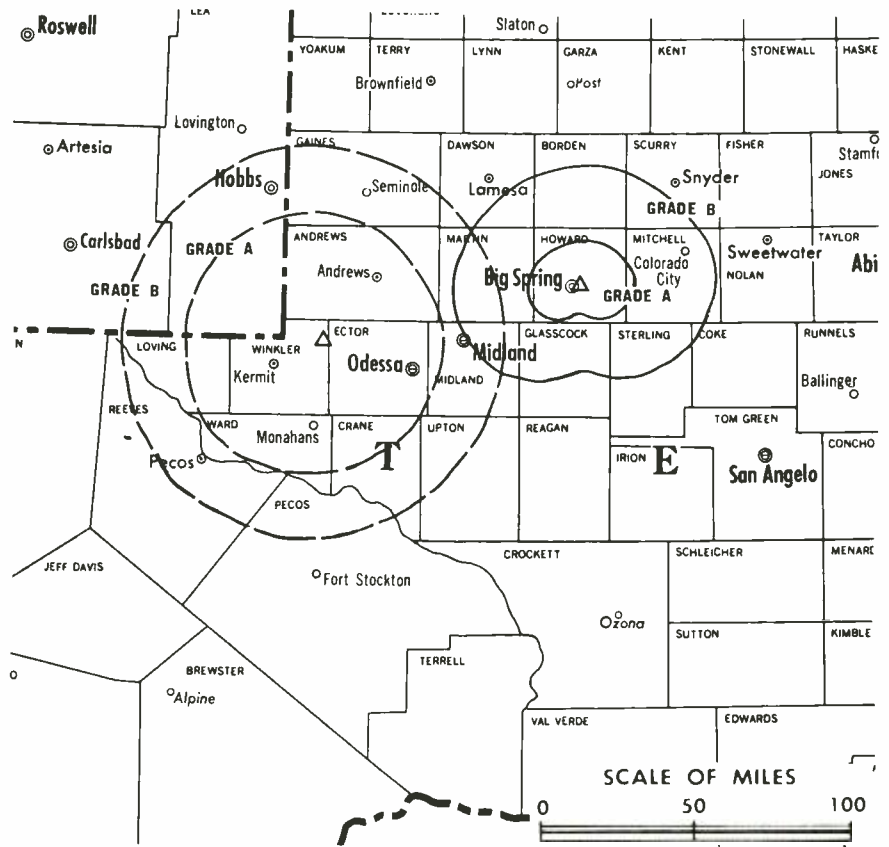
[Satellite of KMOM-TV, Odessa-Monahans, Tex.]

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.

Color: Network & live.



County coverage based on Arbitron study (see page 4-b).

KWAB-TV Ref: FCC File No. BMPCT-3267 Granted 8/8/55

©American Map Co., Inc., N.Y., No. 14244

## KWAB-TV

Network Service: ABC.

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 2500 Kentucky Way, Big Spring, Tex. (79720).

Telephones: 915-943-3231; 915-267-6325.

Ownership: See KLBK-TV, Lubbock, Tex.

Began Operation: Jan. 15, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel: See KMOM-TV, Odessa-Monahans, Tex.

Rates: Sold in combination with KMOM-TV, Odessa-Monahans, Tex.

Arbitron Data: Figures are included with  
KMOM-TV, Odessa-Monahans

**THE**  
**TED HEPBURN**  
**COMPANY**

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730



# Texas—Bryan

## 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.

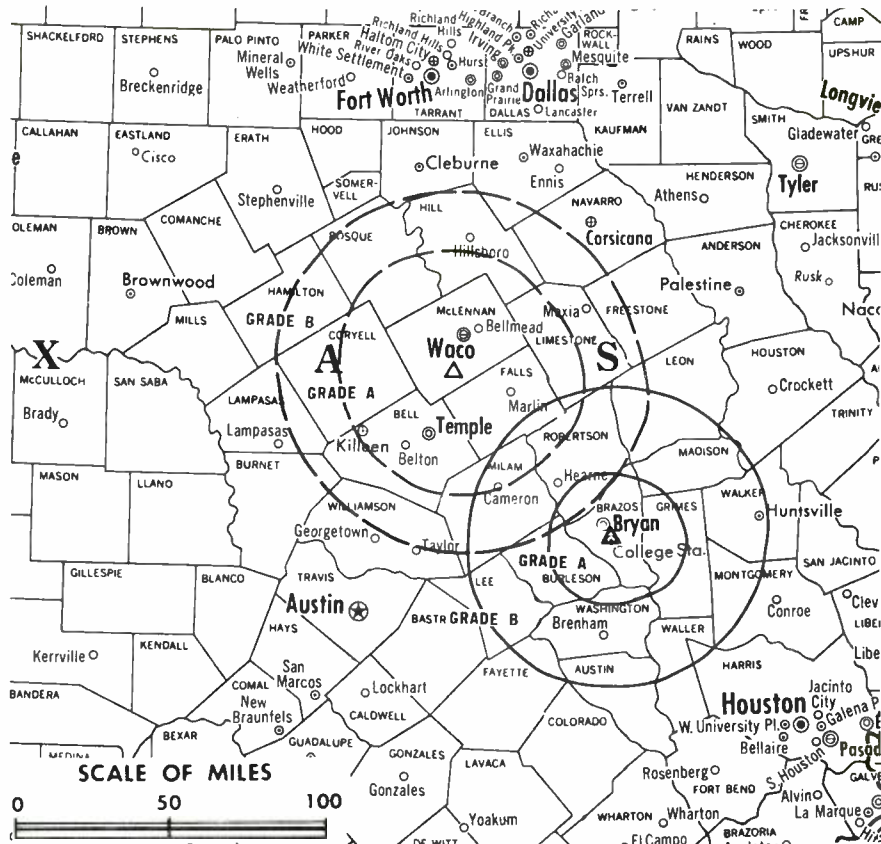
Latitude 30° 38' 39"  
Longitude 96° 19' 46"

Transmitter: 29th St. near Rosemary.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Cordon & Jacob.



County coverage based on Arbitron study (see page 4-b).

KBTX-TV Ref: FCC File No. BPCT-2210 Granted 11/8/56

©American Map Co., Inc., N.Y., No. 14244

## KBTX-TV

Network Service: CBS, ABC.

Licensee: Brazos Broadcasting Co., Box 3730, Bryan, Tex. (77801).

Studio: 29th St. (77801).

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.); Harry L. Gillam, v.p. & station mgr., 5%; John M. Lawrence III, secy-treas., 5%; Ann Mitchell, dir., 10%; estate of Brazas A. Varisco, 10%; Mrs. W. W. Callan, 10%.

Began Operation: May 22, 1957.

Represented (sales) by H-R Television Inc.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

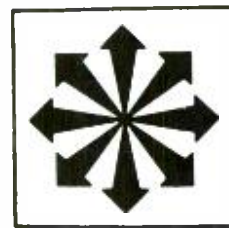
M. N. BOSTICK, president, general manager & film buyer.  
HARRY LEE GILLAM, v.p. & station manager.  
WOODY COX, chief engineer.  
ULMAN McMULLEN, program director.

Rates: For national rate see KWTX-TV, Waco.

NETWORK BASE HOURLY RATE: \$300.

Arbitron Data for this station included with report for Parent KWTX-TV, Waco, Texas.

# BLACKBURN & COMPANY, INC.



RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# Texas—Corpus Christi

**KIII**

Ch. 3

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.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Arbitron Data: Figures include former satellite KXIX, Victoria.

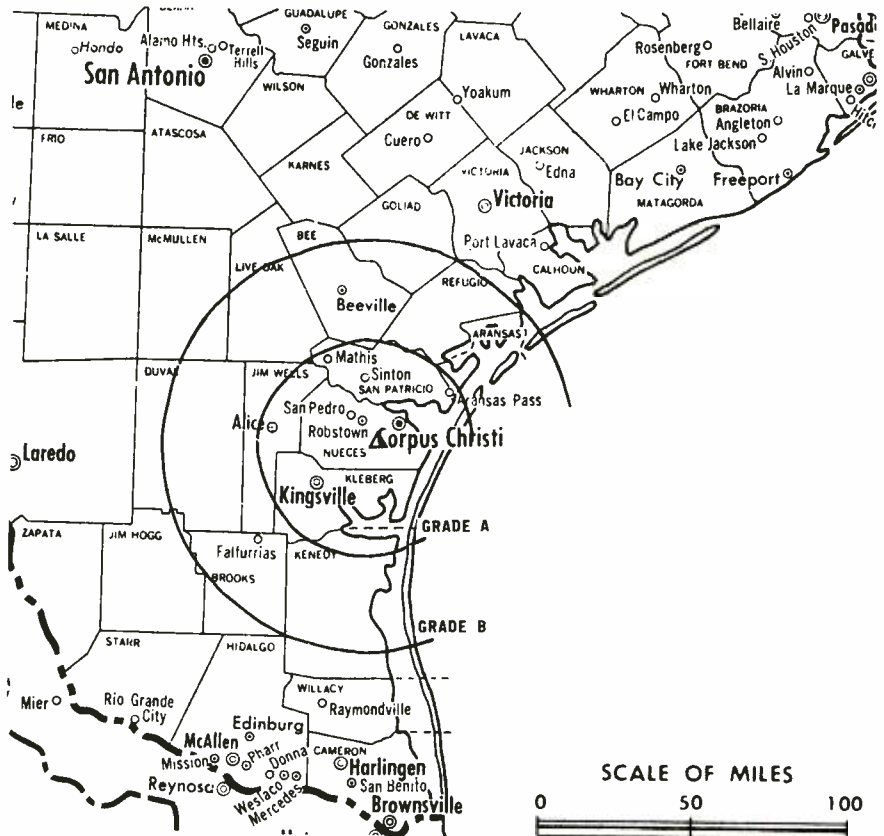
Total Households: © MBI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KIII Ref: FCC File No. B1MPCT—5945 Granted 11/7/63

© American Map Co., Inc., N.Y. No. 14244

## KIII

Network Service: ABC.

Licensee: South Texas Telecasting Co. Inc., 4750 S. Padre Island Dr.

Studio: Box 6669, S. Padre Island Dr. & Everhart Rd. (78411).

Telephone: 512-854-4733.

Ownership: Michael D. McKinnon, 52%; Dan McKinnon, 25%; C. D. McKinnon, 15%; others, 8%. M. D. McKinnon owns KBMT(TV), Beaumont, 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.

Personnel:

MICHAEL D. MCKINNON, president & general manager.

BOB WHITE, vice president & station manager.

DALE TAYLOR, chief engineer.

BILLY BROTHERTON, local sales manager.

MARY F. WYATT, program administrator.

W. G. HENEGER, business manager.

GARY ANDERSON, news director.

### DIGEST OF RATE CARD NO. 15-77

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$700	\$500	\$400	\$250	Graded rates apply*	

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>TEXAS</b>					
	Aransas	4,200	4,100	98	
	Bee	7,500	7,200	95	
	Brooks	2,400	2,300	95	
	Calhoun	5,500	5,300	96	
	Duval	3,700	3,400	93	
<b>50% &amp; Over</b>	Jim Hogg	1,400	1,300	93	
	Jim Wells	9,900	9,500	96	
	Kenedy	200	200	97	
	Kleberg	9,600	9,300	97	
	Nueces	79,900	77,800	97	
	Refugio	2,900	2,800	97	
	San Patricio	14,900	14,300	96	
	Victoria	19,500	18,700	96	
	<b>TEXAS</b>				
	<b>Between 25-49%</b>	Goliad	1,700	1,600	94
Jackson		4,700	4,500	95	
<b>TEXAS</b>					
<b>Between 5-24%</b>	Cameron	52,000	50,400	97	
	De Witt	6,900	6,500	94	
	Hidalgo	61,400	59,100	96	
	Lavaca	6,700	6,100	91	
	Live Oak	2,000	1,900	96	
	Mcmullen	300	300	95	
<b>Station Totals</b>		<b>297,300</b>	<b>286,600</b>	<b>96</b>	
<b>Net Weekly Circulation (1976-77)</b>			<b>155,900</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>106,200</b>		

# Texas—Corpus Christi

**KORO**

Ch. 28



**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 321-kw max. & 183-kw horizontal visual, 50-kw max. & 28.5-kw horizontal aural. Antenna: 330-ft. above av. terrain, 329-ft. above ground, 367-ft. above sea level.  
 Latitude 27° 47' 46"  
 Longitude 97° 23' 47"

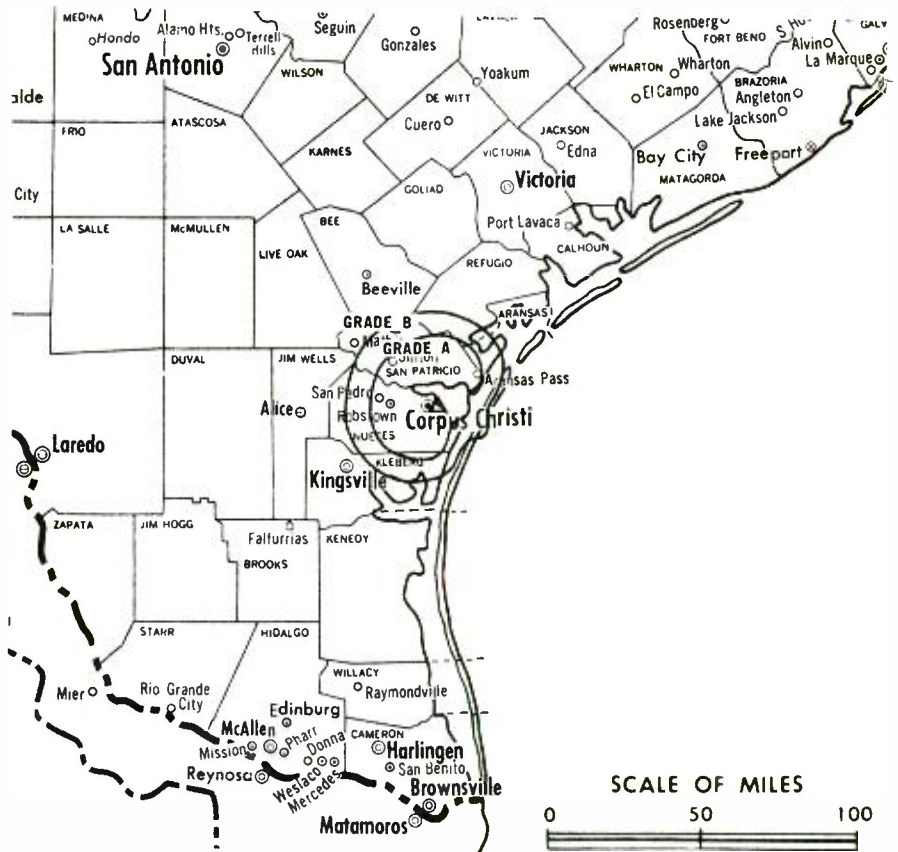
**Transmitter:** The 600 Bldg., Corpus Christi.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape

**News Wire Service:** AP.

**Arbitron Data:** Not available.



KORO Ref: FCC File No. BPCT-4577 Granted 10/6/74

© American Map Co., Inc., N.Y., No. 14244

## KORO

**Network Service:** Spanish International Network.

**Licensee:** Telecorpus Inc., Suite 102, The 600 Bldg., Corpus Christi, Tex. (78473).

**Studio:** The 600 Bldg.

**Telephone:** 512-883-2823.

**Ownership:** Jose R. De Leon Jr., pres.; Humberto Garcia, v.p.; C. G. Oliveira, secy.-treas.; Tony Bonilla, Roberto Bosquez, Oscar Garcia, Cruz Gonzalez Jr., Ernesto Sierra, Olivero Everett, 11.11% each.

**Began Operation:** April 13, 1977.

**Represented (sales) by** Spanish International Network Inc.

**Represented (legal) by** McKenna, Wilkinson & Kittner.

**Represented (engineering) by** Jules Cohen & Associates.

**Personnel:**

EVA ESPARZA WARDLOW, general manager.

IRA McDANIEL, chief engineer.

**Highest 30 Sec. Rate (Oct. 1, 1978):** \$90.

## Repetition breeds

• REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Texas—Corpus Christi

## KRIS-TV

Ch. 6

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 650-ft. above av. terrain, 683-ft. above ground, 748-ft. above sea level.

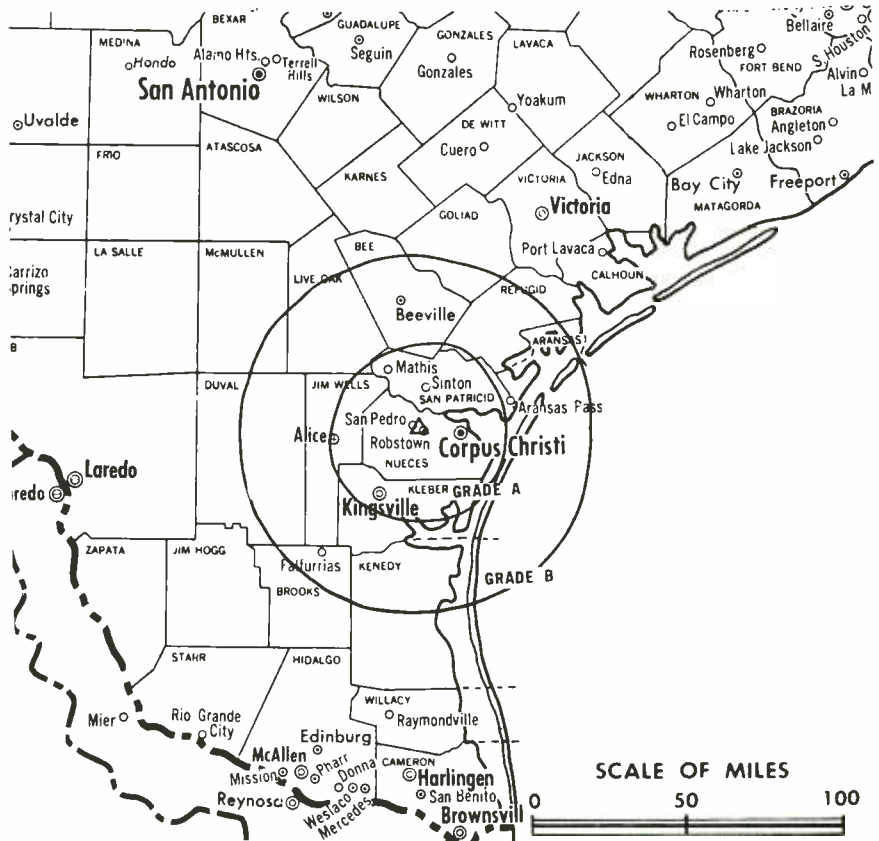
Latitude 27° 46' 46"  
Longitude 97° 37' 31"

Transmitter: Near Robstown, Tex., 13.5-mi. W of Corpus Christi.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Cohen & Dippell.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KRIS-TV Ref: FCC File No. BPCT-723 Granted 12/7/55

©American Map Co., Inc., N.Y., No. 14244

## KRIS-TV

Licensee: Gulf Coast Broadcasting Co., Box 840 (78403).

Studio: 409 South Staples (78401).

Telephone: 512-883-6511. TWX No.: 910-876-1442.

Ownership: T. Frank Smith Jr., 100%. Note: Gulf Coast also owns KGNS-TV, Laredo, Tex.

Began Operation: May 25, 1956.

Represented (sales) by Peters, Griffin, Woodward Inc.

### Personnel:

T. FRANK SMITH JR., president & general manager.  
VAN JOHNSON (Miss), senior v.p., national spot sales, station network clearance & film buyer.  
JACK FARMER, sales manager.  
BILL McDONALD, v.p., programs & community affairs.  
JIM LOGAN, news director.  
MARVIN BORN, director of engineering.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.			
\$1000	\$600	Graded rates apply*	

\*Highest rate: \$160.

NETWORK BASE HOURLY RATE: \$385.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>				
		Aransas	4,200	4,100	98
		Bee	7,500	7,200	95
		Brooks	2,400	2,300	95
		Duval	3,700	3,400	93
		Jim Hogg	1,400	1,300	93
		Jim Wells	9,900	9,500	96
		Kenedy	200	200	97
		Kleberg	9,600	9,300	97
		Nueces	79,900	77,800	97
	Refugio	2,900	2,800	97	
	San Patricio	14,900	14,300	96	
<b>Between 25-49%</b>	<b>TEXAS</b>				
		Calhoun	5,500	5,300	96
		Live Oak	2,000	1,900	96
<b>Between 5-24%</b>	<b>TEXAS</b>				
		Cameron	52,000	50,400	97
		Goliad	1,700	1,600	94
	Hidalgo	61,400	59,100	96	
<b>Station Totals</b>			<b>259,200</b>	<b>250,500</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>140,100</b>
<b>Average Daily Circulation (1976-77)</b>					<b>94,500</b>

# Texas—Corpus Christi

## KZTV

Ch. 10

[Operates satellite KVTW,  
Laredo, Tex.]

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.

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.

News Film Service: CBS.

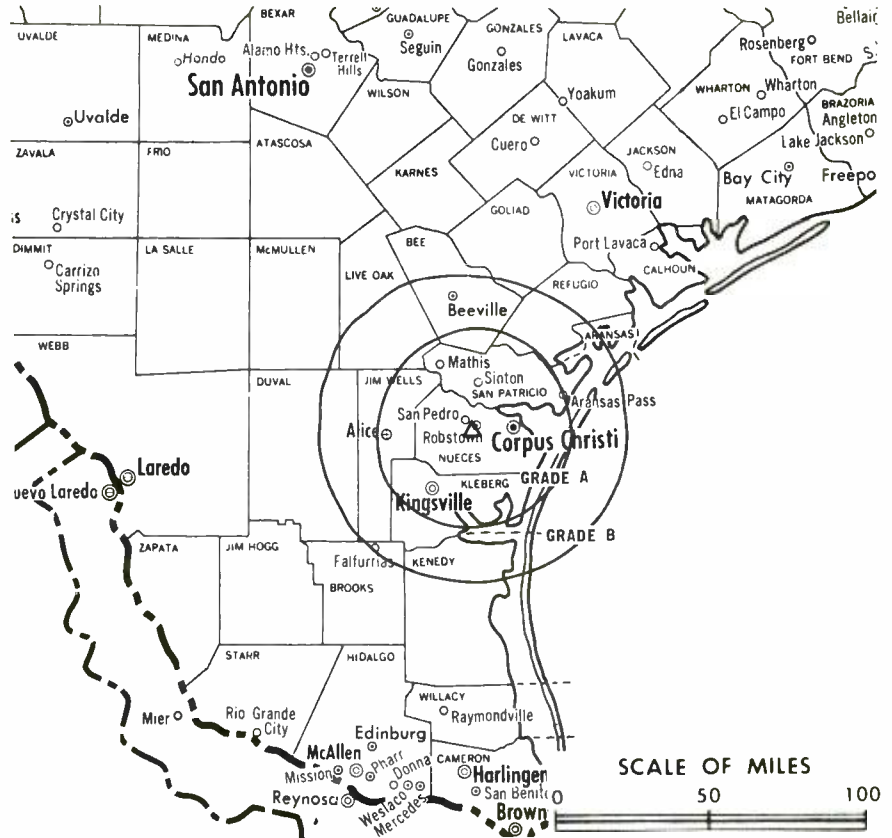
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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. (78401).

Office: Show Room Bldg.

Telephone: 512-884-1616.

Ownership: Corpus Christi Bcstg. Co. Inc. (KSIX), 54.266%; Vann  
M. Kennedy, pres., 12.4%; 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. K-SIX TV also owns KVTW,  
Laredo, Tex.

Began Operation: Sept. 30, 1956.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

VANN M. KENNEDY, president & general manager.

BILL CARTER, operations manager.

GENE LOOPER, program manager.

MATT SANDERFORD, chief engineer.

### DIGEST OF RATE CARD NO. G-1

(June 1, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 8 Sec.  
Class A—7-10 p.m., daily.

\$700 \$500 \$300 \$200 Graded rates apply\*

\*Highest rate: \$190.

NETWORK BASE HOURLY RATE: \$375.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Aransas	4,200	4,100	98
	Bee	7,500	7,200	95
	Brooks	2,400	2,300	95
	Calhoun	5,500	5,300	96
	Duval	3,700	3,400	93
<b>50% &amp; Over</b>	Jim Hogg	1,400	1,300	93
	Jim Wells	9,900	9,500	96
	Kenedy	200	200	97
	Kleberg	9,600	9,300	97
	Nueces	79,900	77,800	97
	Refugio	2,900	2,800	97
	San Patricio	14,900	14,300	96
<b>TEXAS</b>				
<b>Between 25-49%</b>	Goliad	1,700	1,600	94
<b>TEXAS</b>				
	Cameron South	52,000	50,400	97
	De Witt	6,900	6,500	94
	Hidalgo South	61,400	59,100	96
<b>Between 5-24%</b>	Lavaca	6,700	6,100	91
	Live Oak	2,000	1,900	96
	Starr	5,000	4,700	93
	Victoria	19,500	18,700	96
<b>Station Totals</b>		<b>297,300</b>	<b>286,500</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>138,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>93,600</b>

# Texas—Dallas-Fort Worth

## KDFW-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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

News Film Service: CBS.

Represented (engineering) by Lohnes & Culver.

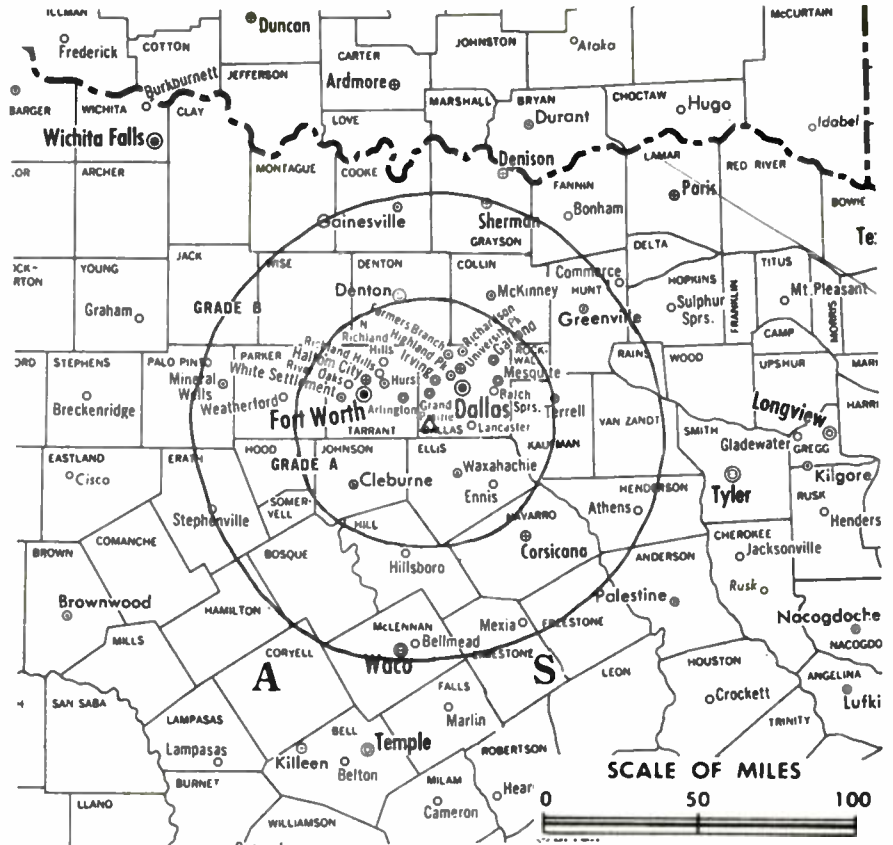
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KDFW-TV Ref: FCC File No. BPCT-1857 Granted 4/2/54

© American Map Co., Inc., N.Y., No. 14244

## KDFW-TV

Network Service: CBS.

Licensee: KDFW-TV Inc., 400 N. Griffin, Dallas, Tex. (75202).

Telephone: 214-744-4000. TWX No.: 214-899-8072.

Ownership: Times Mirror Co., Los Angeles, 100%. Times Mirror Co. also owns KTBC-TV, Austin, Tex.; publishes Los Angeles Times, Newsday, The Dallas Times-Herald, Orange Coast Daily Pilot and owns TM Communications Co., multiple CATV operator.

Began Operation: Dec. 3, 1949. Sale to present owner by Times Herald Printing Co. along with Dallas-Times Herald, approved by FCC May 15, 1970 (Television Digest, Vols. 9:38, 10:20).

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by Harrington, Righter & Parsons Inc.

Personnel:

JOHN McCRORY, president.  
BILL BAKER, vice president & dir. of sales.  
WAYNE THOMAS, v.p. & dir. of news & public affairs.  
GENE CUNY, administrative assistant.  
JACK HARRISON, program director.  
WILLIAM B. HONEYCUTT, director of engineering.  
NICK MUELLER, manager, film department.

Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$2091.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OKLAHOMA</b>				
	Love	2,400	2,300	96
<b>TEXAS</b>				
<b>50% &amp; Over</b>	Anderson	11,700	11,200	96
	Bosque	5,600	5,400	97
	Brown	13,000	12,400	95
	Collin	35,700	34,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Dallas	503,300	495,000	98
	Delta	1,800	1,700	95
	Denton	35,000	34,300	98
	Eastland	7,700	7,400	96
	Ellis	18,100	17,600	97
	Erath	8,300	8,100	98
	Fannin	9,200	8,800	95
	Freestone	4,500	4,300	95
	Grayson	29,400	28,600	97
	Hamilton	3,600	3,400	96
	Henderson	11,200	10,700	96
	Hill	9,200	8,900	97
<b>50% &amp; Over</b>	Hood	4,400	4,300	97
	Hopkins	8,200	7,900	96
	Hunt	18,700	18,100	97
	Jack	2,800	2,700	98
	Johnson	21,600	21,200	98
	Kaufman	12,800	12,300	96
	Lamar	14,700	13,600	93
	Limestone	6,500	6,200	95
	Mc Lennan	56,400	55,100	98
	Mitchell	2,900	2,800	97
	Navarro	12,600	12,100	96
	Nolan	5,600	5,500	98
	Palo Pinto	8,600	8,300	96
	Parker	12,000	11,700	98
	Rains	1,900	1,800	96
	Rockwall	3,300	3,200	96
	Shackelford	1,400	1,300	96
	Smith	39,000	37,800	97

(Continued on page 814-b)

Station Totals	1,457,300	1,421,900	97
Net Weekly Circulation (1976-77)			1,146,400
Average Daily Circulation (1976-77)			713,500

# Texas—Dallas-Fort Worth

## KXTX-TV

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"

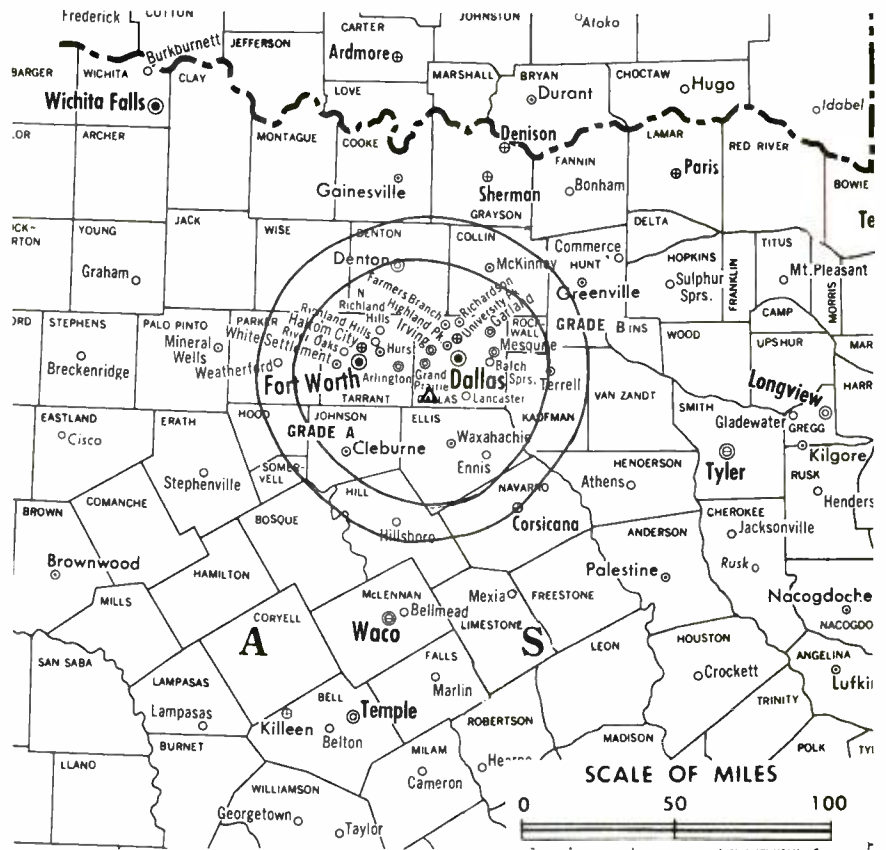
Transmitter: 1200 W. Beltline Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KXTX-TV Ref: FCC File No. BMPCT-6626 Granted 11/21/67

©American Map Co., Inc., N.Y., No. 14244

## KXTX-TV

Network Service: None, independent.

Licensee: Christian Broadcasting Network Inc., Box 19307, Dallas, Tex. (75219).

Studio: 3900 Harry Hines Blvd., Dallas (75219).

Telephone: 214-521-3900.

Ownership: Christian Bcstg. Network Inc. For other interests, see WYAH-TV, Portsmouth, Va.

Began Operation: Feb. 5, 1968 as KDTV. Donation to present owner by Doubleday Bcstg. Co. approved by FCC Nov. 9, 1973. Following transfer Christian Bcstg. switched to Ch. 39 from Ch. 33 which went dark.

Represented (sales) by CBN Spot Sales.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

M. G. ROBERTSON, president.  
BOB JOHNSON, vice president & general manager.  
ROGER BAERWOLF, station manager.  
HAROLD WHEAT, operations manager.  
DICK BOVE, general sales manager.  
ART RUNYON, chief engineer.  
GENE STEINER, production manager.

DIGEST OF RATE CARD NO. 11—(Sept. 1, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AAA	6-11 p.m., Mon.-Sat.				
\$1100	\$700	\$450	\$255	Graded rates apply*	

\*Highest rate: \$225.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>ARKANSAS</b>			
	Sebastian	33,400	32,600	98
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Carter	15,500	15,100	97
	Cleveland	36,700	35,800	98
	Greer	3,400	3,200	95
	Harmon	1,900	1,800	96
	Jackson	11,800	11,500	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TEXAS</b>			
	Bell	53,900	52,700	98
	Childress	3,100	3,000	96
	Collin	35,700	34,700	97
	Cooke	9,800	9,500	97
	Coryell	12,000	11,700	98
	Dallas	503,300	495,000	98
	Denton	35,000	34,300	98
	Ellis	18,100	17,600	97
	Fannin	9,200	8,800	95
	Gray	9,700	9,500	98
	Grayson	29,400	28,600	97
	Hall	2,200	2,100	94
<b>Between 25-49%</b>	Hopkins	8,200	7,900	96
	Howard	12,400	12,200	99
	Hunt	18,700	18,100	97
	Jack	2,800	2,700	98
	Johnson	21,600	21,200	98
	Lamar	14,700	13,600	93
	Midland	24,400	24,000	98
	Ochiltree	3,100	3,000	98
	Palo Pinto	8,600	8,300	96
	Rockwall	3,300	3,200	96
	Scurry	6,000	5,800	97
	Shackelford	1,400	1,300	96
	Tarrant	259,200	254,800	98
	Taylor	36,400	35,700	98
	<b>ARKANSAS</b>			
	Arkansas	7,900	7,700	97
	Columbia	8,900	8,500	95
<b>Between 5-24%</b>	Miller	12,100	11,700	97
	Ouachita	10,800	10,300	95
	Pulaski	121,500	118,800	98
	<b>NEW MEXICO</b>			
	Lea North	16,000	15,500	97
(Continued on page 823-b)				
<b>Station Totals</b>		<b>2,125,600</b>	<b>2,075,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>548,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>223,500</b>

# Texas

## KAMR-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
<b>50% &amp; Over</b>	Randall	23,400	23,200	99
	Roberts	500	500	99
	Sherman	1,200	1,200	98
	Swisher	3,200	3,200	99
	Wheeler	2,500	2,300	94
<b>KANSAS</b>				
	Morton	1,000	1,000	96
<b>OKLAHOMA</b>				
<b>Between 25-49%</b>	Ellis	2,000	1,900	93
	<b>TEXAS</b>			
	Bailey	2,600	2,500	97
	Hardeman	2,700	2,600	96
<b>KANSAS</b>				
	Stevens	1,600	1,500	94
<b>NEW MEXICO</b>				
<b>Between 5-24%</b>	Harding	500	400	89
	Lea South	2,400	2,300	97
	<b>OKLAHOMA</b>			
	Beaver	2,500	2,400	97
	Roger Mills	1,600	1,500	95
<b>TEXAS</b>				
	Hale	12,000	11,700	98
	Motley	500	500	92

## KVII-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>TEXAS—(Continued)</b>				
	Swisher	3,200	3,200	99	
	Wheeler	2,500	2,300	94	
<b>NEW MEXICO</b>					
	Roosevelt	6,400	6,200	96	
<b>OKLAHOMA</b>					
<b>Between 25-49%</b>	Custer	8,400	8,100	97	
	Ellis	2,000	1,900	93	
	Kiowa	5,000	4,900	97	
	Washita	5,300	5,200	98	
<b>TEXAS</b>					
	Bailey	2,600	2,500	97	
	Hale	12,000	11,700	98	
	Motley	500	500	92	
<b>KANSAS</b>					
	Stevens	1,600	1,500	94	
<b>NEW MEXICO</b>					
<b>Between 5-24%</b>	Harding	500	400	89	
	<b>OKLAHOMA</b>				
	Beaver	2,500	2,400	97	
	Jackson	11,800	11,500	98	
	Woodward	5,800	5,500	95	

## KDFW-TV, Dallas (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
<b>50% &amp; Over</b>	Somervell	1,500	1,500	97
	Stephens	3,500	3,400	96
	Tarrant	259,200	254,800	98
	Van Zandt	10,600	10,200	96
	Wise	8,100	7,900	98
	Wood	8,900	8,600	96
<b>OKLAHOMA</b>				
	Bryan	10,800	10,300	95
	Choctaw	6,700	6,200	92
	Marshall	3,500	3,400	97
<b>TEXAS</b>				
<b>Between 25-49%</b>	Bell	53,900	52,700	98
	Cherokee	11,900	11,300	95
	Coleman	4,400	4,300	97
	Coryell	12,000	11,700	98
	Falls	5,900	5,600	96
	Mills	1,700	1,600	94
	Montague	6,700	6,500	97
	Red River	5,300	4,900	93
	San Saba	2,600	2,500	95
	Taylor	36,400	35,700	98
	Titus	7,000	6,700	96
	Young	6,900	6,700	97
	<b>TEXAS</b>			
<b>Between 5-24%</b>	Callahan	4,000	3,900	97
	Camp	2,900	2,700	94
	Fisher	2,200	2,100	97
	Franklin	2,600	2,500	95
	Houston	5,800	5,400	93
	Jones	6,000	5,900	98
	Lampasas	4,600	4,500	97
	Leon	3,700	3,400	93

## KFDA-TV, Amarillo (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>TEXAS—(Continued)</b>				
	Swisher	3,200	3,200	99	
	Wheeler	2,500	2,300	94	
<b>OKLAHOMA</b>					
<b>Between 25-49%</b>	Ellis	2,000	1,900	93	
	<b>TEXAS</b>				
	Bailey	2,600	2,500	97	
	Cochran	1,400	1,400	97	
<b>KANSAS</b>					
	Stevens	1,600	1,500	94	
<b>NEW MEXICO</b>					
<b>Between 5-24%</b>	De Baca	1,000	1,000	95	
	<b>OKLAHOMA</b>				
	Beaver	2,500	2,400	97	
	Roger Mills	1,600	1,500	95	
<b>TEXAS</b>					
	Hale	12,000	11,700	98	
	Hardeman	2,700	2,600	96	
	Motley	500	500	92	



# Texas—Dallas-Fort 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, 5-kw, 570 kHz (CBS).

FM Affiliate: KZEW, 100-kw, 97.9 MHz (No. 250), 1680-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

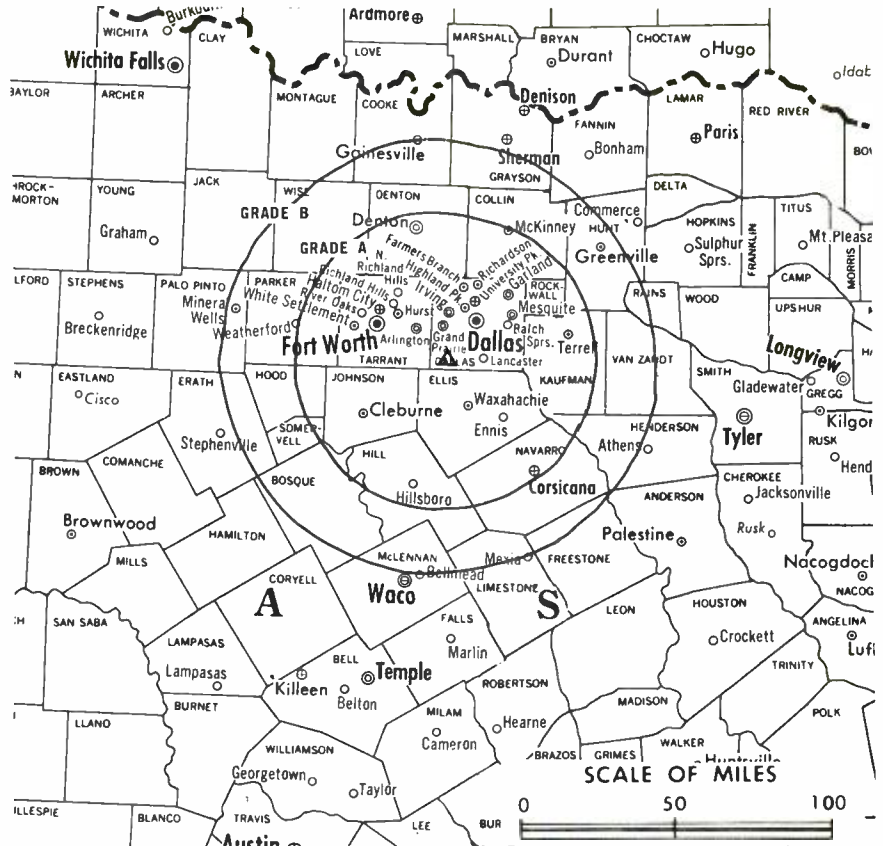
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 1-1).



WFAA-TV Ref: FCC File No. B1MPCT—2019 Granted 11/18/54

©American Map Co., Inc., N.Y., No. 14244

## WFAA-TV

Network Service: ABC.

Licensee: Belo Broadcasting 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.; James M. Moroney Jr. & Myron F. Shapiro, voting trustees. Belo Bcstg. 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 Petry Television Inc.

Represented (legal) by Dempsey & Koplovitz.

Personnel:

MIKE SHAPIRO, president.  
WARD HUEY, exec. vice president & general manager.  
DAVID T. LANE, vice president & station manager.  
PHILLIP KELLER, general sales manager.  
MICHAEL J. SCHWEITZER, national sales manager.  
BOB TURNER, production & operations manager.  
MARTY HAAG, news manager.  
LAMAR ROBISON, director of engineering.  
LEE MINARD, director of creative services.

### DIGEST OF RATE CARD NO. 19B—(Feb. 27, 1978)

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—7-10 p.m., daily.			
\$3000	\$2500		Graded rates apply*

\*Highest rate: \$3400.

NETWORK BASE HOURLY RATE: \$1895.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA Love	2,400	2,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Anderson	11,700	11,200	96
	Bosque	5,600	5,400	97
	Brown	13,000	12,400	95
	Collin	35,700	34,700	97
	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Coryell	12,000	11,700	98
	Dallas	503,300	495,000	98
	Delta	1,800	1,700	95
	Denton	35,000	34,300	98
	Ellis	18,100	17,600	97
	Erath	8,300	8,100	98
	Fannin	9,200	8,800	95
	Freestone	4,500	4,300	95
50% & Over	Grayson	29,400	28,600	97
	Hamilton	3,600	3,400	96
	Henderson	11,200	10,700	96
	Hill	9,200	8,900	97
	Hood	4,400	4,300	97
	Hopkins	8,200	7,900	96
	Hunt	18,700	18,100	97
	Jack	2,800	2,700	98
	Johnson	21,600	21,200	98
	Kaufman	12,800	12,300	96
	Lamar	14,700	13,600	93
	Limestone	6,500	6,200	95
	Mc Lennan	56,400	55,100	98
	Menard	1,200	1,100	88
	Navarro	12,600	12,100	96
	Palo Pinto	8,600	8,300	96
	Parker	12,000	11,700	98
	Rains	1,900	1,800	96
	Rockwall	3,300	3,200	96
	Somervell	1,500	1,500	97
	Stephens	3,500	3,400	96

(Continued on page 823-b)

Station Totals	1,590,900	1,552,400	97
Net Weekly Circulation (1976-77)		1,172,400	
Average Daily Circulation (1976-77)		754,100	

# Texas—El Paso

## KCIK

Ch. 14

(Due to begin operation late 1978)

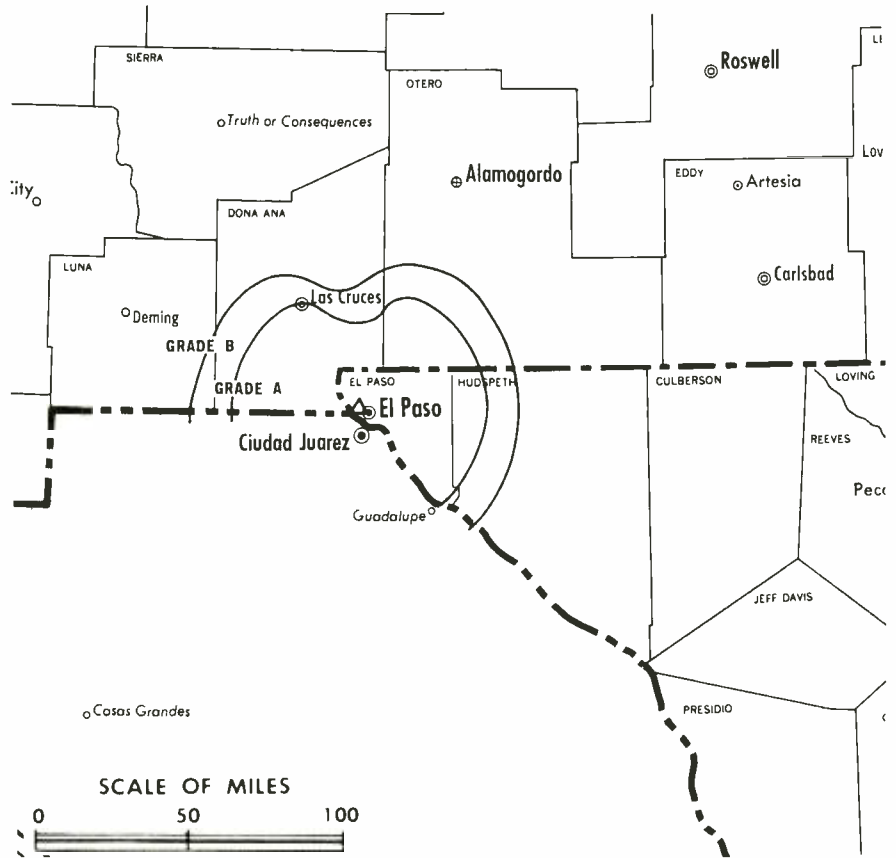
Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 331-kw max. visual, 36.3-kw max. aural. Antenna: 1980-ft. above av. terrain, 366-ft. above ground, 6114-ft. above sea level.

Latitude 31° 48' 55"  
Longitude 106° 29' 20"

Transmitter: Approx. 3.9-mi. NNW of County Courthouse, El Paso.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



KCIK Ref: FCC File No. BPCT--4938 Granted 12/23/76

© American Map Co., Inc., N.Y., No. 11244

## KCIK

Network Service: None, independent.

Grantee: Missionary Radio Evangelism Inc., 3100 N. Stanton St., El Paso, Tex. (79902).

Studio: 3100 N. Stanton St.

Telephone: 915-533-2911.

Ownership: Non-profit religious/educational corp. E. Alex Blomert Jr., pres.; Pete Warren Jr., v.p.

Represented (legal) by James A. Gammon.

Represented (engineering) by Michael D. Gaglio.

Personnel:

E. ALEX BLOMERTH, president.  
MEL QUERIO, general manager.  
PETE WARREN, vice president & director of engineering.  
DAN WHITE, vice president & director of advertising.  
PHIL LINN, chief engineer.  
DAN GAMWELL, program director.  
STUART FOREST, office manager.  
PETE PARISE, production manager.

### DIGEST OF RATE CARD NO. 101-B

(Jan. 3, 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	
Class A—5:30-11:30 p.m., daily.	\$375	\$250	\$160	\$120	\$120*	\$70*

\*Prime Time—5-10 p.m., Mon.-Fri.; 6-9 p.m., Sat.

# The Malarkey Taylor Team

CALL TOLL FREE 800-424-8036

## MALARKEY TAYLOR AND ASSOCIATES

Cable Television Consultants

1225 Connecticut Avenue, NW • Washington, D.C. • (202) 223-2345

# Texas—El Paso

## KDBC-TV

Ch. 4

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 61.7-kw visual, 6.76-kw aural. Antenna: 1261-ft. above av. terrain, 285-ft. above ground, 5285-ft. above sea level.

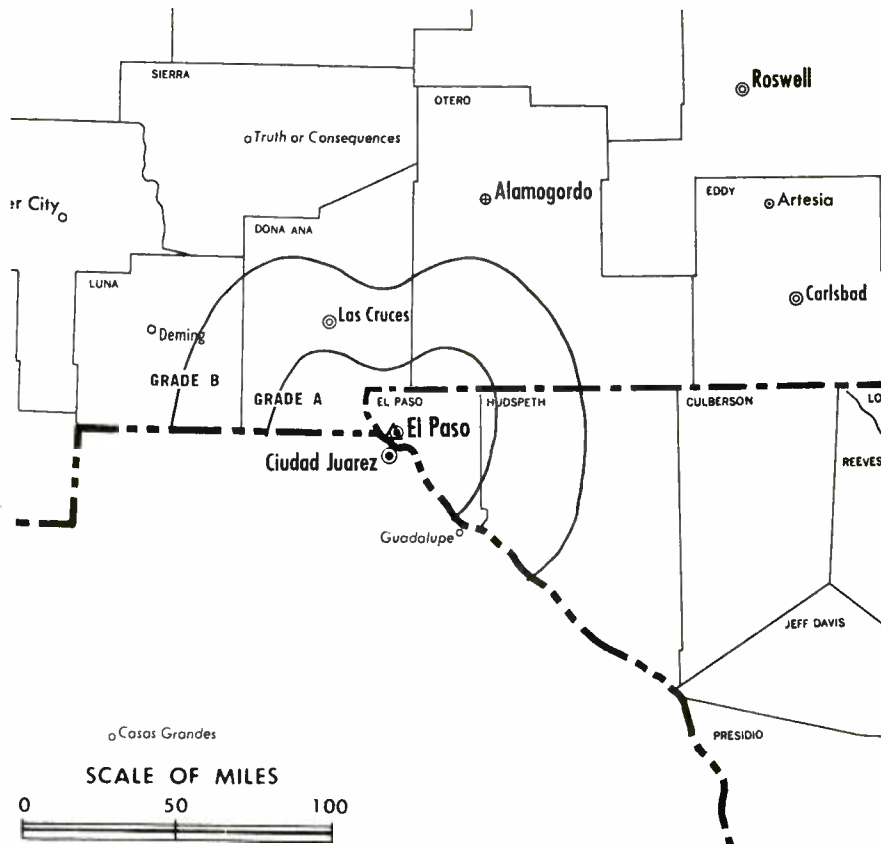
Latitude 31° 47' 34"  
Longitude 106° 28' 47"

Transmitter: Atop Mount Franklin.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KDBC-TV Ref: FCC File No. BPC7-673 Granted 7/30/52

© American Map Co., Inc., N.Y., No. 14244

## KDBC-TV

Network Service: CBS.

Licensee: Portal Communications Inc., Box 1799, El Paso, Tex. (79999).

Studio: 2201 Wyoming Ave. (79903).

Telephone: 915-532-6551. TWX No.: 910-964-1323.

Ownership: Evening Post Publishing Co., 100%. Portal Communications officers: Edward M. Sleighel, pres.; Peter Manigault, v.p.; Frank B. Gilbreth, secy.; Hall T. McGee Jr., treas. Evening Post Publishing Co. publishes Charleston News & Courier and Charleston Evening Post; Beaufort Gazette and Aiken Standard, all S.C.; also owns KQAA-TV, Pueblo-Colorado Springs, Colo. & CATV system in Aiken.

Began Operation: Dec. 14, 1952. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Aug. 30, 1974. Previous sale of Trigg-Vaughn station group to Doubleday approved Feb. 1, 1967 (Television Digest, Vol. 6:44, 7:6). Sale of KRQD-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 Dow, Lohnes & Albertson.

### Personnel:

EDWARD M. SLEIGHTEL, president & general manager.  
CHARLES MALY, program manager.  
SAM KOBREN, general sales manager.  
FRANK JORDAN, chief engineer.

For Newspaper Ownership of TV Stations,  
see Services Volume

### DIGEST OF RATE CARD NO. 18—(April 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., Mon.-Fri.; 6-11 p.m., Sat.; 5-10 p.m. Sun.	\$495	\$300	\$200	\$150	Graded rates apply*	

\*Highest rate: \$217.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Dona Ana	25,400	24,300	96
	Grant	8,600	8,000	93
	Luna	5,600	5,300	95
	Otero	13,600	13,200	97
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Culberson	1,000	900	94
	El Paso	129,100	126,600	98
	Hudspeth	900	800	92
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Sierra	4,000	3,700	92
	<b>TEXAS</b>			
Loving	100	100	97	
<b>Station Totals</b>		<b>194,000</b>	<b>188,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>166,300</b>
<b>Average Daily Circulation (1976-77)</b>				<b>113,200</b>

# Texas—El Paso

## KTSM-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 42.7-kw aural. Antenna: 1910-ft. above av. terrain, 370-ft. above ground, 5993-ft. above sea level.

Latitude 31° 48' 18.5"  
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, 100-kw, 99.9 MHz (No. 260), 1820-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

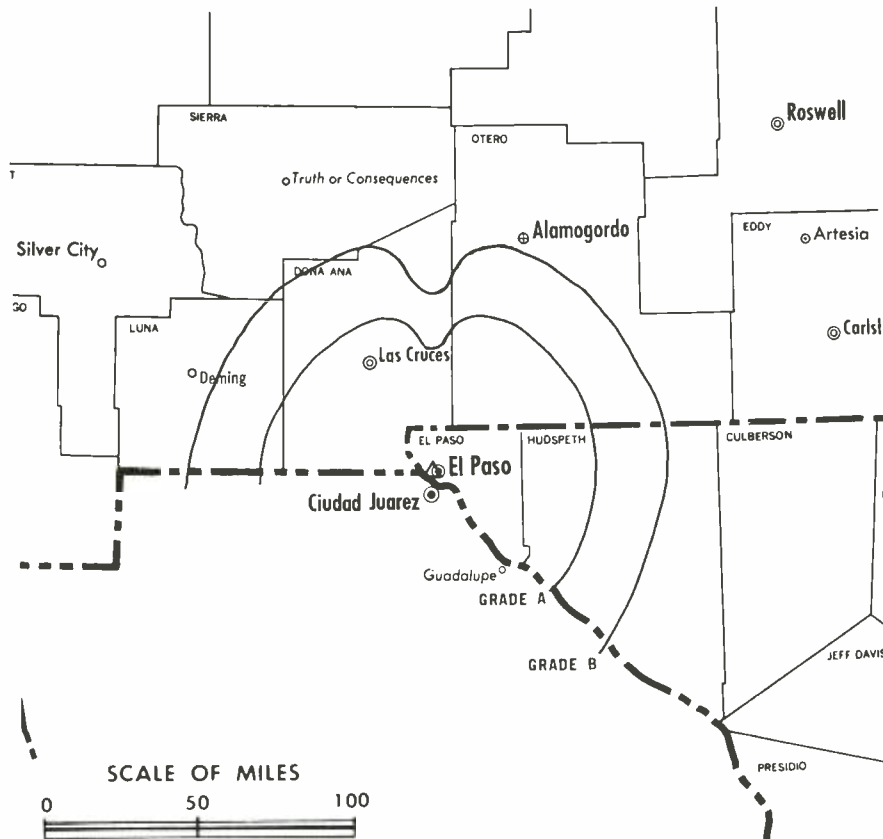
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTSM-TV Ref: FCC File No. BPCT-4538 Granted 9/8/72

©American Map Co., Inc., N.Y., No. 14244

## KTSM-TV

Network Service: NBC.

Licensee: Tri-State Broadcasting Co. Inc., 801 N. Oregon St.

Studio: 801 N. Oregon St. (79902).

Telephone: 915-532-5423. TWX No.: 910-964-1329.

Ownership: Karl O. Wyler, pres., 55%; Karl O. Wyler Jr., 30%; F. L. Koons, 10%; W. C. Bailey, 5%.

Began Operation: Jan. 4, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilner & Scheiner.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

KARL O. WYLER, president & general manager.

JACK RYE, executive vice president.

W. T. MCGILL, vice president & chief engineer.

JOHN PHELAN, vice president & sales manager.

RAE LESTER, secretary-treasurer.

CHRIS DORTON, program director.

JAY PILANT, production manager.

TED BENDER, director of public affairs.

JOHN GARMON, news director.

### DIGEST OF RATE CARD NO. 26

(Feb. 20, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.

Class AA—6:30-10 p.m. daily.

\$800 \$500 \$400 \$350 \$200 \$120

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW MEXICO</b>			
	Dona Ana	25,400	24,300	96
	Grant	8,600	8,000	93
	Hidalgo	2,000	1,800	92
	Luna	5,600	5,300	95
	Otero	13,600	13,200	97
Between 25-49%	<b>TEXAS</b>			
	Culberson	1,000	900	94
	El Paso	129,100	126,600	98
	Presidio	1,500	1,400	90
	<b>NEW MEXICO</b>			
	Lincoln	3,700	3,500	95
Sierra	4,000	3,700	92	
Station Totals	<b>TEXAS</b>			
	Brewster	2,600	2,400	92
	Hudspeth	900	800	92
	Jeff Davis	500	500	91
Station Totals		198,500	192,400	96
Net Weekly Circulation (1976-77)				166,100
Average Daily Circulation (1976-77)				109,400

For Call Letters of U.S. TV Stations  
See page 8-b

# Texas—El Paso

## KVIA-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"

Holds CP for change to 224-kw max. & 178-kw horizontal visual, 35.5-kw horizontal aural, 820-ft. above av. terrain, 326-ft. above ground, 4916-ft. above sea level. BPCT-5091.

Transmitter: S slope of Comanche Peak, .4-mi. N of Scenic Dr. near El Paso.

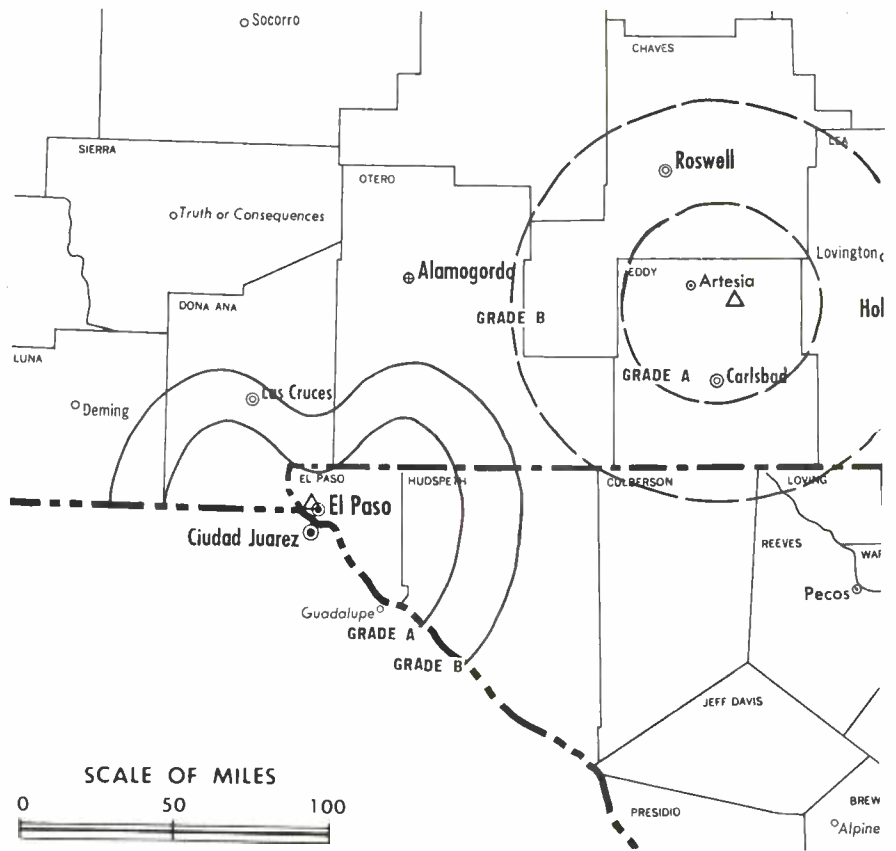
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Represented (sales) by Katz Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KVIA-TV Ref: FCC File No. BPCT-2762 Granted 4/9/60  
CP: BPCT-5091 Granted 12/22/77

©American Map Co., Inc., N.Y., No. 14244

## KVIA-TV

Network Service: ABC.

Licensee: Marsh Media of El Paso, Box 12277 (79912).

Studio: 4140 Rio Bravo St. (79912).

Telephone: 915-532-1431.

Ownership: Stanley Marsh III, 30%; Stanley Marsh III Special Trust, 20%; Michael C. Marsh, 20%; Tom F. Marsh, Tom F. Marsh Special Trust & Estelle Marsh Watlington, 10% each. Same principals own KAVE-TV, Carlsbad, N.M.; KVII-TV, Amarillo, Tex.; KVIJ-TV, Sayre, Okla.

Began Operation: Sept. 1, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton 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 (legal) by Kirkland & Ellis.

Personnel:

WAYNE M. ROY, general manager.  
DON GUILL, director of broadcasting.  
GEORGE TAYLOR, chief engineer.  
FRED WITT, general sales manager.

DIGEST OF RATE CARD NO. A5—(Jan. 3, 1977)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—7-9:30 p.m., daily.

\$400.00 \$240.00 \$160.00 \$120.00 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$325.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Dona Ana	25,400	24,300	96
	Eddy	15,300	14,900	97
	Luna	5,600	5,300	95
	Otero	13,600	13,200	97
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Culberson	1,000	900	94
	El Paso	129,100	126,600	98
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Grant	8,600	8,000	93
	<b>TEXAS</b>			
	Hudspeth	900	800	92
	<b>NEW MEXICO</b>			
	Chaves	17,400	17,000	98
	De Baca	1,000	1,000	95
Lea North	16,000	15,500	97	
Lincoln	3,700	3,500	95	
Sierra	4,000	3,700	92	
<b>TEXAS</b>				
Gaines	3,700	3,600	98	
<b>Station Totals</b>		<b>245,300</b>	<b>238,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>170,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>110,100</b>

Arbitron Data: Figures include coverage of satellite KAVE-TV, Carlsbad, N.M.

# Texas—El Paso (Juarez, Mexico)

## XEJ-TV

Ch. 5

[Spanish-language outlet]



Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 63-kw visual, 10-kw aural. Note: Additional data unavailable.  
Transmitter: Penon Mountain.  
Studio: Edificio XEJ, Apartado 111, Juarez, Mexico.

## 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.  
Business Office: Box 9554, El Paso (79985).  
Telephone: Juarez 2-2222.

## XEJ-TV

Network Service: None, independent Spanish-language outlet.  
Licensee: Television de la Frontera, S.A., Box 9555, El Paso, Tex. (79985).  
Telephones: 2-0248, 2-5786.  
Ownership: Pedro Meneses Hoyos, owner.  
Began Operation: May 17, 1954.  
Represented (sales) by Spanish International Network.  
Personnel:  
PEDRO MENESES HOYOS, general manager.  
STEVE GUERRERO, chief engineer.  
Highest 30 Sec. Rate (Dec. 1, 1977): \$100.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW MEXICO</b>			
	Dona Ana	25,400	24,300	96
<b>Between 5-24%</b>	<b>TEXAS</b>			
	El Paso	129,100	126,600	98
<b>Station Totals</b>		<b>154,500</b>	<b>150,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>12,300</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>5,600</b>	

## XEPM-TV

Network Service: None, independent Spanish-language outlet.  
Licensee: XEPM-TV Television Inc., Apdo. No. 271, Juarez.  
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

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW MEXICO</b>			
	Dona Ana	25,400	24,300	96
<b>Between 5-24%</b>	<b>TEXAS</b>			
	El Paso	129,100	126,600	98
<b>Station Totals</b>		<b>154,500</b>	<b>150,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>13,800</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>6,500</b>	

# 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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TWX No.: 910-893-5051.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by A. D. Ring & Associates.

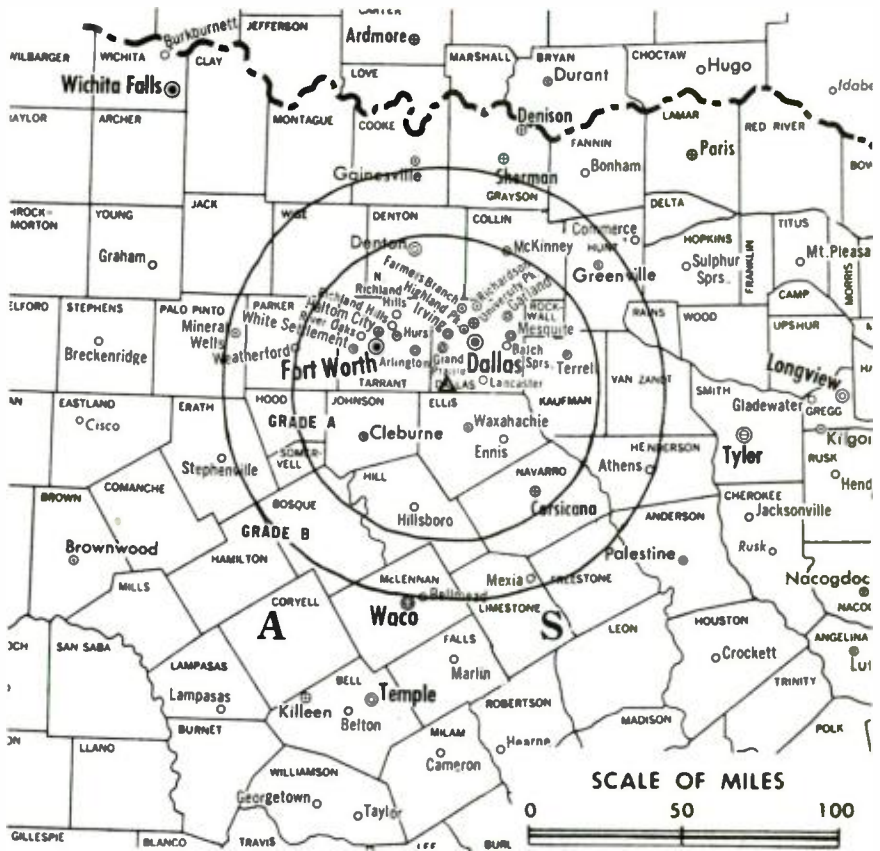
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KTVT Ref: FCC File No. BPCT-3268 Granted 3/26/64

© American Map Co., Inc., N.Y., No. 14214

## KTVT

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Oklahoma City, Okla.

Studios: 4801 W. Freeway, P.O. Box 2495, Ft. Worth (76101); 10111 N. Central Expressway, P.O. Box 31119, Dallas, Tex. (75231).

Telephone: 817-738-1951 (Ft. Worth); 214-363-9321 (Dallas).

Ownership: See Group Ownership of TV Stations.

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 Katz Television.

Personnel:

JACK BERNING, vice president & general manager.  
OCELLA ALLISON, assistant general manager.  
CLEM CANDELARIA, program manager.  
JIM KLEIN, general sales manager.  
ED GEPP, sales manager.  
WALT BAXLEY, chief engineer.  
RON McCOY, promotion manager.

DIGEST OF RATE CARD NO. 51—(Dec. 1, 1977)

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class A—3-11 p.m., Mon.-Fri.; 5-11 p.m., Sat.-Sun.

\$750.00 \$450.00 ..... Graded rates apply\*

\*Highest rate: \$1400.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Love	2,400	2,300	96
	<b>TEXAS</b>			
<b>50% &amp; Over</b>	Anderson	11,700	11,200	96
	Collin	35,700	34,700	97
	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Dallas	503,300	495,000	98

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TEXAS—(Continued)</b>			
	Delta	1,800	1,700	95
	Denton	35,000	34,300	98
	Ellis	18,100	17,600	97
	Erath	8,300	8,100	98
	Fannin	9,200	8,800	95
	Freestone	4,500	4,300	95
	Grayson	29,400	28,600	97
	Hamilton	3,600	3,400	96
	Henderson	11,200	10,700	96
	Hill	9,200	8,900	97
	Hood	4,400	4,300	97
	Hopkins	8,200	7,900	96
	Hunt	18,700	18,100	97
	Jack	2,800	2,700	98
	Johnson	21,600	21,200	98
	Kaufman	12,800	12,300	96
<b>50% &amp; Over</b>	Lamar	14,700	13,600	93
	Limestone	6,500	6,200	95
	Menard	1,200	1,100	88
	Mitchell	2,900	2,800	97
	Navarro	12,600	12,100	96
	Ochiltree	3,100	3,000	98
	Palo Pinto	8,600	8,300	96
	Parker	12,000	11,700	98
	Rains	1,900	1,800	96
	Rockwall	3,300	3,200	96
	Scurry	6,000	5,800	97
	Somervell	1,500	1,500	97
	Stephens	3,500	3,400	96
	Tarrant	259,200	254,800	98
	Van Zandt	10,600	10,200	96
	Wise	8,100	7,900	98
	Wood	8,900	8,600	96

Between 25-49%	ARKANSAS	Total Households	TV Households	%
	Miller	12,100	11,700	97
	Sebastian	33,400	32,600	98

(Continued on page 825-b)

<b>Station Totals</b>	<b>2,766,200</b>	<b>2,698,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>1,251,600</b>
<b>Average Daily Circulation (1976-77)</b>			<b>645,000</b>

# Texas—Fort Worth-Dallas

## KXAS-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, UPI.

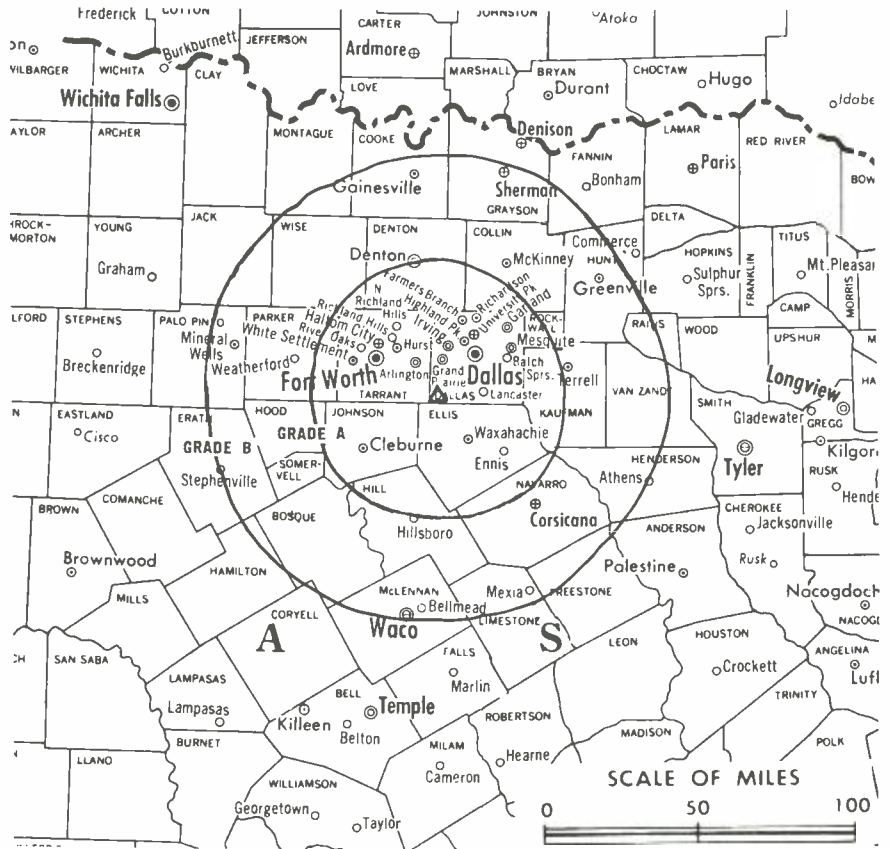
Facsimile Service: UPI.

News Film Service: NBC.

Represented (sales) by Blair Television.

Represented (legal) by Koteen & Burt.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KXAS-TV Ref: FCC File No. BPCT-3233 Granted 3/21/61

© American Map Co., Inc., N.Y., No. 14244

## KXAS-TV

Network Service: NBC.

Licensee: North Texas Broadcasting Corp., 3900 Barnett St., Fort Worth.

Studio: 3900 Barnett St., Fort Worth.

Mailing Address: Box 1780, Fort Worth (76101).

Telephone: 817-429-1550. TWX No.: 910-893-5070.

Ownership: Wholly-owned subsidiary of LIN Broadcasting. For officers & other interests, see WAND, Decatur, Ill.

Began Operation: Sept. 29, 1948. Sale to present owner by Carter Publications Inc. (Fort Worth Star-Telegram) approved by FCC May 13, 1974 (Television Digest, Vol. 13:2, 14:19).

### Personnel:

BLAKE BYRNE, president & general manager.  
RUSS THORNTON, director, administration & development.  
SHERRY COWDEN, director of business affairs.  
JOHN S. KENDALL, general sales manager.  
ROBERT GOULD, program director & film buyer.  
FRANK O'NEIL, sales manager.  
CHERI RUSBULT, advertising manager.  
TOM BEDFORD, engineering director.  
LEE ELSESSER, news director.  
ED PEWITT, farm director.  
CHUCK BAKER, director, minority affairs.  
BILL KELLEY, production manager.

### DIGEST OF RATE CARD NO. 75—(June 1, 1976)

Hour	30 Min.	30 Sec.	10 Sec.
Class AAA—6:30-10:30 p.m., daily.			
\$2500	\$1250	\$2400	\$1200

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA Love	2,400	2,300	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Anderson	11,700	11,200	96
	Bosque	5,600	5,400	97
	Collin	35,700	34,700	97
	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Dallas	503,300	495,000	98
	Delta	1,800	1,700	95
	Denton	35,000	34,300	98
	Ellis	18,100	17,600	97
	Erath	8,300	8,100	98
	Fannin	9,200	8,800	95
	Freestone	4,500	4,300	95
	Grayson	29,400	28,600	97
	Hamilton	3,600	3,400	96
50% & Over	Henderson	11,200	10,700	96
	Hill	9,200	8,900	97
	Hood	4,400	4,300	97
	Hopkins	8,200	7,900	96
	Hunt	18,700	18,100	97
	Jack	2,800	2,700	98
	Johnson	21,600	21,200	98
	Kaufman	12,800	12,300	96
	Lamar	14,700	13,600	93
	Limestone	6,500	6,200	95
	Navarro	12,600	12,100	96
	Palo Pinto	8,600	8,300	96
	Parker	12,000	11,700	98
	Rains	1,900	1,800	96
	Rockwall	3,300	3,200	96
	Smith	39,000	37,800	97
	Somervell	1,500	1,500	97
	Tarrant	259,200	254,800	98
(Continued on page 825-b)				

Station Totals	1,308,400	1,276,600	97
Net Weekly Circulation (1976-77)	1,069,900		
Average Daily Circulation (1976-77)	675,400		



**KXTX-TV, Dallas**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OKLAHOMA</b>			
	Bryan	10,800	10,300	95
	Canadian	15,500	15,200	98
	Johnston	3,400	3,200	95
	Kiowa	5,000	4,900	97
	Marshall	3,500	3,400	97
	Muskogee	23,400	22,700	97
	Okmulgee	13,600	13,300	97
	Payne	21,200	20,600	97
	Pittsburg	12,900	12,400	97
	Seminole	11,200	10,900	98
	<b>TEXAS</b>			
	Anderson	11,700	11,200	96
	Bowie	25,100	24,400	97
	Brown	13,000	12,400	95
	Camp	2,900	2,700	94
	Cherokee	11,900	11,300	95
	Coleman	4,400	4,300	97
	Collingsworth	1,900	1,800	93
	Deaf Smith	5,600	5,500	98
	Delta	1,800	1,700	95
	Dickens	1,400	1,400	97
	Eastland	7,700	7,400	96
	Ector	35,400	34,700	98
Between 5-24%	Erath	8,300	8,100	98
	Falls	5,900	5,600	96
	Franklin	2,600	2,500	95
	Freestone	4,500	4,300	95
	Gaines	3,700	3,600	98
	Garza	1,900	1,900	97
	Gregg	30,200	29,400	97
	Hale	12,000	11,700	98
	Harrison	15,700	15,100	96
	Henderson	11,200	10,700	96
	Hockley	7,100	7,000	99
	Hood	4,400	4,300	97
	Kaufman	12,800	12,300	96
	Limestone	6,500	6,200	95
	Lubbock	68,200	66,900	98
	Mc Lennan	56,400	55,100	98
	Mitchell	2,900	2,800	97
	Nacogdoches	14,400	13,600	95
	Navarro	12,600	12,100	96
	Nolan	5,600	5,500	98
	Parker	12,000	11,700	98
	Potter	33,700	33,100	98
	Randall	23,400	23,200	99
	Rusk	14,100	13,600	97
	Smith	39,000	37,800	97
	Stephens	3,500	3,400	96
	Titus	7,000	6,700	96
	Van Zandt	10,600	10,200	96
	Wilbarger	6,100	6,000	99
	Wise	8,100	7,900	98
	Wood	8,900	8,600	96
	Young	6,900	6,700	97

**Texas**

**WFAA-TV, Dallas**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TEXAS—(Continued)</b>			
50% & Over	Tarrant	259,200	254,800	98
	Van Zandt	10,600	10,200	96
	Wise	8,100	7,900	98
	Wood	8,900	8,600	96
	<b>OKLAHOMA</b>			
	Bryan	10,800	10,300	95
	Carter	15,500	15,100	97
	Choctaw	6,700	6,200	92
	Marshall	3,500	3,400	97
	<b>TEXAS</b>			
	Bell	53,900	52,700	98
	Coleman	4,400	4,300	97
	Eastland	7,700	7,400	96
	Falls	5,900	5,600	96
	Howard	12,400	12,200	99
	Mc Culloch	3,300	3,100	93
Between 25-49%	Mills	1,700	1,600	94
	Mitchell	2,900	2,800	97
	Montague	6,700	6,500	97
	Red River	5,300	4,900	93
	Runnels	4,500	4,400	97
	San Saba	2,600	2,500	95
	Scurry	6,000	5,800	97
	Shackelford	1,400	1,300	96
	Smith	39,000	37,800	97
	Taylor	36,400	35,700	98
	Titus	7,000	6,700	96
	Tom Green	26,300	25,700	98
	Young	6,900	6,700	97
	<b>OKLAHOMA</b>			
	Johnston	3,400	3,200	95
	<b>TEXAS</b>			
	Callahan	4,000	3,900	97
	Camp	2,900	2,700	94
	Cherokee	11,900	11,300	95
Between 5-24%	Concho	1,000	1,000	97
	Franklin	2,600	2,500	95
	Houston	5,800	5,400	93
	Lampasas	4,600	4,500	97
	Leon	3,700	3,400	93
	Lubbock	68,200	66,900	98
	Nolan	5,600	5,500	98

**CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS**

**MALARKEY TAYLOR AND ASSOCIATES**

CALL TOLL FREE 800-424-8036

# 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"

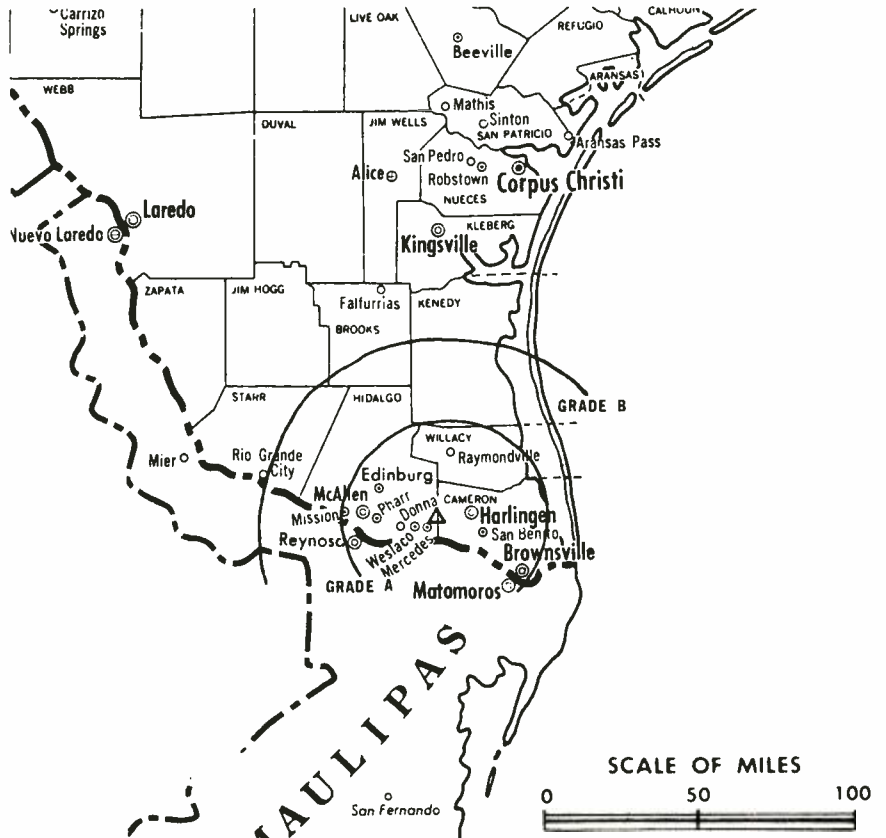
Transmitter: 1/8-mi. S of La Feria, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: CBS, NBC.

Licensee: Harbenito Bcstg. Co. Inc., Box 711 (78550).

Studio: 1519 W. Harrison St. (78550).

Telephone: 512-423-3910. TWX No.: 910-870-1504.

AM Affiliate: KGBT, 50-kw (10-kw night), 1530 kHz. FM Affiliate: KELT, 3.1-kw, 94.5 MHz (No. 233), 700-ft.

Ownership: Tichenor Family, 54.3%; Looney Family, 20.3%; Rogers Kelley, 20.3%. The Tichenors own 56.3%, Looneys 21.9% & Kelley 21.8% of KGBT & KELT(FM), Harlingen; KCOR & KQXT(FM), San Antonio; Tichenors have 34.2%, Looney 36.41% of KUNO, Corpus Christi.

Began Operation: Oct. 4, 1953.

Represented (sales) by Katz Television.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

McHENRY TICHENOR, chairman.  
McHENRY T. TICHENOR, president.  
MAL KASANOFF, executive vice president.  
DAVID LYKES, vice president & group manager.  
LARRY BROOK, program director.  
ALEX GIESE, director of engineering.  
JIM MATTISON, chief engineer.  
MICHAEL MORGAN, news director.

## DIGEST OF RATE CARD NO. 1-78

(April 1, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.				
\$730	\$450	\$450	\$450	\$225

NETWORK BASE HOURLY RATE: \$614.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
50% & Over	Cameron	52,000	50,400	97
	Hidalgo	61,400	59,100	96
	Starr	5,000	4,700	93
	Willacy	4,400	4,300	97
<b>TEXAS</b>				
Between 25-49%	Brooks	2,400	2,300	95
	Zapata	1,700	1,500	90
<b>Station Totals</b>		<b>126,900</b>	<b>122,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>113,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>88,900</b>	

**KTVT, Fort Worth**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NEW MEXICO</b>			
	Lea North	16,000	15,500	97
	<b>OKLAHOMA</b>			
	Bryan	10,800	10,300	95
	Carter	15,500	15,100	97
	Choctaw	6,700	6,200	92
	Cleveland	36,700	35,800	98
	Comanche	29,300	28,700	98
	Greer	3,400	3,200	95
	Harmon	1,900	1,800	96
	Jackson	11,800	11,500	98
	Stephens	14,900	14,600	98
	<b>TEXAS</b>			
	Bell	53,900	52,700	98
	Bosque	5,600	5,400	97
	Brown	13,000	12,400	95
	Childress	3,100	3,000	96
	Coleman	4,400	4,300	97
	Coryell	12,000	11,700	98
	Eastland	7,700	7,400	96
Between 25-49%	Ector	35,400	34,700	98
	Gray	9,700	9,500	98
	Hall	2,200	2,100	94
	Howard	12,400	12,200	99
	Lampasas	4,600	4,500	97
	Mc Culloch	3,300	3,100	93
	Mc Lennan	56,400	55,100	98
	Midland	24,400	24,000	98
	Mills	1,700	1,600	94
	Montague	6,700	6,500	97
	Moore	4,900	4,800	98
	Nacogdoches	14,400	13,600	95
	Nolan	5,600	5,500	98
	Red River	5,300	4,900	93
	Reeves	4,700	4,500	96
	San Saba	2,600	2,500	95
	Shackelford	1,400	1,300	96
	Smith	39,000	37,800	97
	Taylor	36,400	35,700	98
	Titus	7,000	6,700	96
	Tom Green	26,300	25,700	98
	Travis	125,800	122,600	97
	Winkler	3,300	3,200	98
	Young	6,900	6,700	97
	<b>ARKANSAS</b>			
	Arkansas	7,900	7,700	97
	Garland	26,600	25,600	96
	Hempstead	7,100	6,800	95
	Ouachita	10,800	10,300	95
	Pulaski	121,500	118,800	98
	Union	16,400	15,800	96
	<b>OKLAHOMA</b>			
	Canadian	15,500	15,200	98
	Garfield	22,900	22,400	98
	Garvin	10,700	10,500	98
	Grady	14,700	14,300	97
	Johnston	3,400	3,200	95
	Kiowa	5,000	4,900	97
Between 5-24%	Mc Curtain	13,000	12,300	94
	Mc Intosh	5,100	4,900	96
	Marshall	3,500	3,400	97
	Mayes	11,000	10,700	97
	Murray	4,000	3,900	98
	Muskogee	23,400	22,700	97
	Okmulgee	13,600	13,300	97
	Payne	21,200	20,600	97
	Pittsburg	12,900	12,400	97
	Rogers	12,600	12,200	97
	Seminole	11,200	10,900	98
	Sequoyah	9,400	8,900	95
	Tillman	4,400	4,300	97
	Tulsa	156,700	154,100	98
	Washington	15,100	14,900	99
	<b>TEXAS</b>			
	Bowie	25,100	24,400	97
	Callahan	4,000	3,900	97

**Texas**

**KTVT—(Continued)**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TEXAS—(Continued)</b>			
	Camp	2,900	2,700	94
	Cherokee	11,900	11,300	95
	Collingsworth	1,900	1,800	93
	Concho	1,000	1,000	97
	Deaf Smith	5,600	5,500	98
	Dickens	1,400	1,400	97
	Falls	5,900	5,600	96
	Fisher	2,200	2,100	97
	Franklin	2,600	2,500	95
	Gaines	3,700	3,600	98
	Garza	1,900	1,900	97
	Gregg	30,200	29,400	97
Between 5-24%	Hale	12,000	11,700	98
	Harrison	15,700	15,100	96
	Haskell	3,100	3,000	97
	Hockley	7,100	7,000	99
	Houston	5,800	5,400	93
	Jones	6,000	5,900	98
	Lubbock	68,200	66,900	98
	Milam	8,000	7,600	95
	Panola	6,100	5,900	96
	Pecos	4,500	4,300	97
	Potter	33,700	33,100	98
	Randall	23,400	23,200	99
	Runnels	4,500	4,400	97
	Rusk	14,100	13,600	97
	Ward	4,000	3,900	98
	Wilbarger	6,100	6,000	99

**KXAS-TV, Fort Worth**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TEXAS—(Continued)</b>			
50% & Over	Van Zandt	10,600	10,200	96
	Wise	8,100	7,900	98
	Wood	8,900	8,600	96
	<b>OKLAHOMA</b>			
	Bryan	10,800	10,300	95
	Choctaw	6,700	6,200	92
	Marshall	3,500	3,400	97
	<b>TEXAS</b>			
Between 25-49%	Cherokee	11,900	11,300	95
	Eastland	7,700	7,400	96
	Mc Lennan	56,400	55,100	98
	Montague	6,700	6,500	97
	Red River	5,300	4,900	93
	<b>OKLAHOMA</b>			
	Pushmataha	3,900	3,600	94
	<b>TEXAS</b>			
Between 5-24%	Falls	5,900	5,600	96
	Franklin	2,600	2,500	95
	Houston	5,800	5,400	93
	Leon	3,700	3,400	93
	Mills	1,700	1,600	94
	San Saba	2,600	2,500	95
	Titus	7,000	6,700	96
	Young	6,900	6,700	97

For Texas CATV Systems,  
see Services Volume

# Texas—Houston

## KHOU-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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: CBS.

Represented (sales) by Harrington, Righter & Parsons.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

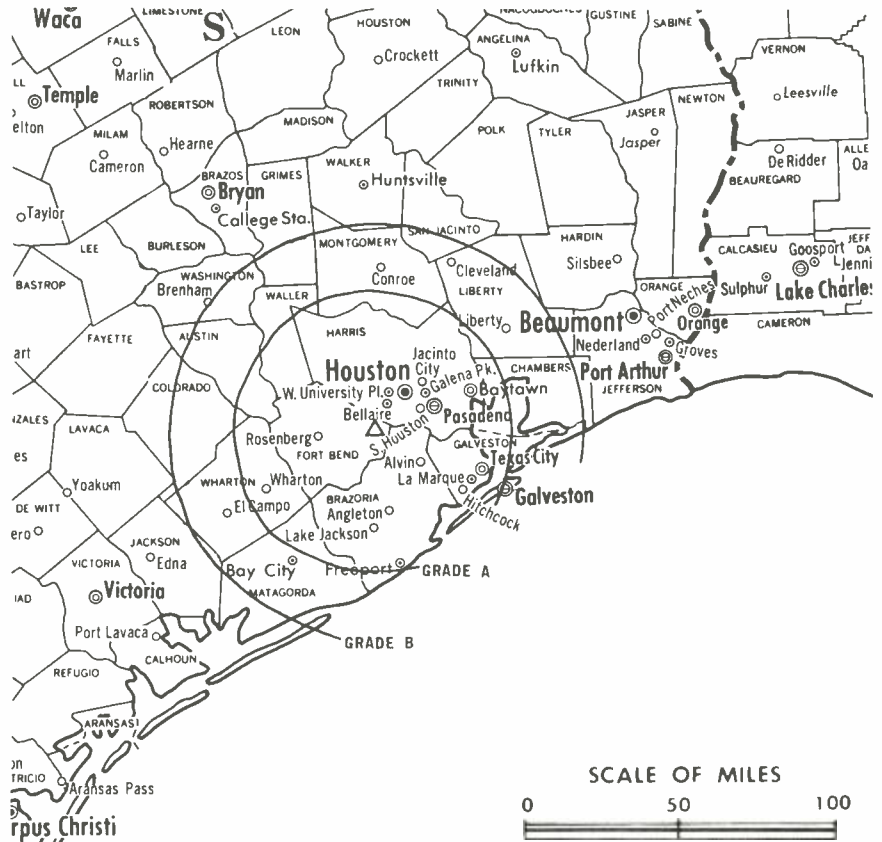
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KHOU-TV Ref: FCC File No. BPCT-3212 Granted 9/9/63

©American Map Co., Inc., N.Y., No. 14244

## KHOU-TV

Network Service: CBS.

Licensee: Gulf Television Corp., P.O. Box 11, Houston (77001).

Studio: 1945 Allen Parkway, Houston (77019).

Telephone: 713-526-1111. 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 to control to present owners by Paul E. Taft, et al., approved July 11, 1956 by FCC (Television Digest, Vol. 12:19, 28).

Personnel:

JAMES KING, vice president & general manager.

DAN McCARTHY, general sales manager.

PAUL SIRACUSE, national sales manager.

TOM KENNEY, broadcast operations director.

TED KOHL, program manager.

CHARLES P. ANDREW, advertising & promotion manager.

ROBERT GILMARTIN, news director.

ART BIGGS, chief engineer.

JESS SALAFRANCA, business manager.

DIGEST OF RATE CARD NO. 476-A—(Feb. 29, 1976)

Hour 30 Sec. 20 Sec. 10 Sec.

Class AA—7:10 p.m., daily.

\$3000 Graded rates apply\*

\*Highest rate: \$1500.

NETWORK BASE HOURLY RATE: \$1500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	6,100	5,700	94
	Brazoria	39,900	39,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
50% & Over	Brazos	24,800	24,000	97
	Calhoun	5,500	5,300	96
	Chambers	4,700	4,600	98
	Colorado	6,200	5,900	95
	Fort Bend	23,900	23,100	97
	Galveston	64,700	63,100	98
	Grimes	4,500	4,200	94
	Harris	724,400	709,900	98
	Jackson	4,700	4,500	95
	Liberty	13,100	12,600	96
	Matagorda	9,400	9,000	96
	Montgomery	31,000	29,700	96
	Walker	10,800	10,100	93
	Waller	4,700	4,500	95
Washington	7,100	6,600	92	
Wharton	11,900	11,400	96	
Between 25-49%	TEXAS			
	Angelina	19,500	18,900	97
	Burleson	4,000	3,700	93
	Fayette	7,000	6,300	90
	Houston	5,800	5,400	93
	Madison	2,900	2,700	94
Between 5-24%	Polk	6,900	6,500	94
	San Jacinto	2,900	2,600	91
	Trinity	2,900	2,700	92
	Victoria	19,500	18,700	96
	TEXAS			
Jasper	9,100	8,700	96	
Lavaca	6,700	6,100	91	
Orange	25,100	24,600	98	
Robertson	5,500	5,300	95	

Station Totals	1,115,200	1,085,500	97
Net Weekly Circulation (1976-77)			922,200
Average Daily Circulation (1976-77)			568,200

# Texas—Houston

## KHTV

Ch. 39

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 5000-kw max. & 1050-kw horizontal visual, 500-kw max. & 105-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.

Studio: 7700 Westpark Dr. (77042).

Represented (sales) by Katz Television.

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by Pierson, Ball & Dowd.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-1).



KHTV Ref: FCC File No. BPCT-4958 Granted 11/16/76

© American Map Co., Inc., N.Y. No. 14244

## KHTV

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 1439, Houston (77001).

Telephone: 713-781-3930. TWX No.: 910-881-3664.

Ownership: See Group Ownership of Television Stations.

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.

Personnel:

GENE R. JACOBSEN, vice president & general manager.

CLYDE FORMBY, operations manager.

ROGER ASHLEY, general sales manager.

CRAIG H. BLAND, national sales manager.

DON LEBLANC, local sales manager.

HOMER DEE, production manager.

ROBERT A. KNOWLTON, news director.

JACK H. TUDOR, chief engineer.

JIM SKAGGS, business manager.

DON HOUGLAND, promotion manager.

SYLVIA BENNETT, public service director.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5-11 p.m., Mon.-Fri.; sign-on—11 p.m., Sat. & Sun.	\$500	\$300	\$200	\$175	Graded rates apply*	

\*Highest rate: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>					
		Brazoria	39,900	39,100	98
		Brazos	24,800	24,000	97
		Fort Bend	23,900	23,100	97
<b>50% &amp; Over</b>		Galveston	64,700	63,100	98
		Harris	724,400	709,900	98
		Victoria	19,500	18,700	96
		Waller	4,700	4,500	95
		Washington	7,100	6,600	92

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>					
		Angelina	19,500	18,900	97
		Austin	6,100	5,700	94
		Calhoun	5,500	5,300	96
		Chambers	4,700	4,600	98
		Colorado	6,200	5,900	95
		Fayette	7,000	6,300	90
		Grimes	4,500	4,200	94
<b>Between 25-49%</b>		Houston	5,800	5,400	93
		Lavaca	6,700	6,100	91
		Liberty	13,100	12,600	96
		Madison	2,900	2,700	94
		Matagorda	9,400	9,000	96
		Montgomery	31,000	29,700	96
		Walker	10,800	10,100	93
		Wharton	11,900	11,400	96
<b>LOUISIANA</b>					
		Acadia	17,200	16,600	97
		Calcasieu	50,800	49,700	98
		East Baton Rouge	100,200	98,100	98
		Lafayette	40,100	39,100	98
		Vermilion	15,100	14,700	97
<b>TEXAS</b>					
<b>Between 5-24%</b>		Burleson	4,000	3,700	93
		De Witt	6,900	6,500	94
		Jackson	4,700	4,500	95
		Jefferson	81,900	80,600	98
		Nueces	79,900	77,800	97
		Orange	25,100	24,600	98
		Polk	6,900	6,500	94
		Robertson	5,500	5,300	95
		Trinity	2,900	2,700	92
<b>Station Totals</b>			<b>1,495,300</b>	<b>1,457,300</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>639,000</b>	
<b>Average Daily Circulation (1976-77)</b>				<b>291,700</b>	

# Texas—Houston

## KPRC-TV

Ch. 2



Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-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., DeWalt, Tex.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

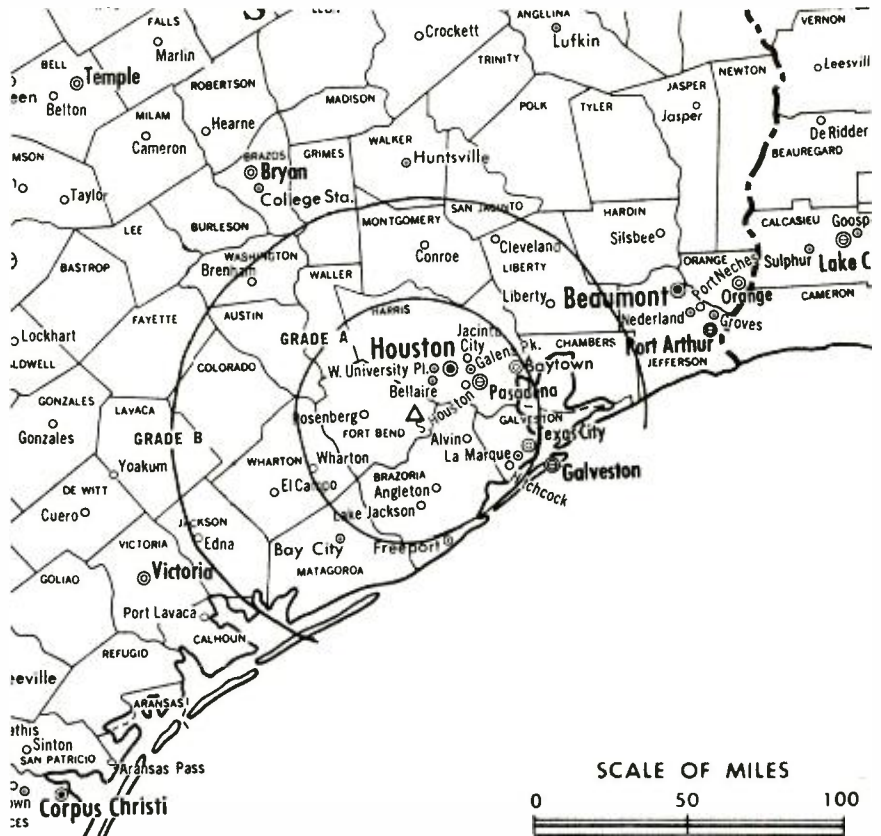
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KPRC-TV Ref: FCC File No. BNPCT-5981 Granted 6/30/64

© American Map Co., Inc., N.Y., No. 14244

## KPRC-TV

Network Service: NBC.

Licensee: Channel Two TV Co., P.O. Box 2222, Houston, Tex. (77001).

Studio: 8181 Southwest Freeway, Houston, Tex. (77074).

Telephone: 713-771-4631. TWX No.: 910-881-2587.

Ownership: Oveta Culp Hobby, individually, 20.24%, & as trustee, 24.58%; William P. Hobby Jr. & Jessica Hobby Catto, 25.85% each; remaining 1.48% held in trusts for Mrs. Hobby's grandchildren. Same interests own the Houston Post & KPRC (AM); WTVF (TV), Nashville, Tenn.

Began Operation: Jan. 1, 1949 as KLEE-TV. Sold to present licensee May 1950 (Television Digest, Vol. 6:13, 21).

Represented (sales) by Petry Television Inc.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

JACK HARRIS, president & general manager.  
JACK MCGREW, exec. vice president & station manager.  
JEFF LEE, general sales manager.  
KATIE ESTES, national sales manager.  
JON CAMPBELL, local sales manager.  
PAUL HUHNDORFF, vice president, operations.  
RAY MILLER, v.p., news & public affairs.  
TOM REIFF, v.p. & program manager.  
ROBERT STALLWORTH, film operation manager.  
DOROTHY STALLWORTH, traffic.

Rates: Not available.

NETWORK BASE HOURLY RATE: \$2200.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	6,100	5,700	94
	Brazoria	39,900	39,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
	Calhoun	5,500	5,300	96
	Chambers	4,700	4,600	98
	Colorado	6,200	5,900	95
	Fayette	7,000	6,300	90
	Fort Bend	23,900	23,100	97
	Galveston	64,700	63,100	98
	Grimes	4,500	4,200	94
50% & Over	Harris	724,400	709,900	98
	Jackson	4,700	4,500	95
	Liberty	13,100	12,600	96
	Matagorda	9,400	9,000	96
	Montgomery	31,000	29,700	96
	Polk	6,900	6,500	94
	San Jacinto	2,900	2,600	91
	Walker	10,800	10,100	93
	Waller	4,700	4,500	95
	Washington	7,100	6,600	92
	Wharton	11,900	11,400	96
Between 25-49%	TEXAS			
	Angelina	19,500	18,900	97
	Brazos	24,800	24,000	97
	Houston	5,800	5,400	93
	Madison	2,900	2,700	94
	Trinity	2,900	2,700	92
	Victoria	19,500	18,700	96
Between 5-24%	TEXAS			
	Burleson	4,000	3,700	93
	Lavaca	6,700	6,100	91
	Leon	3,700	3,400	93
	San Augustine	2,900	2,700	93
Station Totals		1,082,100	1,053,000	97
Net Weekly Circulation (1976-77)			909,200	
Average Daily Circulation (1976-77)			600,200	

# Texas—Houston

## KRIV-TV

(formerly KDOG-TV)  
Ch. 26

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2663-kw max. & 1660-kw horizontal visual, 533-kw max. & 331-kw horizontal aural. Antenna: 940-ft. above av. terrain, 995-ft. above ground, 1045-ft. above sea level.

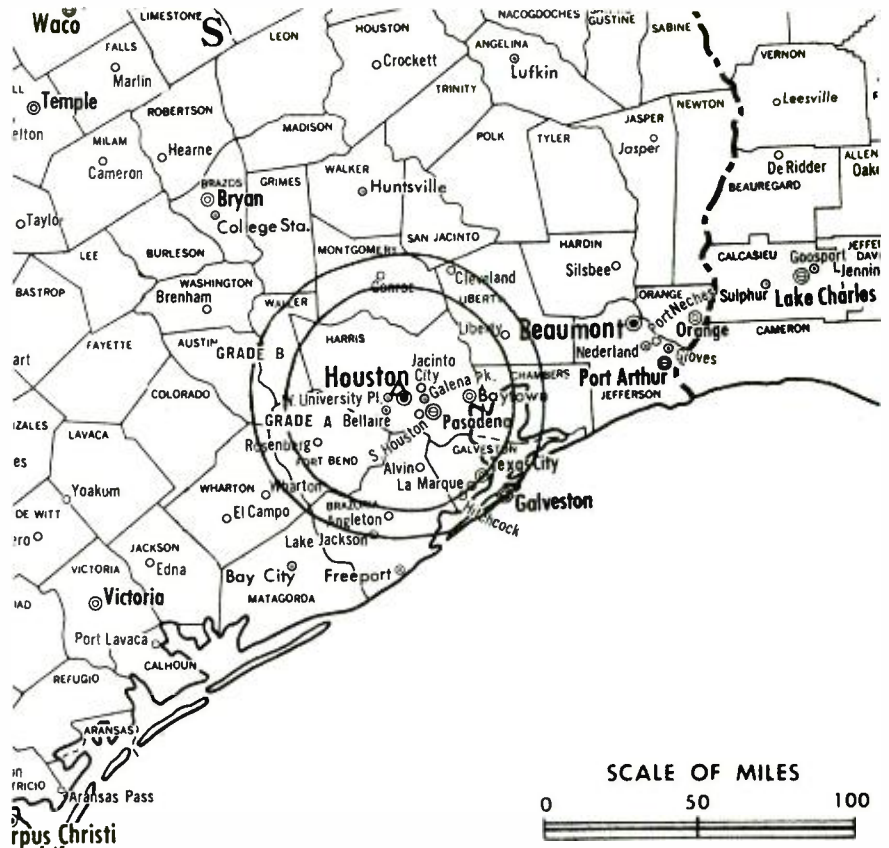
Latitude 29° 45' 32"  
Longitude 95° 22' 03"

Transmitter: One Shell Plaza Bldg., Smith & McKinney Sts., Houston.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KRIV-TV Ref: FCC File No. BMPCT-7302 Granted 4/23/70

American Map Co., Inc., N.Y., No. 14244

## KRIV-TV

Network Service: None, independent.

Licensee: Metromedia Television, division of Metromedia Inc.

Studio: 3935 Westheimer Rd. (77027).

Telephone: 713-626-2610. TWX No.: 910-881-6212.

Ownership: Metromedia Inc. For officers & other interests, see WNEW-TV, New York, N.Y.

Began Operation: August 15, 1971. Sale to present owner by Crest Bcstg. approved by FCC April 6, 1978 (Television Digest, Vol. 17:34).

Represented (sales) by Metro TV Sales.

Represented (engineering) by Lohnes & Culver.

Personnel:

M. JERRY MARCUS, vice president & general manager.

MIKE POLATSCHKEK, general sales manager.

WENDELL WYBORNY, chief engineer.

Highest 30 Sec. Rate: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Liberty	13,100	12,600	96
	Waller	4,700	4,500	95
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Brazoria	39,900	39,100	98
	Fort Bend	23,900	23,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
<b>Between 25-49%</b>	Galveston	64,700	63,100	98
	Harris	724,400	709,900	98
	Montgomery	31,000	29,700	96
	Walker	10,800	10,100	93
	Washington	7,100	6,600	92
<b>LOUISIANA</b>				
	Calcasieu	50,800	49,700	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Austin	6,100	5,700	94
	Burleson	4,000	3,700	93
	Chambers	4,700	4,600	98
	Colorado	6,200	5,900	95
	Fayette	7,000	6,300	90
	Grimes	4,500	4,200	94
	Jackson	4,700	4,500	95
	Jefferson	81,900	80,600	98
	Madison	2,900	2,700	94
	Matagorda	9,400	9,000	96
	Orange	25,100	24,600	98
Polk	6,900	6,500	94	
San Jacinto	2,900	2,600	91	
Trinity	2,900	2,700	92	
Wharton	11,900	11,400	96	
<b>Station Totals</b>		<b>1,151,500</b>	<b>1,123,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>434,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>174,400</b>

# Texas—Houston

## KTRK-TV

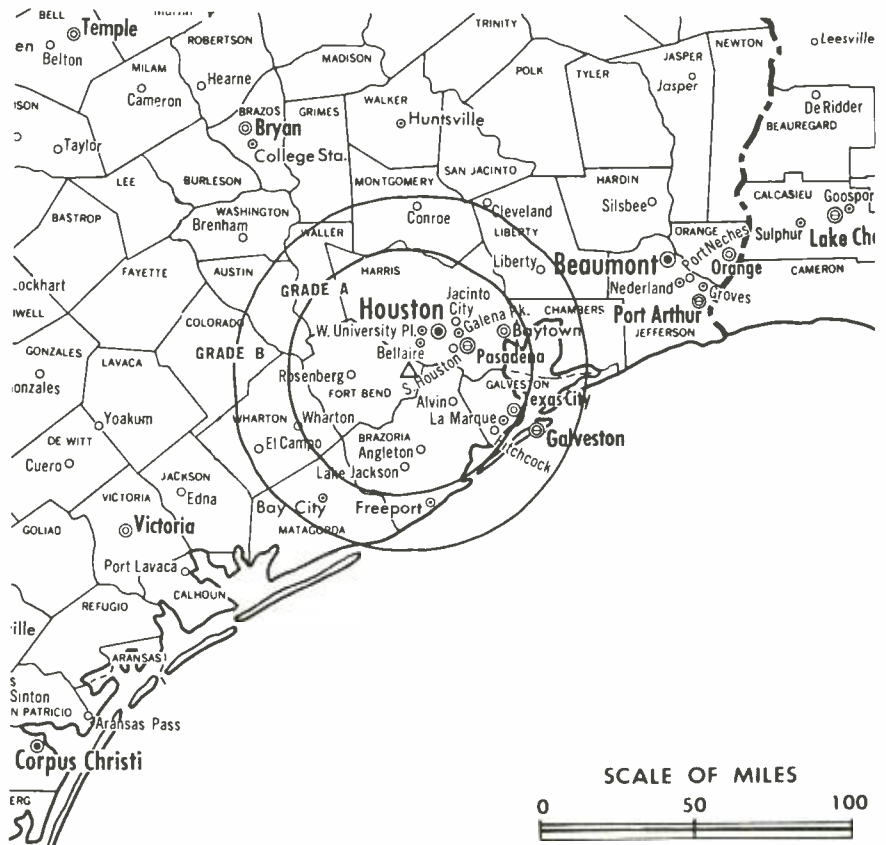
Ch. 13

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, UPI.  
Facsimile Service: UPI.  
News Film Service: ABC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

Licensee: Capital Cities Communications Inc., 485 Madison Ave., New York, N.Y. (10022).

Studio: 3310 Bissonnet St., Houston (77005).

Telephone: 713-666-0713.

TWX No.: 910-881-1511.

Ownership: Capital Cities Communications Inc. For other interests, see Group Ownership of TV Stations.

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 (legal) by Wilmer, Cutler & Pickering.

Represented (sales) by Blair Television.

### Personnel:

KENNETH M. JOHNSON, v.p. & general manager.  
PAUL L. BURES JR., general sales manager.  
RICHARD F. SPINNER, sales manager.  
JAMES MASUCCI, operations director.  
NANCY KAY DUKE, business manager.  
JESS MITCHELL, chief engineer.  
ROBERT SUTTON, chief transmitter engineer.  
LARRY AUTRY, production director.  
CHARLES E. WOLF, promotion director.  
WALTER HAWVER, manager of news.  
GENE BURKE, assistant manager of news.

Highest 30 Sec. Rate (Jan. 1, 1978): \$3500.

NETWORK BASE HOURLY RATE: \$1750.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	TEXAS			
	Austin	6,100	5,700	94
	Brazoria	39,900	39,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Brazos	24,800	24,000	97
	Calhoun	5,500	5,300	96
	Chambers	4,700	4,600	98
	Colorado	6,200	5,900	95
	Fort Bend	23,900	23,100	97
	Galveston	64,700	63,100	98
	Grimes	4,500	4,200	94
	Harris	724,400	709,900	98
	Jackson	4,700	4,500	95
	Liberty	13,100	12,600	96
	Matagorda	9,400	9,000	96
	Montgomery	31,000	29,700	96
	Walker	10,800	10,100	93
	Waller	4,700	4,500	95
Washington	7,100	6,600	92	
Wharton	11,900	11,400	96	
Between 25-49%	TEXAS			
	Angelina	19,500	18,900	97
	Burleson	4,000	3,700	93
	Fayette	7,000	6,300	90
	Houston	5,800	5,400	93
	Madison	2,900	2,700	94
	Polk	6,900	6,500	94
San Jacinto	2,900	2,600	91	
Trinity	2,900	2,700	92	
Between 5-24%	TEXAS			
	De Witt	6,900	6,500	94
	Jasper	9,100	8,700	96
	Lavaca	6,700	6,100	91
Orange	25,100	24,600	98	
Robertson	5,500	5,300	95	
Station Totals		1,102,600	1,073,300	97
Net Weekly Circulation (1976-77)			910,100	
Average Daily Circulation (1976-77)			613,400	



# Texas—Laredo

## 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.

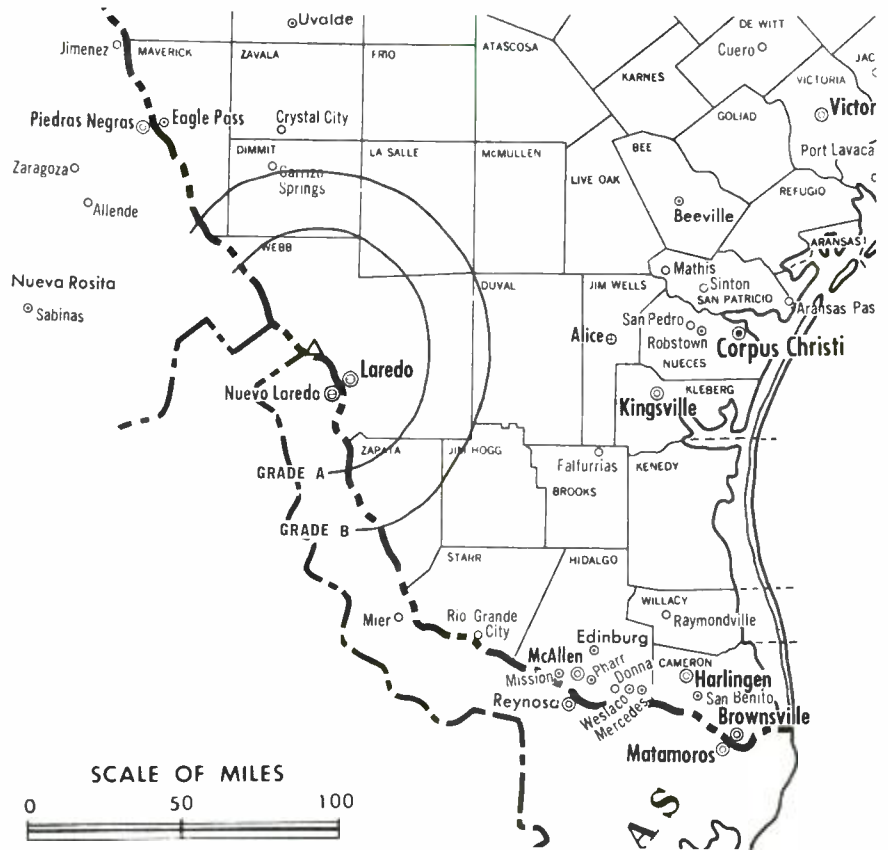
Latitude 27° 40' 22"  
Longitude 99° 39' 23"

Transmitter: 0.8-mi. N of Islitas.

News Wire Service: AP.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-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: Gulf Coast Broadcasting Co., Box 2829, Laredo, Tex. (78041).

Studio: 102 West Del Mar Blvd. (78041).

Telephone: 512-723-7457.

Ownership: T. Frank Smith Jr., pres., 88%; Helen Smith, Hal Atkins Jr., Helen Dyess, Evelyn Johnson & Bill McDonald, v.p.s; Marlive Lee, T. Frank Smith IV & Susan Jacobs, 3.08% each; Jane F. Smith, 0.5%. Gulf Coast Bcstg. is also licensee of KRIS-TV, Corpus Christi, Tex.

Began Operation: Jan. 5, 1956. Transfer from partners H. C. Avery Jr. and David H. Cole to Donald W. Reynolds approved July 30, 1958 by FCC (Television Digest, Vol. 14:28, 32). Sale to present owner approved Oct. 4, 1977.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Boasberg, Hewes, Finkelstein & Klores.

Represented (engineering) by Hammett & Edison.

Personnel:

HAL ATKINS JR., vice president & general manager.  
BURTON WEATHERFORD, chief engineer.

Highest 30 Sec. Rate: \$80.

NETWORK BASE HOURLY RATE: \$150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Dimmit	3,000	2,700	90
	Webb	21,600	20,700	96
	Zapata	1,700	1,500	90
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Jim Hogg	1,400	1,300	93
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Duval	3,700	3,400	93
	Edwards	900	800	92
	Frio	3,700	3,500	93
	La Salle	1,500	1,400	93
	Maverick	5,400	4,800	89
	Starr	5,000	4,700	93
Zavala	2,900	2,600	91	
<b>Station Totals</b>		<b>50,800</b>	<b>47,400</b>	<b>93</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>26,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>16,000</b>

For Index to Contents, see Services Volume

# Texas—Laredo

## KVTV

Ch. 13

[Satellite of KZTV,  
Corpus Christi, Tex.]

Technical Facilities: Channel No. 13  
(210-216 MHz). Authorized power:  
87.5-kw visual, 17.4-kw aural.  
Antenna: 920-ft. above av. terrain,  
1035-ft. above ground, 1449-ft.  
above sea level.

Latitude 27° 31' 04"  
Longitude 99° 31' 20"

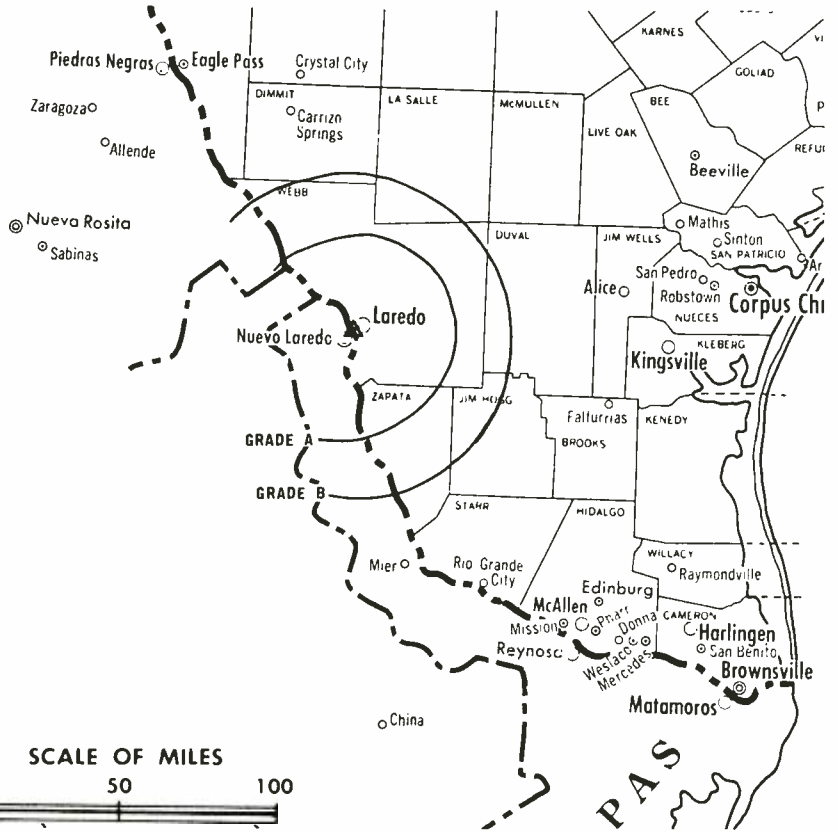
Transmitter: Anna & Shea Sts.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see  
page 4-b).



KVTV Ref: FCC File No. BMPCT-7459 Granted 2/26/73

© American Map Co., Inc., N.Y., No. 14244

## KVTV

Network Service: CBS.

Licensee: K-SIX TV Inc., Show Room Bldg., Corpus Christi, Tex.  
(78401).

Studio: Anna & Shea Sts.

Mailing Address: Box 2013, Laredo, Tex. (78041).

Telephone: 512-723-2923.

Ownership: See KZTV, Corpus Christi, Tex.

Began Operation: Dec. 28, 1973.

Represented (sales) by H-R Television Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

VANN M. KENNEDY, president & general manager.

NEIL GILLIGAN, station manager.

JUAN A. CAMPOS, news director.

MATT SANDERFORD, chief engineer.

WAYNE JOHNSTON, resident engineer.

Rates: On request, in combination with KZTV, Corpus Christi, Tex.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Webb	21,600	20,700	96
	Zapata	1,700	1,500	90
Between 5-24%	<b>TEXAS</b>			
	Starr	5,000	4,700	93
<b>Station Totals</b>		<b>28,300</b>	<b>26,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>20,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>13,000</b>	

## INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.  
Washington, D.C. 20036

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

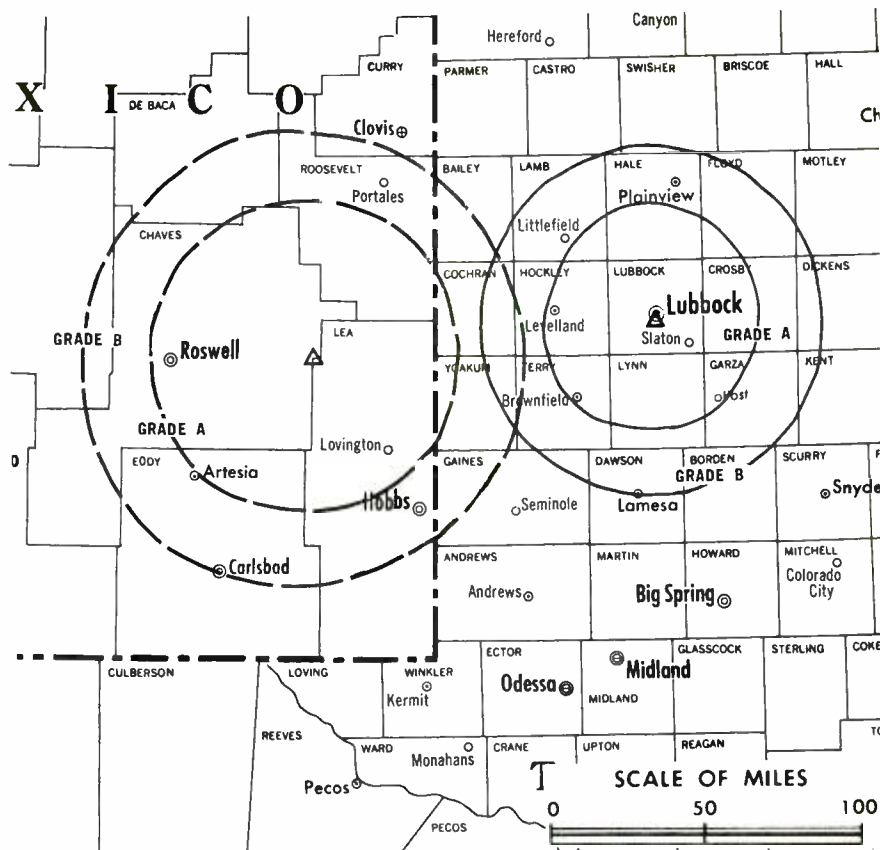
News Film Service: NBC.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Lohnes & Culver.

Arbitron Data: Figures include KSWs-TV, Roswell, N.M.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KCBD-TV Ref: FCC File No. B1PCT-5811 Granted 2/1/63 ©American Map Co., Inc., N.Y., No. 14244

## KCBD-TV

Network Service: NBC.

Licensee: State Telecasting Co. Inc., Box 1333, Columbia, S.C.

Studio: 5600 Ave. A, Box 2190 (79408).

Telephone: 806-744-1414. TWX No.: 910-896-4306.

Ownership: State Record Co., 100%. For State Record ownership & other interests, see WCBd-TV, Charleston, S.C. State Telecasting officers: Ben R. Morris, chmn. of the board; W. Frank Harden, pres.; W. Robert McKinsey, v.p.

Began Operation: May 10, 1953. Sale to present owner by Bryant Radio & Television Inc. approved by FCC May 26, 1971 (Television Digest, Vol. 11:4).

Represented (sales) by Blair Television.

Personnel:

- W. ROBERT MCKINSEY, vice president & general manager.
- CARL MINOR, general sales manager.
- HANK TAYLOR, program director.
- R. FRANK LEE, director of engineering.
- RICHARD BENEDICT, news director.
- COY DEAN, business manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$800	\$460	\$335	\$300	\$275	\$250
NETWORK BASE HOURLY RATE:	\$740; \$1065 with KSWs-TV.					

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>NEW MEXICO</b>			
	Chaves	17,400	17,000	98
	De Baca	1,000	1,000	95
	Eddy	15,300	14,900	97
	Lea North	16,000	15,500	97
	Lincoln	3,700	3,500	95
Roosevelt	6,400	6,200	96	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Bailey	2,600	2,500	97
	Borden	300	300	96
	Cochran	1,400	1,400	97
	Crosby	2,700	2,600	98
	Dawson	5,500	5,300	97
	Dickens	1,400	1,400	97
	Floyd	4,100	4,000	98
	Gaines	3,700	3,600	98
	Garza	1,900	1,900	97
	Hale	12,000	11,700	98
	Hockley	7,100	7,000	99
	Kent	500	500	98
	Lamb	5,800	5,700	98
	Lubbock	68,200	66,900	98
	Lynn	2,800	2,700	98
Motley	500	500	92	
Scurry	6,000	5,800	97	
Terry	4,700	4,600	97	
Yoakum	2,600	2,600	98	
<b>Between 25-49%</b>	<b>NEW MEXICO</b>			
	Curry	15,200	14,700	97
	<b>TEXAS</b>			
Castro	2,800	2,700	97	
Hudspeth	900	800	92	
Parmer	2,800	2,700	97	
<b>Between 5-24%</b>	<b>NEW MEXICO</b>			
	Lea South	2,400	2,300	97
Quay	4,200	4,000	94	
(Continued on page 853-b)				
<b>Station Totals</b>		<b>231,200</b>	<b>225,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>184,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>123,100</b>

# Texas—Lubbock

## KLBK-TV

Ch. 13

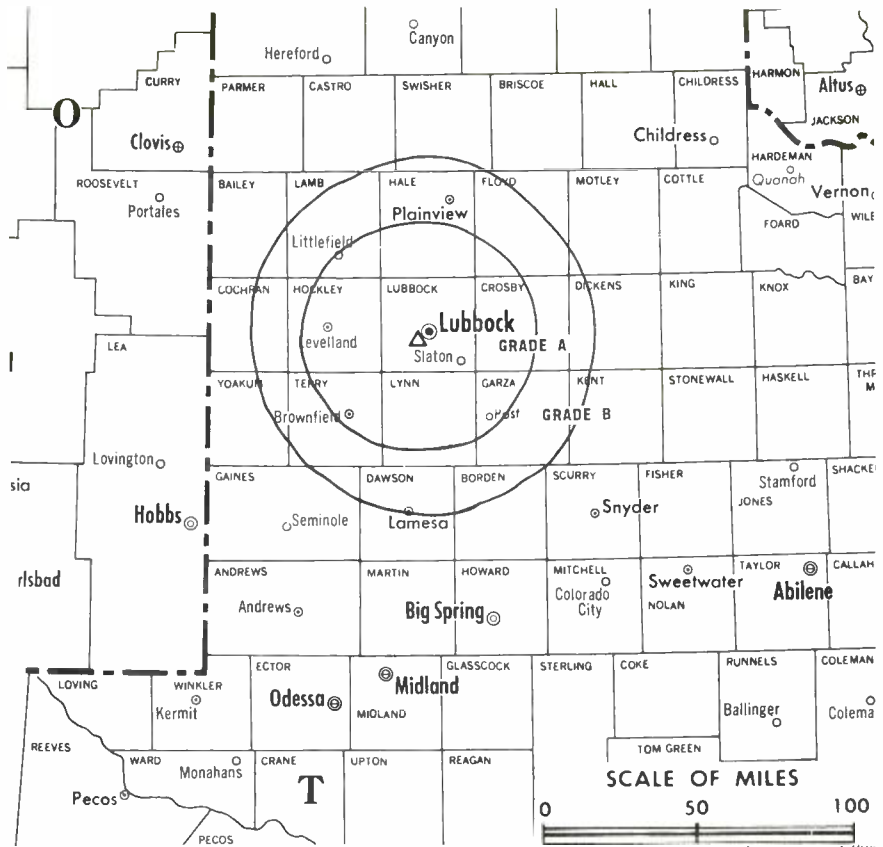
[Also operates West Texas TV Network, with KLBK-TV as originating station for its affiliated KTXS-TV, Sweetwater - Abilene, KWAB-TV, Big Spring, KMOM-TV, Monahans]

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 251-kw visual, 25.1-kw aural. Antenna: 880-ft. above av. terrain, 923-ft. above ground, 4143-ft. above sea level.

Latitude 33° 31' 33"  
Longitude 101° 52' 07"

Transmitter: 7400 University Ave.  
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: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KLBK-TV Ref: FCC File No. BPCT-4959 Granted 12/27/67

© American Map Co., Inc., N.Y., No. 14244

## KLBK-TV

Network Service: CBS.

Licensee: Grayson Enterprises Inc., Box 1559, Lubbock, Tex. (79408).

Studio: 7400 University Ave. (79408).

Telephone: 806-745-2345. 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. & radios KCCN, Honolulu, Hawaii; KLBK-AM-FM, Lubbock, Tex. Note: Sale to Gulf United Corp. pends.

Began Operation: Nov. 13, 1952. Sale by W. D. (Dub) Rogers and associates to Grayson Enterprises approved by FCC Oct. 11, 1961 (Television Digest, Vols. 17:27, 1:5). Sale of control to Theodore Shanbaum, Ellis Carp, Lee Optical and associated companies pension plan trust approved March 25, 1964. Sale of 1/3 interest from Ellis Carp to Dal-Tex Optical Co., Inc. approved March 19, 1971. Sale of 1/3 interest back to Carp by Dal-Tex approved Dec. 24, 1974.

Represented (sales) by H-R Television Inc.; Bob Hix (Mountain States).

Represented (legal) by Koteen & Burt.

Represented (engineering) by A. D. Ring & Associates.

Personnel:

W. F. de TOURNILLON, exec. v.p. & general manager.  
JACK SMITH, local sales manager.  
BILL BLANN, operations manager.  
DON KING, chief engineer.

DIGEST OF RATE CARD NO. 22—(Jan. 17, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA	—6:30-10 p.m., daily.					
\$700	\$500	\$300	\$250	Graded rates apply*		

\*Highest rate: \$200.

NETWORK BASE HOURLY RATE: \$700.

	Net Weekly Circulation	State County	Total Households	TV Households	%
		<b>TEXAS</b>			
		Bailey	2,600	2,500	97
		Borden	300	300	96
		Cochran	1,400	1,400	97
		Crosby	2,700	2,600	98
		Dawson	5,500	5,300	97
		Dickens	1,400	1,400	97
		Floyd	4,100	4,000	98
		Gaines	3,700	3,600	98
		Garza	1,900	1,900	97
	<b>50% &amp; Over</b>	Hale	12,000	11,700	98
		Hockley	7,100	7,000	99
		Kent	500	500	98
		Lamb	5,800	5,700	98
		Lubbock	68,200	66,900	98
		Lynn	2,800	2,700	98
		Motley	500	500	92
		Scurry	6,000	5,800	97
		Terry	4,700	4,600	97
		Yoakum	2,600	2,600	98
		<b>TEXAS</b>			
	<b>Between 25-49%</b>	Castro	2,800	2,700	97
		<b>NEW MEXICO</b>			
		Lea North	16,000	15,500	97
		<b>TEXAS</b>			
	<b>Between 5-24%</b>	Briscoe	800	800	97
		Cottle	1,200	1,100	95
		King	200	200	93
		Parmer	2,800	2,700	97
		Stonewall	900	900	98
		Swisher	3,200	3,200	99
	<b>Station Totals</b>		<b>161,700</b>	<b>158,100</b>	<b>97</b>
	<b>Net Weekly Circulation (1976-77)</b>				<b>129,000</b>
	<b>Average Daily Circulation (1976-77)</b>				<b>93,100</b>

# Texas—Lubbock

**KMCC**

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"

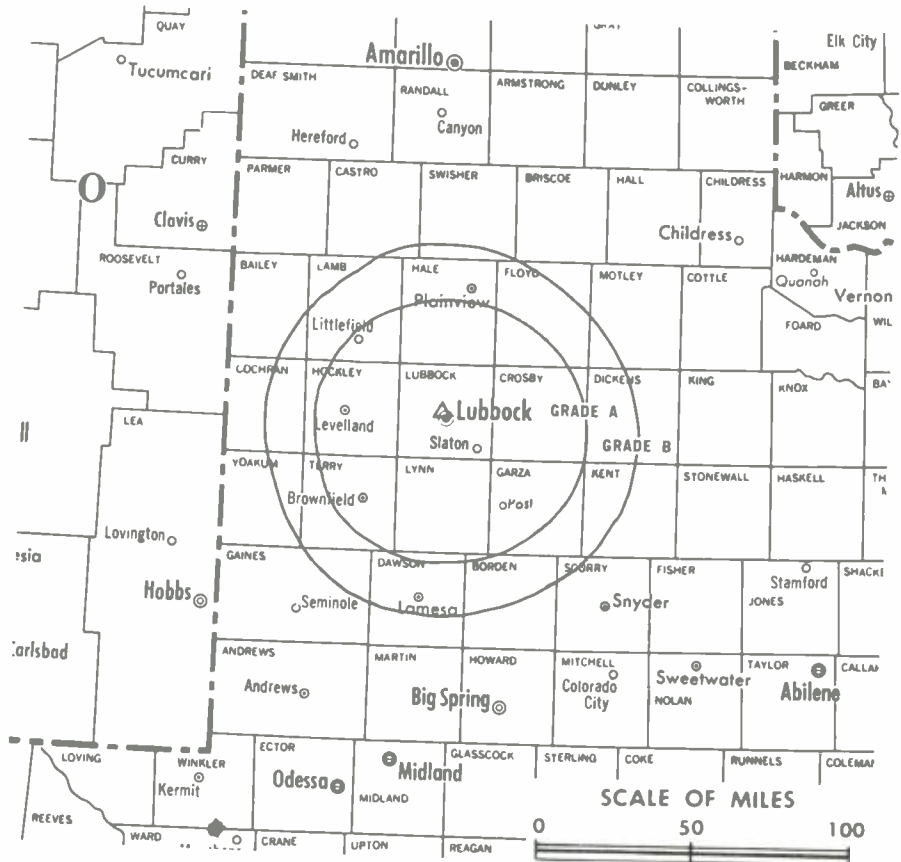
Transmitter: 0.2-mi. SW of intersection of 84th St. & Ave. J, near Lubbock.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.



Total Households: ○ MSI  
 Consumer Market Data as of 1/1/78.  
 TV Homes: TV% and Circulation  
 © 1978 American Research Bureau.  
 County coverage based on Arhlfon study (see page 4-1)

KMCC Ref: FCC File No. BMPCT-6862 Granted 10/11/68

© American Map Co., Inc., N.Y., No. 14244

## KMCC

Network Service: ABC.

Licensee: McAlister TV Enterprises Inc., Box 2805, Lubbock, Tex. (79408).

Studio: 1201 84th (79412). Telephone: 806-745-2828.

Ownership: Estate of R. B. McAlister, 50.005%; Bill B. McAlister, 49.995%. Note: McAlister TV Enterprises is buying KFDW-TV, Clovis, N.M.

Began Operation: Nov. 11, 1968. Transfer of control to present owners approved by FCC March 24, 1975.

Represented (sales) by Katz Television.

Represented (legal) by Leo Resnick.

Personnel:

BILL McALISTER, president.

JO KIDD, v.p. & general sales manager.

BILL MADDIX, v.p., national sales.

A. C. WIMBERLY, program director.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 30 Sec. 10 Sec.

Class AA—7-10 p.m., daily.

\$650 \$500 \$375 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$250.

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Bailey	2,600	2,500	97
	Borden	300	300	96
	Cochran	1,400	1,400	97
	Crosby	2,700	2,600	98
	Dawson	5,500	5,300	97
	Dickens	1,400	1,400	97
	Floyd	4,100	4,000	98
	Gaines	3,700	3,600	98
<b>50% &amp; Over</b>	Garza	1,900	1,900	97
	Hale	12,000	11,700	98
	Hockley	7,100	7,000	99
	Lamb	5,800	5,700	98
	Lubbock	68,200	66,900	98
	Lynn	2,800	2,700	98
	Motley	500	500	92
	Terry	4,700	4,600	97
	Yoakum	2,600	2,600	98
<b>NEW MEXICO</b>				
	Roosevelt	6,400	6,200	96
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Castro	2,800	2,700	97
	Scurry	6,000	5,800	97
<b>NEW MEXICO</b>				
	Lea North	16,000	15,500	97
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Kent	500	500	98
	Parmer	2,800	2,700	97
	Swisher	3,200	3,200	99
<b>Station Totals</b>		<b>165,000</b>	<b>161,300</b>	<b>97</b>
Net Weekly Circulation (1976-77)				115,100
Average Daily Circulation (1976-77)				75,200

# Texas—Lufkin-Nacogdoches

## KTRE-TV

Ch. 9

[Satellite of KLTV, Tyler, Tex.]

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"

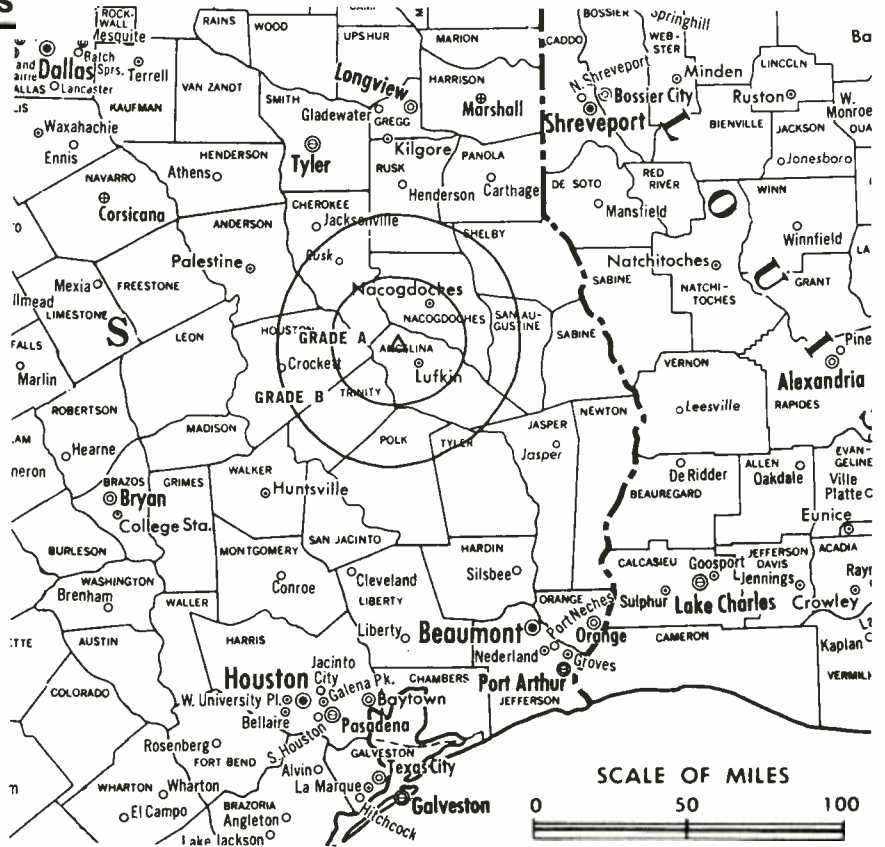
Transmitter: 1.4-mi. NW of Clawson.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

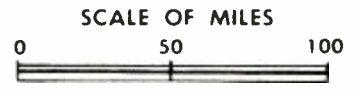
News Film Service: ABC.

Arbitron Data: Included with KLTV, Tyler.



County coverage based on Arbitron study (see page 4-b).

KTRE-TV Ref: FCC File No. B1PCT-2988 Granted 4/19/55



© American Map Co., Inc., N.Y., No. 14244

## KTRE-TV

Network Service: ABC, NBC, CBS.

Licensee: Buford Television Inc. of Lufkin, Box 729, Lufkin (75901).

Studio: 1.4-mi. NW of Clawson.

Telephone: 713-634-7771.

Ownership: See KLTV, Tyler, Tex.

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 Katz Television.

Personnel:

ROBERT P. BUFORD, president & chief executive officer.  
LANNY POGUE, exec. v.p. & general manager, marketing.  
ERROL KAPELLUSCH, exec. v.p. & general manager, resources.  
BERT WALLING, chief engineer.  
MARY ANN CHRISTOPHER, office manager.  
HAZEL STEPHERSON, traffic manager.

Rates: Sold in combination with KLTV, Tyler-Longview, Tex.

NETWORK BASE HOURLY RATE: \$335.

Media Brokerage Specialist  
Radio and TV

**THE  
TED HEPBURN  
COMPANY**

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# 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.

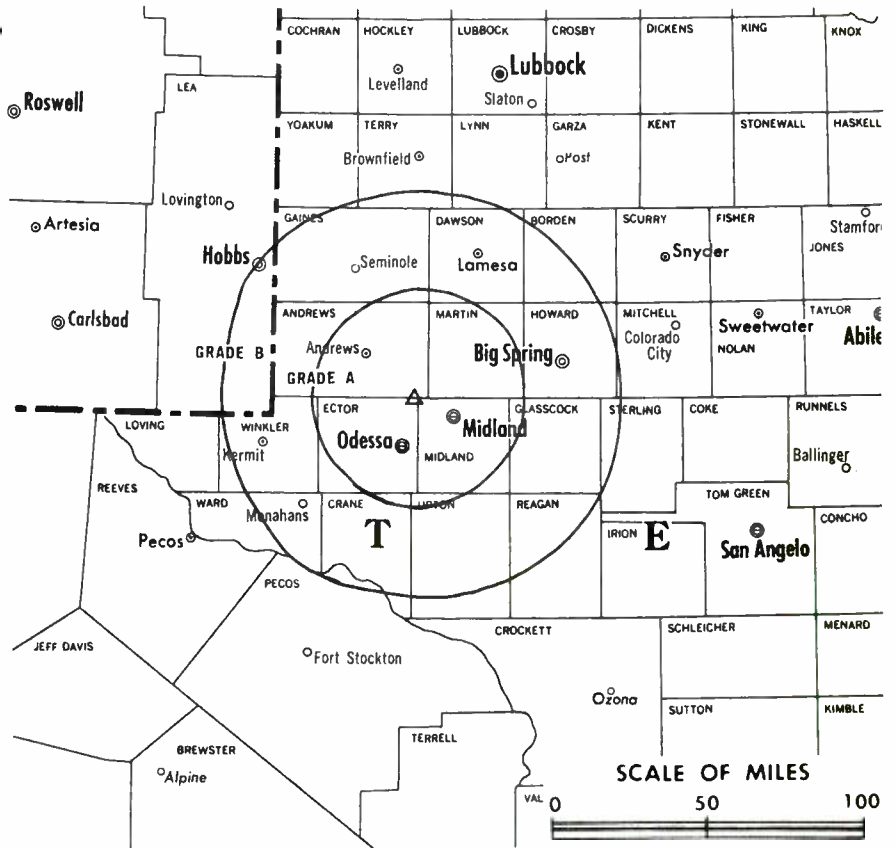
Latitude 32° 05' 14"  
Longitude 102° 17' 12"

Transmitter: 13.5-mi. NW of Midland.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KMID-TV Ref. FCC File No. BPCT—2022 Granted 10/30/61

©American Map Co., Inc., N.Y., No. 14244

## KMID-TV

Network Service: NBC.

Licensee: Midessa Television Co. Inc., Midland.

Studio: Midland-Odessa Air Terminal (79701).

Telephone: 915-563-2222, Midland. TWX No.: 910-897-5682.

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%; Ida Elizabeth 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.; KRHD-AM-FM, Duncan, Okla. Midessa TV owns 50% of KFDA-TV, Amarillo, Tex.

Began Operation: Dec. 18, 1953.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by James E. Greeley.

Personnel:

RAY HERNDON, general manager & film buyer.  
JOHN FOSTER, sales manager.  
GRADY WOODWARD, chief engineer.

### DIGEST OF RATE CARD NO. 26 (April 25, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.					
\$500	\$300	\$200	\$140	Graded rates apply*	

\*Highest rate: \$130.

NETWORK BASE HOURLY RATE: \$400.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW MEXICO Lea South	2,400	2,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Andrews	4,100	4,000	97
	Brewster	2,600	2,400	92
	Crane	1,300	1,300	99
	Crockett	1,200	1,100	95
	Dawson	5,500	5,300	97
	Ector	35,400	34,700	98
	Gaines	3,700	3,600	98
	Glasscock	300	300	99
	Howard	12,400	12,200	99
50% & Over	Jeff Davis	500	500	91
	Martin	1,500	1,500	98
	Midland	24,400	24,000	98
	Pecos	4,500	4,300	97
	Reagan	1,200	1,200	99
	Reeves	4,700	4,500	96
	Terrell	400	400	92
	Upton	1,900	1,800	97
	Ward	4,000	3,900	98
	Winkler	3,300	3,200	98
<b>NEW MEXICO</b>				
	Lea North	16,000	15,500	97
Between 25-49%	<b>TEXAS</b>			
	Loving	100	100	97
	Mitchell	2,900	2,800	97
	Presidio	1,500	1,400	90
<b>NEW MEXICO</b>				
	Lincoln	3,700	3,500	95
Between 5-24%	<b>TEXAS</b>			
	Bailey	2,600	2,500	97
	Sutton	1,400	1,300	92
	Yoakum	2,600	2,600	98
<b>Station Totals</b>		<b>146,100</b>	<b>142,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>107,500</b>		
<b>Average Daily Circulation (1976-77)</b>		<b>70,600</b>		

# Texas—Odessa-Monahans

## KMOM-TV

Ch. 9

[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.

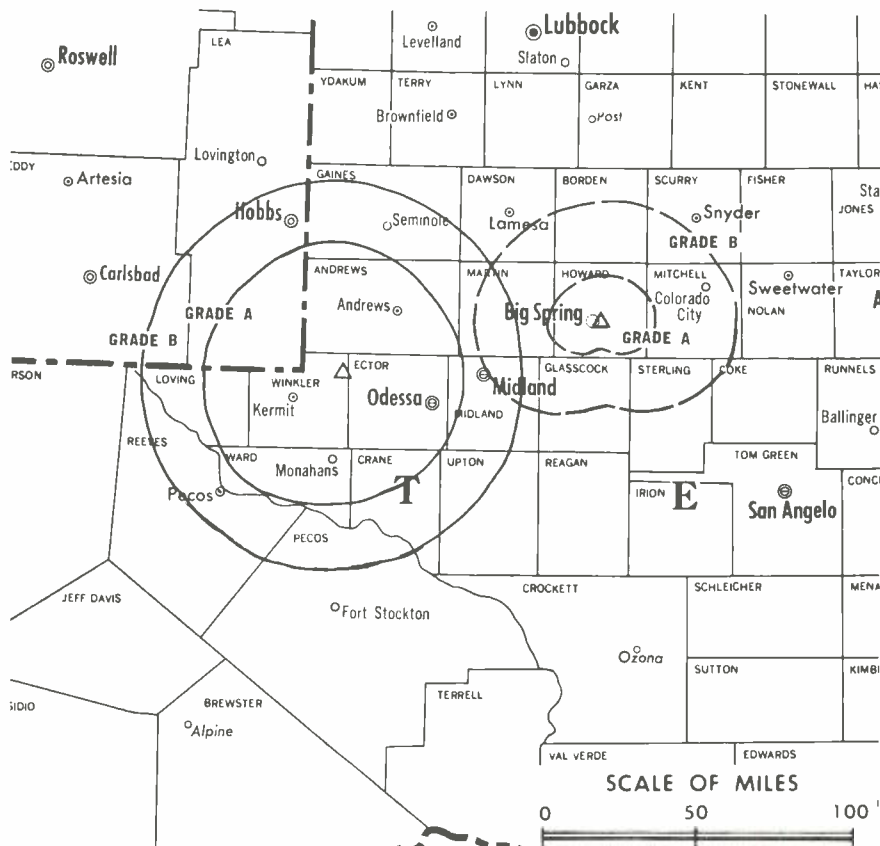
Latitude 31° 59' 17"  
Longitude 102° 51' 59"

Transmitter: 17-mi. ENE of Kermit, Tex.; 26-mi. NW of Odessa; 27-mi. NE of Monahans.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) A. D. Ring & Associates.



KMOM-TV Ref: FCC File No. BPCT-3000 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KMOM-TV

Network Service: ABC.

Licensee: Grayson Enterprises Inc., Drawer N, Monahans (79756).

Mailing Address: Box 4677, Odessa (79760).

Studio: 2-mi. N of Monahans on Kermit 18 Hwy., W of Odessa.

Telephone: 915-563-1803, Odessa & Midland; 915-943-3231, Monahans.

TWX No.: 910-897-5642.

Ownership: Grayson Enterprises Inc. 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 H-R Television Inc.

Represented (legal) by Koteen & Burt.

Personnel:

PAT HALES, general manager.

JOE HULL, national & regional sales manager.

FRED H. HRONICEK, production manager.

JOE CONNALLY, chief engineer.

### DIGEST OF RATE CARD NO. 7

Hour	30 Min.	15 Min.	10 Min.	30 or 20 Sec.	ID
Class AA—6:30-10 p.m., daily.					
\$500.00	\$300.00	\$200.00	\$175.00	\$85.00*	\$45.00*

Class AA—6:30-10 p.m., daily.

NETWORK BASE HOURLY RATE: \$300.

Arbitron Data: Figures include coverage of satellite KWAB-TV, Big Spring, Tex.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
	Lea North	16,000	15,500	97
	Lea South	2,400	2,300	97
<b>TEXAS</b>				
	Andrews	4,100	4,000	97
	Brewster	2,600	2,400	92
	Crane	1,300	1,300	99
	Crockett	1,200	1,100	95
	Culberson	1,000	900	94
	Ector	35,400	34,700	98
	Gaines	3,700	3,600	98
	Glasscock	300	300	99
50% & Over	Howard	12,400	12,200	99
	Jeff Davis	500	500	91
	Loving	100	100	97
	Martin	1,500	1,500	98
	Midland	24,400	24,000	98
	Pecos	4,500	4,300	97
	Presidio	1,500	1,400	90
	Reagan	1,200	1,200	99
	Reeves	4,700	4,500	96
	Terrell	400	400	92
	Upton	1,900	1,800	97
	Ward	4,000	3,900	98
	Winkler	3,300	3,200	98
<b>TEXAS</b>				
Between 25-49%	Dawson	5,500	5,300	97
	Yoakum	2,600	2,600	98
<b>TEXAS</b>				
Between 5-24%	Mitchell	2,900	2,800	97
	Scurry	6,000	5,800	97
Station Totals		145,400	141,600	97
Net Weekly Circulation (1976-77)				111,900
Average Daily Circulation (1976-77)				65,200



# Texas—Odessa

**KOSA-TV**



THE FORWARD GROUP



THE MEEKER CO. INC.

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.

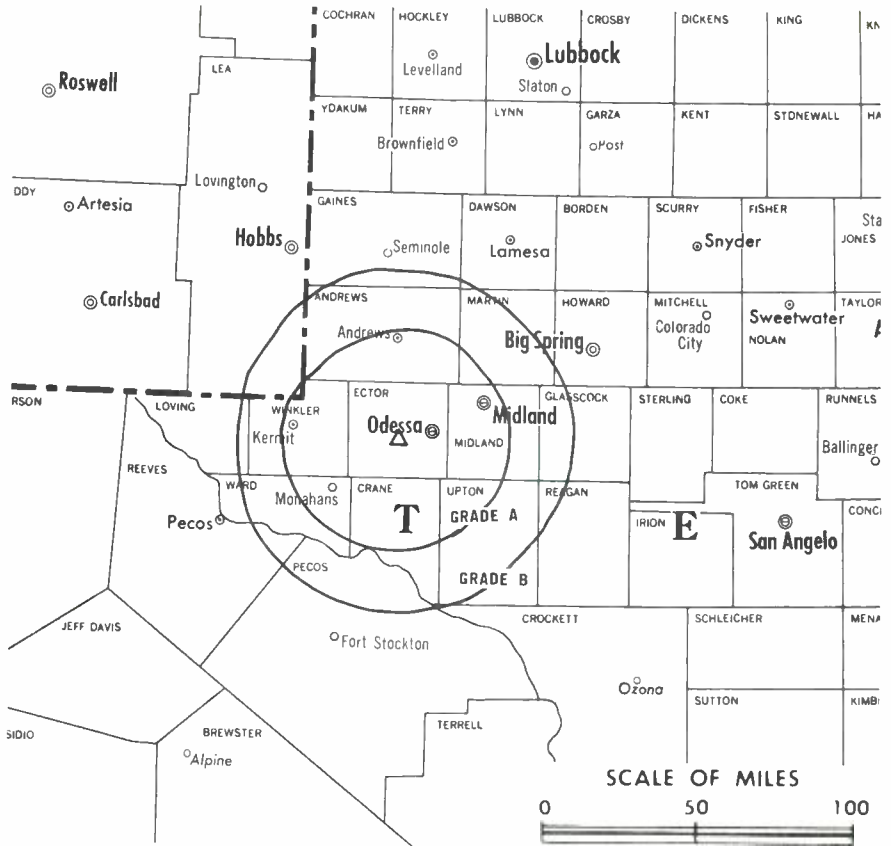
Latitude 31° 51' 50.5"  
Longitude 102° 34' 41.0"

Transmitter: Farm Rd. No. 866, 11-mi. W of Odessa.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. News Film Service: CBS.

Total Households: ① MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KOSA-TV Ref: FCC File No. BMPCT—4369 Granted 11/20/56

©American Map Co., Inc., N.Y., No. 14244

## KOSA-TV

Network Service: CBS.

Licensee: Forward Communications of Texas Inc., Box 4186, Odessa, Tex. (79760).

Studio: 1211 N. Whitaker, Odessa, Tex. (79760).

Telephone: 915-337-8301. TWX No.: 910-897-5504.

Ownership: Forward Communications Corp., 100%. For other interests, see WSAU-TV, Wausau, Wis.

Began Operation: Jan. 1, 1956. Sale to present owner by Doubleday Bcstg. Co. approved by FCC Sept. 11, 1973.

Represented (sales) by The Meeker Co. Inc.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

- DOYCE ELLIOTT, president & general manager.
- TOM HUGHES, station manager.
- VIC LUDINGTON, national sales manager.
- ED COSTELLO, local sales manager.
- DAVE WILLIAMS, chief engineer.
- JON McCALL, news director.

### DIGEST OF RATE CARD NO. 12 (Feb. 15, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6:30-10 p.m., daily.						
\$600	\$400	\$275	\$185	Graded rates apply*		

\*Highest rate: \$161.

NETWORK BASE HOURLY RATE: \$550.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NEW MEXICO</b>				
	Lea South	2,400	2,300	97
<b>TEXAS</b>				
	Andrews	4,100	4,000	97
	Brewster	2,600	2,400	92
	Crane	1,300	1,300	99
	Crockett	1,200	1,100	95
	Culberson	1,000	900	94
	Ector	35,400	34,700	98
	Glasscock	300	300	99
	Howard	12,400	12,200	99
<b>50% &amp; Over</b>	Jeff Davis	500	500	91
	Loving	100	100	97
	Martin	1,500	1,500	98
	Midland	24,400	24,000	98
	Pecos	4,500	4,300	97
	Presidio	1,500	1,400	90
	Reagan	1,200	1,200	99
	Reeves	4,700	4,500	96
	Terrell	400	400	92
	Upton	1,900	1,800	97
	Ward	4,000	3,900	98
	Winkler	3,300	3,200	98
<b>NEW MEXICO</b>				
	Lea North	16,000	15,500	97
<b>Between 25-49%</b>	<b>TEXAS</b>			
	Dawson	5,500	5,300	97
	Gaines	3,700	3,600	98
<b>TEXAS</b>				
<b>Between 5-24%</b>	Yoakum	2,600	2,600	98
<b>Station Totals</b>		<b>136,500</b>	<b>133,000</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>107,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>76,700</b>

# Texas—San Angelo

## KACB-TV

Ch. 3

[Satellite of KRBC-TV, Abilene]

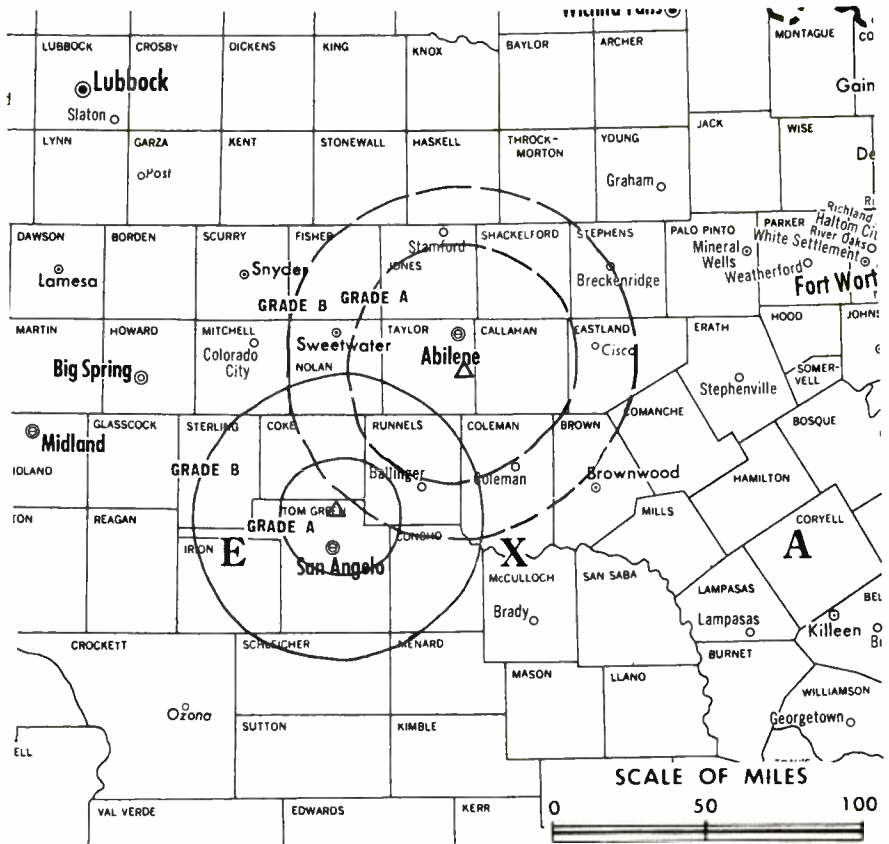
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 17.87-kw visual, 3.55-kw aural. Antenna: 600-ft. above av. terrain, 469-ft. above ground, 2719-ft. above sea level.

Latitude 31° 37' 22"  
Longitude 100° 26' 14"

Transmitter: 7.7-mi. N of San Angelo, .4-mi. W of State Hwy. 208.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron 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

Network Service: NBC.

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 Television.

Represented (legal) by Miller & Schroeder.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

DALE ACKERS, president.  
WILLIAM TERRY, station & sales manager.  
BRYAN MUNDY, program director.  
GENE SMITH, chief engineer.

Rates: Sold in combination with KRBC-TV, Abilene.

NETWORK BASE HOURLY RATE: Bonus.

Arbitron Data for this Station Included with Parent KRBC-TV, Abilene.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# Texas—San Angelo

## KCTV

Ch. 8

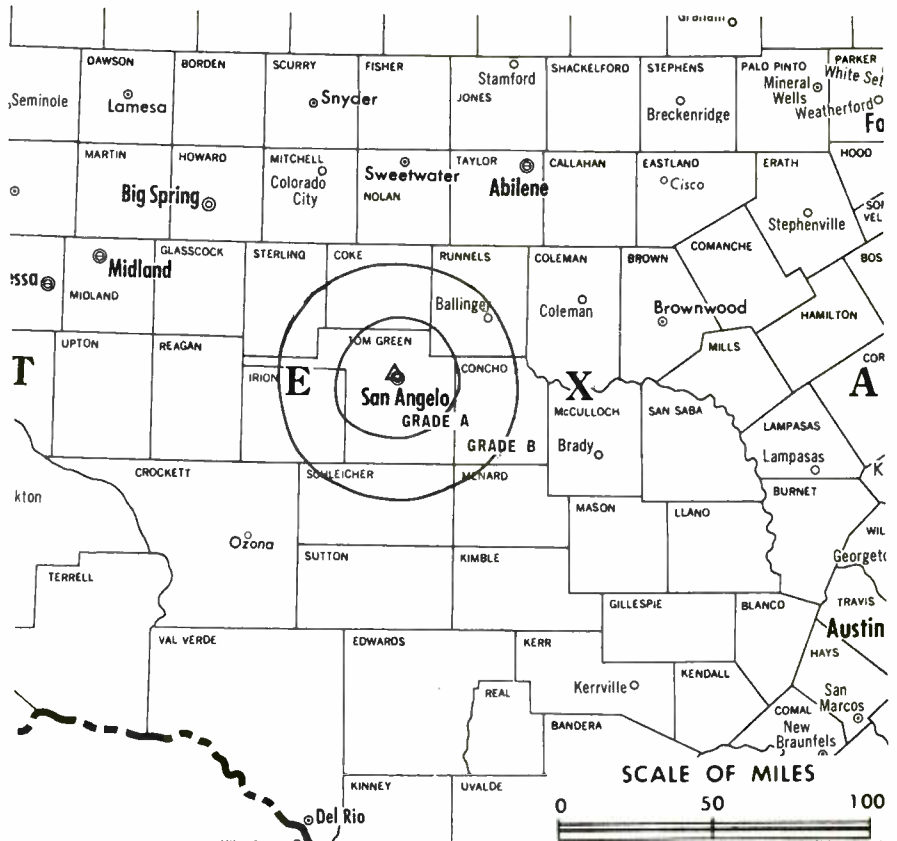
Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 25.1-kw visual, 5-kw aural. Antenna: 420-ft. above av. terrain, 443-ft. above ground, 2331-ft. above sea level.

Latitude 31° 29' 29"  
Longitude 100° 26' 03"

Transmitter: 1011 E. 28th St.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KCTV Ref: FCC File No. BMPCT-1052 Granted 4/10/53

©American Map Co., Inc., N.Y., No. 14244

## KCTV

Network Service: CBS.

Licensee: Jewell TV, Box 1941, San Angelo, Tex. (76902).

Studio: 1011 E. 28th St.

Telephone: 915-655-7383. TWX No.: 510-871-3805.

Ownership: T. B. Lanford Estate, 100%. For other Lanford interests, see KALB-TV, Alexandria, La.

Began Operation: June 26, 1953. Transfer of 74% to KGKL and R. H. Simmons approved March 13, 1957 by FCC (Television Digest, Vol. 13:2, 11). Transfer of 49% from KGKL to Big Spring Bcstg. Co. effective March 25, 1959. Transfer to Westex TV Co. owners approved by FCC Dec. 4, 1962. Sale to present owner by Houston H. & Edward H. Harte & A. L. Hall approved by FCC Jan. 20, 1971.

Represented (legal) by Kirkland & Ellis.

Represented (sales) by Katz Television.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

HARRY MOORADIAN, general manager.  
EDDY SMITH, chief engineer.

### DIGEST OF RATE CARD

(May 5, 1977)

Hour	30 Min.	30 Sec.
Class A—7-10 p.m., daily.		
\$800	\$600	\$170

NETWORK BASE HOURLY RATE: \$200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Concho	1,000	1,000	97
	Irion	400	400	95
	Menard	1,200	1,100	88
<b>50% &amp; Over</b>	Runnels	4,500	4,400	97
	Schleicher	800	800	96
	Sterling	300	300	95
	Sutton	1,400	1,300	92
	Tom Green	26,300	25,700	98
<b>TEXAS</b>				
<b>Between 25-49%</b>	Coke	1,200	1,200	97
	Crockett	1,200	1,100	95
	McCulloch	3,300	3,100	93
<b>TEXAS</b>				
<b>Between 5-24%</b>	Coleman	4,400	4,300	97
	Mason	1,300	1,200	92
	Reagan	1,200	1,200	99
<b>Station Totals</b>		<b>48,500</b>	<b>47,100</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>36,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>26,700</b>	

For Explanation of Arbitron Data, see page 4-b

# 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.

TV tape: Recording facilities.

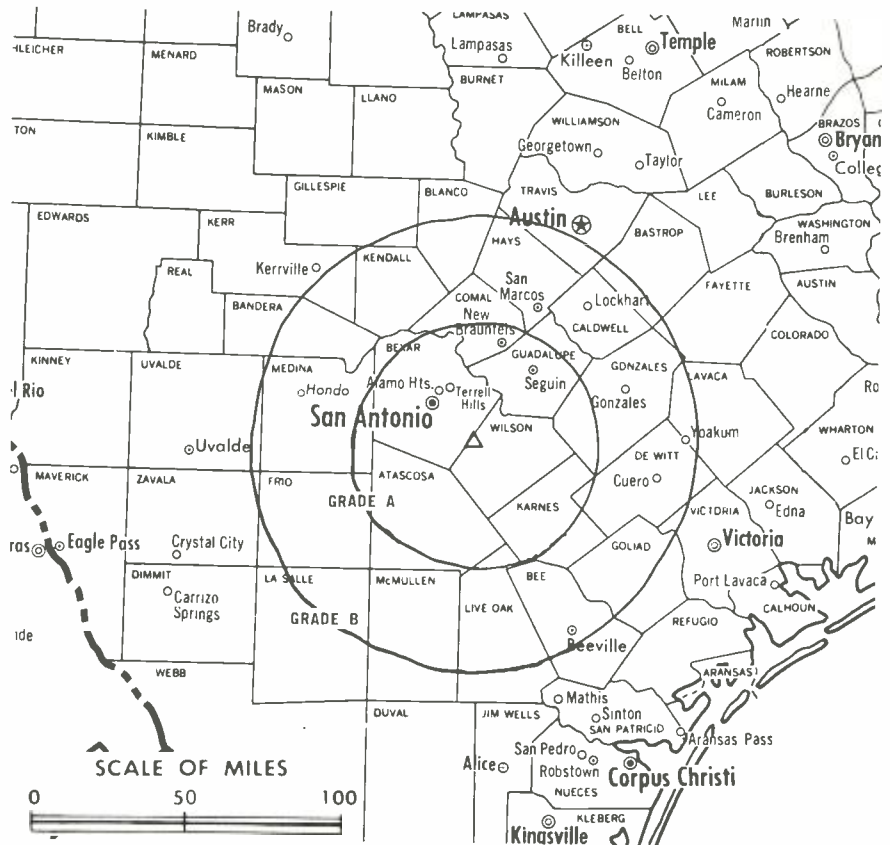
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (sales) by Katz Television.

Represented (legal) by Arnold & Porter.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KENS-TV Ref: FCC File No. BPCT—2305 Granted 8/1/57

© American Map Co., Inc., N.Y., No. 14241

## KENS-TV

Network Service: CBS.

Licensee: Harte-Hanks Television Inc., P.O. Box TV 5 (78299).

Studio: Ave. E & Fourth St. (78205).

Telephone: 512-225-5211. TWX No.: 512-571-0951.

Ownership: Harte-Hanks Communications Inc., 99.2% of stock held by Corpus Christi Caller and Times, Abilene Reporter-News, San Angelo Standard-Times and Affiliated Newspapers Inc. For additional Harte-Hanks newspapers, see listing in Newspaper Ownership of TV Stations. Harte-Hanks also controls WTLV, Jacksonville, Fla.; WFMY-TV, Greensboro, N.C.; WSGN(AM), Birmingham, Ala.; KOY & KRFM(FM), Phoenix, Ariz.; WLCY & WRBQ (FM), Tampa-St. Petersburg, Fla.; WEZI(FM), Memphis, Tenn.; KULF & KYND(FM), Houston-Pasadena, Tex.; WRVA & WRVQ (FM), Richmond, Va. and is buying KYTV(TV), Springfield, Mo.

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).

### Personnel:

WAYNE KEARL, Harte-Hanks television group president.  
WILLIAM G. MOLL, president & general manager.  
ELLIOT R. KLEEMAN, v.p. & general sales manager.  
TOM BLAIR, asst. general sales manager.  
LINDA RIOS, program manager.  
JERRY COPELAND, operations manager.  
BOB ROGERS, news director.  
RAY McMILLAN, director of engineering.  
LIL JOHNSON, administration manager.

Highest 30 Sec. Rate: \$725.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Atascosa	6,100	5,800	96
	Bandera	2,500	2,400	97

Net Weekly Circulation	State County	Total Households	TV Households	%
TEXAS—(Continued)				
	Bee	7,500	7,200	95
	Bexar	285,700	278,400	97
	Blanco	1,900	1,800	96
	Caldwell	6,500	6,200	96
	Comal	10,200	9,900	97
	De Witt	6,900	6,500	94
	Dimmit	3,000	2,700	90
	Edwards	900	800	92
	Frio	3,700	3,500	93
	Gillespie	4,100	3,800	93
	Goliad	1,700	1,600	94
	Gonzales	6,300	6,000	96
	Guadalupe	13,300	12,800	96
	Hays	10,700	10,300	96
<b>50% &amp; Over</b>	Karnes	4,400	4,200	95
	Kendall	3,300	3,100	95
	Kerr	8,700	8,300	95
	Kimble	1,800	1,600	91
	Kinney	700	600	89
	La Salle	1,500	1,400	93
	Lavaca	6,700	6,100	91
	Live Oak	2,000	1,900	96
	Mcmullen	300	300	95
	Maverick	5,400	4,800	89
	Medina	6,700	6,400	96
	Real	800	700	89
	Uvalde	6,300	6,000	95
	Val Verde	9,700	9,000	93
	Victoria	19,500	18,700	96
	Wilson	4,800	4,500	94
	Zavala	2,900	2,600	91

(Continued on page 853-b)

Station Totals	648,500	625,200	96
Net Weekly Circulation (1976-77)			458,700
Average Daily Circulation (1976-77)			319,500

# Texas—San Antonio

## KMOL-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' 10"  
Longitude 98° 15' 55"

Transmitter: 4-mi. from Elmendorf on bearing of N 79 E.

Studio: 1031 Navarro St.

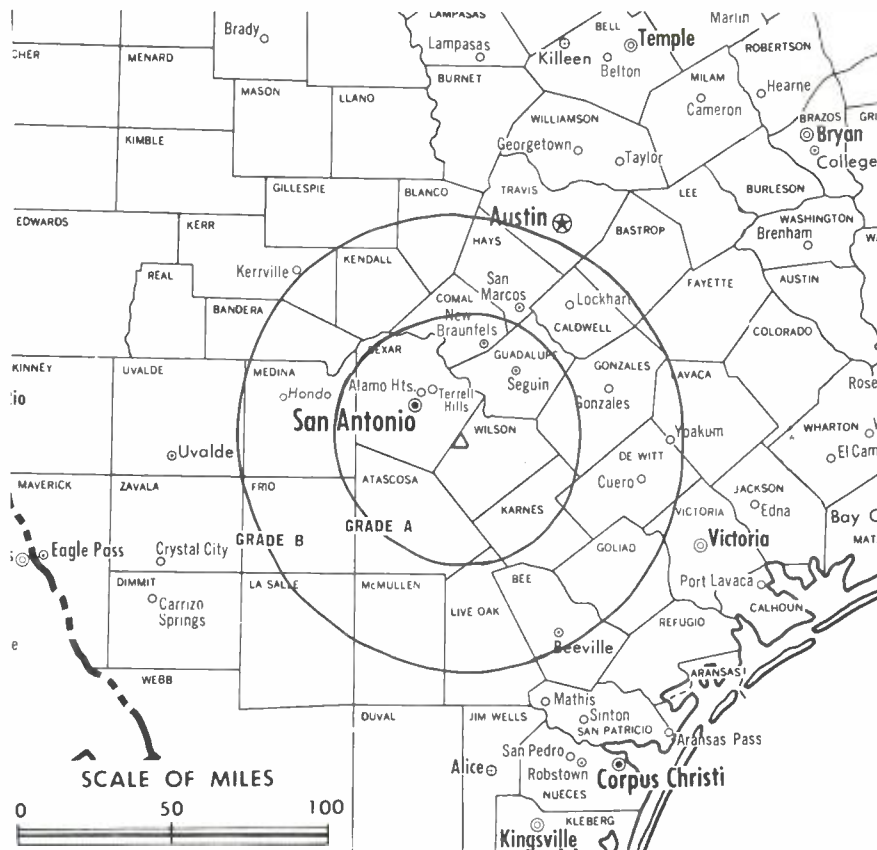
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Film Service: NBC.

Represented (engineering) by A. D. Ring & Associates.

Total Households: MSI  
Consumer Market Data as of 1/1/78.  
TV Homes, TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KMOL-TV Ref: FCC File No. BPCT-2297 Granted 8/1/57

© American Map Co., Inc., N.Y., No. 14244

## KMOL-TV

Network Service: NBC.

Licensee: United Television Inc., P.O. Box 2641, San Antonio, Tex. (78299).

Telephone: 512-226-4251. TWX No.: 512-571-0920.

Ownership: Subsidiary of 20th Century-Fox Film Corp. For other interests, see KMSP-TV, Minneapolis, Minn.

Began Operation: Dec. 11, 1949. Sale to present owner by Avco Bcstg. Corp. approved by FCC Sept. 18, 1975. (Television Digest, Vol. 14:48). Sale to Avco by Hugh Halff Jr. and associates approved Sept. 15, 1965 by FCC (Vol. 5:22, 38).

Represented (sales) by Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

### Personnel:

EDWARD V. CHEVIOT, general manager.  
MORTON A. BARRETT, general sales manager.  
KEVIN DONOHUE, sales manager.  
JACK CARROLL, operations manager.  
DON McMULLIN, news director.  
DAVE KARBACH, chief engineer.  
MARIA ELENA TORRALVA, community services director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Atascosa	6,100	5,800	96
	Bandera	2,500	2,400	97
<b>50% &amp; Over</b>	Bexar	285,700	278,400	97
	Caldwell	6,500	6,200	96
	Comal	10,200	9,900	97
	De Witt	6,900	6,500	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
	Dimmit	3,000	2,700	90
	Edwards	900	800	92
	Frio	3,700	3,500	93
	Gillespie	4,100	3,800	93
	Goliad	1,700	1,600	94
	Gonzales	6,300	6,000	96
	Guadalupe	13,300	12,800	96
	Hays	10,700	10,300	96
	Karnes	4,400	4,200	95
	Kendall	3,300	3,100	95
	Kerr	8,700	8,300	95
<b>50% &amp; Over</b>	Kimble	1,800	1,600	91
	Kinney	700	600	89
	La Salle	1,500	1,400	93
	Lavaca	6,700	6,100	91
	Live Oak	2,000	1,900	96
	McMullen	300	300	95
	Maverick	5,400	4,800	89
	Medina	6,700	6,400	96
	Real	800	700	89
	Sutton	1,400	1,300	92
	Uvalde	6,300	6,000	95
	Val Verde	9,700	9,000	93
	Victoria	19,500	18,700	96
	Wilson	4,800	4,500	94
	Zavala	2,900	2,600	91

<b>TEXAS</b>				
	Bee	7,500	7,200	95
	Blanco	1,900	1,800	96
<b>Between 25-49%</b>	Fayette	7,000	6,300	90
	Mason	1,300	1,200	92

(Continued on page 853-b)

<b>Station Totals</b>	<b>648,900</b>	<b>625,700</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>444,100</b>
<b>Average Daily Circulation (1976-77)</b>			<b>293,700</b>

# 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.

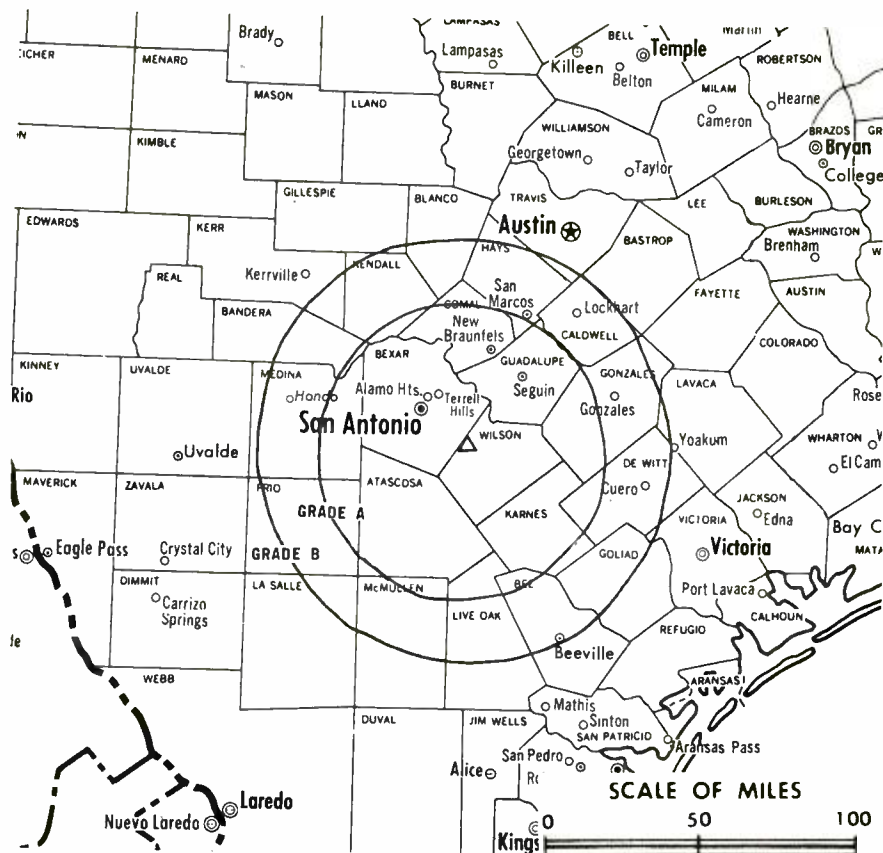
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes · TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KSAT-TV Ref: FCC File No. BPCT—2892 Granted 9/27/61

©American Map Co., Inc., N.Y., No. 14244

## KSAT-TV

Network Service: ABC.

Licensee: The Outlet Co., Box 2478, San Antonio, Tex. (78298).

Telephone: 512-226-7611. TWX No.: 910-871-1022.

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 Petry Television Inc.

Represented (legal) by Sundlun, Scher & Singer.

Personnel:

JOSEPH S. SINCLAIR, chairman of board.  
BRUCE G. SUNDLUN, president & chief executive officer.  
DAVID E. HENDERSON, president, broadcast division.  
JAMES SCHIAVONE, vice president & general manager.  
JACK DIX, general sales manager.  
GARY ROCKEY, program manager.  
LEO TRUMBLE, operations manager.  
KATIE FERGUSON, public service director.  
DAVID P. TAYLOR, news director.  
DAVID CARR, chief engineer.  
SHARRI SHAW, promotion director.  
CHAD CRAIG, business manager.

Highest 30 Sec. Rate (May 1, 1978): \$900.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Atascosa	6,100	5,800	96
	Bandera	2,500	2,400	97
<b>50% &amp; Over</b>	Bexar	285,700	278,400	97
	Blanco	1,900	1,800	96
	Caldwell	6,500	6,200	96
	Comal	10,200	9,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
	De Witt	6,900	6,500	94
	Dimmit	3,000	2,700	90
	Edwards	900	800	92
	Frio	3,700	3,500	93
	Gillespie	4,100	3,800	93
	Goliad	1,700	1,600	94
	Gonzales	6,300	6,000	96
	Guadalupe	13,300	12,800	96
	Hays	10,700	10,300	96
	Karnes	4,400	4,200	95
	Kendall	3,300	3,100	95
	Kerr	8,700	8,300	95
<b>50% &amp; Over</b>	Kimble	1,800	1,600	91
	Kinney	700	600	89
	La Salle	1,500	1,400	93
	Lavaca	6,700	6,100	91
	Live Oak	2,000	1,900	96
	Mcmullen	300	300	95
	Maverick	5,400	4,800	89
	Medina	6,700	6,400	96
	Real	800	700	89
	Sutton	1,400	1,300	92
	Uvalde	6,300	6,000	95
	Val Verde	9,700	9,000	93
	Victoria	19,500	18,700	96
	Webb	21,600	20,700	96
	Wilson	4,800	4,500	94
	Zavala	2,900	2,600	91

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Bee	7,500	7,200	95
	Fayette	7,000	6,300	90

(Continued on page 853-b)

<b>Station Totals</b>	<b>652,600</b>	<b>629,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>451,400</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>296,900</b>	

# Texas—San Antonio

## KWEX-TV

Ch. 41

[Spanish-language outlet]



Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 170-kw max. & 129-kw horizontal visual, 35.8-kw max. & 25.7-kw horizontal aural. Antenna: 500-ft. above av. terrain, 598-ft. above ground, 1218-ft. above sea level.

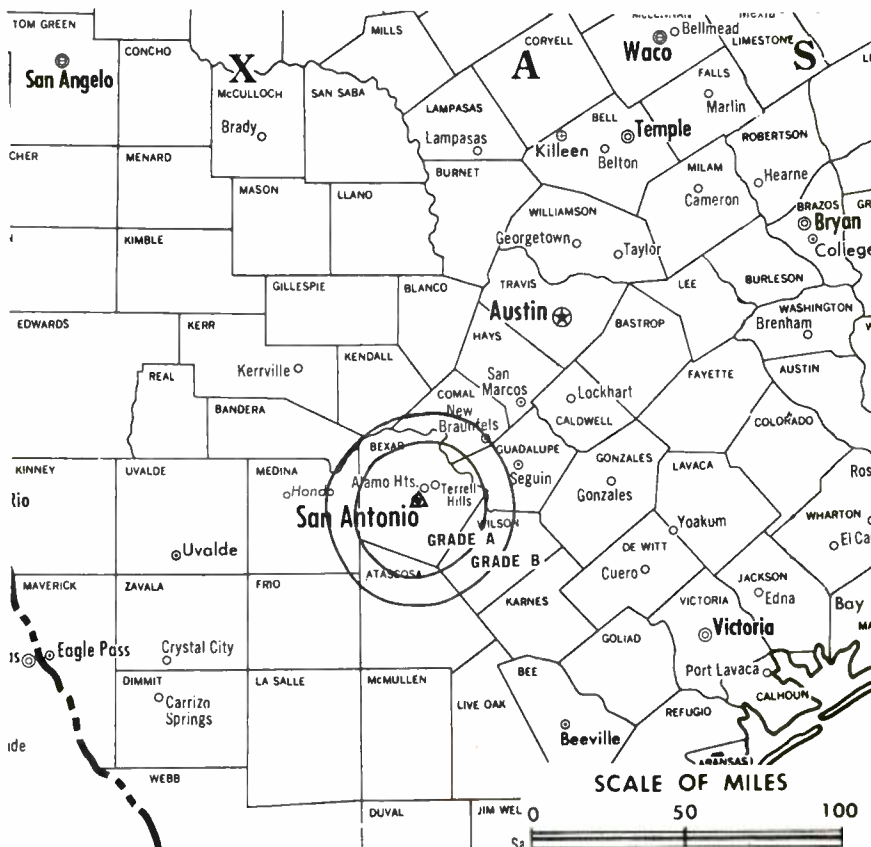
Latitude 29° 25' 03"  
Longitude 98° 29' 26"

Transmitter: 411 E. Durango.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: Spanish International Network.

Licensee: Spanish International Communications Corp., P.O. Box 9225, San Antonio, Tex. (78204).

Studio: 411 E. Durango (78204). Telephone: 512-227-4141.

Ownership: See 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 & Kittner.

### Personnel:

RENE ANSELMO, president.  
EMILIO NICOLAS, vice president & general manager.  
JAMES R. MEEK, v.p. & director of engineering.  
ARMANDO SOLIS, business manager.  
JULIUS GERMANO JR., general sales manager.  
AMPARO ORTIZ, operations manager.  
ANTONIO GONZALEZ, chief engineer.  
MARTHA TIJERINA, women's program director.  
ARIEL GUTIERREZ, program manager.  
RICK SOWA, production manager.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Zone I—6-10 p.m., daily.					
\$1500	\$850	\$550	\$350	\$150	\$75

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
<b>Between 25-49%</b>	Kinney	700	600	89
	Webb	21,600	20,700	96
	Zavala	2,900	2,600	91
<b>TEXAS</b>				
<b>Between 5-24%</b>	Bexar	285,700	278,400	97
	Brooks	2,400	2,300	95
	Comal	10,200	9,900	97
	Frio	3,700	3,500	93
	Gonzales	6,300	6,000	96
	Hays	10,700	10,300	96
	Karnes	4,400	4,200	95
	La Salle	1,500	1,400	93
	Maverick	5,400	4,800	89
	Nueces	79,900	77,800	97
Uvalde	6,300	6,000	95	
Val Verde	9,700	9,000	93	
Wilson	4,800	4,500	94	
<b>Station Totals</b>		<b>456,200</b>	<b>442,000</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>79,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>38,900</b>

For National Sales Reps of TV Stations,  
see Services Volume

# Texas—Tyler-Longview

**KLTV**

Ch. 7

[Operates satellite KTRE-TV, Lufkin, Tex.]

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. at Loop 323.

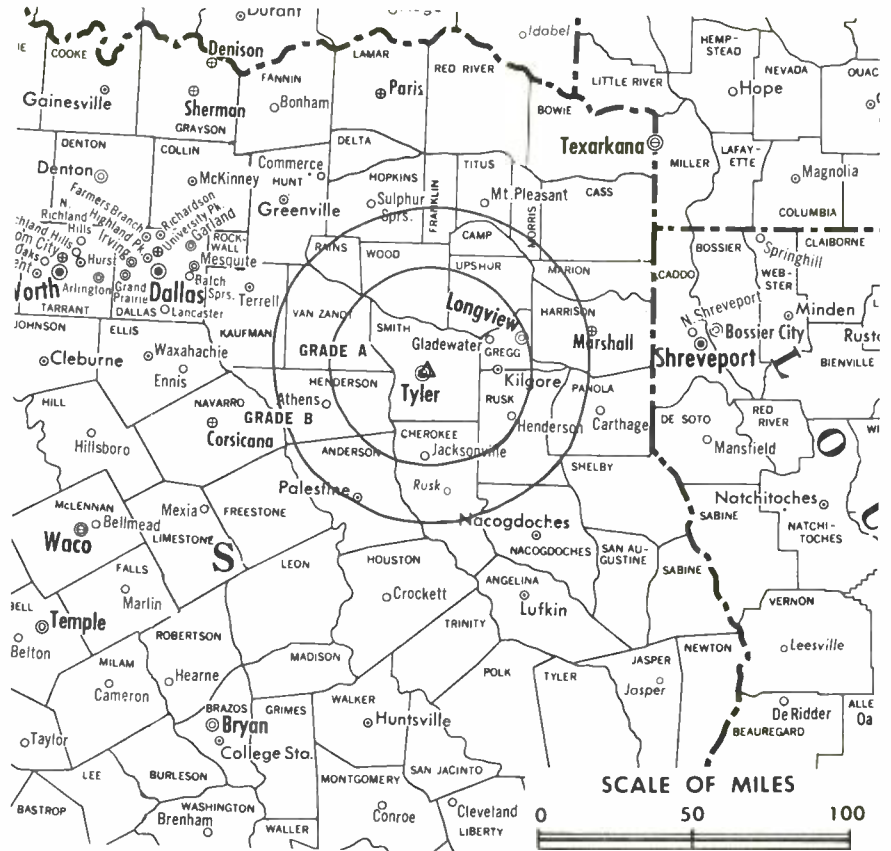
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Arbitron Data: Figures include KTRE-TV, Lufkin, Tex.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KLTV Ref: FCC File No. BPCT-2172 Granted 8/30/56

©American Map Co., Inc., N.Y., No. 14244

## KLTV

Network Service: ABC, NBC, CBS.

Licensee: Buford Television Inc. of Tyler, Box 957, Tyler (75710).

Studio: Kilgore Hwy. at Loop 323.

Telephone: 214-592-3873. TWX No.: 910-860-5810.

Ownership: Robert Buford, 32.8289%; Gerald Buford & Geoffrey Buford, 32.8862% each; Hudson Collins, .7694%; Charles Bowker, .5721%; Ross Buford Trust, .0572%. Buford Television also owns KTRE-TV, Lufkin, Tex.; KFSM-TV, Fort Smith, Ark.; holds CP for Ch. 64, Cincinnati, Ohio; is applicant for Ch. 24, Baltimore, Md.; Ch. 62, Kansas City, Mo.; Ch. 29, Minneapolis-St. Paul. For cable interests, see CATV Group Ownership.

Began Operation: Oct. 14, 1954.

Represented (sales) by Katz Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT BUFORD, president.  
CHARLES BOWKER, exec. v.p. & chief operating officer.  
BERYL BERRY, chief financial officer.  
LARRY HARRIS, exec. v.p. & general manager, marketing.  
FRANK MELTON, exec. v.p. & general manager, resources.  
GAYLE HELMS, program director.  
HUDSON COLLINS, technical director.  
ROBERT PERDUE, news director.  
MARCUS CROUCH, production director.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.					
\$600	\$500	\$340	Graded rates apply*		

\*Highest rate: \$470.

Note: Spot rates include KTRE-TV, Lufkin, Tex.

NETWORK BASE HOURLY RATE: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>				
		Anderson	11,700	11,200	96
		Angelina	19,500	18,900	97
		Cherokee	11,900	11,300	95
		Gregg	30,200	29,400	97
		Henderson	11,200	10,700	96
		Hopkins	8,200	7,900	96
		Houston	5,800	5,400	93
		Nacogdoches	14,400	13,600	95
		Rusk	14,100	13,600	97
		San Augustine	2,900	2,700	93
		Smith	39,000	37,800	97
		Trinity	2,900	2,700	92
		Upshur	9,300	9,000	96
	Van Zandt	10,600	10,200	96	
	Wood	8,900	8,600	96	
<b>Between 25-49%</b>	<b>TEXAS</b>				
		Camp	2,900	2,700	94
		Franklin	2,600	2,500	95
		Polk	6,900	6,500	94
		Rains	1,900	1,800	96
<b>Between 5-24%</b>	<b>LOUISIANA</b>				
		Sabine	6,800	6,300	93
	<b>TEXAS</b>				
	Delta	1,800	1,700	95	

(Continued on page 853-b)

Station Totals	331,700	317,600	95
Net Weekly Circulation (1976-77)		180,800	
Average Daily Circulation (1976-77)		125,400	



# Texas—Victoria

## KXIX

Ch. 19

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.

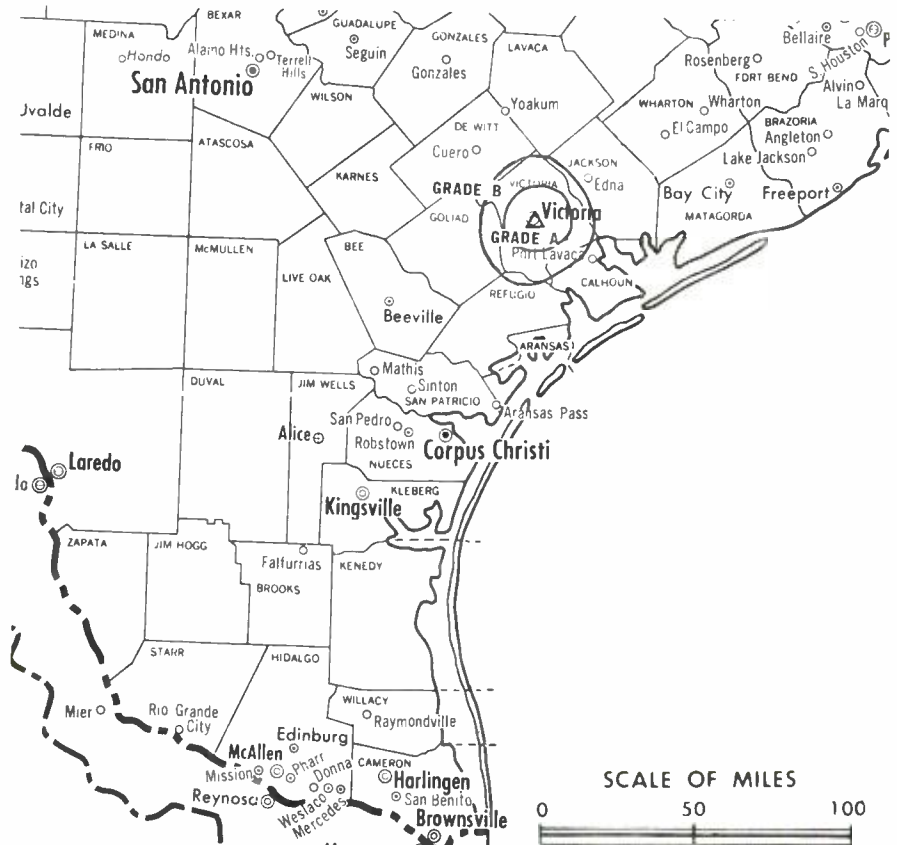
Latitude 28° 46' 41"  
Longitude 96° 57' 38"

Transmitter: SE corner of By-Pass Loop 175 & Port Lavaca Hwy.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Arbitron Data: Included with former parent KIII, Corpus Christi.



KXIX Ref: FCC File No. BMPCT—6871 Granted 11/19/68

© American Map Co., Inc., N.Y. No. 14244

## KXIX

Network Service: ABC.

Licensee: Victoria Communications Corp., P.O. Box 1879, Victoria, Tex. (77901).

Studio: Loop 175 & Port Lavaca Hwy., Victoria.

Telephone: 512-578-3519.

Ownership: Dewey T. Acker, pres., 10%; O. F. Jones, v.p., 8%; Roy E. Acuff, v.p., 4%; Raymond E. Uherek, treas., 6%; William M. Murphy III, secy., 10%; Walter Baker, dir., 8%; Jimmie Salyer, dir., 7%; Philip A. Sims, dir., 4%.

Began Operation: Oct. 1, 1969. Sale to present owners by South Texas Telecasting Co. Inc. (Michael D. & C. Dan McKinnon, et al.) approved by FCC March 4, 1976.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

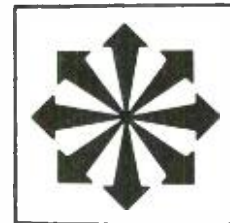
Personnel:

DEWEY T. ACKER, president & general manager.  
ROY E. ACUFF, sales manager.  
MELTON T. WYATT, operations manager.  
CHARLES SMITHEY, director of engineering.  
JERRY DAVIS, news director.

Highest 30 Sec. Rate (May 1, 1978): \$100.

NETWORK BASE HOURLY RATE: Bonus.

# BLACKBURN & COMPANY, INC.



**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

<b>CHICAGO</b>	333 N. Michigan Ave.	(312) 346-6460
<b>WASHINGTON, D.C.</b>	1725 K. Street, N.W.	(202) 331-9270
<b>ATLANTA</b>	400 Colony Sq., #1004	(404) 892-4655
<b>BEVERLY HILLS</b>	9465 Wilshire Blvd.	(213) 274-8151

# Texas—Waco

## KWTX-TV

Ch. 10  
[Affiliated with KBTX-TV  
Bryan, Texas]



Technical Facilities: Channel No. 10  
(192-198 MHz). Authorized power:  
209-kw visual, 21-kw aural. Antenna:  
1820-ft. above av. terrain,  
1679-ft. above ground, 2532-ft.  
above sea level.

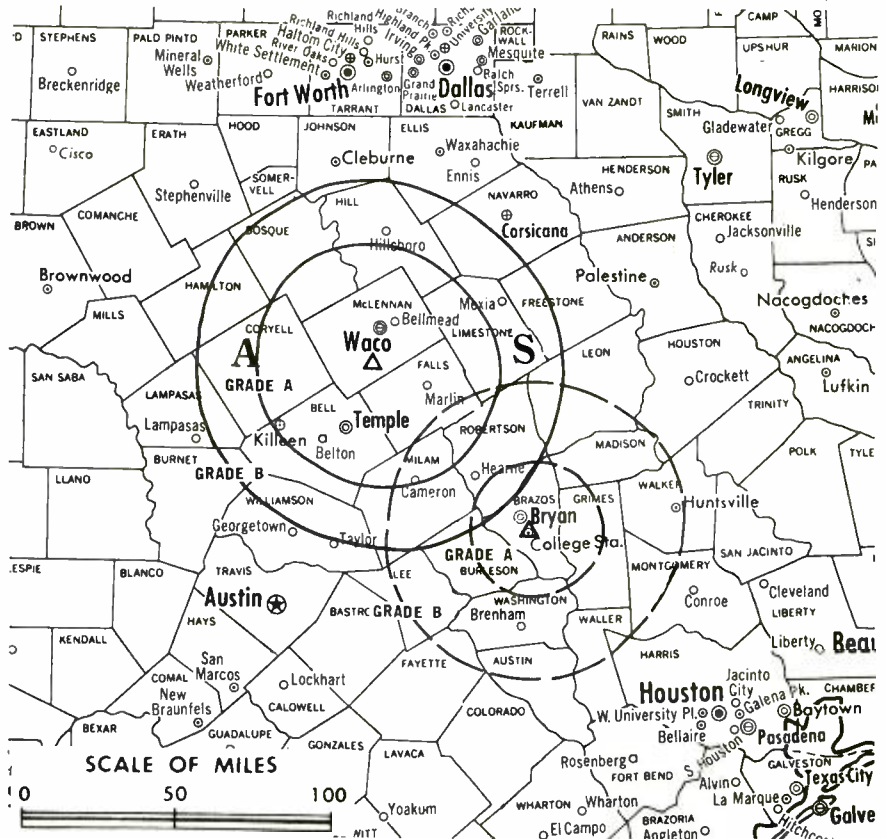
Latitude 31° 19' 19"  
Longitude 97° 18' 58"

Transmitter: 2.7-mi. ENE of Moody,  
Tex.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see  
page 4-b).



KWTX-TV Ref: FCC File No. BPCT—4996 Granted 6/10/77

©American Map Co., Inc., N.Y., No. 14244

## KWTX-TV

Network Service: ABC, CBS.

Licensee: KWTX Broadcasting Co., Box 7528 (76710).

Studio: 4520 Bosque Blvd. (76710).

Telephone: 817-776-1330. TWX No.: 910-894-5206.

AM Affiliate: KWTX, .25-kw, 1230 kHz (MBS).

FM Affiliate: KWTX-FM, 71-kw, 97.5 MHz (No. 248), 1569-ft.

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%; LBJ Corp. (Claudia Taylor Johnson, et al., licensee of KLBJ-AM-FM, 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; 28.972% of KXII(TV) & KLFY-TV. LBJ Co. also owns WEEL(AM), Fairfax, Va.

Began Operation: April 3, 1955.

Represented (sales) by H-R Television.

Represented (legal) by Cordon & Jacob.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

M. N. (BUDDY) BOSTICK, president & general manager.

RAY DEEVER, operations manager.

MINA LARPENTER, national & regional sales.

RALPH WEBB, program manager.

JOHN WATKINS, farm & garden editor.

DEBBE ADAMS, woman's editor.

RICH ADAMS, news director.

JESSE DOVE, chief engineer.

DIGEST OF RATE CARD NO. 17—(Feb. 14, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—6-10:30 p.m., daily.

\$930 \$570 \$330 \$240 \$190 \$160 \$130

This rate includes bonus station KBTX-TV, Bryan, Tex.

NETWORK BASE HOURLY RATE: \$900.

848-b

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Bell	53,900	52,700	98
	Bosque	5,600	5,400	97
	Brazos	24,800	24,000	97
	Burleson	4,000	3,700	93
	Coryell	12,000	11,700	98
	Falls	5,900	5,600	96
	Grimes	4,500	4,200	94
	Hamilton	3,600	3,400	96
<b>50% &amp; Over</b>	Lampasas	4,600	4,500	97
	Leon	3,700	3,400	93
	Limestone	6,500	6,200	95
	Mc Lennan	56,400	55,100	98
	Madison	2,900	2,700	94
	Milam	8,000	7,600	95
	Mills	1,700	1,600	94
	Robertson	5,500	5,300	95
	Walker	10,800	10,100	93
	Washington	7,100	6,600	92
<b>TEXAS</b>				
<b>Between 25-49%</b>	Freestone	4,500	4,300	95
	Hill	9,200	8,900	97
	Houston	5,800	5,400	93
	Lee	3,600	3,400	95
(Continued on page 853-b)				
<b>Station Totals</b>		<b>463,600</b>	<b>447,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>242,000</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>161,600</b>	

Arbitron Data: Figures include Satellite KBTX-TV,  
Bryan, Tex.

# 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.

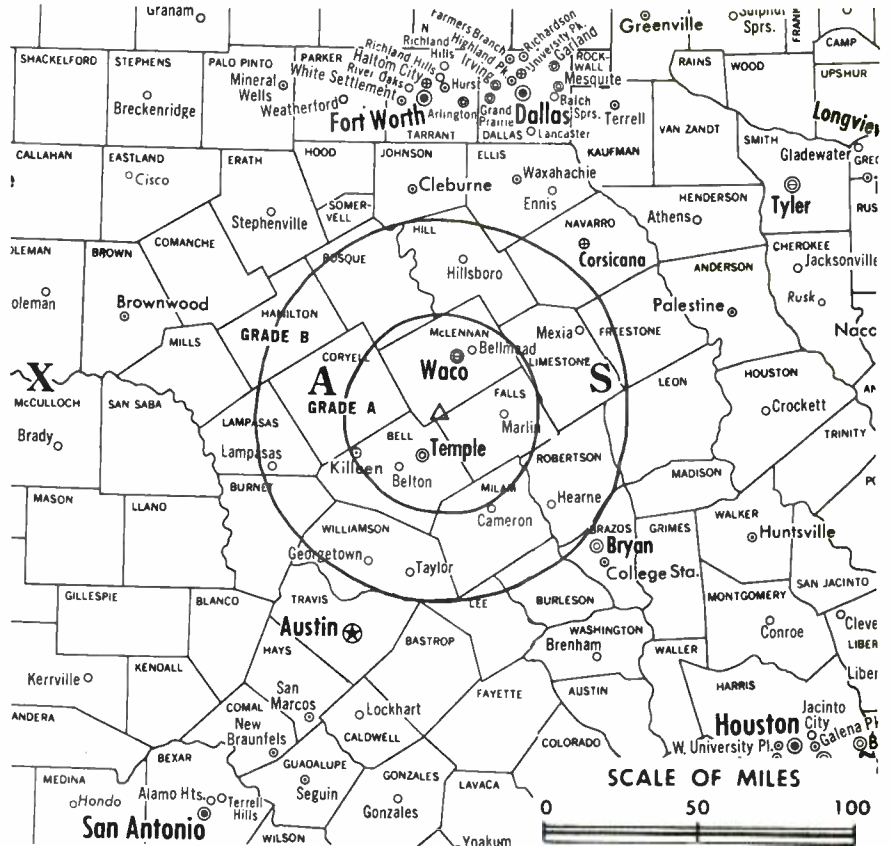
Latitude 31° 17' 06"  
Longitude 97° 15' 34"

Transmitter: I-35 South, Eddy, Tex., 14-mi. N of Temple.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.



KCEN-TV Ref: FCC File No. BM1CT-1085 Granted 5/19/53

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Home-, TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron Study (see page 4-b).

## KCEN-TV

Network Service: NBC.

Licensee: Channel 6 Inc., Box 188, 17 Third St., Temple (76501).

Studio: I-35 South, Eddy, Tex.

Waco Office: 815 Citizens Tower. Telephone: 817-756-6605.

Telephones: 817-773-6868, Temple; 817-859-5481, Waco.

TWX No.: 910-890-4870.

Ownership: Frank W. Mayborn, pres. & owner of Channel 6 Inc., is pres. and owner of Bell Publishing Co. (Temple Daily Telegram); Killeen Publishing Co. (Killeen Herald).

Began Operation: Nov. 1, 1953.

Represented (sales) by Blair Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by W. G. Egerton.

Personnel:

FRANK W. MAYBORN, president.  
JACK HAUSER, general manager.  
BOB GOOD, station manager.  
EARL HILL, chief engineer.  
RAYMOND BRITTON, program manager.

### DIGEST OF RATE CARD NO. 20 (Sept. 20, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$725 \$550 \$400 \$200 Graded rates apply\*

\*Highest rate: \$300.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
	Bell	53,900	52,700	98
	Brazos	24,800	24,000	97
	Coryell	12,000	11,700	98
	Falls	5,900	5,600	96
	Hamilton	3,600	3,400	96
<b>50% &amp; Over</b>	Lampasas	4,600	4,500	97
	Leon	3,700	3,400	93
	Limestone	6,500	6,200	95
	Mc Lennan	56,400	55,100	98
	Milam	8,000	7,600	95
	Mills	1,700	1,600	94
	Robertson	5,500	5,300	95
<b>TEXAS</b>				
	Bosque	5,600	5,400	97
	Burleson	4,000	3,700	93
	Burnet	6,200	6,000	98
<b>Between 25-49%</b>	Hill	9,200	8,900	97
	Madison	2,900	2,700	94
	San Saba	2,600	2,500	95
	Williamson	18,300	17,700	96
<b>TEXAS</b>				
	Comanche	5,100	4,800	94
<b>Between 5-24%</b>	Freestone	4,500	4,300	95
	Lee	3,600	3,400	95
	Travis	125,800	122,600	97
<b>Station Totals</b>		<b>374,400</b>	<b>363,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>196,700</b>
<b>Average Daily Circulation (1976-77)</b>				<b>131,200</b>

# Texas—Weslaco

## KRGV-TV

Ch. 5

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: AP.

Facsimile Service: AP.

News Film Service: ABC.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KRGV-TV Ref: FCC File No. BPCT-3785 Granted 8/18/66

© American Map Co., Inc., N.Y., No. 14244

## KRGV-TV

Network Service: ABC.

Licensee: Mobile Video Tapes, Box 626, Weslaco (78596).

Studio: 900 E. Expressway (78596).

Telephone: 512-968-3131.

TWX No.: 910-870-1850.

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 Blair Television.

Represented (legal) by Cohn & Marks.

Personnel:

EARL NOEL, general manager.  
JON SCHILL, station manager.  
JULIAN ADAME, operations director.  
TOM PERRYMAN, chief engineer.  
RICK DIAZ, news director.  
RON TILLERY, dir. of programming, research & development.

Highest 30 Sec. Rate (Jan. 31, 1978): \$275.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>TEXAS</b>			
	Cameron	52,000	50,400	97
	Hidalgo	61,400	59,100	96
	Starr	5,000	4,700	93
	Willacy	4,400	4,300	97
Between 25-49%	<b>TEXAS</b>			
	Zapata	1,700	1,500	90
Between 5-24%	<b>TEXAS</b>			
	Brooks	2,400	2,300	95
<b>Station Totals</b>		<b>126,900</b>	<b>122,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>110,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>80,600</b>	

### Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# 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"

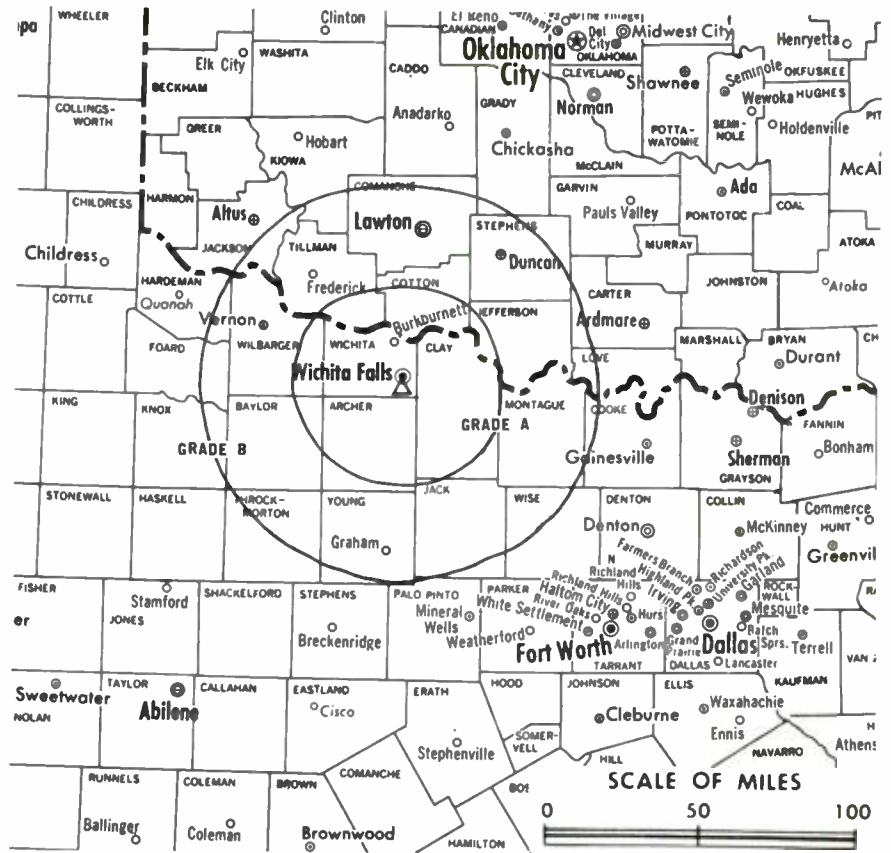
Transmitter: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Home TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Wichita Falls Telecasters II, Box 2130 (76307).

Studio: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Telephone: 817-322-6957. TWX No.: 910-890-5836.

Ownership: A General Partnership of Golden Bcstg. Co. of Texas & White Fuel Corp. Ray Clymer, pres., 65%; W. Erle White, 35%; William E. Hobbs, secy.-treas.

Began Operation: March 1, 1953 as KWFT-TV. Sale to present owners approved by FCC May 30, 1978 (Television Digest, Vol. 18:23). Previous sale by Bass Bros. approved by FCC Sept. 19, 1974. Sale to Bass Bros. by Mid-New York Bcstg. (Paul F. Harron) approved by FCC April 10, 1968. Previous sale by Sidney A. Grayson and associates approved March 13, 1963 by FCC (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.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Personnel:

WILLIAM E. HOBBS, general manager.  
DON HICKS, national sales manager.  
KRISTEN EMERY, traffic manager.  
LEON HOEFFNER, chief engineer.  
MARY NORWOOD, promotion manager.

Highest 30 Sec. Rate (April 26, 1978): \$250.

NETWORK BASE HOURLY RATE: \$425.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Comanche	29,300	28,700	98
	Cotton	2,600	2,500	98
	Greer	3,400	3,200	95
	Jackson	11,800	11,500	98
	Jefferson	3,600	3,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA—(Continued)</b>			
	Kiowa	5,000	4,900	97
	Stephens	14,900	14,600	98
	Tillman	4,400	4,300	97
	<b>TEXAS</b>			
	Archer	2,200	2,200	99
	Baylor	2,000	2,000	98
	Clay	3,300	3,200	98
	Foard	800	800	98
	Hardeman	2,700	2,600	96
<b>Between 25-49%</b>	Jack	2,800	2,700	98
	Knox	2,000	1,900	96
	Montague	6,700	6,500	97
	Throckmorton	800	800	95
	Wichita	43,300	42,700	99
<b>Between 5-24%</b>	Wilbarger	6,100	6,000	99
	Young	6,900	6,700	97
	<b>OKLAHOMA</b>			
	Carter	15,500	15,100	97
	<b>TEXAS</b>			
Cottle	1,200	1,100	95	
Stephens	3,500	3,400	96	
<b>Between 5-24%</b>	<b>OKLAHOMA</b>			
	Beckham	6,600	6,300	96
	Caddo	11,600	11,300	97
	Grady	14,700	14,300	97
	Love	2,400	2,300	96
Washita	5,300	5,200	98	
<b>TEXAS</b>				
Childress	3,100	3,000	96	

(Continued on page 853-b)

Station Totals	254,800	248,300	97
Net Weekly Circulation (1976-77)			156,300
Average Daily Circulation (1976-77)			106,400

# 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' 23"  
Longitude 98° 33' 20"

Transmitter: 4500 Seymour Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

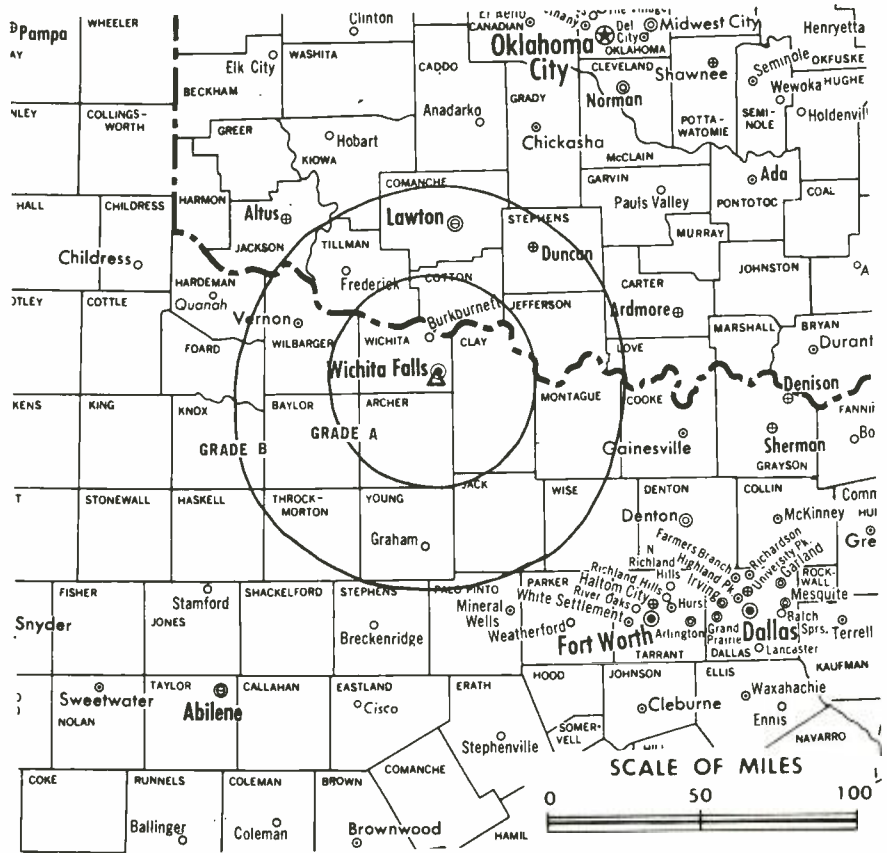
News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by Cohen & Dippell.

Represented (legal) by Fletcher, Heald, & Hildreth.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Households: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KFDX-TV Ref: FCC File No. BPC-2546 Granted 1/8/59

© American Map Co., Inc., N.Y., No. 14244

## KFDX-TV

Network Service: NBC.

Licensee: Clay Bcstg. Corp. of Texas, 1001 Virginia St. E., Charleston, W. Va. (25301).

Studio: 4500 Seymour Highway, Box 4000, Wichita Falls, Tex. (76308).

Telephone: 817-692-4530. TWX No.: 910-890-5825.

Ownership: Charleston Mail Assn., 100%. For other interests see WWAY, Wilmington, N.C.

Begin Operation: March 29, 1953. Sale to present owners by Darrold A. Cannan, et al., approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales) by Peters, Griffin, Woodward Inc.

Personnel:

LYELL CLAY, chairman of the board.  
GEORGE DIAB; president.  
WARREN SILVER, vice president & general manager.  
CHUCK HOWARD, general sales manager.  
BILL ENLOE, chief engineer.

Highest 30 Sec. Rate (Jan. 1, 1978): \$200.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OKLAHOMA</b>			
	Carter	15,500	15,100	97
	Comanche	29,300	28,700	98
	Cotton	2,600	2,500	98
	Greer	3,400	3,200	95
	Jackson	11,800	11,500	98
	Jefferson	3,600	3,500	97
	Kiowa	5,000	4,900	97
	Stephens	14,900	14,600	98
	Tillman	4,400	4,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>TEXAS</b>			
	Archer	2,200	2,200	99
	Baylor	2,000	2,000	98
	Clay	3,300	3,200	98
	Foard	800	800	98
	Hardeman	2,700	2,600	96
	Jack	2,800	2,700	98
	King	200	200	93
	Knox	2,000	1,900	96
	Montague	6,700	6,500	97
	Throckmorton	800	800	95
	Wichita	43,300	42,700	99
	Wilbarger	6,100	6,000	99
Young	6,900	6,700	97	
<b>Between 25-49%</b>	<b>OKLAHOMA</b>			
	Harmon	1,900	1,800	96
	Love	2,400	2,300	96
	<b>OKLAHOMA</b>			
Beckham	6,600	6,300	96	
Caddo	11,600	11,300	97	
Grady	14,700	14,300	97	
<b>Between 5-24%</b>	<b>TEXAS</b>			
	Childress	3,100	3,000	96
	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Cottle	1,200	1,100	95
	Haskell	3,100	3,000	97
	Palo Pinto	8,600	8,300	96
	Stephens	3,500	3,400	96
	Wise	8,100	7,900	98
	<b>Station Totals</b>		<b>250,000</b>	<b>243,600</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>154,100</b>
<b>Average Daily Circulation (1976-77)</b>				<b>105,100</b>

**KCBD-TV, Lubbock**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Andrews	4,100	4,000	97
	Briscoe	800	800	97
	Cottle	1,200	1,100	95
	Swisher	3,200	3,200	99

**KENS-TV, San Antonio**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 25-49%	Fayette	7,000	6,300	90
	Mason	1,300	1,200	92

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Bastrop	7,900	7,500	95
	Burnet	6,200	6,000	98
	Calhoun	5,500	5,300	96
	Duval	3,700	3,400	93
	Jim Wells	9,900	9,500	96
	Sutton	1,400	1,300	92
	Travis	125,800	122,600	97
	Webb	21,600	20,700	96
Zapata	1,700	1,500	90	

**KMOL-TV, San Antonio**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Schleicher	800	800	96
	Webb	21,600	20,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Bastrop	7,900	7,500	95
	Burnet	6,200	6,000	98
	Calhoun	5,500	5,300	96
	Jim Wells	9,900	9,500	96
	Mc Culloch	3,300	3,100	93
	Travis	125,800	122,600	97
Zapata	1,700	1,500	90	

**KSAT-TV, San Antonio**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Mason	1,300	1,200	92
	Schleicher	800	800	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Bastrop	7,900	7,500	95
	Burnet	6,200	6,000	98
	Calhoun	5,500	5,300	96
	Jim Wells	9,900	9,500	96
	Llano	3,700	3,500	96
	Mc Culloch	3,300	3,100	93
	Travis	125,800	122,600	97
	Zapata	1,700	1,500	90

**Texas**

**KLTV, Tyler**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 5-24%	Fannin	9,200	8,800	95
	Freestone	4,500	4,300	95
	Harrison	15,700	15,100	96
	Hunt	18,700	18,100	97
	Jasper	9,100	8,700	96
	Lamar	14,700	13,600	93
	Morris	4,600	4,500	97
	Panola	6,100	5,900	96
	Tyler	5,000	4,700	94
	Walker	10,800	10,100	93

**KWTX-TV, Waco**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 25-49%	Navarro	12,600	12,100	96
	San Saba	2,600	2,500	95
	Trinity	2,900	2,700	92
	Williamson	18,300	17,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS</b>				
Between 5-24%	Burnet	6,200	6,000	98
	Colorado	6,200	5,900	95
	Comanche	5,100	4,800	94
	Fayette	7,000	6,300	90
	Mason	1,300	1,200	92
	Montgomery	31,000	29,700	96
Travis	125,800	122,600	97	

**KAUZ-TV, Wichita Falls**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>TEXAS—(Continued)</b>				
Between 5-24%	Comanche	5,100	4,800	94
	Cooke	9,800	9,500	97
	Haskell	3,100	3,000	97
	King	200	200	93
	Palo Pinto	8,600	8,300	96
	Shackelford	1,400	1,300	96
	Wise	8,100	7,900	98

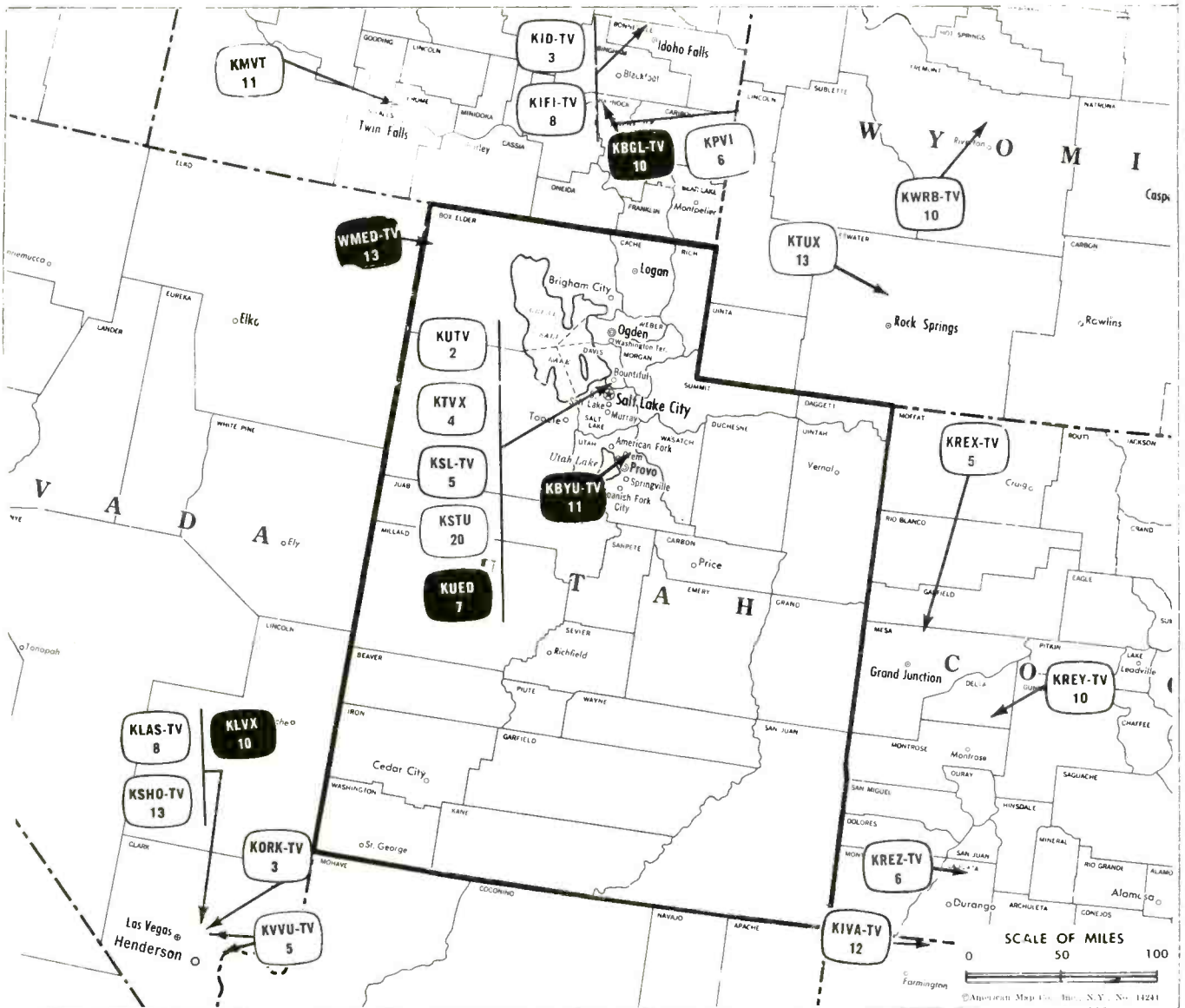
Find out if your station was short-changed on new viewers.

Call your Arbitron representative and ask about AID.

**Arbitron Information On Demand**



# Utah



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Salt Lake City	257,000	51	435,800	44

## Utah Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
3	0	3
2	0	2
		5



**KSL-TV, Salt Lake City**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>50% &amp; Over</b>	<b>WYOMING</b>				
	Campbell	5,400	5,000	93	
	Hot Springs	2,000	1,900	94	
	Sweetwater	12,900	12,300	95	
	Uinta	2,900	2,800	95	
	Washakie	3,000	2,900	96	
	<b>COLORADO</b>				
	Rio Blanco	2,100	2,000	95	
	<b>IDAHO</b>				
	Bannock	19,800	19,200	97	
	Cassia	6,400	6,300	98	
	Madison	4,000	3,900	98	
	Minidoka	6,300	6,100	97	
	Twin Falls	17,900	17,500	98	
	<b>MONTANA</b>				
	Beaverhead	3,200	3,000	92	
	Deer Lodge	5,200	5,100	98	
	Fergus	4,700	4,400	94	
	Flathead	16,200	15,600	96	
<b>Between 25-49%</b>	Gallatin	14,200	13,600	95	
	Park	4,800	4,600	95	
	Powell	2,500	2,400	95	
	Silver Bow	16,100	15,600	97	
	Sweet Grass	1,200	1,100	91	
	Yellowstone	36,600	35,800	98	
		<b>NEVADA</b>			
		Eureka	400	300	87
		<b>WYOMING</b>			
		Big Horn	4,200	4,000	95
	Fremont	10,900	10,500	96	
	Johnson	2,300	2,100	93	
	Lincoln	3,700	3,500	94	
	Park	7,200	6,800	95	
	Sheridan	8,900	8,300	94	
	<b>ARIZONA</b>				
	Coconino	19,900	18,100	91	
	<b>COLORADO</b>				
	Dolores	600	500	87	
	Moffat	3,100	2,900	92	
	<b>IDAHO</b>				
	Bonneville	20,000	19,700	98	
	Elmore	6,400	6,300	98	
	Gooding	4,000	3,900	97	
<b>Between 5-24%</b>	Jerome	6,100	6,000	98	
	<b>MONTANA</b>				
	Big Horn	3,200	3,000	93	
	Carbon	3,200	3,100	96	
	Lewis & Clark	14,100	13,500	96	
	Stillwater	1,900	1,900	98	
	<b>NEVADA</b>				
	Lincoln	1,000	900	94	
	<b>WYOMING</b>				
	Teton	2,300	2,200	95	

**Utah**

**Utah Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KBYU-TV**

**Provo**

**Ch. 11**

**Non-Commercial Educational Station**

Licensee: Brigham Young University, Provo, Utah (84602).

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2916-ft. above av. terrain, 89-ft. above ground, 8529-ft. above sea level.

Latitude 40° 36' 27"  
Longitude 112° 09' 32"

**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: 155-kw visual, 24.8-kw aural. Antenna: 3000-ft. above av. terrain, 204-ft. above ground, 8605-ft. above sea level.

Latitude 40° 36' 29"  
Longitude 112° 09' 36"

**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# Utah—Salt Lake City

## KSL-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 34-kw visual, 6.76-kw aural. Antenna: 3780-ft. above av. terrain, 219-ft. above ground, 9258-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 05"

Transmitter: Farnsworth Peak, Oquirrh Range.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, Reuters.

Facsimile Service: UPI.

AM Affiliate: KSL, 50-kw, 1160 kHz (CBS).

Represented (legal) by Wilkinson, Cragun & Barker.

Represented (engineering) by A. D. Ring & Associates.

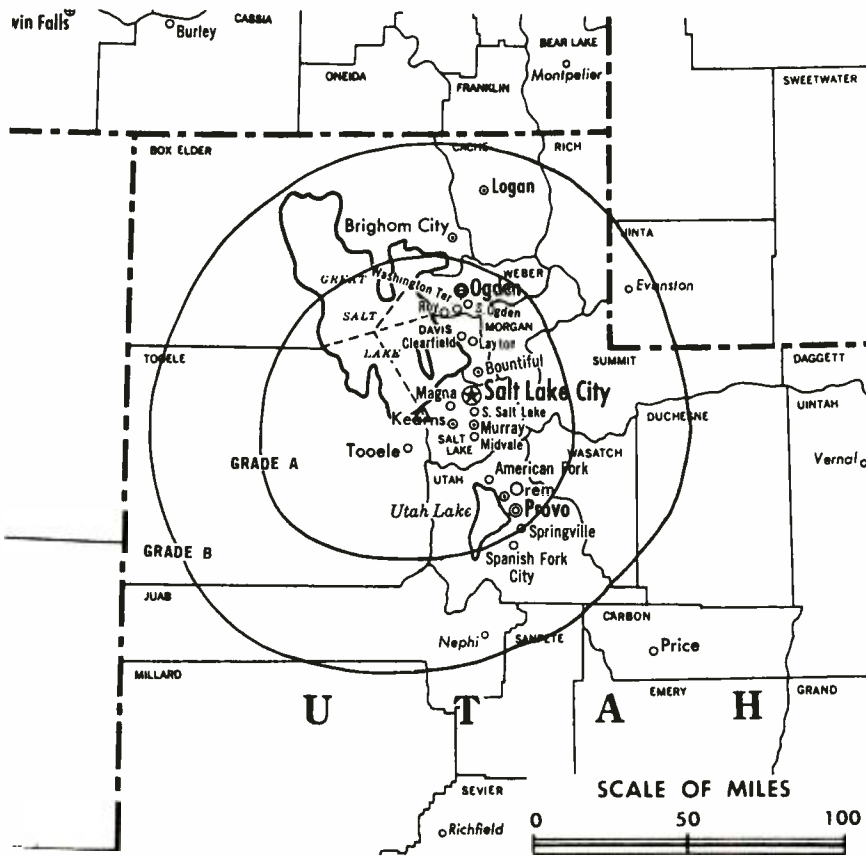
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KSL-TV Ref: FCC File BPCT-4754 Granted 3/10/76

© American Map Co., Inc., N.Y., No. 14244

## KSL-TV

Network Service: CBS.

Licensee: Bonneville International Corp., 145 Social Hall Ave. (84111).

Studio: 145 Social Hall Ave.

Telephone: 801-524-2500. TWX No.: 910-925-5822.

Ownership: Bonneville International Corp., 100%. Bonneville International is owned by Deseret Management Corp. (Church of Jesus Christ of Latter Day Saints). Also owns 99.9% of KIRO-TV-AM & KSEA(FM), Seattle; 100% of WRFM(FM), New York, N.Y.; KMBZ & KMBR(FM), Kansas City; KBRT(AM), Avalon, Cal.; KBIG(FM), Los Angeles; WCLR(FM), Skokie, Ill. & KOIT(FM), San Francisco; KAAM & KAFM, Dallas, Tex.

Began Operation: June 1, 1949.

Represented (sales) by Peters, Griffin, Woodward Inc.; Bob Hix Co. Inc. (Mountain states).

Personnel:

JAY LLOYD, president & general manager.  
L. K. ABBOTT, vice president, operations.  
WILLIAM R. MURDOCH, asst. to pres., sales & promotion.  
JAMES E. SCHULTZ, general sales manager.  
SCOTT R. CLAWSON, program director.  
CLIFTON B. THOMAS, promotion director.  
WILLIAM D. LOVELESS, director of engineering.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.	\$3000	\$1600	\$900	Graded rates apply*	

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$825.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	IDAHO			
	Bear Lake	2,100	2,000	96
	Caribou	2,500	2,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO—(Continued)</b>				
	Franklin	2,900	2,800	97
	Oneida	1,100	1,100	97
<b>NEVADA</b>				
	Elko	5,800	5,300	91
	White Pine	3,500	3,300	96
<b>UTAH</b>				
	Beaver	1,400	1,400	97
	Box Elder	9,400	9,300	98
	Cache	16,000	15,500	97
	Carbon	6,900	6,700	97
	Daggett	100	100	90
	Davis	31,600	31,200	99
	Duchesne	4,200	4,000	95
	Emery	2,100	2,000	97
	Garfield	900	800	90
	Grand	1,800	1,600	90
	Iron	4,800	4,500	93
<b>50% &amp; Over</b>	Juab	1,700	1,600	97
	Kane	1,000	900	88
	Millard	2,700	2,600	97
	Morgan	1,500	1,400	96
	Piute	300	300	96
	Rich	500	500	95
	Salt Lake	174,400	171,300	98
	San Juan	3,000	2,700	90
	Sanpete	4,400	4,300	97
	Sevier	4,400	4,300	98
	Summit	2,400	2,300	98
	Tooele	7,500	7,400	99
	Uintah	5,600	5,300	95
	Utah	49,700	48,600	98
	Wasatch	2,100	2,000	96
	Washington	6,200	5,800	93
	Wayne	500	500	97
	Weber	44,800	44,100	98

(Continued on page 855-b)

Station Totals	720,600	698,500	96
Net Weekly Circulation (1976-77)			454,500
Average Daily Circulation (1976-77)			304,100

# Utah—Salt Lake City

**KSTU**

Ch. 20



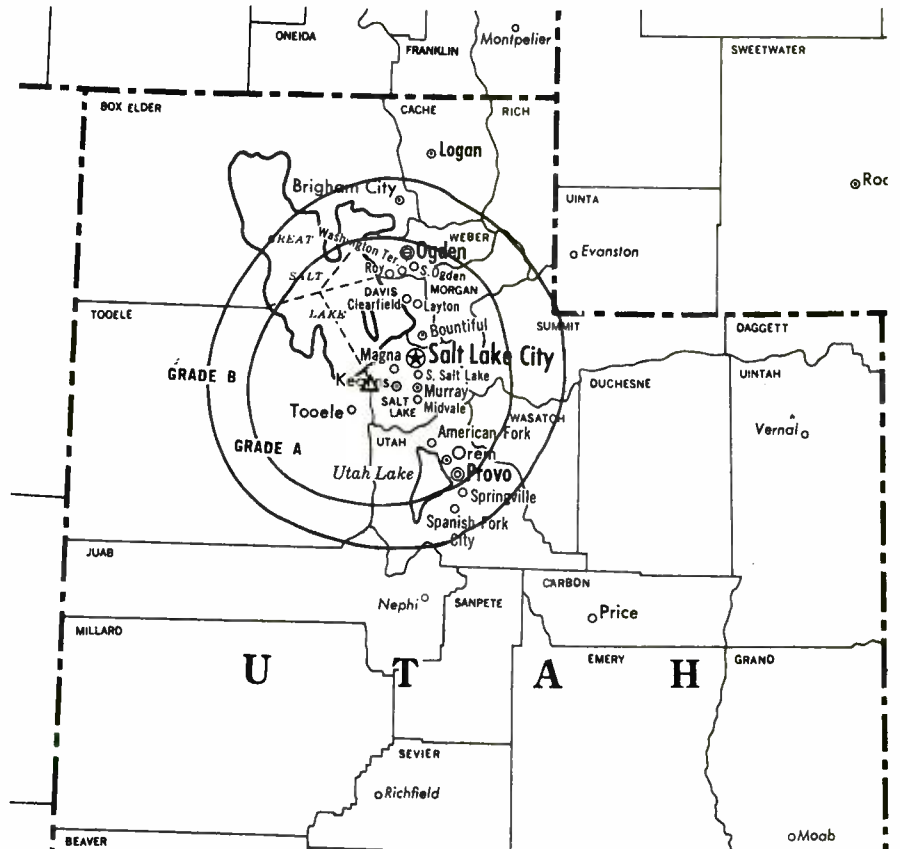
Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 955-kw max. & 219-kw horizontal visual, 95.5-kw max. & 21.9-kw horizontal aural. Antenna: 3690-ft. above av. terrain, 144-ft. above ground, 9173-ft. above sea level.

Latitude 40° 39' 35"  
Longitude 112° 12' 04"

Transmitter: Farnsworth Peak, Oquirrh Range.

TV tape: Recording facilities.

Color: Live, film, slide & tape.



KSTU Ref: FCC File No. BPCT-5107 Granted 3/15/78

© American Map Co., Inc., N.Y., No. 14244

## KSTU

Network Service: None, independent.

Grantee: Springfield Television of Utah Inc., 5020 W. Amelia Earhart Dr., Salt Lake City, Utah (84116).

Studio: 5020 W. Amelia Earhart Dr.

Telephone: 801-539-1220. TWX No.: 910-925-5178.

Ownership: Springfield Television Corp., 100%. See WWLP, Springfield, Mass.

Represented (sales) by H-R Television; Kettell-Carter (Boston).

Represented (legal) by Stein, Halpert & Miller.

### Personnel:

WILLIAM M. PEPIN, general manager.  
ROBERT M. SIMONE, station manager/promotion manager.  
BRUCE A. BARRETT, national sales manager.  
JENS M. LUND, local sales manager.  
ALLAN R. SHULTZ, chief engineer.  
GARY A. DONAHUE, production manager.

Highest One Hour Rate (Oct. 1, 1978): \$500.

**Hogan-Feldmann, Inc.**  
MEDIA BROKERS • CONSULTANTS  
16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# Utah—Salt Lake City

## KTVX

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"

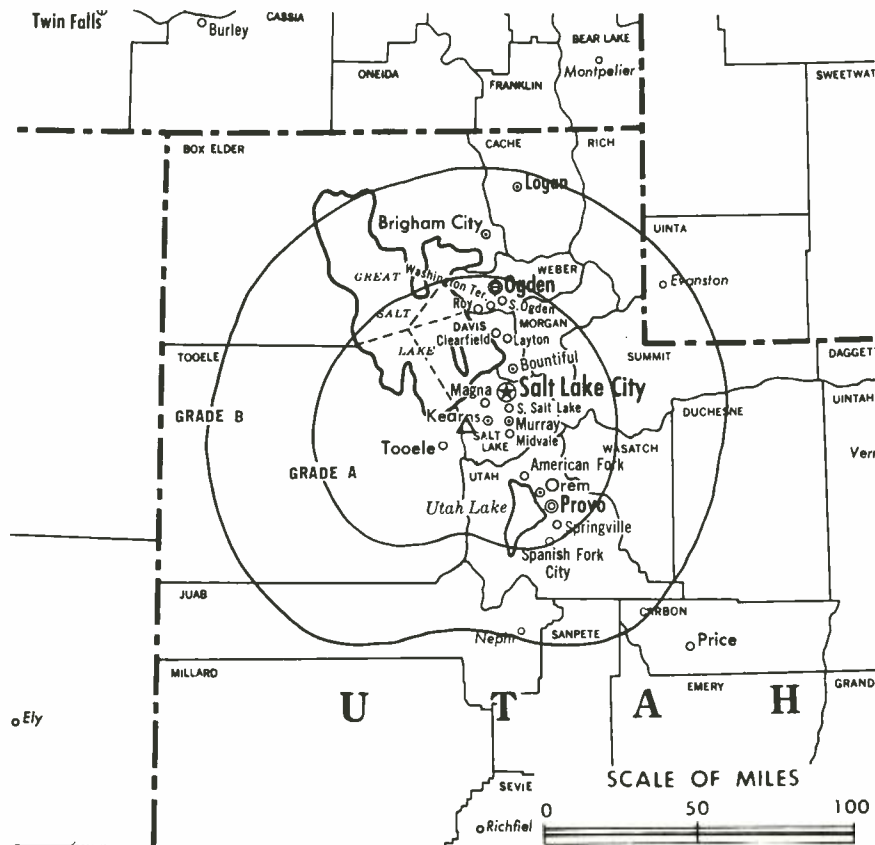
Transmitter: Mt. Vision.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by Hammett & Edison.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KTVX Ref: FCC File No. BPCT-4025 Granted 9/28/67

© American Map Co., Inc., N.Y., No. 11244

## KTVX

Network Service: ABC.

Licensee: United Television Inc., 6975 York Ave. S., Minneapolis, Minn. (55435).

Studio: 1760 Fremont Dr., Salt Lake City (84104).

Telephone: 801-972-1776. TWX No.: 901-925-5685.

Ownership: 20th Century-Fox Film Corp., 100%. For other interests, see KMSP-TV, Minneapolis.

Began Operation: July 1, 1948. Sale to present owner by Screen Gems Stations Inc., subsidiary of Columbia Pictures Industries Inc., approved by FCC Aug. 12, 1975 (Television Digest, Vol. 15:18). Sale to Screen Gems by TLF Bcstrs. Inc. (Time Inc.) approved Nov. 5, 1959 by FCC (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 Blair Television.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

HAROLD (HACK) WOOLLEY, general manager.  
L. BOYD MULLINS, general sales manager.  
THOMAS L. MUIR, business manager.  
LES WELLS, promotion manager.  
DAN RAINGER, program manager, film supervisor & buyer.  
DENNIS SHINER, production manager.  
RON JACOBSON, director of engineering.  
SKIP CILLEY, news & special events director.

Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$1050.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IDAHO</b>			
	Bear Lake	2,100	2,000	96
<b>50% &amp; Over</b>	Caribou	2,500	2,400	96
	Franklin	2,900	2,800	97
	Oneida	1,100	1,100	97

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MONTANA</b>			
	Custer	4,600	4,300	93
	Dawson	3,300	3,100	95
	<b>NEVADA</b>			
	Elko	5,800	5,300	91
	White Pine	3,500	3,300	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	97
	Box Elder	9,400	9,300	98
	Cache	16,000	15,500	97
	Carbon	6,900	6,700	97
	Daggett	100	100	90
	Davis	31,600	31,200	99
	Duchesne	4,200	4,000	95
	Emery	2,100	2,000	97
	Garfield	900	800	90
	Grand	1,800	1,600	90
	Iron	4,800	4,500	93
	Juab	1,700	1,600	97
<b>50% &amp; Over</b>	Kane	1,000	900	88
	Millard	2,700	2,600	97
	Morgan	1,500	1,400	96
	Piute	300	300	96
	Rich	500	500	95
	Salt Lake	174,400	171,300	98
	San Juan	3,000	2,700	90
	Sanpete	4,400	4,300	97
	Sevier	4,400	4,300	98
	Summit	2,400	2,300	98
	Tooele	7,500	7,400	99
	Uintah	5,600	5,300	95
	Utah	49,700	48,600	98
	Wasatch	2,100	2,000	96
	Washington	6,200	5,800	93
	Wayne	500	500	97
	Weber	44,800	44,100	98
(Continued on next page)				

Station Totals	751,000	727,500	96
Net Weekly Circulation (1976-77)		457,000	
Average Daily Circulation (1976-77)		321,200	

**KUTV**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
<b>UTAH—(Continued)</b>					
<b>50% &amp; Over</b>	Summit	2,400	2,300	98	
	Tooele	7,500	7,400	99	
	Uintah	5,600	5,300	95	
	Utah	49,700	48,600	98	
	Wasatch	2,100	2,000	96	
	Washington	6,200	5,800	93	
	Wayne	500	500	97	
	Weber	44,800	44,100	98	
	<b>WYOMING</b>				
	Campbell	5,400	5,000	93	
Hot Springs	2,000	1,900	94		
Sweetwater	12,900	12,300	95		
Uinta	2,900	2,800	95		
Washakie	3,000	2,900	96		
<b>COLORADO</b>					
Rio Blanco	2,100	2,000	95		
<b>IDAHO</b>					
Bannock	19,800	19,200	97		
Cassia	6,400	6,300	98		
Twin Falls	17,900	17,500	98		
<b>MONTANA</b>					
Beaverhead	3,200	3,000	92		
Custer	4,600	4,300	93		
Deer Lodge	5,200	5,100	98		
Fergus	4,700	4,400	94		
Gallatin	14,200	13,600	95		
Lewis & Clark	14,100	13,500	96		
Park	4,800	4,600	95		
Powell	2,500	2,400	95		
Silver Bow	16,100	15,600	97		
<b>NEVADA</b>					
Eureka	400	300	87		
<b>NORTH DAKOTA</b>					
Williams	6,700	6,500	97		
<b>WYOMING</b>					
Big Horn	4,200	4,000	95		
Fremont	10,900	10,500	96		
Johnson	2,300	2,100	93		
Lincoln	3,700	3,500	94		
Park	7,200	6,800	95		
Sheridan	8,900	8,300	94		
Teton	2,300	2,200	95		
<b>ARIZONA</b>					
Coconino	19,900	18,100	91		
<b>COLORADO</b>					
Dolores	600	500	87		
Moffat	3,100	2,900	92		
Montrose	7,200	6,900	95		
<b>IDAHO</b>					
Bonneville	20,000	19,700	98		
Elmore	6,400	6,300	98		
Gooding	4,000	3,900	97		
Jerome	6,100	6,000	98		
Madison	4,000	3,900	98		
Minidoka	6,300	6,100	97		
<b>MONTANA</b>					
Big Horn	3,200	3,000	93		
Carbon	3,200	3,100	96		
Richland	3,400	3,300	96		
Rosebud	3,500	3,200	92		
Stillwater	1,900	1,900	98		
Valley	4,900	4,600	93		
Yellowstone	36,600	35,800	98		
<b>WYOMING</b>					
Sublette	1,400	1,300	93		

**Utah—Salt Lake City**

**KTVX**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
<b>50% &amp; Over</b>	<b>WYOMING</b>			
	Campbell	5,400	5,000	93
	Hot Springs	2,000	1,900	94
	Sublette	1,400	1,300	93
	Sweetwater	12,900	12,300	95
	Uinta	2,900	2,800	95
	Washakie	3,000	2,900	96
<b>COLORADO</b>				
Rio Blanco	2,100	2,000	95	
<b>IDAHO</b>				
Bannock	19,800	19,200	97	
Bonneville	20,000	19,700	98	
Cassia	6,400	6,300	98	
Twin Falls	17,900	17,500	98	
<b>MONTANA</b>				
Beaverhead	3,200	3,000	92	
Deer Lodge	5,200	5,100	98	
Fergus	4,700	4,400	94	
Flathead	16,200	15,600	96	
Gallatin	14,200	13,600	95	
Lewis & Clark	14,100	13,500	96	
Park	4,800	4,600	95	
Powell	2,500	2,400	95	
Sweet Grass	1,200	1,100	91	
<b>NEVADA</b>				
Eureka	400	300	87	
<b>NORTH DAKOTA</b>				
Williams	6,700	6,500	97	
<b>WYOMING</b>				
Big Horn	4,200	4,000	95	
Fremont	10,900	10,500	96	
Johnson	2,300	2,100	93	
Lincoln	3,700	3,500	94	
Park	7,200	6,800	95	
Sheridan	8,900	8,300	94	
Teton	2,300	2,200	95	
<b>ARIZONA</b>				
Coconino	19,900	18,100	91	
<b>COLORADO</b>				
Dolores	600	500	87	
Moffat	3,100	2,900	92	
San Miguel	700	600	92	
<b>IDAHO</b>				
Bingham	9,700	9,500	98	
Elmore	6,400	6,300	98	
Gooding	4,000	3,900	97	
Jerome	6,100	6,000	98	
Madison	4,000	3,900	98	
Minidoka	6,300	6,100	97	
<b>MONTANA</b>				
Big Horn	3,200	3,000	93	
Carbon	3,200	3,100	96	
Richland	3,400	3,300	96	
Rosebud	3,500	3,200	92	
Silver Bow	16,100	15,600	97	
Yellowstone	36,600	35,800	98	
<b>Between 25-49%</b>				
<b>Between 5-24%</b>				

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

**MALARKEY TAYLOR**  
AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# 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, 233-ft. above ground, 8736-ft. above sea level.

Latitude 40° 36' 23"  
Longitude 112° 09' 47"

Transmitter: Pix Peak.

TV tape: Recording facilities.

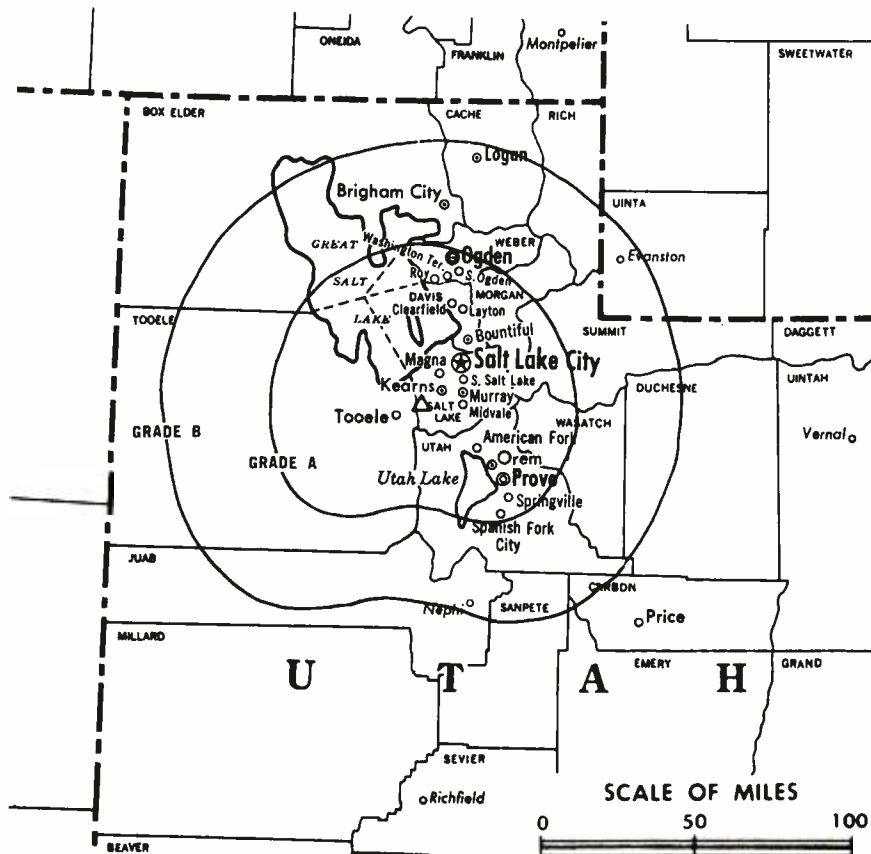
AM Affiliate: KALL, 5-kw (1-kw night), 910 kHz (ABC).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KUTV Ref: FCC File No. B1MPCT-2149 Granted 6/18/54

© American Map Co., Inc., N.Y., No. 14244

## KUTV

Network Service: NBC.

Licensee: KUTV Inc., 2185 South 3600 West, Salt Lake City, Utah (84119).

Studio: 2185 South 3600 West. Telephone: 801-973-3000.

Ownership: The Standard Corp. (publisher of Ogden Standard Examiner), 80%; Communications Investment Corp. (KALL), 20%; George C. Hatch, pres.; Blaine V. Glasmann, Jr., secy. Ogden Standard Examiner is owned by the Glasmann family. Communications Investment Corp. (owned by George C. and Wilda Gene Hatch) operates KALL-AM-FM, Salt Lake City; KGHL & KBMS (FM), Billings, Mont.; KVEL-AM-FM, Vernal, Utah and is affiliated with KGEM & CP for FM, 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). Acquisition of Kearns-Tribune Corp. minority interest approved Jan. 29, 1972.

Represented (sales) by Katz Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

GEORGE C. HATCH, president.  
ROBERT TEMPLE, vice president & general manager.  
ALBIN SEETHALER, general sales manager.  
PAT KIRK, national sales manager.  
DALE DUNN, local sales manager.  
LA MAR SMITH, program manager.  
REID CARPENTER, engineering manager.  
KEITH HILL, promotion manager.  
JACK IVERS, film.  
FRED EDWARDS, production supervisor.  
JACK GALLIVAN, news director.  
BONNIE EGELUND, personnel director.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.	\$1200	\$900	.....	.....	Graded rates apply*

\*Highest rate: \$800.

NETWORK BASE HOURLY RATE: \$1000.

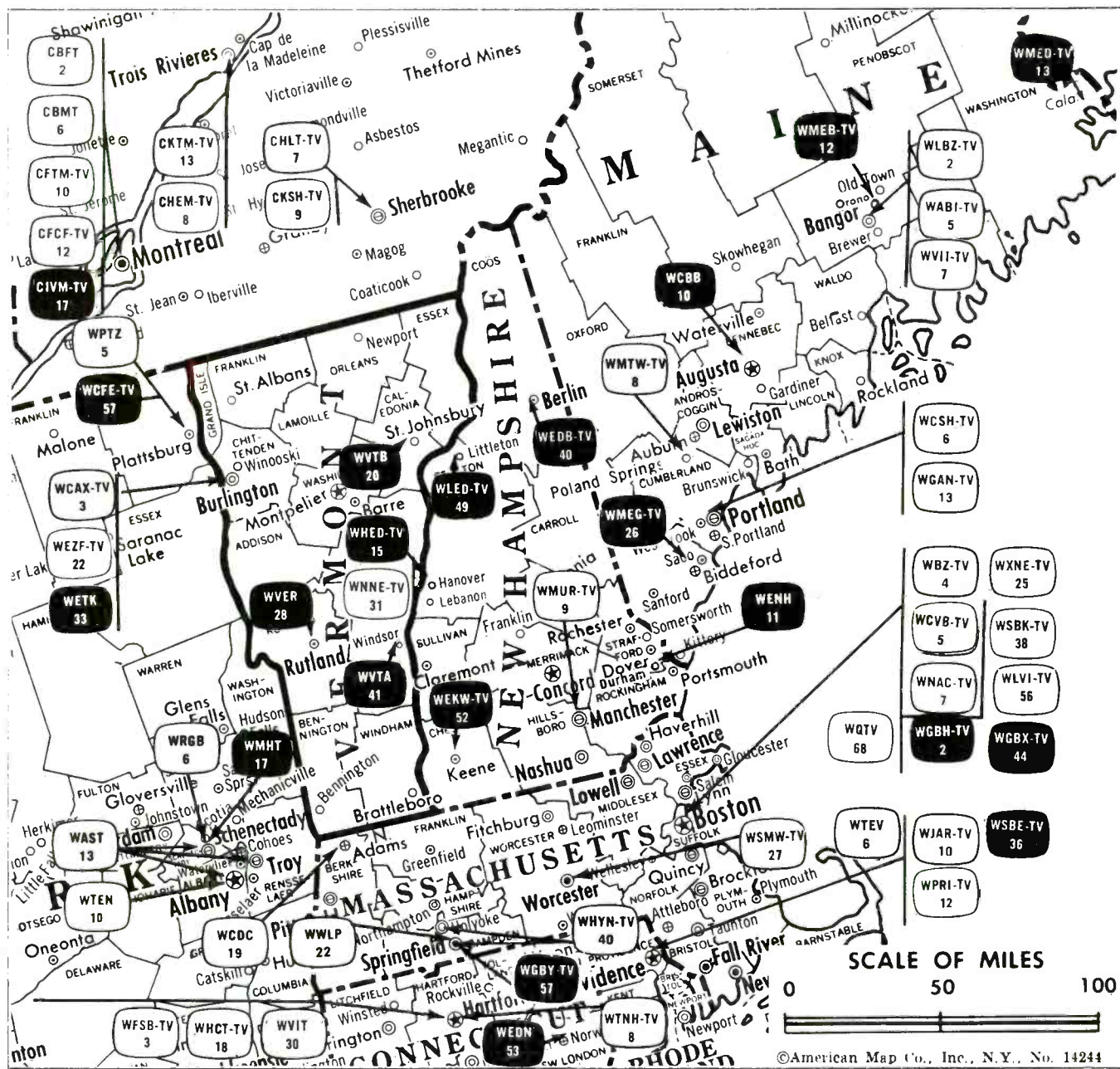
860-b

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>COLORADO</b>			
	San Miguel	700	600	92
	<b>IDAHO</b>			
	Bear Lake	2,100	2,000	96
	Caribou	2,500	2,400	96
	Franklin	2,900	2,800	97
	Oneida	1,100	1,100	97
	<b>MONTANA</b>			
	Dawson	3,300	3,100	95
	Sweet Grass	1,200	1,100	91
	<b>NEVADA</b>			
	Elko	5,800	5,300	91
	White Pine	3,500	3,300	96
	<b>UTAH</b>			
	Beaver	1,400	1,400	97
	Box Elder	9,400	9,300	98
	Cache	16,000	15,500	97
	Carbon	6,900	6,700	97
50% & Over	Daggett	100	100	90
	Davis	31,600	31,200	99
	Duchesne	4,200	4,000	95
	Emery	2,100	2,000	97
	Garfield	900	800	90
	Grand	1,800	1,600	90
	Iron	4,800	4,500	93
	Juab	1,700	1,600	97
	Kane	1,000	900	88
	Millard	2,700	2,600	97
	Morgan	1,500	1,400	96
	Piute	300	300	96
	Rich	500	500	95
	Salt Lake	174,400	171,300	98
	San Juan	3,000	2,700	90
	Sanpete	4,400	4,300	97
	Sevier	4,400	4,300	98

(Continued on page 859-b)

Station Totals	739,100	715,800	96
Net Weekly Circulation (1976-77)			448,300
Average Daily Circulation (1976-77)			289,100

TV Factbook No. 48



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Burlington-Plattsburgh	91,000	116	179,700	101

Vermont Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	1	1	2
Educational Television Stations	0	4	4
			6

## Vermont

### State Cross Reference List

Communities That Receive Programs of  
Stations That Are Located Elsewhere

### 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, Educational  
Television, Burlington (05401).

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	71°	53'	39''

### 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''

The Next Time You Have a Programming,  
Sales or Promotion Problem, Think of  
Arbitron Information on Demand.

We Haven't Been Stumped Yet!

Arbitron  
Information  
On Demand



AID<sup>®</sup>

ARBITRON TELEVISION

New York Chicago Atlanta Los Angeles San Francisco Dallas Washington



# 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: AP, UPI.

Represented (sales) by Avery-Knodel Inc.

Represented (legal) by Wilmer, Cutler & Pickering.

Represented (engineering) by Carl T. Jones Associates.

Total Households: ① MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 14)



WCAX-TV Ref: FCC File No. BPT-3188 Granted 11/20/64 American Map Co., Inc., N.Y., No. 14244

## WCAX-TV

Network Service: CBS.

Licensee: Mt. Mansfield Television Inc., Joy Dr., South Burlington, Vt. (05401).

Studio: Joy Dr., South Burlington, Vt. (05401).

Telephone: 802-658-6300. TWX No.: 510-299-0026.

Ownership: C. P. Hasbrook, 34%; S. T. Martin, pres., dir. & gen. mgr., 53.5%; John A. Dobson, 12.5%; A. Pearley Feen, dir., 1.25%.

Began Operation: Sept. 3, 1954.

Personnel:

STUART T. MARTIN, president & general manager.  
PHILIP WATERMAN, vice president & general sales manager.  
STUART HALL, vice president & production manager.  
PETER R. MARTIN, vice president, news & public affairs.  
RICHARD GALLAGHER, news editor.  
REID LOUDON, film manager & buyer.  
CHARLES LIESE, chief engineer.

### DIGEST OF RATE CARD NO. 18—(June 1, 1977)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
7-11 p.m., daily.					
\$1500			\$400*	\$400*	\$200*

\*Class A—7-10:29 p.m., Mon.-Fri.; 7:30-10:29 p.m., Sat.-Sun.

NETWORK BASE HOURLY RATE: \$886.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW HAMPSHIRE			
	Coos	12,200	11,900	97
	Grafton	19,800	18,800	95
	Sullivan	12,200	11,600	95

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	25,300	24,800	98
	Essex	12,100	11,800	97
	Franklin	14,500	14,000	97
	VERMONT			
	Addison	7,700	7,400	96
	Caledonia	8,700	8,400	97
	Chittenden	33,900	33,000	97
	Essex	2,200	2,100	97
	Franklin	11,100	10,900	98
	Grand Isle	1,200	1,200	99
	Lamoille	4,900	4,800	97
	Orange	6,900	6,600	96
Orleans	7,400	7,200	97	
Rutland	18,200	17,500	96	
Washington	16,700	16,200	97	
Windsor	16,600	15,900	95	
Between 25-49%	NEW YORK			
	St Lawrence	36,200	35,300	97
Between 5-24%	NEW HAMPSHIRE			
	Belknap	12,900	12,600	98
	Carroll	8,600	8,300	97
	Cheshire	19,500	18,600	96
	Merrimack	30,700	29,700	97
	NEW YORK			
	Hamilton	2,000	1,900	96
	Warren	19,400	18,800	97
	Washington	17,900	17,500	98
	VERMONT			
	Bennington	10,900	10,500	96
	Windham	12,500	11,600	93
Station Totals		402,200	388,900	96
Net Weekly Circulation (1976-77)			227,600	
Average Daily Circulation (1976-77)			166,300	
(Station also received in Canadian markets)				

# Vermont—Burlington-Plattsburgh, N.Y.

## WEZF-TV

Ch. 22

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 537-kw max. & 309-kw horizontal visual, 80.4-kw max. aural. Antenna: 2745-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"  
Longitude 72° 48' 58"

Transmitter: Mt. Mansfield.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WEZF, 36-kw, 92.9 MHz (No. 225), 2700-ft.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WEZF-TV Ref: FCC File No. BPCT-4927 Granted 8/12/76

© American Map Co., Inc., N.Y., No. 14244

## WEZF-TV

Network Service: ABC.

Licensee: International Television Corp., Box 22, Burlington, Vt.

Studio: 1500 Hegemann Ave., Ft. Ethan Allen, Colchester, Vt.

Mailing Address: Box 22, Burlington, Vt. (05401).

Telephone: 802-655-3663. TWX No.: 510-299-0022.

Ownership: Donald G. Martin, pres. & dir., 60.84%; Donald G. Martin, trustee for Kimberly Martin, 12%; Nancy M. La Flan & Cynthia M. Rumley, 8% each; John R. Hughes, William G. Evans & Johnny Mack Bramlett, 3.72% each.

Began Operation: Aug. 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971. Sale to present owner by Vermont-N.Y. TV Inc. approved by FCC April 17, 1974.

Represented (sales) by H-R Television; Creed Assoc. (New England).

Represented (legal) by Fowler & Meyers.

### Personnel:

DONALD G. MARTIN, president.  
JOHN R. HUGHES, general manager.  
GEORGE ROUSSEAU, station manager.  
SARGENT CATHRALL, director of engineering.  
FLOYD ECKERSON, sales manager.

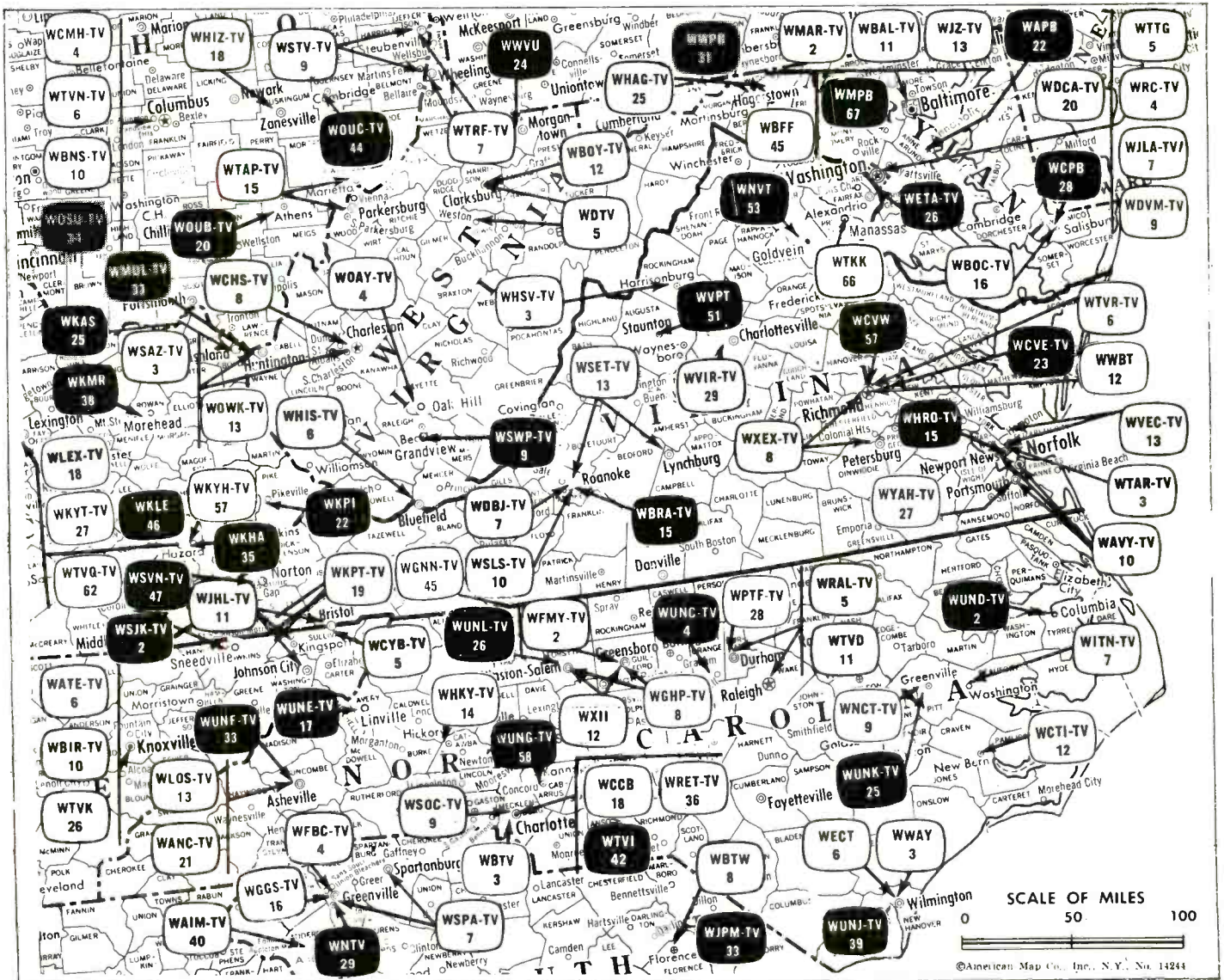
### DIGEST OF RATE CARD NO. 4 (Oct. 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.	\$550	\$450	\$300	\$150	\$225	\$115

NETWORK BASE HOURLY RATE: \$175.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NEW YORK</b>			
	Clinton	25,300	24,800	98
	Essex	12,100	11,800	97
	<b>VERMONT</b>			
	Chittenden	33,900	33,000	97
	Franklin	11,100	10,900	98
	Grand Isle	1,200	1,200	99
	Lamoille	4,900	4,800	97
	Orleans	7,400	7,200	97
	Washington	16,700	16,200	97
Between 25-49%	<b>VERMONT</b>			
	Addison	7,700	7,400	96
	Caledonia	8,700	8,400	97
	Rutland	18,200	17,500	96
Between 5-24%	<b>NEW HAMPSHIRE</b>			
	Grafton	19,800	18,800	95
	<b>NEW YORK</b>			
	Franklin	14,500	14,000	97
	Warren	19,400	18,800	97
	<b>VERMONT</b>			
	Essex	2,200	2,100	97
	Orange	6,900	6,600	96
	Windsor	16,600	15,900	95
<b>Station Totals</b>		<b>226,600</b>	<b>219,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>98,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>57,100</b>

(Station also received in Canadian markets)



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Norfolk-Portsmouth- Newport News-Hampton	271,000	48	424,000	46
Richmond	216,000	60	369,500	58
Roanoke-Lynchburg	181,000	68	313,500	68
Bristol-Kingsport- Johnson City	138,000	84	233,700	83
Harrisonburg	23,000	181	34,300	196

### Virginia Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	11	3	14
Educational Television Stations	0	7	7
			21

# Virginia

## State Educational Technical Facilities (Complete Data in Educational Directory)

### WNVY Goldvein

Ch. 53

Non-Commercial Educational Station

Licenses: Central Virginia Educational Television Corp., 8325 Little River Tpk., Annandale, Va. (22003).

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2220-kw max. & 1440-kw horizontal visual, 333-kw max. & 214-kw horizontal aural. Antenna: 748-ft. above av. terrain, 653-ft. above ground, 1049-ft. above sea level.

Latitude	38°	37'	42"
Longitude	77°	26'	20"

### WHRO-TV Hampton-Norfolk

Ch. 15

Non-Commercial Educational Station

Licenses: Hampton Roads Educational Telecommunications Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 5000-kw max. & 2140-kw horizontal visual, 994-kw max. & 427-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude	36°	48'	32"
Longitude	76°	30'	13"

### WSVN-TV Norton

Ch. 47

Non-Commercial Educational Station

Licenses: Blue Ridge ETV Assn. Inc., Box 13246, Roanoke, Va. (24032).

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 629.17-kw max. & 245-kw horizontal visual, 94.375-kw max. & 37.1-kw horizontal aural. Antenna: 1940-ft. above av. terrain, 240-ft. above ground, 4400-ft. above sea level.

Latitude	36°	53'	52"
Longitude	82°	37'	22"

### WCVE-TV Richmond

Ch. 23

Non-Commercial Educational Station

Licenses: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2290-kw max. visual, & 344-kw max. aural. Antenna: 1080-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude	37°	30'	46"
Longitude	77°	36'	06"

### WCWV Richmond

Ch. 57

Non-Commercial Educational Station

Licenses: 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

Licenses: Blue Ridge Educational TV Association, Box 13246, Roanoke, Va. (24032).

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

Licenses: 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°	09'	54"
Longitude	79°	18'	51"

## 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.)

### WDBJ-TV & WSLS-TV, Lynchburg (See Roanoke, Va.)

### WXEX-TV, Petersburg (See Richmond, Va.)

### WSET-TV, Roanoke (See Lynchburg, Va.)

# 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"

Requests CP for change to 2229-ft. above av. terrain, 140-ft. above ground, 4380-ft. above sea level. BPCT-5221.

Transmitter: Rye Patch Knob, Cherokee National Forest.

Studio: Cumberland St.

TV tape: Recording facilities.

Color: Network live, film, slide & tape.

News Wire Service: AP.

Facsimile Service: AP.

News Film Service: NBC.

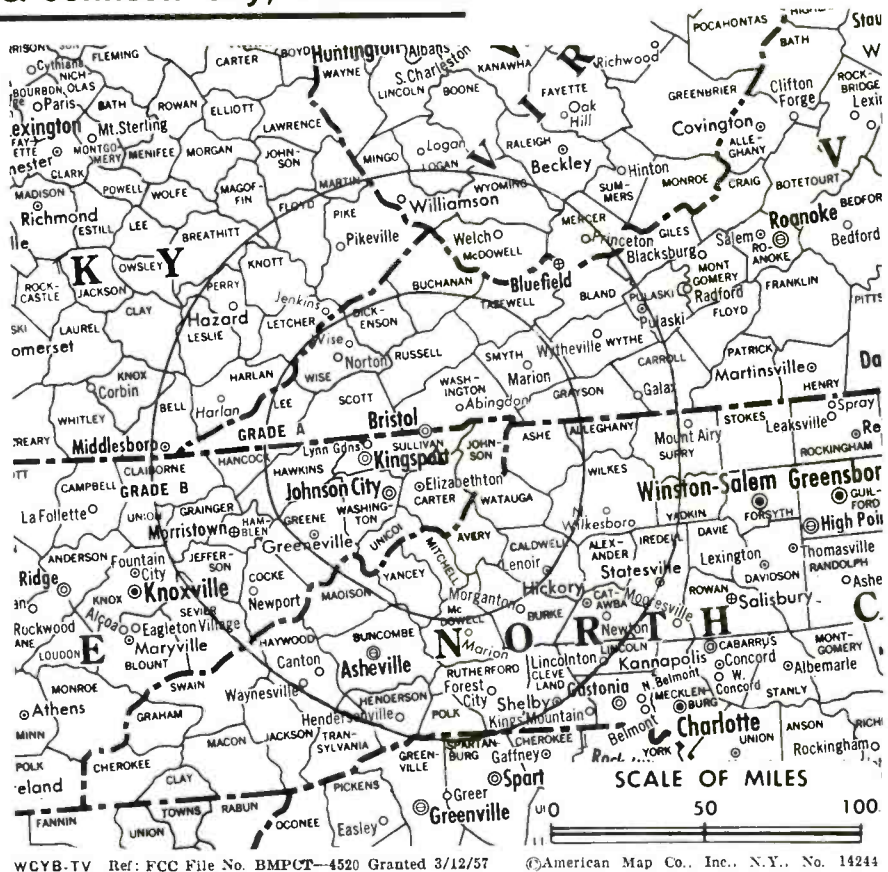
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-3).



## WCYB-TV

Network Service: NBC.

Licensee: Appalachian Bcstg. Corp., Cumberland St. (24201).

Mailing Address: Box 1009, Bristol, Va. (24201).

Telephone: 703-669-4161. TWX No.: 510-580-4523.

Ownership: The DGH Co., subsidiary of Grit Publishing Co., 100%. Andrew W. Stabler Jr., pres.; James H. Lamade, v.p.-secy.; James H. Crossley, treas. Grit is a weekly newspaper.

Began Operation: Aug. 13, 1956. Sale to present owner by Starr Bcstg. Group approved by FCC March 17, 1977 (Television Digest, Vol. 16:33). Sale to Starr by Robert H. Smith, J. Fey Rogers, Charles M. Gore & Harry M. Daniel approved by FCC Nov. 12, 1970 (Vol. 10:6, 46).

Represented (sales) by Katz Television.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Represented (engineering) by Cohen & Dippell.

Personnel:

ROBERT H. SMITH, president & general manager.

JOE CONWAY, general sales manager.

WALTER CROCKETT, editorial & public affairs director.

RUSSELL ROBINSON, director of engineering.

ECHEL EDENS, chief engineer.

CHARLES LINEBERGER, program operations manager.

Highest 30 Sec. Rate (July 18, 1977): \$500.

NETWORK BASE HOURLY RATE: \$650.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY</b>			
	Harlan	13,700	13,200	96
	Letcher	9,000	8,500	95
	<b>NORTH CAROLINA</b>			
	Ashe	7,200	6,800	95
	Avery	4,500	4,300	95

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>TENNESSEE</b>			
	Watauga	9,500	9,100	96
	Yancey	5,000	4,700	93
	<b>50% &amp; Over</b>			
	<b>VIRGINIA</b>			
	Buchanan	9,900	9,300	94
	Dickenson	5,800	5,600	96
	Lee	9,300	8,800	94
	Russell	8,400	8,000	95
	Scott	8,400	7,900	94
	Smyth	10,200	9,900	97
	Washington	20,900	20,300	97
	Wise	15,800	15,100	95
	<b>KENTUCKY</b>			
	Bell	10,800	10,400	96
	Knott	4,900	4,600	93
	Leslie	3,800	3,500	92
	Pike	22,200	21,400	97
	<b>Between 25-49%</b>			
	<b>TENNESSEE</b>			
	Cocke	9,400	9,100	96
	Hamblen	15,400	15,000	97
	<b>VIRGINIA</b>			
	Tazewell	15,400	14,900	97

(Continued on page 875-b)

Station Totals	666,900	643,700	96
Net Weekly Circulation (1976-77)			277,300
Average Daily Circulation (1976-77)			189,600

# Virginia—Charlottesville

## WVIR-TV

Ch. 29



Technical Facilities: Channel No. 29 (56.3-56.6 MHz). Authorized power: 1290-kw max. & 427-kw horizontal visual, 129-kw max. & 42.7-kw horizontal aural. Antenna: 1200-ft. above av. terrain, 301-ft. above ground, 1765-ft. above sea level.

Latitude 37° 59' 00"  
Longitude 78° 28' 54"

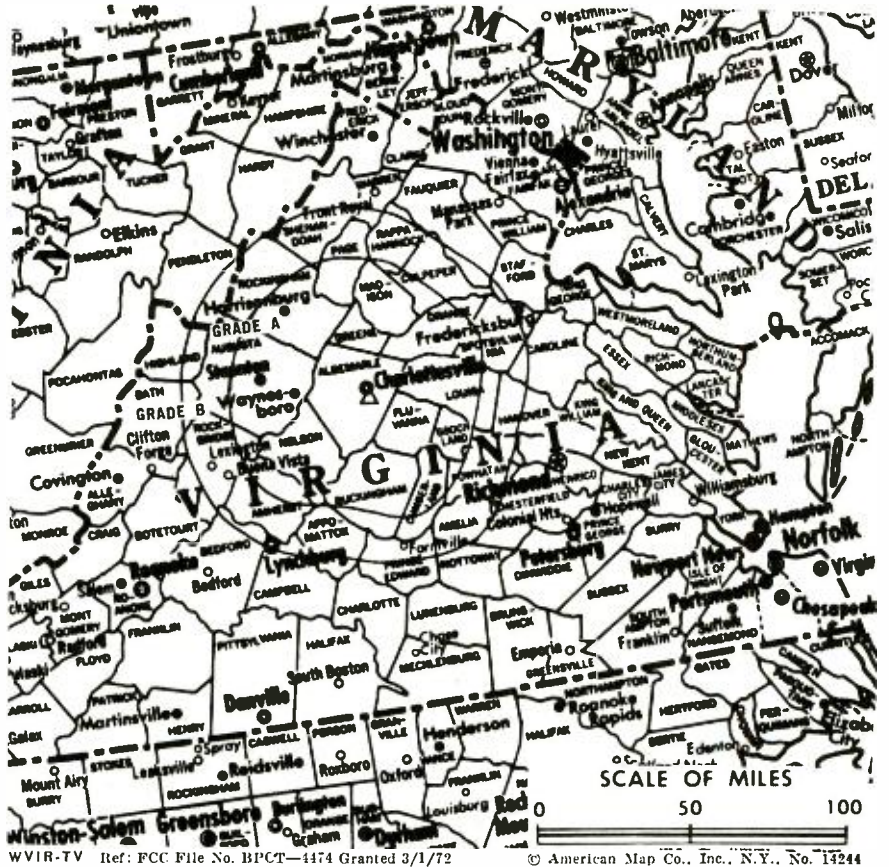
Transmitter: Carter Mtn., 3.5 mi. S of Charlottesville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV % and Circulation © 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WVIR-TV Ref: FCC File No. BPCT-4474 Granted 3/1/72

## WVIR-TV

Network Service: NBC.

Licensee: Virginia Broadcasting Corp., P.O. Box 751, Charlottesville, Va. (22902).

Studio: 223 E. Main St. (22901).

Telephone: 804-977-7082.

Ownership: Lloyd T. Smith Jr., pres., 7.6%; Harold B. Wright Jr., v.p.-treas., 9.7%; E. Gerald Tremblay, 7.6%; George Houghton Haslam, Walter B. Salley, Gilbert J. Sullivan & Charles E. Echols, 2.1% each; 20 others. Wright has 10% of WELK, Charlottesville.

Began Operation: March 11, 1973.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Arnold & Porter.

Personnel:

LLOYD T. SMITH JR., president.

HAROLD B. WRIGHT JR., vice president & general manager.

JIM FERNALD, national sales manager.

DIGEST OF RATE CARD NO. 5—(Oct. 1, 1977)

Hour	30 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:29-10:59 p.m., daily.				
\$350.00	\$175.00	\$130.00	\$65.00	\$37.50

NETWORK BASE HOURLY RATE: Bonus.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Albemarle	30,800	29,400	95
	<b>VIRGINIA</b>			
	Augusta	30,300	29,400	97
	Culpeper	7,100	6,900	97
Between 25-49%	Fluvanna	3,200	3,000	95
	Greene	1,900	1,700	91
	Orange	5,400	5,100	95
	<b>VIRGINIA</b>			
Between 5-24%	Cumberland	2,300	2,200	94
	Gloucester	6,300	6,100	97
	Louisa	5,000	4,700	94
	Madison	3,400	3,200	94
	Rockingham	23,400	22,700	97
	Spotsylvania	14,100	13,700	97
<b>Station Totals</b>		<b>133,200</b>	<b>128,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>44,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>22,500</b>

# Virginia—Harrisonburg

## WHSV-TV

Ch. 3

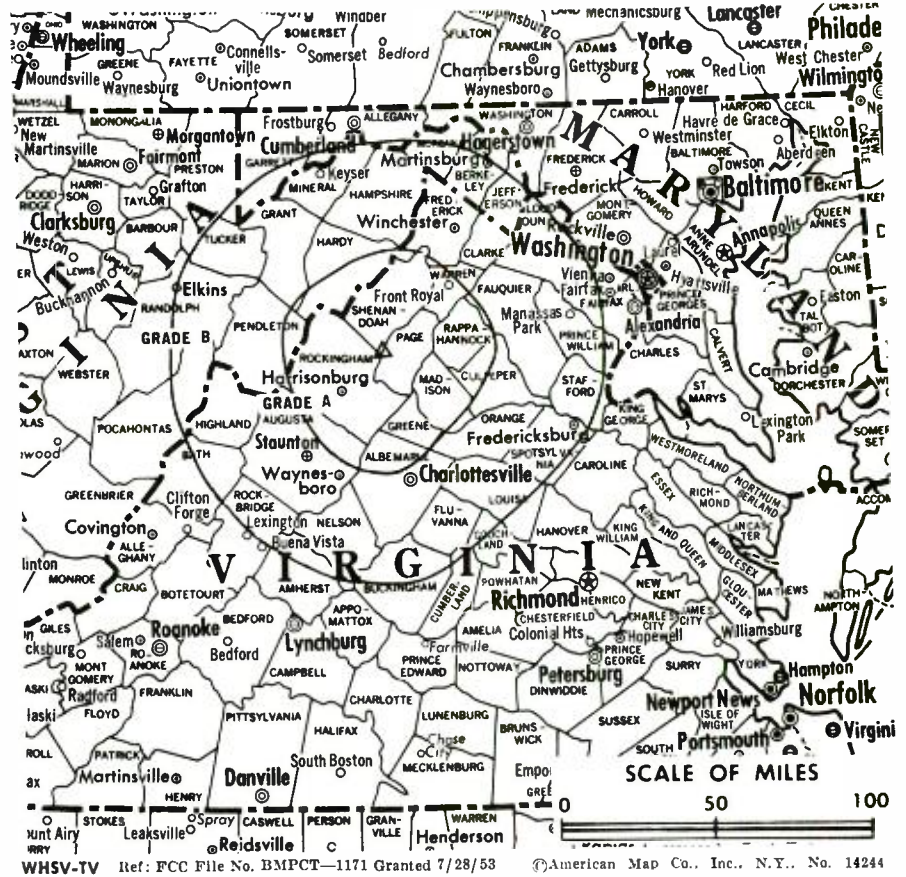
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 8.32-kw visual, .832-kw aural (maximum power permitted by FCC, 100-kw equivalent for antenna height). Antenna: 2130-ft. above av. terrain, 332-ft. above ground, 3287-ft. above sea level.

Latitude 38° 36' 05"  
Longitude 78° 37' 57"

Transmitter: Big Mtn., New Market, Va.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WHSV-TV

Network Service: ABC, NBC.

Licensee: Shenandoah Valley Television Systems Inc., Box TV 3, Harrisonburg, Va. (22801).

Studio: Route 33 West.

Telephone: 703-433-9191.

TWX No.: 710-839-1394.

Ownership: SVTS Inc., a wholly-owned subsidiary of Worrell Broadcasting Inc., which also owns WIFR-TV, Freeport-Rockford, Ill.

Began Operation: Oct. 9, 1953. Sale to present owner by Gilmore Bcstg. approved by FCC Jan. 15, 1976; transfer completed June 3, 1976. Sale to Gilmore Bcstg. by Evening Star and Hamilton Shea approved Aug. 9, 1965 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 H-R Television Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

ARTHUR HAMILTON, president & general manager.  
SAMMY BLAND, general sales manager.  
ZANE BOWMAN, production supervisor.  
VINCENT O'CONNELL, director of engineering.  
JAMES BRADLEY, news director.

### DIGEST OF RATE CARD NO. 5

(Sept. 25, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class A—7-11 p.m., daily.					
\$700	\$420			\$225	\$115

NETWORK BASE HOURLY RATE: \$500.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>				
		Augusta	30,300	29,400	97
		Page	6,800	6,700	99
		Rockingham	23,400	22,700	97
		Shenandoah	9,600	9,400	97
<b>WEST VIRGINIA</b>		Grant	2,700	2,500	93
		Hardy	3,400	3,100	92
		Pendleton	2,500	2,400	94
	<b>Between 25-49%</b>	<b>VIRGINIA</b>			
		Albemarle	30,800	29,400	95
		Culpeper	7,100	6,900	97
		Madison	3,400	3,200	94
	Orange	5,400	5,100	95	
<b>WEST VIRGINIA</b>		Hampshire	4,700	4,400	95
	<b>Between 5-24%</b>	<b>VIRGINIA</b>			
		Alleghany	9,600	9,300	97
		Bath	2,000	1,900	96
		Clarke	3,100	3,000	98
		Frederick	18,200	17,700	97
		Greene	1,900	1,700	91
		Highland	900	900	96
		Rappahannock	1,800	1,700	96
	Rockbridge	9,400	9,100	96	
	Warren	7,100	6,800	96	
<b>WEST VIRGINIA</b>		Mineral	8,600	8,300	97
		Morgan	3,300	3,200	97
		Randolph	8,800	8,400	96
	<b>Station Totals</b>		<b>204,800</b>	<b>197,200</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>95,700</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>59,800</b>		

# Virginia—Lynchburg

## WSET-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 CP for change to 240-kw max. & 163.3-kw (RMS) horizontal visual, 36-kw max. & 24.5-kw (RMS) horizontal aural, 2344-ft. above av. terrain, 1506-ft. above ground, 3449-ft. above sea level, lat. 37° 18' 52", long. 79° 38' 04"; transmitter to Flat Top Mtn., 2.8-mi. SSW of Thaxton, Va. BPCT-5001.

Transmitter: Johnson Mt., 30-mi. E. of Roanoke.

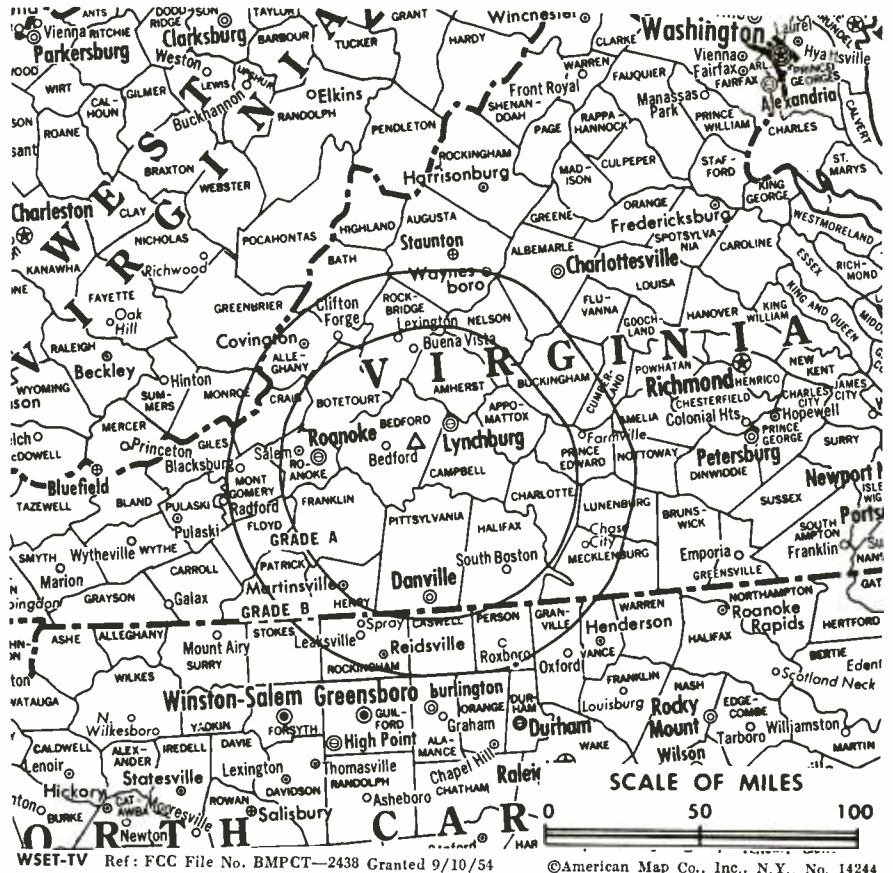
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: ABC.

Total Households: © MSI Consumer Market Data as of 1/1/78. TV Homes: TV% and Circulation © 1978 American Research Bureau. County coverage based on Arbitron study (see page 4-h).



WSET-TV Ref: FCC File No. BMPCT-2438 Granted 9/10/54

©American Map Co., Inc., N.Y., No. 14244

## WSET-TV

Network Service: ABC.

Licensee: WSET Inc., 2320 Langhorne Rd., Lynchburg, Va. (24501).

Studio: 2320 Langhorne Rd.

Telephone: 804-528-1313. TWX No.: 710-871-1525.

Ownership: See WJLA-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 (legal) by Verner, Liipfert, Bernhard & McPherson.

Represented (sales) by Katz Television.

Represented (engineering) by Jansky & Bailey.

Personnel:

RODGER DIVENS, president & general manager.

JACK TACKETT, general sales manager.

DOROTHY BALLAGH, manager, operations.

EDWARD HARVEY, production manager.

WILLIS LITTLE, chief engineer.

HOWARD SATTERWHITE, manager, business services.

STAN JAYSON, news director.

BONNIE BRICKHOUSE, community services director.

### DIGEST OF RATE CARD (March 28, 1977)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—6-11 p.m., daily.				
\$763	\$509			Graded rates apply*

\*Highest rate: \$260.

NETWORK BASE HOURLY RATE: \$439.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Caswell	6,100	5,900	96
	Person	8,800	8,500	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Alleghany	9,600	9,300	97
	Amherst	7,800	7,500	96
	Appomattox	3,700	3,600	97
	Bedford	12,500	12,100	96
	Campbell	36,700	35,700	97
	Charlotte	4,000	3,800	96
	Franklin	10,400	10,000	96
	Halifax	11,700	11,200	96
	Nelson	3,900	3,700	94
	Pittsylvania	36,800	35,600	97
	Roanoke	70,700	69,300	98
	Rockbridge	9,400	9,100	96

Between 25-49%	<b>VIRGINIA</b>			
	Augusta	30,300	29,400	97
	Bath	2,000	1,900	96
	Botetourt	7,400	7,200	97
	Giles	5,900	5,700	97
	Henry	23,800	23,200	97
	Mecklenburg	9,300	8,900	95
	Montgomery	22,500	21,900	97
	Prince Edward	4,900	4,700	96
	Pulaski	11,100	10,800	97

Between 5-24%	<b>NORTH CAROLINA</b>			
	Granville	9,400	9,000	96
	Rockingham	27,200	26,600	98
	Vance	10,900	10,500	97

<b>VIRGINIA</b>			
Albemarle	30,800	29,400	95
Buckingham	3,800	3,600	94

(Continued on page 875-b)

Station Totals	460,300	445,500	96
Net Weekly Circulation (1976-77)		240,900	
Average Daily Circulation (1976-77)		140,600	



# Virginia—Manassas

**WTKK**

Ch. 66

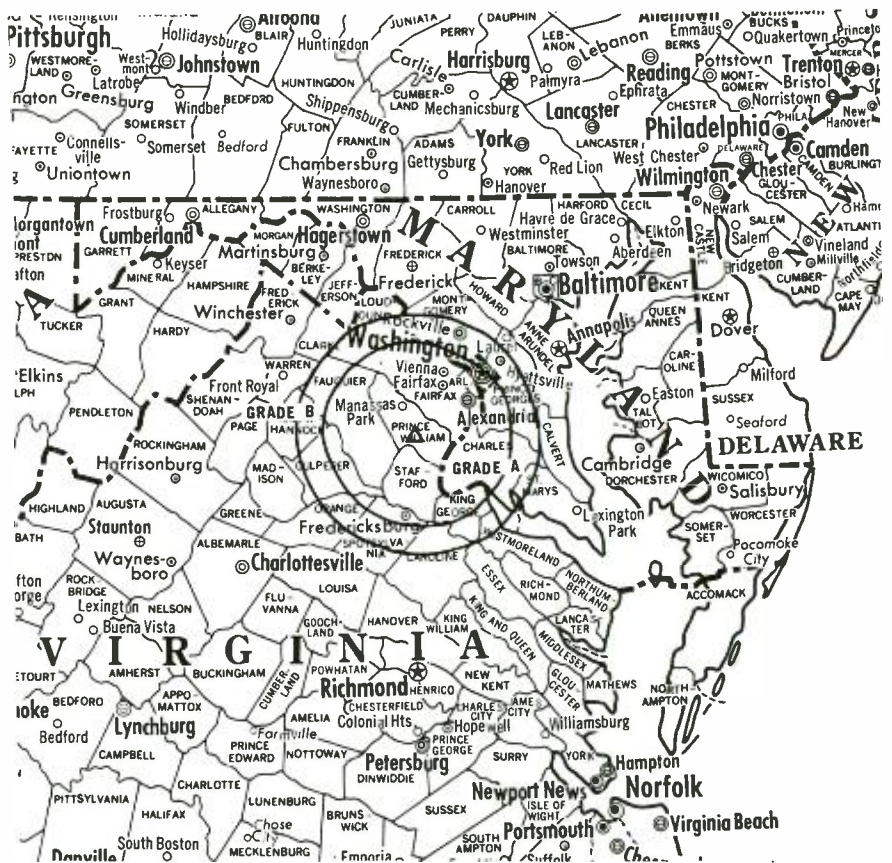
Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 1380-kw max. & 1150-kw horizontal visual, 170-kw horizontal aural. Antenna: 590-ft. above av. terrain, 463-ft. above ground, 883-ft. above sea level.

Latitude 38° 29' 24"  
Longitude 77° 26' 00"

Transmitter: Approx. 1.6-mi. N of Independent Hill, Va.

Color: Live, film, slide & tape.

TV tape: Recording facilities.



WTKK Ref: FCC File No. BMPCT—7729 Granted 3/24/78 © American Map Co., Inc., N.Y., No. 14244

## WTKK

Network Service: None, independent.  
 Grantee: National Capital Christian Broadcasting Inc., Box 1037, Manassas, Va. (22110).  
 Studio: 9008 Center St., Manassas, Va. (22110).  
 Telephone: 703-369-3400.  
 Ownership: Non-stock corporation. Lester R. Raker, pres.; C. Craig Lynn III, v.p.; L. Dean Shoup, secy.-treas.  
 Began Operation: March 26, 1978.  
 Represented (legal) by Midlen & Reddy.  
 Represented (engineering) by A. D. Ring & Associates.  
 Personnel:  
 LESTER R. RAKER, president.  
 ED LYON, chief engineer.  
 LESLIE RAKER, traffic manager.  
 Rates: Not available.

**Hogan-Feldmann, Inc.**  
 MEDIA BROKERS • CONSULTANTS  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# 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: WKEZ, 40-kw, 95.7 MHz (No. 239), 880-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

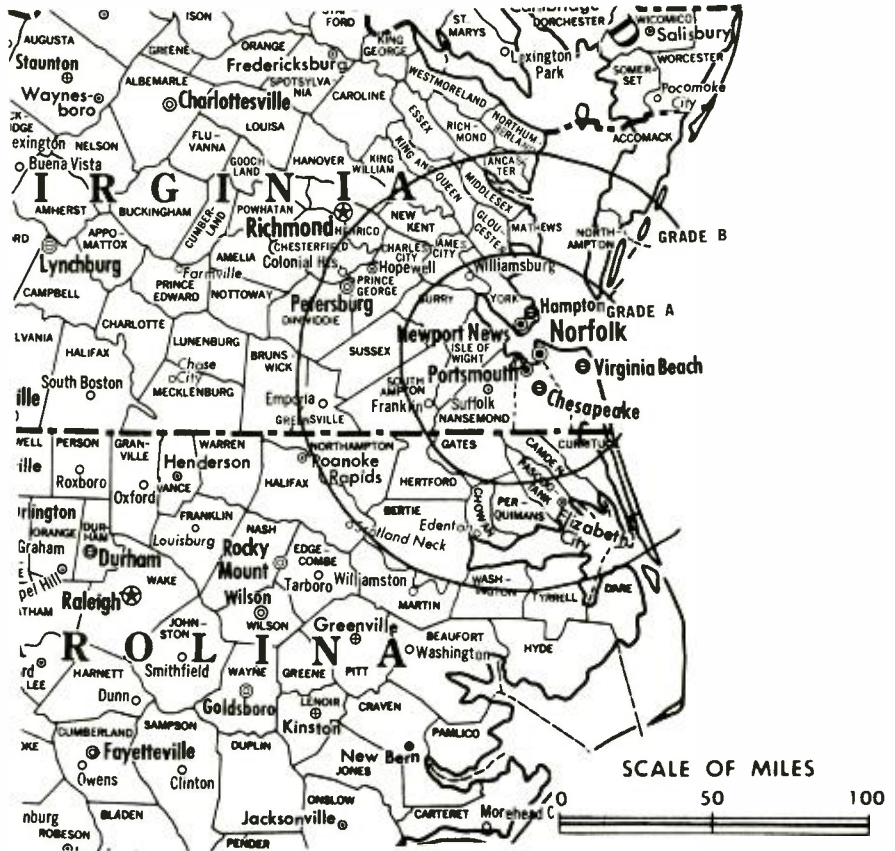
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



## WTAR-TV

Network Service: CBS.

Licensee: WTAR Radio-TV Corp., 720 Boush St. (23510).

Studio: 720 Boush St.

Telephone: 804-446-2600. TWX No.: 710-881-1195.

Ownership: Landmark Communications Inc. Frank Batten, 51.3%; Rebekah Huber, 9.9%; 42 others. Landmark also owns Greensboro News Co.; KLAS-TV, Las Vegas, Nev.; KNTV, San Jose, Cal. & TeleCable Corp., multiple cable system operator.

Began Operation: April 2, 1950.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Personnel:

WILLIAM GIETZ, president.  
CHARLES W. BERGESON, vice president & general manager.  
RONALD W. PHILIPS, general sales manager, TV.  
JOSEPH HECKEL JR., national sales manager.  
JOSEPH C. PERKINS, director of TV operations.  
JACK NORMAN, promotion manager.  
TOM ROLAND, director of community relations.  
JAMES E. MAYS, director of public affairs & news.  
JAMES H. BANGLEY, manager of engineering.  
VIRGIL RUTTER, film director.

DIGEST OF RATE CARD NO. 15—(Sept. 11, 1978)

Hour 30 Min. 15 Min. 10 Min. 5 Min. Min. 30 Sec. 10 Sec.

Class AA—5-11:30 p.m., daily.

\$2500 \$1500 \$950 \$875 \$625 Graded rates apply\*

\*Highest rate: \$1000.

NETWORK BASE HOURLY RATE: \$1195.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Bertie	6,800	6,400	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Camden	2,000	1,900	97
	Chowan	4,000	3,900	97
	Currituck	3,600	3,400	95
	Dare	3,400	3,200	94
	Gates	2,700	2,600	94
	Hertford	7,400	7,100	96
	Northampton	6,800	6,400	95
	Pasquotank	9,400	9,100	97
	Perquimans	2,800	2,700	97
	Tyrrell	1,500	1,400	94
<b>VIRGINIA</b>				
	Accomack	11,900	11,300	95
	Gloucester	6,300	6,100	97
	Greensville	5,200	5,000	96
	Isle Of Wight	6,100	5,900	97
50% & Over	James City	8,800	8,500	97
	Lancaster	3,500	3,400	96
	Mathews	3,300	3,200	96
	Middlesex	2,500	2,400	96
	Nansemond	15,000	14,400	96
	Virginia Beach	69,400	68,300	98
	Norfolk	158,700	155,500	98
	Northampton	5,500	5,300	96
	Northumberland	3,600	3,500	96
	Southampton	7,900	7,600	96
	Surry	1,800	1,700	95
	Sussex	3,400	3,200	94
	York	11,400	11,100	98
	Hampton- Newport News	86,200	84,800	98

(Continued on page 875-b)

Station Totals	572,800	557,600	97
Net Weekly Circulation (1976-77)			436,800
Average Daily Circulation (1976-77)			313,700

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TXW No.: 710-882-0072.

Represented (legal) by Cohn & Marks.

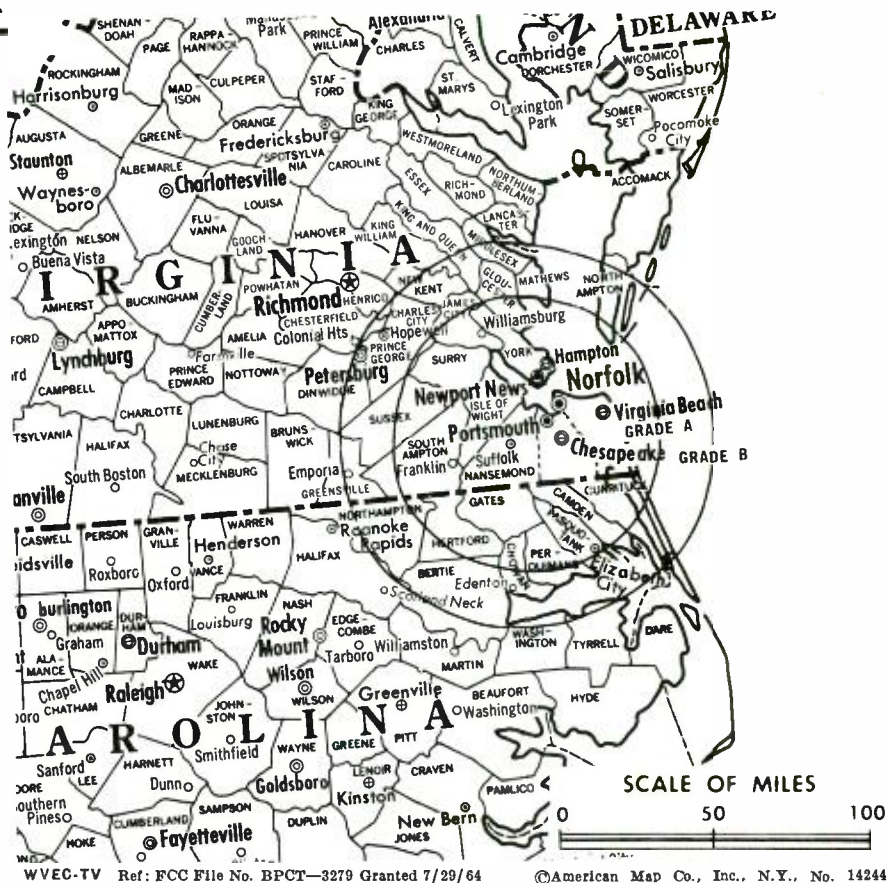
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WVEC-TV Ref: FCC File No. BPCT-3279 Granted 7/29/64

© American Map Co., Inc. N.Y. No. 14244

## WVEC-TV

Network Service: ABC.

Licensee: WVEC Television Inc., Box 400, Hampton (23669).

Studios: 110 Third St., Norfolk (23510); 1930 E. Pembroke Ave., Hampton (23663).

Telephones: 804-622-4674, Norfolk; 804-722-6331, Hampton.

Ownership: Thomas P. Chisman, pres., 15.0%; Harrol A. Brauer Jr., v.p., 8.4%; J. W. Chisman, secy.-treas., 21.6%; other stockholders, none with more than 4.1%.

Began Operation: Sept. 19, 1953 on Ch. 15. Nov. 13, 1959 it switched to Ch. 13.

Represented (sales) by Katz Television.

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.  
J. R. CHISMAN, 2nd v.p., operations.  
DAVID WHITENER, operations manager.  
JAMES O. GRAY, merchandise & promotion director.

### DIGEST OF RATE CARD NO. A40—(Sept. 11, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. ID  
Class AA—7:30-11 p.m., daily.  
\$2100 \$1200 \$700 \$530 Graded rates apply\*

\*Highest rate: \$950.

NETWORK BASE HOURLY RATE: \$1025.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>NORTH CAROLINA</b>			
	Camden	2,000	1,900	97
	Chowan	4,000	3,900	97
	Currituck	3,600	3,400	95
	Dare	3,400	3,200	94
	Gates	2,700	2,600	94
	Hertford	7,400	7,100	96

(Continued on page 875-b)

Station Totals	548,900	534,900	97
Net Weekly Circulation (1976-77)			408,300
Average Daily Circulation (1976-77)			279,200

We're the one they turn to!

**WVEC** **TV 13**  
Hampton • Norfolk  
Virginia

KATZ  
TELEVISION

# Virginia—Portsmouth-Norfolk-Newport News

## WAVY-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 38.9-kw aural. Antenna: 990-ft. above av. terrain, 1026-ft. above ground, 1050-ft. above sea level.

Latitude 36° 49' 14"  
Longitude 76° 30' 41"

Transmitter: Kings Hwy., Driver, Va.

TV tape: Recording facilities.

Studio: 801 Wavy St.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

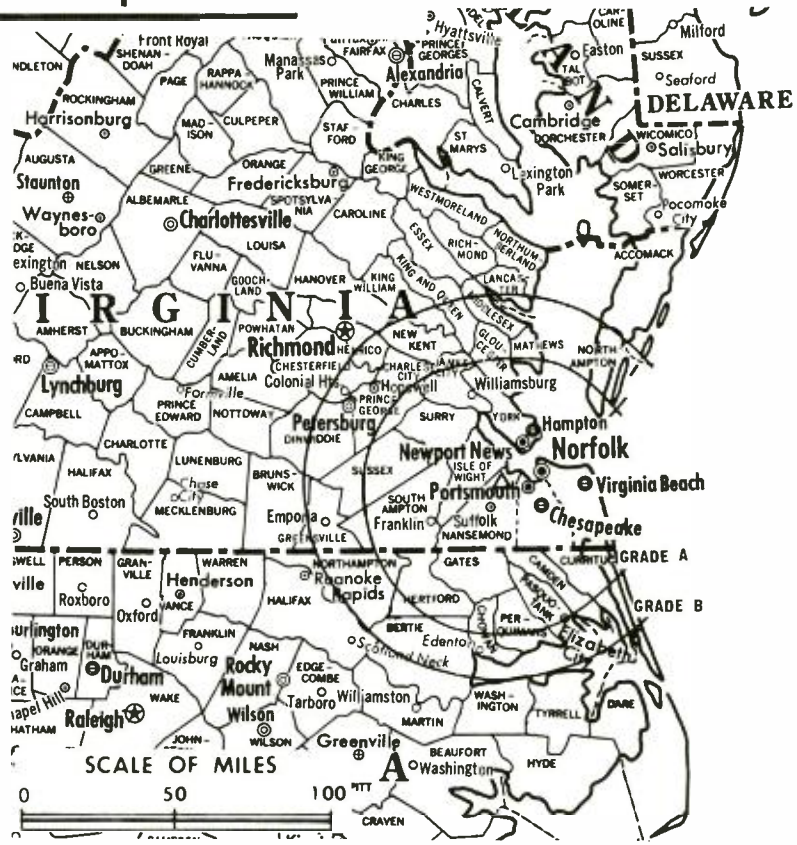
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



© American Map Co., Inc., N.Y., No. 14244

## WAVY-TV

Network Service: NBC.

Licensee: WAVY TV Inc., 801 Wavy St., Portsmouth (23704); P.O. Box 1600, Norfolk, Va. (23501).

Telephone: 804-627-2345, Norfolk; 804-397-3441, Portsmouth.

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 Teleradio Inc. approved by FCC March 27, 1968.

Represented (sales) by Blair Television.

Represented (legal) by Wilmer, Cutler & Pickering.

Personnel:

ED J. FRECH, president & general manager.  
HAROLD SOLDINGER, vice president & asst. general manager.  
E. J. HENNESSY, general sales manager.  
GARY B. SMART, national sales manager.  
FRANK DRAKE, local sales manager.  
MIKE CREMEDAS, news director.  
WAVERLY FOSTER, chief engineer.  
CHARLES MOYER, director, public affairs.

### DIGEST OF RATE CARD NO. 15—(March 1, 1977)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7-11 p.m., daily.				
\$1500	\$900			Graded rates apply

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA</b>				
50% & Over	Bertie	6,800	6,400	94
	Camden	2,000	1,900	97
	Chowan	4,000	3,900	97
	Currituck	3,600	3,400	95

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>NORTH CAROLINA—(Continued)</b>				
	Dare	3,400	3,200	94
	Gates	2,700	2,600	94
	Hertford	7,400	7,100	96
	Northampton	6,800	6,400	95
	Pasquotank	9,400	9,100	97
	Perquimans	2,800	2,700	97
	Tyrrell	1,500	1,400	94
<b>VIRGINIA</b>				
	Accomack	11,900	11,300	95
	Gloucester	6,300	6,100	97
	Greensville	5,200	5,000	96
50% & Over	Isle Of Wight	6,100	5,900	97
	James City	8,800	8,500	97
	Mathews	3,300	3,200	96
	Nansemond	15,000	14,400	96
	Virginia Beach	69,400	68,300	98
	Norfolk	158,700	155,500	98
	Northampton	5,500	5,300	96
	Southampton	7,900	7,600	96
	Surry	1,800	1,700	95
	Sussex	3,400	3,200	94
	York	11,400	11,100	98
	Hampton- Newport News	86,200	84,800	98
<b>NORTH CAROLINA</b>				
	Halifax	17,000	16,100	95
<b>VIRGINIA</b>				
Between 25-49%	Lancaster	3,500	3,400	96
	Middlesex	2,500	2,400	96
	Northumberland	3,600	3,500	96
(Continued on next page)				
Station Totals		577,500	562,100	97
Net Weekly Circulation (1976-77)			417,000	
Average Daily Circulation (1976-77)			256,700	

**WCYB-TV, Bristol**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY</b>			
	Floyd	13,500	13,000	96
	Knox	9,200	8,700	95
	Lee	2,500	2,300	92
	Perry	8,700	8,200	94
	<b>NORTH CAROLINA</b>			
	Alleghany	3,400	3,200	95
	Buncombe	55,900	54,200	97
	Burke	21,400	20,900	98
	Caldwell	20,300	19,800	98
	Haywood	15,800	15,200	96
	Henderson	19,200	18,600	97
	Madison	5,600	5,200	94
	Mitchell	5,000	4,800	96
Between 5-24%	<b>TENNESSEE</b>			
	Campbell	11,000	10,600	96
	Claiborne	8,400	8,000	95
	Grainger	5,700	5,500	96
	Jefferson	10,100	9,900	98
	<b>VIRGINIA</b>			
	Bland	2,100	1,900	93
	Grayson	5,400	5,200	96
	Wythe	8,000	7,600	96
	<b>WEST VIRGINIA</b>			
	Mc Dowell	16,600	15,900	96
	Mercer	24,000	23,300	97
	Raleigh	26,600	25,700	97
	Wyoming	10,000	9,600	96

**WAVY-TV, Portsmouth**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>MARYLAND</b>			
	Somerset	6,900	6,600	96
	<b>NORTH CAROLINA</b>			
	Washington	4,600	4,400	96
	<b>VIRGINIA</b>			
Between 5-24%	Brunswick	4,700	4,500	95
	Charles City	1,800	1,700	94
	Chesterfield	35,000	34,500	99
	Dinwiddie	27,400	26,400	96
	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	New Kent	2,200	2,100	96
	Prince George	12,800	12,500	98

**WSET-TV, Lynchburg**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(Continued)</b>			
	Carroll	10,900	10,400	95
	Craig	1,500	1,400	95
	Cumberland	2,300	2,200	94
Between 5-24%	Floyd	3,500	3,400	96
	Greene	1,900	1,700	91
	Highland	900	900	96
	Lunenburg	4,000	3,800	96
	<b>WEST VIRGINIA</b>			
	Monroe	3,900	3,600	92

**Virginia**

**WVEC-TV, Hampton-Norfolk**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NORTH CAROLINA—(Continued)</b>			
	Northampton	6,800	6,400	95
	Pasquotank	9,400	9,100	97
	Perquimans	2,800	2,700	97
	Tyrrell	1,500	1,400	94
	<b>VIRGINIA</b>			
50% & Over	Accomack	11,900	11,300	95
	Gloucester	6,300	6,100	97
	Isle Of Wight	6,100	5,900	97
	James City	8,800	8,500	97
	Lancaster	3,500	3,400	96
	Mathews	3,300	3,200	96
	Middlesex	2,500	2,400	96
	Nansemond	15,000	14,400	96
	Virginia Beach	69,400	68,300	98
	Norfolk	158,700	155,500	98
	Northampton	5,500	5,300	96
	Southampton	7,900	7,600	96
	Surry	1,800	1,700	95
	York	11,400	11,100	98
	Hampton- Newport News	86,200	84,800	98

	<b>NORTH CAROLINA</b>			
	Bertie	6,800	6,400	94
	Washington	4,600	4,400	96
Between 25-49%	<b>VIRGINIA</b>			
	Greensville	5,200	5,000	96
	Sussex	3,400	3,200	94

	<b>VIRGINIA</b>			
	Charles City	1,800	1,700	94
	Chesterfield	35,000	34,500	99
	Dinwiddie	27,400	26,400	96
Between 5-24%	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	New Kent	2,200	2,100	96
	Northumberland	3,600	3,500	96
	Prince George	12,800	12,500	98

**WTAR-TV, Norfolk**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>NORTH CAROLINA</b>			
Between 25-49%	Halifax	17,000	16,100	95
	<b>VIRGINIA</b>			
	Brunswick	4,700	4,500	95
	<b>NORTH CAROLINA</b>			
	Washington	4,600	4,400	96
	<b>VIRGINIA</b>			
Between 5-24%	Charles City	1,800	1,700	94
	Chesterfield	35,000	34,500	99
	Dinwiddie	27,400	26,400	96
	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	New Kent	2,200	2,100	96
	Prince George	12,800	12,500	98
	Richmond	2,200	2,100	96

# Virginia—Portsmouth-Norfolk-Newport News

## WYAH-TV

Ch. 27

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2341-kw max. & 1440-kw horizontal visual, 478-kw max. & 288-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1025-ft. above ground, 1045-ft. above sea level.

Latitude 36° 48' 47"  
Longitude 76° 27' 45"

Transmitter: State Rt. 337, 0.4-mi. E of Jct. Rts. 337 & 626, near Shoulders Hill.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

News Wire Service: UPI.

FM Affiliate: WXRI, Norfolk, 50-kw, 105.3 MHz (No. 287), 340-ft.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WYAH-TV Ref: FCC File No. BPCT-4187 Granted 9/18/69 ©American Map Co., Inc., N.Y., No. 14244

## WYAH-TV

Network Service: None, independent.

Licensee: Christian Broadcasting Network Inc., Pembroke Four, Virginia Beach, Va. (23463).

Studio: 1318 Spratley St. (23704). Telephone: 804-393-2501.

Sales Office: 355 Crawford Pkwy., Suites 512 & 516, Portsmouth, Va. (23704). Telephones: 804-397-2393 (sales); 804-399-3017 (gen. mgr.).

Ownership: Non-stock corporation. M. G. Robertson, pres. Christian Bcstg. also owns WXRI-FM, Norfolk, Va.; WBIV, Wethersfield; WEIV, Ithaca; WJIV, Cherry Valley Twp.; WMIV, South Bristol Twp.; WOIV, De Ruyter Twp., all N.Y.; WANX-TV, Atlanta, Ga.; KXTX-TV, Dallas, Tex.; WXNE-TV, Boston & has applied for Ch. 35, Richmond, Va.

Began Operation: Oct. 1, 1961 as a non-commercial religious station. Began commercial operation July, 1967.

Represented (sales) by CBN Spot Sales.

Represented (engineering) by Edward F. Lorentz & Associates.

Personnel:

- M. G. ROBERTSON, president.
- ROBERT JOHNSON, vice president.
- THOMAS W. SMITH, general manager.
- JERRY MACHOVINA, general sales manager.
- DAVID WILLIAMS, national sales manager.
- WILLIAM MALENDOSKI, operations manager.
- DEBBIE PARKS, traffic manager.
- TOM ACKERMAN, film director.
- KEN REICHENBACH, chief engineer.

DIGEST OF RATE CARD NO. 20  
(Sept. 1, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Prime Time: 6-11 p.m., daily.

\$850 \$600 \$400 \$250 Graded rates apply\*

\*Highest rate: \$120.

For Sales & Transfers of TV Stations  
See Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>NORTH CAROLINA</b>				
		Dare	3,400	3,200	94
		Gates	2,700	2,600	94
	<b>VIRGINIA</b>				
		Isle Of Wight	6,100	5,900	97
		Nansemond	15,000	14,400	96
		Virginia Beach	69,400	68,300	98
	Norfolk	158,700	155,500	98	
	York	11,400	11,100	98	
	Hampton- Newport News	86,200	84,800	98	
Between 25-49%	<b>NORTH CAROLINA</b>				
		Camden	2,000	1,900	97
		Currituck	3,600	3,400	95
		Hertford	7,400	7,100	96
		Pasquotank	9,400	9,100	97
	Perquimans	2,800	2,700	97	
<b>VIRGINIA</b>					
	Gloucester	6,300	6,100	97	
	James City	8,800	8,500	97	
	Northampton	5,500	5,300	96	
	Southampton	7,900	7,600	96	
Between 5-24%	<b>NORTH CAROLINA</b>				
		Bertie	6,800	6,400	94
		Chowan	4,000	3,900	97
		Halifax	17,000	16,100	95
		Northampton	6,800	6,400	95
	Washington	4,600	4,400	96	
<b>VIRGINIA</b>					
	Accomack	11,900	11,300	95	

(Continued on page 879-b)

Station Totals	476,500	464,000	97
Net Weekly Circulation (1976-77)			228,200
Average Daily Circulation (1976-77)			114,800

# 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 (CBS).

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.

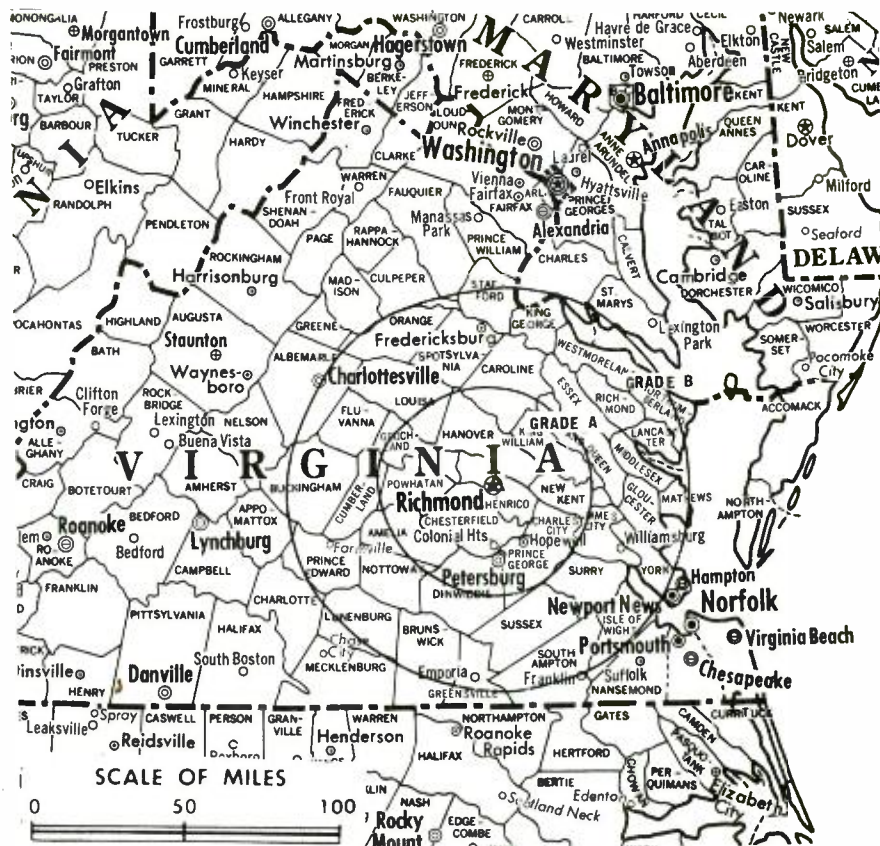
\*Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Roy H. Park Bcstg. of Va. Inc., P.O. Box 11064 (23230).

Studio: 3301 W. Broad St. (23230).

Telephone: 804-355-8611. TWX No.: 710-956-0178.

Ownership: Park Bcstg. Inc. Roy H. Park sole owner. For other interests see WNCT-TV, Greenville, N.C.

Began Operation: April 15, 1948. Sale to present owner by Wilbur M. Havens approved Oct. 13, 1965 by FCC (Television Digest, Vol. 5:42).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

JOHN R. MAHONEY, general manager.  
DAVID B. TOTTY, general sales manager.  
SYLVIA HARGETT, national sales coordinator.  
JOHN V. SHAND, program director.  
RON LLOYD, director of creative services.  
WILLIAM FENN, chief engineer.  
BILL JONES, news director.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$900.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
	Albemarle	30,800	29,400	95
	Amelia	2,800	2,600	93
	Augusta	30,300	29,400	97
<b>50% &amp; Over</b>	Brunswick	4,700	4,500	95
	Buckingham	3,800	3,600	94
	Caroline	5,000	4,800	96
	Charles City	1,800	1,700	94
	Chesterfield	35,000	34,500	99
	Cumberland	2,300	2,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA—(Continued)</b>				
	Dinwiddie	27,400	26,400	96
	Essex	2,500	2,400	95
	Fluvanna	3,200	3,000	95
	Goochland	3,300	3,200	95
	Greene	1,900	1,700	91
	Greensville	5,200	5,000	96
	Hanover	15,600	15,000	96
<b>50% &amp; Over</b>	Henrico	144,500	141,400	98
	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	Lancaster	3,500	3,400	96
	Louisa	5,000	4,700	94
	Lunenburg	4,000	3,800	96
	Madison	3,400	3,200	94
	Middlesex	2,500	2,400	96
	New Kent	2,200	2,100	96
	Northumberland	3,600	3,500	96
	Nottoway	4,500	4,300	96
	Orange	5,400	5,100	95
	Powhatan	3,000	2,900	96
	Prince Edward	4,900	4,700	96
	Prince George	12,800	12,500	98
	Richmond	2,200	2,100	96
	Rockingham	23,400	22,700	97
	Surry	1,800	1,700	95
	Sussex	3,400	3,200	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>VIRGINIA</b>				
<b>Between 25-49%</b>	Appomattox	3,700	3,600	97
	Gloucester	6,300	6,100	97
	James City	8,800	8,500	97

(Continued on page 879-b)

Station Totals	628,900	608,600	96
Net Weekly Circulation (1976-77)			399,500
Average Daily Circulation (1976-77)			271,000

# 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' 22.50"  
Longitude 77° 30' 11.95"

Transmitter: 5710 Midlothian Pike.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

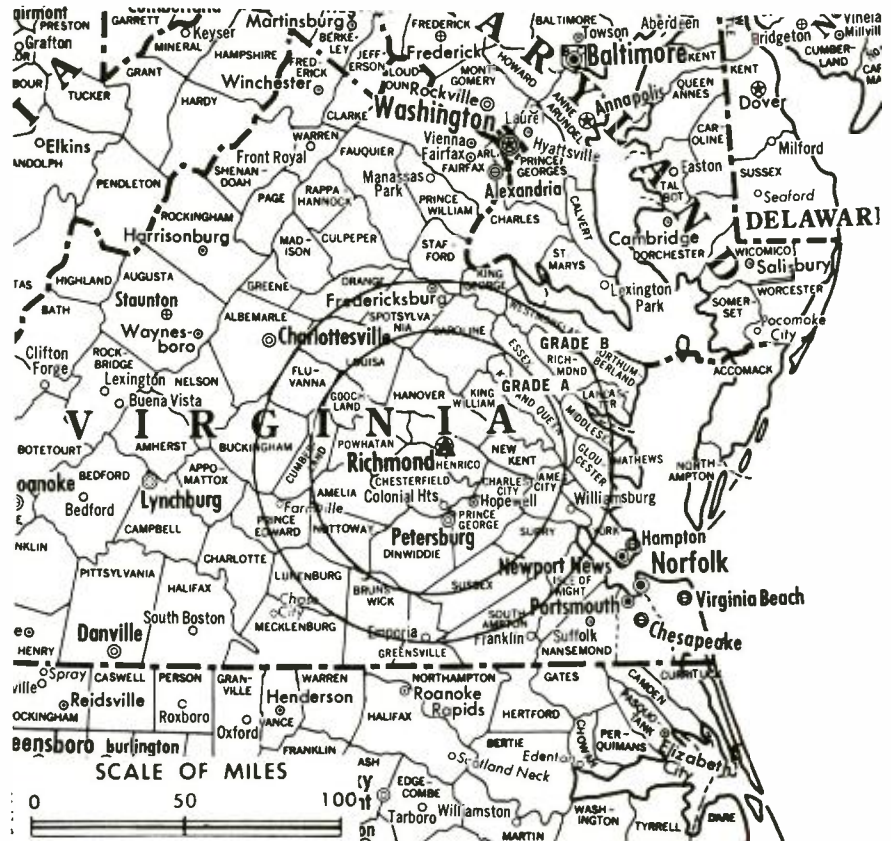
News Wire Service: AP, UPI.

Represented (engineering) by A. D. Ring & Associates.

Represented (sales) by Petry Television Inc.

Represented (legal) by Kirkland & Ellis.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Jefferson-Pilot Bcstg. Co. of Va., 5710 Midlothian Pike.

Studio & Office: 5710 Midlothian Pike, Box 12, Richmond (23201).

Telephone: 804-233-5461. TWX No.: 710-956-0196.

Ownership: Jefferson-Pilot Bcstg. Co. See WBTV, Charlotte, N.C.

Began Operation: April 29, 1956. Sale to Jefferson Standard Bcstg. by Richmond Television Corp. approved Oct. 16, 1968 (Television Digest, Vol. 8:43).

Personnel:

BOB McRANEY JR., vice president & managing director.  
GRADY C. PRIDGEN JR., v.p. & general sales manager.  
JOHN R. SHREVES, program operations manager.  
RONALD W. MILLER, news director.  
DAVID G. FRASIER, technical operations manager.  
ELLEN SHULER, local sales manager.

Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$925.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Albemarle	30,800	29,400	95
	Amelia	2,800	2,600	93
	Augusta	30,300	29,400	97
	Brunswick	4,700	4,500	95
	Buckingham	3,800	3,600	94
	Caroline	5,000	4,800	96
	Charles City	1,800	1,700	94
	Chesterfield	35,000	34,500	99
	Cumberland	2,300	2,200	94
	Dinwiddie	27,400	26,400	96
	Essex	2,500	2,400	95
	Fluvanna	3,200	3,000	95
	Goochland	3,300	3,200	95
Greene	1,900	1,700	91	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA—(Continued)</b>			
	Greensville	5,200	5,000	96
	Hanover	15,600	15,000	96
	Henrico	144,500	141,400	98
	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	Lancaster	3,500	3,400	96
	Louisa	5,000	4,700	94
	Lunenburg	4,000	3,800	96
	Middlesex	2,500	2,400	96
	New Kent	2,200	2,100	96
	Northumberland	3,600	3,500	96
	Nottoway	4,500	4,300	96
	Orange	5,400	5,100	95
	Powhatan	3,000	2,900	96
	Prince Edward	4,900	4,700	96
	Prince George	12,800	12,500	98
	Richmond	2,200	2,100	96
Rockingham	23,400	22,700	97	
Sussex	3,400	3,200	94	

<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Gloucester	6,300	6,100	97
	James City	8,800	8,500	97
	Mecklenburg	9,300	8,900	95
	Spotsylvania	14,100	13,700	97
	Surry	1,800	1,700	95

<b>Between 5-24%</b>	<b>NORTH CAROLINA</b>			
	Halifax	17,000	16,100	95
	<b>VIRGINIA</b>			
	Culpeper	7,100	6,900	97
	King George	2,800	2,700	97

(Continued on next page)

<b>Station Totals</b>	<b>526,800</b>	<b>509,600</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>346,100</b>
<b>Average Daily Circulation (1976-77)</b>			<b>215,700</b>



**WYAH-TV, Portsmouth**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA—(Continued)			
	Charles City	1,800	1,700	94
	King William	2,500	2,400	97
Between 5-24%	Lancaster	3,500	3,400	96
	Mathews	3,300	3,200	96
	Middlesex	2,500	2,400	96
	Surry	1,800	1,700	95
	Sussex	3,400	3,200	94

**WTVR-TV, Richmond**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA—(Continued)			
	Mathews	3,300	3,200	96
	Mecklenburg	9,300	8,900	95
Between 25-49%	Nelson	3,900	3,700	94
	Page	6,800	6,700	99
	Spotsylvania	14,100	13,700	97
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95
	<b>NORTH CAROLINA</b>			
	Halifax	17,000	16,100	95
	Northampton	6,800	6,400	95
	<b>VIRGINIA</b>			
	Accomack	11,900	11,300	95
	Amherst	7,800	7,500	96
	Clarke	3,100	3,000	98
	Culpeper	7,100	6,900	97
	Highland	900	900	96
Between 5-24%	King George	2,800	2,700	97
	Prince William	37,700	37,100	98
	Rappahannock	1,800	1,700	96
	Rockbridge	9,400	9,100	96
	Shenandoah	9,600	9,400	97
	Southampton	7,900	7,600	96
	Stafford	9,800	9,500	97
	York	11,400	11,100	98
	<b>WEST VIRGINIA</b>			
	Hardy	3,400	3,100	92
	Pendelton	2,500	2,400	94

**WWBT, Richmond**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA—(Continued)			
	Madison	3,400	3,200	94
	Nelson	3,900	3,700	94
	Page	6,800	6,700	99
Between 5-24%	Rappahannock	1,800	1,700	96
	Rockbridge	9,400	9,100	96
	Southampton	7,900	7,600	96
	Stafford	9,800	9,500	97
	Warren	7,100	6,800	96
	Westmoreland	4,800	4,500	95

**WXEX-TV, Richmond-Petersburg**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	VIRGINIA			
	Accomack	11,900	11,300	95
	Albemarle	30,800	29,400	95
Between 25-49%	Augusta	30,300	29,400	97
	Mecklenburg	9,300	8,900	95
	Orange	5,400	5,100	95
	Rockingham	23,400	22,700	97
	Spotsylvania	14,100	13,700	97
	Westmoreland	4,800	4,500	95
	<b>NORTH CAROLINA</b>			
	Hertford	7,400	7,100	96
	Warren	5,700	5,400	94
	<b>VIRGINIA</b>			
	Isle Of Wight	6,100	5,900	97
	King George	2,800	2,700	97
	Madison	3,400	3,200	94
Between 5-24%	Mathews	3,300	3,200	96
	Nelson	3,900	3,700	94
	Page	6,800	6,700	99
	Southampton	7,900	7,600	96
	Stafford	9,800	9,500	97
	York	11,400	11,100	98
	Hampton-			
	Newport News	86,200	84,800	98

**THE**  
**TED HEPBURN**  
**COMPANY**

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Virginia—Richmond-Petersburg

## WXEX-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 269-kw visual, 26.9-kw aural. Antenna: 1052-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level.

Latitude 37° 30' 46"  
Longitude 77° 36' 06"

Transmitter: 23 Sesame St., Midlothian District.

TV tape: Recording facilities

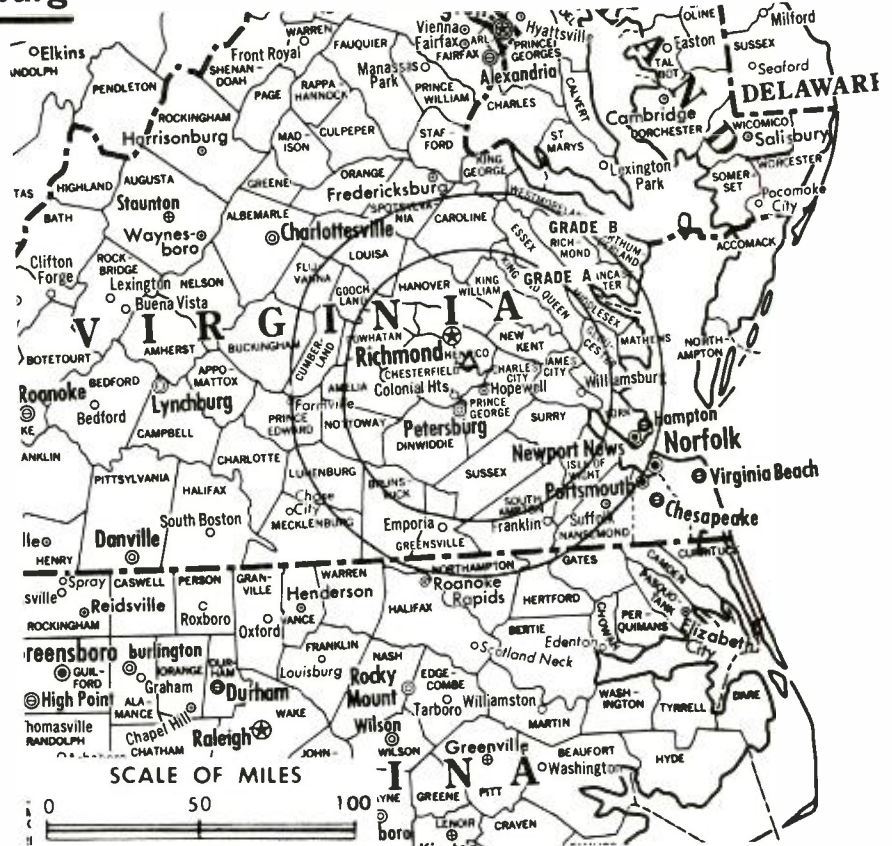
AM Affiliate: WLEE, Richmond, 5-kw, 1480 kHz (MBS).

Color: Network, live, film, slide & tape.

News Wire Service: AP.

TXW No.: 710-957-2329.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WXEX-TV Ref: FCC File No. BPCT-5022 Granted 5/19/77

## WXEX-TV

Network Service: ABC.

Licensee: Nationwide Communications Inc., 246 N. High St., Columbus, Ohio.

Studio: 230 S. Crater Rd., Petersburg (23803).

Business Office: 623 E. Main St., Richmond (23219).

Telephones: 804-733-7876, Petersburg; 804-643-0166, Richmond.

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 Harrington, Righter & Parsons Inc.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Personnel:

ELLIS SHOOK, general manager.  
JOSEPH KILLEBREW, general sales manager.  
GENE WALSH, program director.  
MURRAY H. SCHWEITZER, production manager.  
GUY FREEMAN, chief engineer.  
ELLIOTT STERN, news director.

Highest 30 Sec. Rate (May 15, 1978): \$700.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA</b>			
	Amelia	2,800	2,600	93
	Brunswick	4,700	4,500	95
	Buckingham	3,800	3,600	94
	Caroline	5,000	4,800	96
	Charles City	1,800	1,700	94

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>VIRGINIA—(Continued)</b>			
	Chesterfield	35,000	34,500	99
	Cumberland	2,300	2,200	94
	Dinwiddie	27,400	26,400	96
	Essex	2,500	2,400	95
	Fluvanna	3,200	3,000	95
	Gloucester	6,300	6,100	97
	Goochland	3,300	3,200	95
	Greene	1,900	1,700	91
	Greensville	5,200	5,000	96
	Hanover	15,600	15,000	96
	Henrico	144,500	141,400	98
	James City	8,800	8,500	97
	King And Queen	1,700	1,600	94
	King William	2,500	2,400	97
	Lancaster	3,500	3,400	96
	Louisa	5,000	4,700	94
	Lunenburg	4,000	3,800	96
	Middlesex	2,500	2,400	96
	New Kent	2,200	2,100	96
Northumberland	3,600	3,500	96	
Nottoway	4,500	4,300	96	
Powhatan	3,000	2,900	96	
Prince Edward	4,900	4,700	96	
Prince George	12,800	12,500	98	
Richmond	2,200	2,100	96	
Surry	1,800	1,700	95	
Sussex	3,400	3,200	94	

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>Between 25-49%</b>	<b>NORTH CAROLINA</b>			
	Halifax	17,000	16,100	95
	Northampton	6,800	6,400	95

(Continued on page 879-b)

<b>Station Totals</b>	<b>640,200</b>	<b>620,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>354,100</b>	
<b>Average Daily Circulation (1976-77)</b>		<b>214,000</b>	

# 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 Mtn., 13-mi. SW of city.

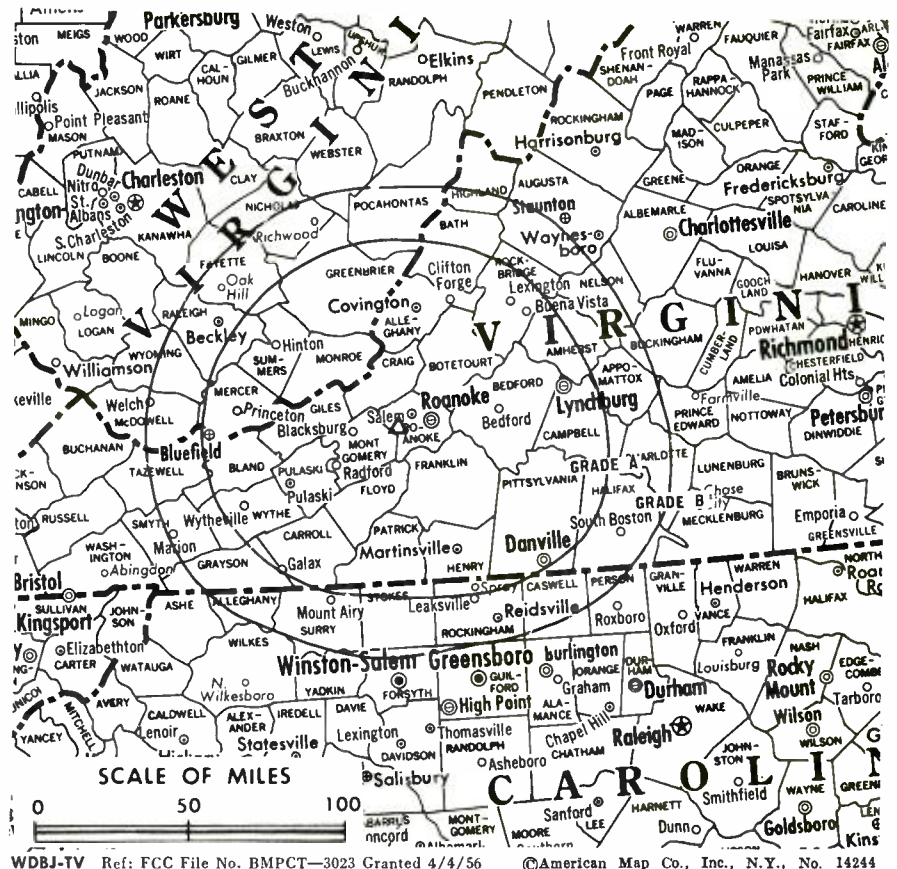
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WDBJ-TV

Network Service: CBS.

Licensee: WDBJ Television Inc., Box 7, Roanoke (24022).

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 Schurz Communications Inc. For other interests, see WSBT-TV, South Bend, Ind. Officers of WDBJ Television: John Harkrader, pres.; Charles H. McKeever, v.p.; Robert Pugh, secy.-treas.; Mel Mayfield, asst. secy.-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 Stambler & Shrinsky.

Personnel:

JOHN W. HARKRADER, president & general manager.  
CHARLES H. MCKEEVER, v.p., asst. mgr. & general sales manager.  
KAY HALL, program director.

JIM SHAVER, news director.  
TED POWERS, public affairs director.  
L. A. DYSON, chief engineer.  
MEL MAYFIELD, director, promotion & research.

DIGEST OF RATE CARD NO. 21—(Jan. 3, 1977)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-10 p.m., daily.	\$1000	\$500	\$350	\$250	Graded rates apply*	

\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1060.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NORTH CAROLINA</b>				
50% & Over	Caswell	6,100	5,900	96
	Rockingham	27,200	26,600	98
(Continued on page 883-b)				
Station Totals		761,600	738,500	96
Net Weekly Circulation (1976-77)				383,700
Average Daily Circulation (1976-77)				270,400

# WDBJ...dominantly-viewed

## in 5 of 7 Metro Counties

## 19 of 25 ADI Counties

Source: Arbitron Television 1977 County Coverage Report (Share of Total Weekly Viewing Hours)

# WDBJ-TV



A CBS AFFILIATE

# ROANOKE

Call Service 7, Roanoke, Virginia 24022

(703) 343-8031

Represented by Peters, Griffin, Woodward, Inc.

# Virginia—Roanoke

## WSLS-TV

Ch. 10

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 43.6-kw aural. Antenna: 1970-ft. above av. terrain, 174-ft. above ground, 3934-ft. above sea level.

Latitude 37° 11' 50"  
Longitude 80° 09' 11"

Holds CP for change to 47-kw aural, 2000-ft. above av. terrain, 268-ft. above ground, 3988-ft. above sea level, lat. 37° 12' 02", long. 80° 08' 55"; transmitter to Poor Mtn., W of intersection of Routes 916 & 612, approx. 13-mi. SW of Roanoke. BPCT-5093.

Transmitter: Poor Mt.

TV tape: Recording facilities.

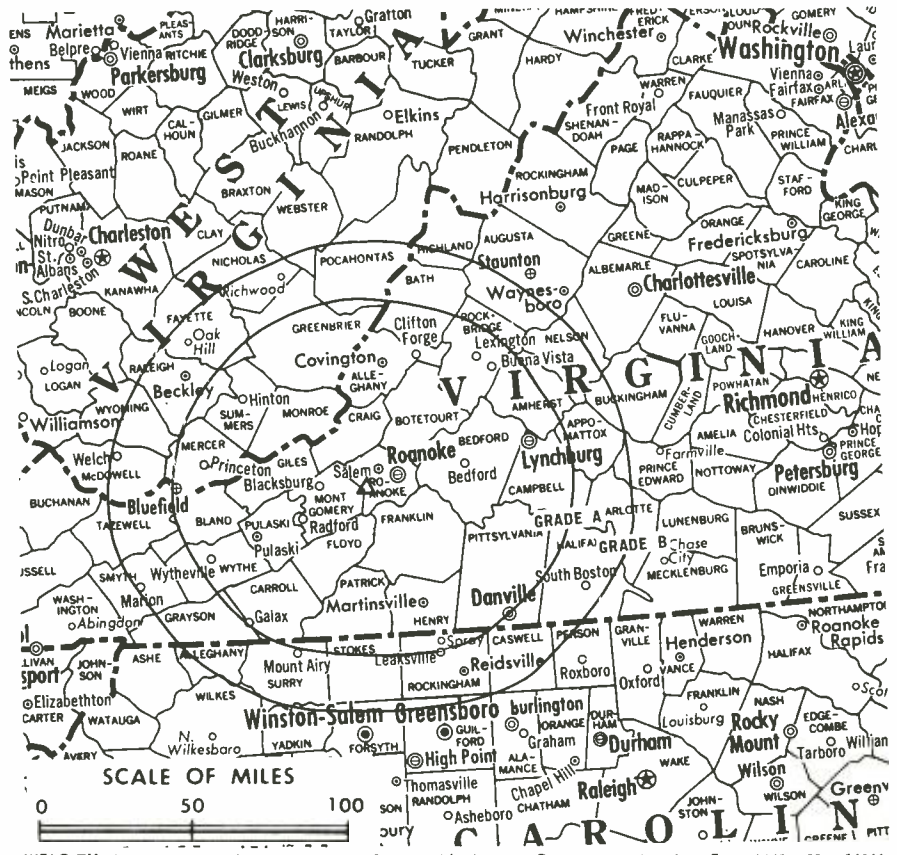
Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Represented (engineering) by A.D. Ring & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSLS-TV Ref: FCC File No. BNPCT-1035 Granted 4/20/53  
CP: BPCT-5093 Granted 7/14/78

© American Map Co., Inc., N.Y., No. 14244

## WSLS-TV

Network Service: NBC.

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: Park Bcstg. Inc. Roy H. Park sole owner. For other interests, see WNCT-TV, Greenville, N.C.

Began Operation: Dec. 11, 1952. Sale to present owner by Shenandoah Life Insurance Co. approved by FCC Sept. 10, 1969 (Television Digest, Vol. 9:36, 37).

Represented (sales) by Blair Television.

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

ROBERT H. TETER, exec. vice president & general manager.  
RICHARD K. BURTON, general sales manager.  
DONALD L. JONES, manager for engineering.  
MEL LINKOUS, operations manager.  
JIM SHELL, director of community affairs.  
LEE GARRETT, news director.

### DIGEST OF RATE CARD NO. 3-74—(Dec. 1, 1974)

Hour	30 Min.	15 Min.	5 Min.	30 Min.	20 Sec.	ID
Class AA—7:30-11 p.m., daily.	\$900	\$580	\$400	\$240		Graded rates apply*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$850.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Caswell	6,100	5,900	96
	VIRGINIA			
	Alleghany	9,600	9,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
VIRGINIA—(Continued)				
	Amherst	7,800	7,500	96
	Appomattox	3,700	3,600	97
	Bath	2,000	1,900	96
	Bedford	12,500	12,100	96
	Botetourt	7,400	7,200	97
	Campbell	36,700	35,700	97
	Carroll	10,900	10,400	95
	Charlotte	4,000	3,800	96
	Craig	1,500	1,400	95
	Floyd	3,500	3,400	96
	Franklin	10,400	10,000	96
50% & Over	Giles	5,900	5,700	97
	Grayson	5,400	5,200	96
	Halifax	11,700	11,200	96
	Henry	23,800	23,200	97
	Highland	900	900	96
	Montgomery	22,500	21,900	97
	Pittsylvania	36,800	35,600	97
	Pulaski	11,100	10,800	97
	Roanoke	70,700	69,300	98
	Rockbridge	9,400	9,100	96
	Wythe	8,000	7,600	96
WEST VIRGINIA				
	Mercer	24,000	23,300	97
	Monroe	3,900	3,600	92
	Pocahontas	3,300	3,000	90
NORTH CAROLINA				
Between 25-49%	Person	8,800	8,500	97
	Rockingham	27,200	26,600	98
VIRGINIA				
	Bland	2,100	1,900	93

(Continued on next page)

Station Totals	659,100	639,000	96
Net Weekly Circulation (1976-77)			351,700
Average Daily Circulation (1976-77)			220,400

**WDBJ-TV, Roanoke**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA</b>			
	Alleghany	9,600	9,300	97
	Amherst	7,800	7,500	96
	Appomattox	3,700	3,600	97
	Bath	2,000	1,900	96
	Bedford	12,500	12,100	96
	Botetourt	7,400	7,200	97
	Campbell	36,700	35,700	97
	Carroll	10,900	10,400	95
	Charlotte	4,000	3,800	96
	Craig	1,500	1,400	95
	Floyd	3,500	3,400	96
	Franklin	10,400	10,000	96
	Giles	5,900	5,700	97
	Grayson	5,400	5,200	96
50% & Over	Halifax	11,700	11,200	96
	Henry	23,800	23,200	97
	Highland	900	900	96
	Montgomery	22,500	21,900	97
	Pittsylvania	36,800	35,600	97
	Pulaski	11,100	10,800	97
	Roanoke	70,700	69,300	98
	Rockbridge	9,400	9,100	96
	Tazewell	15,400	14,900	97
	Wythe	8,000	7,600	96
	<b>WEST VIRGINIA</b>			
	Greenbrier	11,400	10,900	96
	Mercer	24,000	23,300	97
	Monroe	3,900	3,600	92
	Pocahontas	3,300	3,000	90
	<b>NORTH CAROLINA</b>			
	Person	8,800	8,500	97
	<b>VIRGINIA</b>			
	Bland	2,100	1,900	93
	Mecklenburg	9,300	8,900	95
Between 25-49%	Nelson	3,900	3,700	94
	Patrick	5,600	5,300	95
	Smyth	10,200	9,900	97
	<b>WEST VIRGINIA</b>			
	Pendelton	2,500	2,400	94
	Raleigh	26,600	25,700	97
	Summers	5,000	4,700	93
	<b>NORTH CAROLINA</b>			
	Alamance	35,000	34,400	98
	Alleghany	3,400	3,200	95
	Ashe	7,200	6,800	95
	Guilford	104,600	102,700	98
	Stokes	10,300	10,000	97
	<b>VIRGINIA</b>			
Between 5-24%	Augusta	30,300	29,400	97
	Buckingham	3,800	3,600	94
	Cumberland	2,300	2,200	94
	Lunenburg	4,000	3,800	96
	Prince Edward	4,900	4,700	96
	Russell	8,400	8,000	95
	Washington	20,900	20,300	97
	<b>WEST VIRGINIA</b>			
	Fayette	18,400	17,900	97
	Mc Dowell	16,600	15,900	96
	Wyoming	10,000	9,600	96

**Virginia**

**WSLS-TV, Roanoke**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(Continued)</b>			
	Mecklenburg	9,300	8,900	95
	Nelson	3,900	3,700	94
	Patrick	5,600	5,300	95
Between 25-49%	Smyth	10,200	9,900	97
	Tazewell	15,400	14,900	97
	<b>WEST VIRGINIA</b>			
	Greenbrier	11,400	10,900	96
	Pendelton	2,500	2,400	94
	Summers	5,000	4,700	93
	<b>NORTH CAROLINA</b>			
	Alleghany	3,400	3,200	95
	Guilford	104,600	102,700	98
	Stokes	10,300	10,000	97
	Vance	10,900	10,500	97
	<b>VIRGINIA</b>			
Between 5-24%	Augusta	30,300	29,400	97
	Buckingham	3,800	3,600	94
	Lunenburg	4,000	3,800	96
	Orange	5,400	5,100	95
	Prince Edward	4,900	4,700	96
	<b>WEST VIRGINIA</b>			
	Raleigh	26,600	25,700	97

The Next Time You Have a  
Programming, Sales or Promotion Problem

Think of  
Arbitron Information on Demand

Arbitron  
Information  
On Demand



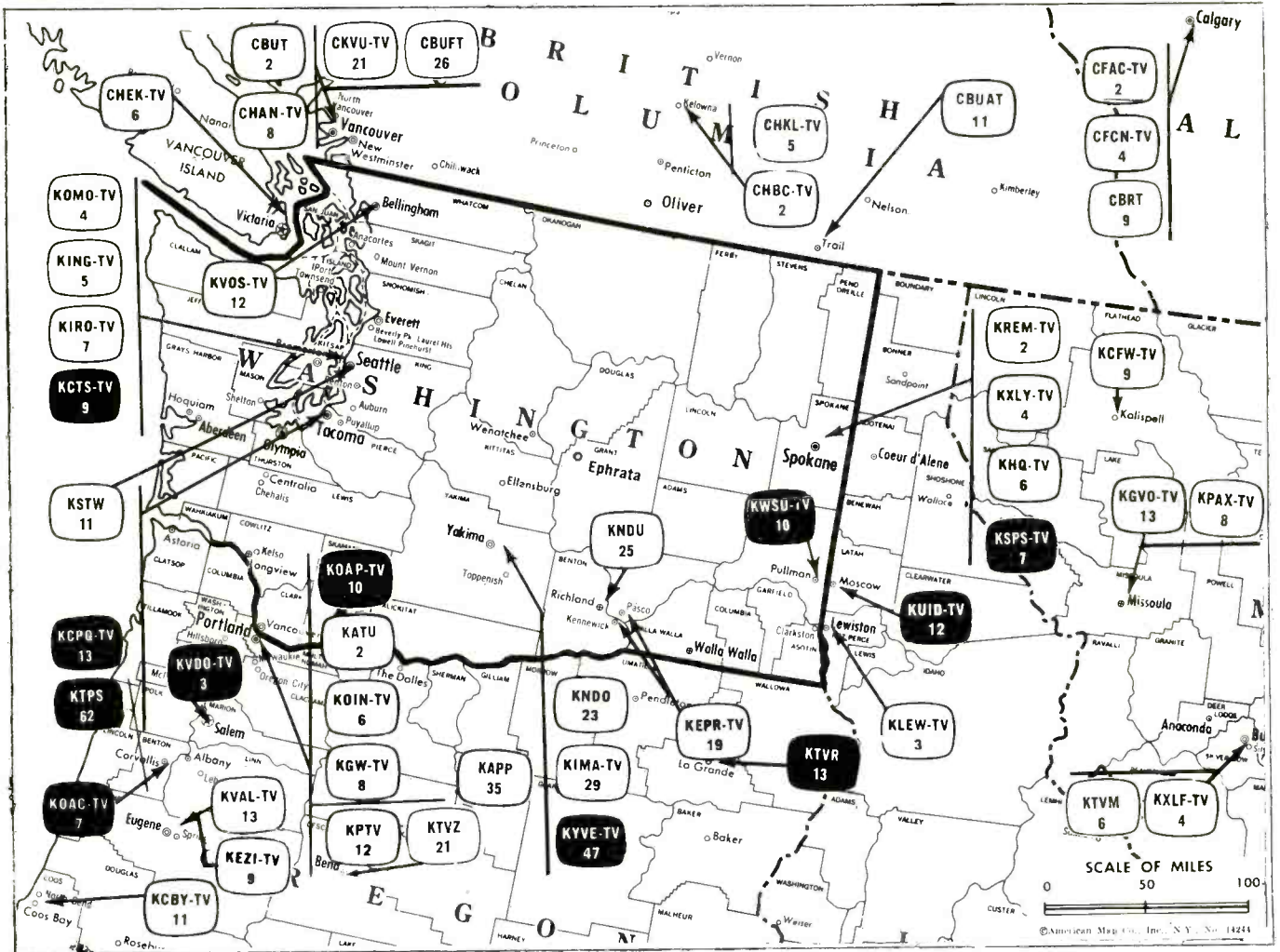
**AID**<sup>®</sup>

We Haven't Been Stumped Yet!

**ARBITRON TELEVISION**

New York Chicago Atlanta  
Los Angeles San Francisco Dallas Washington

# Washington



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Seattle-Tacoma	496,000	20	863,100	18
Spokane	164,000	77	280,800	72
Yakima	75,000	133	130,400	131
Bellingham	7,000	203	32,500	197

## Washington Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
8	6	14
4	2	6
		20

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**KWSU-TV**

**Pullman**

Ch. 10

Non-Commercial Educational Station

Licensee: Washington State University, Pullman, Wash. (99164).

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 117-kw visual, 11.7-kw aural. Antenna: 1350-ft. above av. terrain, 300-ft. above ground, 3900-ft. above sea level.

Latitude 46° 51' 43"  
Longitude 117° 10' 26"

**KCTS-TV**

**Seattle**

Ch. 9

Non-Commercial Educational Station

Licensee: University of Washington, Seattle, Wash. (98195).

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 Spokane Falls Blvd., Spokane (99201).

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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"

**KCPQ-TV**

**Tacoma**

Ch. 13

Non-Commercial Educational Station

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

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° 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 (98402).

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: 646-kw visual, 65-kw aural. Antenna: 920-ft. above av. terrain, 137-ft. above ground, 2109-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.)

**KVEW, Pasco**

(See Kennewick, Wash.)

**KEPR-TV, Richland**

(See Pasco, Wash.)

**KVEW, Richland**

(See Kennewick, Wash.)

**KSTW, Tacoma**

(See Seattle, 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, live, film, slide & tape.

News Wire Service: AP, Canadian Press.



KVOS-TV Ref: FCC File No. BPC-4002 Granted 12/4/67

©American Map Co., Inc., N.Y., No. 14244

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## KVOS-TV

Network Service: CBS.

Licensee: 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 Bolton Broadcasting Ltd.; Metrospot Sales (Toronto-Montreal).

Represented (legal) by Cohn & Marks.

Personnel:

DAVID MINTZ, vice president & general manager.

FRANK JANK, station manager.

JOHN PRICE, chief engineer.

FRED ELSETHAGEN, sales manager.

R. H. ANDERSON, news & public affairs director.

### DIGEST OF RATE CARD NO. 1—(Jan. 1, 1975)

5 Min.	Split Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.				
\$700	\$600	\$540*	\$300*	\$150*

\*Class AA—6-11:01 p.m., daily.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WASHINGTON</b>			
	Clallam	15,600	14,700	95
	San Juan	2,400	2,300	95
	Skagit	21,000	20,000	95
	Whatcom	34,300	32,500	95
Between 25-49%	<b>WASHINGTON</b>			
	Island	12,600	12,200	97
	Snohomish	94,200	90,900	97
Between 5-24%	<b>WASHINGTON</b>			
	Jefferson	4,800	4,500	95
	King	455,900	435,700	96
	Kitsap	46,800	45,300	97
Station Totals		687,600	658,100	95
Net Weekly Circulation (1976-77)			135,000	
Average Daily Circulation (1976-77)			55,700	

(Station also received in Canadian markets)

Map Note: Contours calculated by revised  
Sec. 73.699 of FCC Rules not available.



# Washington—Kennewick-Pasco-Richland

## KVEV

Ch. 42

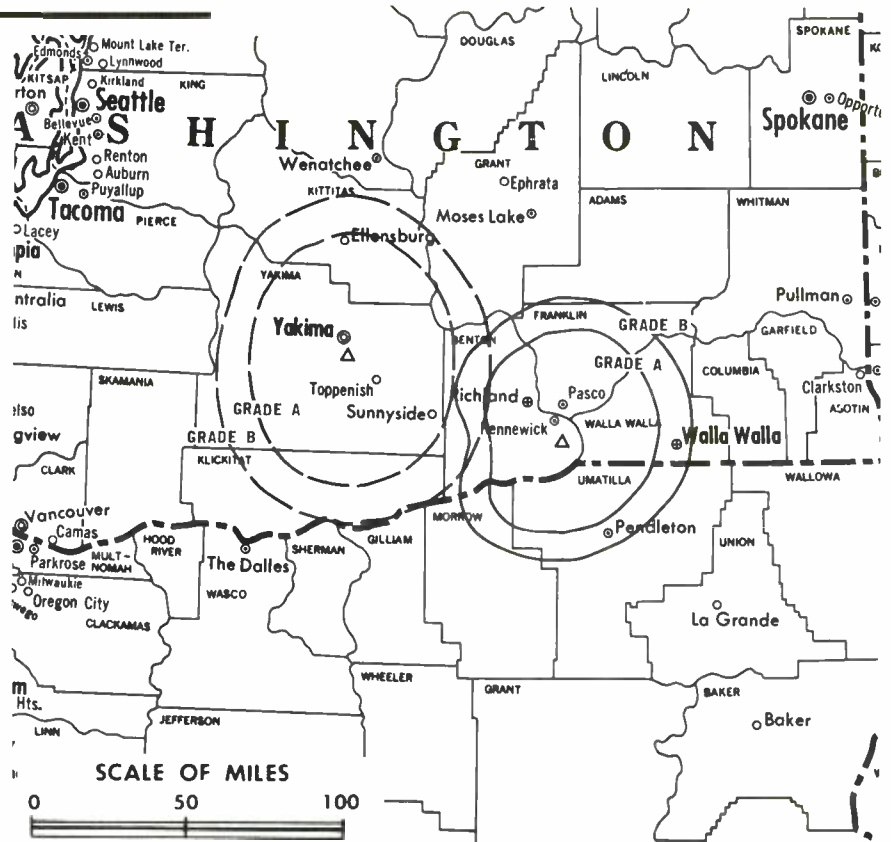
[Satellite of KAPP, Yakima, Wash.]

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 501-kw max. & 200-kw horizontal visual, 100-kw max. & 39.8-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 208-ft. above ground, 2328-ft. above sea level. Latitude 46° 06' 11" Longitude 119° 07' 54"

Transmitter: Jump Off Joe Butte, near Kennewick.

Color: Network, live, film, slide & tape.

Arbitron Data: Included with parent KAPP, Yakima.



County coverage based on Arbitron study (see page 4-b)

KVEV Ref: FCC File No. BPCT—5032 Granted 7/29/77

©American Map Co., Inc., N.Y., No. 14244

## KVEV

Network Service: ABC.  
 Licensee: Apple Valley Bcstg. Inc.  
 Studio: West 1833 Court Ave., Pasco, Wash.  
 Ownership: See KXLY-TV, Spokane.  
 Began Operation: October 29, 1970.  
 Represented (sales) by Peters, Griffin, Woodward Inc.; Tacher Co.  
 Represented (legal) by Stambler & Shrinsky.  
 Represented (engineering) by Jules Cohen & Associates.  
 Personnel: See KAPP, Yakima.  
 Rates: Sold in combination with KAPP, Yakima.

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

**Arbitron  
 Information  
 On Demand**



# Washington—Pasco-Kennewick-Richland

## KEPR-TV

Ch. 19

[Associated with KIMA-TV, Yakima]

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 88.3-kw max. & 69.2-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 351-ft. above ground, 2394-ft. above sea level.

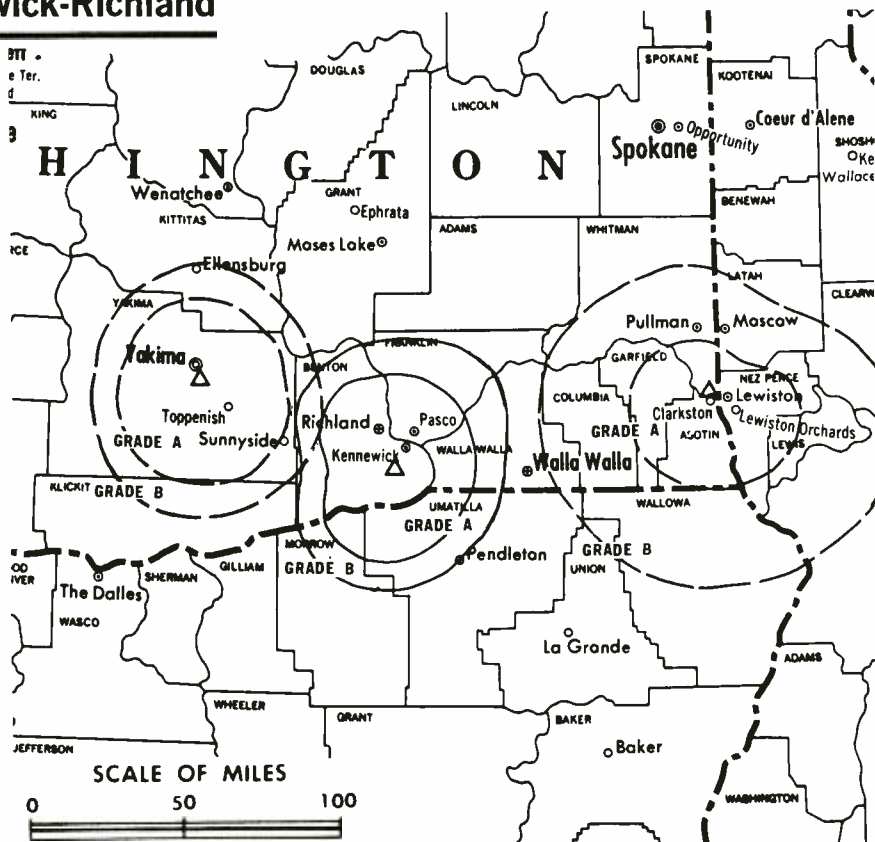
Latitude 46° 05' 48"  
Longitude 119° 11' 36"

Transmitter: Johnson Butte, Horse Heaven Hills, 8-mi. SW of Kennewick.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



County coverage based on Arbitron study (see page 4-b).

KEPR-TV Ref: FCC File No. BPCT-5033 Granted 7/25/77

©American Map Co., Inc., N.Y., No. 14244

## KEPR-TV

Network Service: CBS.

Licensee: NWG Broadcasting Co., Box 702, Yakima, Wash. (98907).

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.

Represented (engineering) by Hammett & Edison.

### Personnel:

GARY NIEMAN, manager.

ED EVANS, news director.

AL STEFFLER, chief engineer.

Rates: Sold in combination with KIMA-TV, Yakima.

NETWORK BASE HOURLY RATE: \$185.

Arbitron Data for this Station included with  
Report of Parent KIMA-TV, Yakima, Wash.

## Television Digest Addenda Services—Cable, TV, AM-FM—

# EXPOSURE PLUS FOR ADVERTISERS.

Your ad in the Addenda Services guarantees you repeated exposure at no extra cost, because industry leaders keep the weekly Addenda Services for reference throughout the year. For complete advertising information, call COLLECT-202/872-9200.

# Washington—Richland-Pasco-Kennewick

## KNDU

Ch. 25

[Associated with KND0, 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: Jump Off Joe Butte, S of Kennewick, Wash.

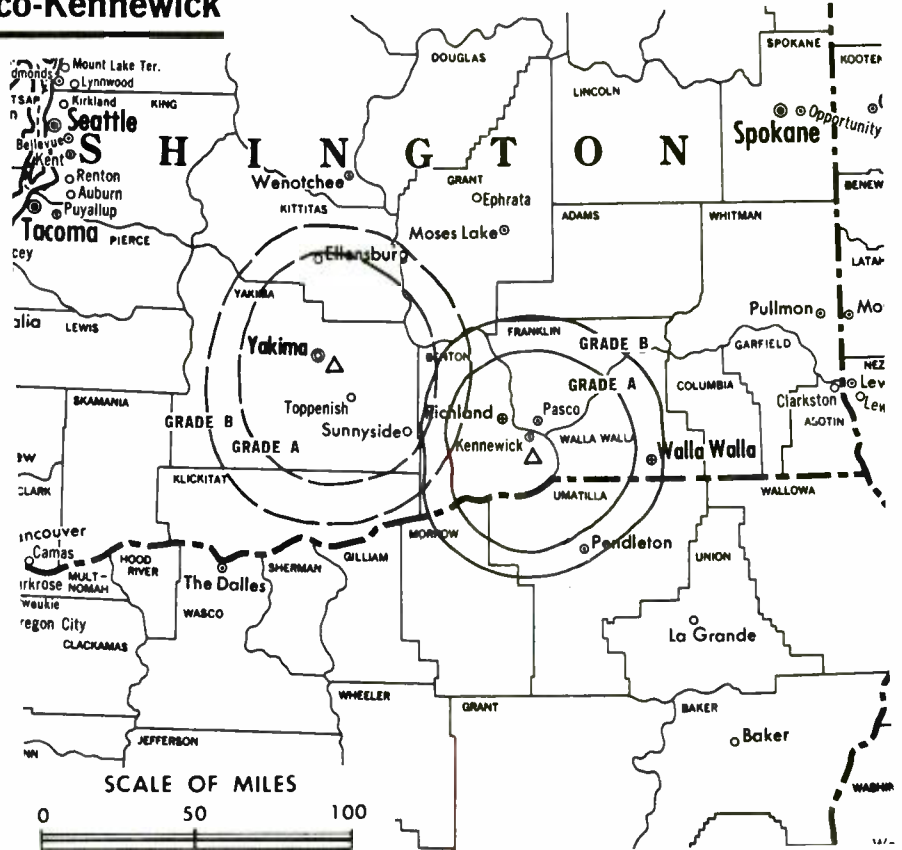
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Represented (legal) by Haley, Bader & Potts.



County coverage based on Arbitron study (see page 4-b).

KNDU Ref: FCC File No. BPCT-3620 Granted 10/22/65

©American Map Co., Inc., N.Y., No. 14244

## KNDU

Network Service: NBC.

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: 509-783-6151.

Ownership: Same as KND0, Yakima.

Began Operation: Oct. 10, 1961.

Represented (sales) by Katz Television.

### Personnel:

HUGH E. DAVIS, president & general manager.  
SCOTT MARRINER, assistant general manager.  
SCOTT HAYNER, station & sales manager.  
DAVE BAUER, chief engineer.  
MIKE SCOTT, news director.

Rates: Sold in combination with KND0, Yakima.

NETWORK BASE HOURLY RATE: Bonus to KND0, Yakima.

Arbitron Data for this Station included with Report of Parent KND0, Yakima, Wash.

# MALARKEY TAYLOR

## AND ASSOCIATES

CALL TOLL FREE  
800-424-8036

### Cable Television Management and Engineering Consultants

1225 Connecticut Avenue, NW Suite 700 • Washington, D.C. 20036 • (202) 223-2345

# 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.

FM Affiliate: KING-FM, 100-kw, 98.1 MHz (No. 251), 700-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: King Broadcasting Co., 320 Aurora Ave. N., Seattle (98109).

Studio: Television Center, 320 Aurora Ave. North.

Telephone: 206-223-5000.

TWX No.: 910-444-2010.

Ownership: Dorothy S. Bullitt, 30.19%; Harriet Stimson Bullitt, 24.90%; Priscilla Bullitt Collins, 22.31%; Collins Trust, 4.13%; The Bullitt Foundation, 3.52%; Josiah Collins, 2.30%; 80 others, none with as much as 2%. King Bcstg. also owns & operates KREM-TV-AM-FM, Spokane, Wash. and KGW-TV-AM & KINK (FM), Portland, Ore.; KYA-AM-FM, San Francisco; WRTH(AM), Wood River, Ill.

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 Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

### Personnel:

ANCIL H. PAYNE, president.  
 PAYSON HALL, treasurer, v.p., finance & planning.  
 JAY W. WRIGHT, technical consultant.  
 GEORGE V. WILLOUGHBY, secretary, v.p., legal counsel.  
 ERIC S. BREMNER, vice president & general manager.  
 ROBERT GUY, director of programming & film buyer.  
 STURGES D. DORRANCE, general sales manager.  
 ROBERT GLOVER, sales manager.  
 ARNOLD GOODER, sales manager.  
 RABUN MATTHEWS, news director.  
 JOHN J. SHAWCROFT, chief engineer.  
 EMORY BUNDY, public affairs director.  
 DON LaCOMBE, production manager.  
 LINDA CLARK, program operations manager.  
 NANCY E. GULLICK, advertising & promotion director.

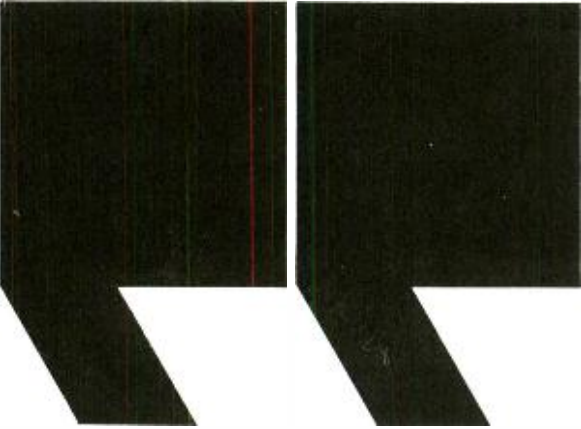
### DIGEST OF RATE CARD—(Jan. 1, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—8-11 p.m., Mon.-Fri.; 7:30-11 p.m., Sat.-Sun.					
\$5000	\$3000	\$1800	Graded rates apply		

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
	Clallam	15,600	14,700	95
	Grays Harbor	23,500	21,700	92
	Island	12,600	12,200	97
	Jefferson	4,800	4,500	95
	King	455,900	435,700	96
	Kitsap	46,800	45,300	97
	Kittitas West	1,600	1,500	87
<b>50% &amp; Over</b>	Lewis	19,400	18,200	94
	Mason	9,000	8,700	96
	Pacific	6,600	6,100	92
	Pierce	150,300	145,400	97
	San Juan	2,400	2,300	95
	Skagit	21,000	20,000	95
	Snohomish	94,200	90,900	97
	Thurston	37,200	35,900	96
	Whatcom	34,300	32,500	95
<b>OREGON</b>				
<b>Between 25-49%</b>	Clatsop	11,800	11,000	93
	<b>WASHINGTON</b>			
	Chelan	16,500	15,600	95
(Continued on page 901-b)				
<b>Station Totals</b>		<b>1,032,700</b>	<b>987,900</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>808,600</b>
<b>Average Daily Circulation (1976-77)</b>				<b>535,600</b>

# What are all these people talking about?



"Anybody who's not reading (it) today doesn't belong in this industry."

President, TV Receiver Manufacturer

"Superb. Always concise yet informative."

Vice President, Major CATV System

"If I can find time for only one publication, this is it."

President, Broadcasting Company

"Peerless."

Senior Vice President, Industry Trade Assn.

"Good format for those in a hurry, allowing them to focus quickly on items of interest."

Bureau Chief, FCC

"I rely on your coverage over that of other trade papers."

Vice President, Broadcast Equipment Manufacturer

"Great. Authoritative. Timely. Easy to read."

President, Broadcasting Company

"I still like it after 29 years."

Partner, Law Firm (Communications Attorneys)

"Excellent - our best source of industry news."

Telecommunications Center Director, Major University

"Your annual cumulative index, coupled with your wide, all-inclusive coverage of news in the field, make this a unique and valuable long-term reference tool."

President, TV Film Production Company

"Excellent publication with sound inside information and knowledge of what's going on in broadcast industry and government."

General Attorney, TV Network

"Positively the most accurate source for the latest on our industry."

President, Electronics Retailer

"Good, quick way of acquainting oneself with issues."

Senate Commerce Committee Staff Member

"Excellent."

Vice President, TV Network



They're all talking about **Television Digest with Consumer Electronics**. Shouldn't **you** add this unique industry news service to your weekly "must read" list? Call or write:

**Television Digest, Inc.** 1836 Jefferson Place, N.W. Washington, D. C. 20036

Phone: 202/872/9200

# 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, 1013-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.

FM Affiliate: KSEA, 100-kw, 100.7 MHz (No. 264), 730-ft.

News Wire Service: AP, UPI.

News Film Service: CBS.

Studio: 3rd & Broad.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: CBS.

Licensee: KIRO Inc., Broadcast House, 3rd & Broad, Seattle, Wash. (98121).

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:

LLOYD E. COONEY, president.  
LEIGH T. STOWELL, general manager.  
A. F. MLADENICH, v.p., administration & finance, treasurer.  
DIRAN DEMIRJIAN, general sales manager.  
GLENN WRIGHT, national sales manager.  
MICHAEL H. LYMAN, local sales manager.  
CHARLES MORRIS, engineering director.  
NICK FREEMAN, program director.  
JOHN BARRY, production manager.  
ALICE MARSHALL, operations/traffic director.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—7-11 p.m., daily.				
\$6200	\$3100	\$1550	\$1500*	\$750*

\*Prime time spots.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
	Clallam	15,600	14,700	95
	Grays Harbor	23,500	21,700	92
	Island	12,600	12,200	97
	Jefferson	4,800	4,500	95
	King	455,900	435,700	96
	Kitsap	46,800	45,300	97
	Kittitas West	1,600	1,500	87
<b>50% &amp; Over</b>	Lewis	19,400	18,200	94
	Mason	9,000	8,700	96
	Pacific	6,600	6,100	92
	Pierce	150,300	145,400	97
	Skagit	21,000	20,000	95
	Snohomish	94,200	90,900	97
	Thurston	37,200	35,900	96
	Whatcom	34,300	32,500	95

<b>WASHINGTON</b>				
<b>Between 25-49%</b>	Cowlitz	26,900	25,800	96
	Kittitas East	7,200	6,600	94
	San Juan	2,400	2,300	95

<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Chelan	16,500	15,600	95
	Douglas	6,800	6,500	96

Station Totals	992,600	950,100	95
Net Weekly Circulation (1976-77)		754,700	
Average Daily Circulation (1976-77)		444,000	

For List of Subscribers to the NAB  
Television Code, 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.

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.

Represented (engineering) by A. D. Ring & Associates.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

KOMO-TV Ref: FCC File No. BPC-407 Granted 6/10/53

©American Map Co., Inc., N.Y., No. 14244

## KOMO-TV

Network Service: ABC.

Licensee: Fisher Broadcasting Inc., 100 4th Ave. N., Seattle (98109).

Studio: 100 4th Ave. N.

Telephone: 206-223-4000. TWX No.: 910-444-2251.

Ownership: Fisher Companies Inc. Fisher Bcstg. Inc. 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 consummated in April 1959 (Television Digest, Vol. 15:16).

Represented (sales) by Katz Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

W. W. WARREN, president & chief executive officer.  
JOHN BEHNKE, exec. vice president & general manager.  
DAVE CROCKETT, senior vice president.  
JAY W. GIESA, corp. v.p. & radio station manager.  
ROY ALBERTSON, general sales manager.  
PHELPS FISHER, director of marketing.  
FRED KAUFMAN, national sales manager.  
DAVID S. BINGHAM, local sales manager.  
ED LACKNER, television program manager.  
JIM HARRIOTT, executive director of television news.  
RALPH MIFFLIN, director of engineering.  
PATRICK SCOTT, television production manager.  
MIKE EGUCHI, traffic systems manager.  
ROSALIE SAYYAH, advertising & promotion manager.

DIGEST OF RATE CARD NO. A-32—(June 14, 1976)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class A—5:30-10:30 p.m., daily.  
\$2000 \$1200 \$680 \$550 Graded rates apply\*

\*Highest rate: \$2400.

NETWORK BASE HOURLY RATE: \$1800.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WASHINGTON</b>			
	Clallam	15,600	14,700	95
	Grays Harbor	23,500	21,700	92
	Island	12,600	12,200	97
	Jefferson	4,800	4,500	95
	King	455,900	435,700	96
	Kitsap	46,800	45,300	97
	Kittitas East	7,200	6,600	94
	Kittitas West	1,600	1,500	87
<b>50% &amp; Over</b>	Lewis	19,400	18,200	94
	Mason	9,000	8,700	96
	Pacific	6,600	6,100	92
	Pierce	150,300	145,400	97
	San Juan	2,400	2,300	95
	Skagit	21,000	20,000	95
	Snohomish	94,200	90,900	97
	Thurston	37,200	35,900	96
	Whatcom	34,300	32,500	95
	<b>WASHINGTON</b>			
<b>Between 25-49%</b>	Cowlitz	26,900	25,800	96
	<b>OREGON</b>			
	Clatsop	11,800	11,000	93
	Wasco	7,400	6,900	93
<b>Between 5-24%</b>	<b>WASHINGTON</b>			
	Chelan	16,500	15,600	95
	Douglas	6,800	6,500	96
	Wahkiakum	1,400	1,300	93
<b>Station Totals</b>		<b>1,013,200</b>	<b>969,300</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>812,700</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>562,700</b>	

# Washington—Seattle-Tacoma

## KSTW

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"

Holds CP for change to 316-kw visual, 43.7-kw aural, 900-ft. above av. terrain, 637-ft. above ground, 1049-ft. above sea level, lat. 47° 36' 56", long. 122° 18' 29", transmitter to 1715 E. Madison St., Seattle. BPCT-4934.

Transmitter: 7-mi. SW of Seattle.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ITNA.

Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KSTW Ref: FCC No. BMPCT-1738 Granted 2/19/54  
CP: BPCT-4934 Granted 4/14/78

© American Map Co., Inc., N.Y., No. 14244

## KSTW

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., Box 11411, Tacoma, Wash. (98411).

Studios & Offices: 2320 S. 19th St., Tacoma (98411); United Airlines Bldg., 2033 6th Ave., Seattle (98121).

Telephones: 206-572-5789, Tacoma; 206-682-0550, Seattle.

TWX No.: 910-441-2622, Tacoma.

Ownership: Gaylord Broadcasting Co. For other interests, see Group Ownership of TV Stations.

Began Operation: February 22, 1953. Sale to present owner by Tribune Publishing Co. approved by FCC Jan. 30, 1974 (Television Digest, Vol. 13:13; 14:5).

Represented (sales) by TeleRep Inc.

Represented (legal) by Pierson, Ball & Dowd.

Personnel:

CHARLES L. EDWARDS, vice president & general manager.

BOB HAMACHER, general sales manager.

HOWARD (SKIP) VOSE, national sales manager.

LANE GUIN, Seattle sales manager.

DON LACY, program director & film buyer.

VINCENT PARIGI JR., business manager.

DAN KNIGHT, production manager.

PAUL CRITTENDEN, chief engineer.

JOHN LIPPMAN, news director.

Highest 30 Sec. Rate: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON</b>				
<b>50% &amp; Over</b>	Grays Harbor	23,500	21,700	92
	King	455,900	435,700	96
	Kitsap	46,800	45,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WASHINGTON—(Continued)</b>				
<b>50% &amp; Over</b>	Kittitas West	1,600	1,500	87
	Lewis	19,400	18,200	94
	Mason	9,000	8,700	96
	Pacific	6,600	6,100	92
	Pierce	150,300	145,400	97
	Skagit	21,000	20,000	95
	Snohomish	94,200	90,900	97
Thurston	37,200	35,900	96	
<b>IDAHO</b>				
	Latah	10,100	9,700	96
	Nez Perce	12,100	11,800	97
<b>WASHINGTON</b>				
<b>Between 25-49%</b>	Asotin	5,500	5,300	96
	Benton	27,800	26,700	96
	Clallam	15,600	14,700	95
	Cowlitz	26,900	25,800	96
	Island	12,600	12,200	97
	Jefferson	4,800	4,500	95
	Kittitas East	7,200	6,600	94
	Walla Walla	15,900	14,700	92
Whatcom	34,300	32,500	95	
<b>WASHINGTON</b>				
<b>Between 5-24%</b>	Chelan	16,500	15,600	95
	Douglas	6,800	6,500	96
	Franklin	9,300	8,900	96
	Klickitat	5,200	4,700	91
	Wahkiakum	1,400	1,300	93
Whitman	13,000	12,300	95	
<b>Station Totals</b>		<b>1,090,500</b>	<b>1,043,200</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>580,200</b>
<b>Average Daily Circulation (1976-77)</b>				<b>295,900</b>





# 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' 53"

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), 2200-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

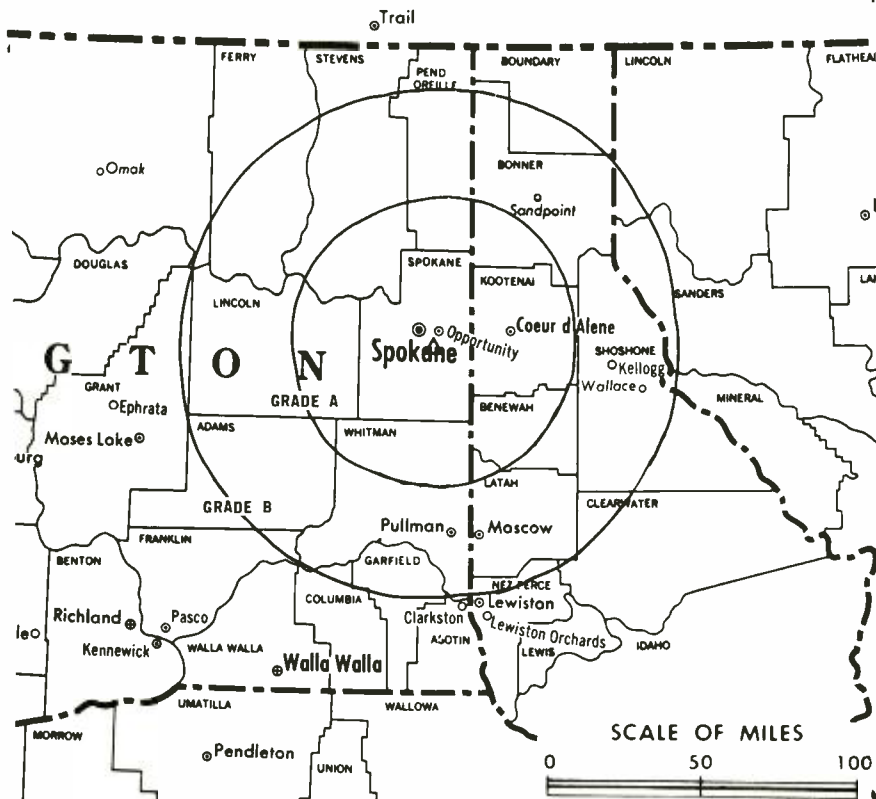
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KREM-TV Ref: FCC File No. BPCT-3209 Granted 7/9/63

© American Map Co., Inc., N.Y., No. 14244

## KREM-TV

Network Service: CBS.

Licensee: KING Broadcasting Co., 4103 S. Regal St., Spokane (99203).

Studio: 4103 S. Regal St.

Telephone: 509-448-2000. TWX No.: 510-773-1833.

Ownership: King Broadcasting Co. also operates KING-TV, KING & FM, Seattle, Wash.; KGW-TV, KGW & KINK-FM, Portland, Ore.; KYA-AM-FM, San Francisco, Cal. WRTH(AM), Wood River, Ill.

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 Television.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

ANCIL PAYNE, president (Seattle).

DEAN WOODRING, vice president & general manager.

ANTHONY R. TWIBELL, general sales manager.

WILLIAM HALL, operations manager & film buyer.

WESLEY LYNCH, news director.

WARREN PRITCHARD, chief engineer.

DOUG LA FEVE, business manager.

Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$750.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO</b>				
	Benewah	2,500	2,400	97
<b>50% &amp; Over</b>	Bonner	8,500	8,200	96
	Boundary	2,600	2,500	95
	Clearwater	3,500	3,400	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO—(Continued)</b>				
	Idaho	4,500	4,200	94
	Kootenai	19,000	18,600	98
	Latah	10,100	9,700	96
	Lewis	1,900	1,800	97
	Nez Perce	12,100	11,800	97
	Shoshone	7,000	6,800	97
<b>MONTANA</b>				
	Flathead	16,200	15,600	96
	Hill	6,200	6,000	96
	Lincoln	5,200	4,900	95
<b>OREGON</b>				
	Union	8,600	7,900	91
	Wallowa	2,700	2,400	91
<b>WASHINGTON</b>				
<b>50% &amp; Over</b>	Adams	4,600	4,400	96
	Asotin	5,500	5,300	96
	Chelan	16,500	15,600	95
	Columbia	1,600	1,500	91
	Douglas	6,800	6,500	96
	Ferry	1,800	1,600	91
	Franklin	9,300	8,900	96
	Garfield	900	800	93
	Grant	16,300	15,500	95
	Lincoln	3,800	3,700	97
	Okanogan	10,600	9,800	92
	Pend Oreille	2,900	2,700	95
	Spokane	113,100	108,600	96
	Stevens	8,500	7,900	94
	Walla Walla	15,900	14,700	92
	Whitman	13,000	12,300	95

(Continued on page 901-b)

Station Totals	465,600	444,300	95
Net Weekly Circulation (1976-77)			309,700
Average Daily Circulation (1976-77)			204,200

# Washington—Spokane

## KXLY-TV

Ch. 4

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, 10-kw, 99.9 MHz (No. 260), 3008-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: ABC.

Represented (engineering) by Jules Cohen & Associates.

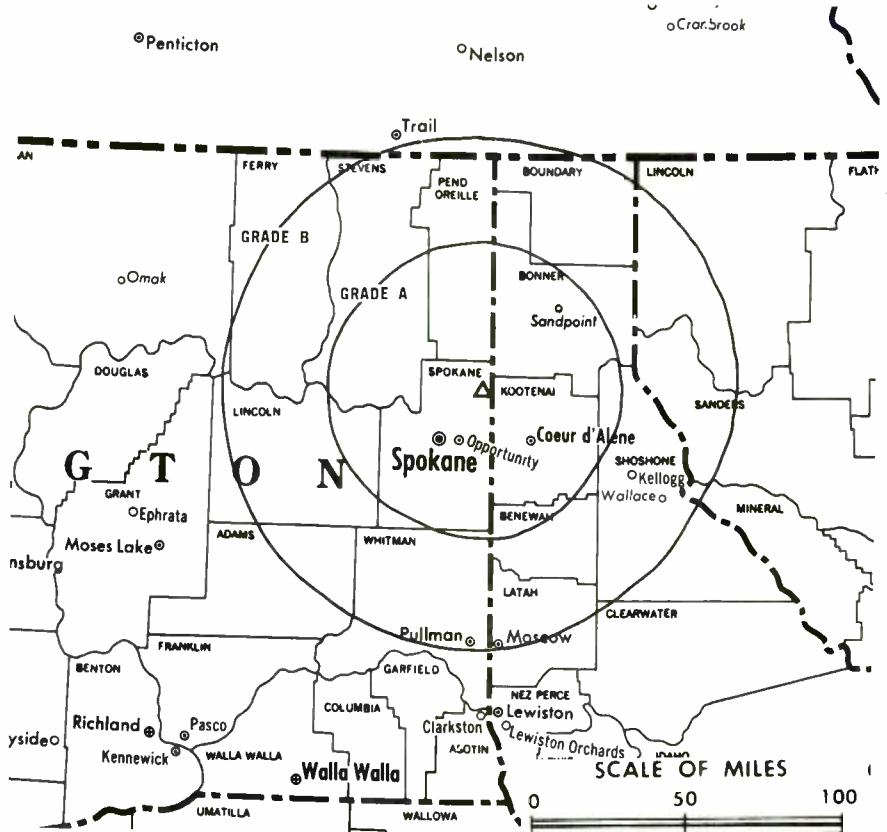
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KXLY-TV Ref: FCC File No. BMPCT-906 Granted 10/17/52

©American Map Co., Inc., N.Y., No. 14244

## KXLY-TV

Network Service: ABC.

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 operates KAPP (TV), Yakima & KVEW (TV), 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.

Represented (legal) by Stambler & Shrinsky.

Personnel:

WAYNE McNULTY, v.p., general manager & film buyer.  
TED BRAVAKIS, national & local sales manager.  
RON SIMMONS, operations manager.  
T. O. JORGENSEN, director of engineering.

Highest 30 Sec. Rate (April 1, 1977): \$500.

NETWORK BASE HOURLY RATE: \$675.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO</b>				
	Benewah	2,500	2,400	97
	Bonner	8,500	8,200	96
<b>50% &amp; Over</b>	Boundary	2,600	2,500	95
	Clearwater	3,500	3,400	96
	Idaho	4,500	4,200	94
	Kootenai	19,000	18,600	98
	Latah	10,100	9,700	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>IDAHO—(Continued)</b>				
	Lewis	1,900	1,800	97
	Nez Perce	12,100	11,800	97
	Shoshone	7,000	6,800	97
<b>MONTANA</b>				
	Flathead	16,200	15,600	96
	Hill	6,200	6,000	96
	Lincoln	5,200	4,900	95
	Mineral	1,500	1,400	96
	Sanders	3,600	3,300	92
<b>OREGON</b>				
	Baker	6,000	5,600	93
	Union	8,600	7,900	91
	Wallowa	2,700	2,400	91
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Adams	4,600	4,400	96
	Asotin	5,500	5,300	96
	Chelan	16,500	15,600	95
	Columbia	1,600	1,500	91
	Douglas	6,800	6,500	96
	Ferry	1,800	1,600	91
	Garfield	900	800	93
	Grant	16,300	15,500	95
	Lincoln	3,800	3,700	97
	Okanogan	10,600	9,800	92
	Pend Oreille	2,900	2,700	95
	Spokane	113,100	108,600	96
	Stevens	8,500	7,900	94
	Walla Walla	15,900	14,700	92
	Whitman	13,000	12,300	95

(Continued on page 901-b)

Station Totals	476,100	454,200	95
Net Weekly Circulation (1976-77)			309,500
Average Daily Circulation (1976-77)			200,900

# Washington—Yakima

## KAPP

Ch. 35

[Operates satellite KVEW, Kennewick, Wash.]

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 646-kw max. & 255-kw horizontal visual, 64.6-kw max. & 25.5-kw horizontal aural. Antenna: 960-ft. above av. terrain, 175-ft. above ground, 2150-ft. above sea level. Latitude 46° 31' 57" Longitude 120° 30' 37"

Transmitter: Ahtanum Ridge.

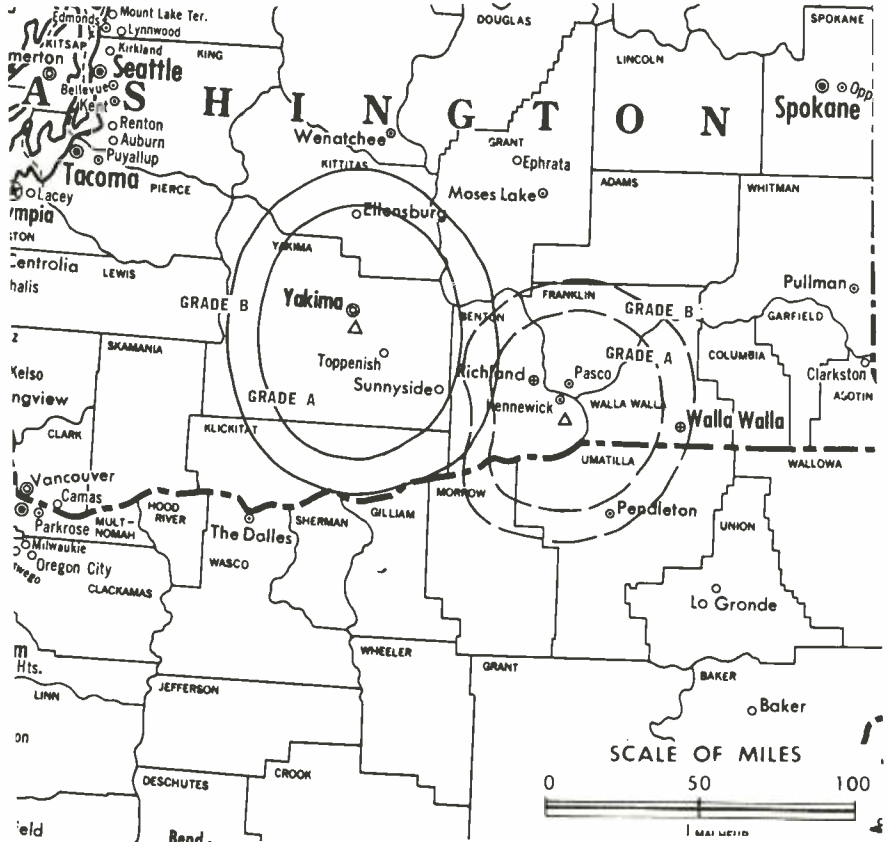
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

Arbitron Data: Figures include coverage of satellite KVEW, Kennewick, Wash.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KAPP Ref: FCC File No. BMPCT-7065 Granted 9/3/69

American Map Co., Inc., N.Y., No. 14244

## KAPP

Network Service: ABC.

Licensee: Apple Valley Bcstg. Co.

Studio: 35 S. First St., Yakima, Wash. (98901).

Telephone: 509-453-0351.

Ownership: See KXLY-TV, Spokane.

Began Operation: Sept. 21, 1970.

Represented (sales) by Peters, Griffin, Woodward Inc.; Tacher Co. (Seattle, Portland).

Represented (legal) by Stambler & Shrinky.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

WAYNE McNULTY, vice president.

R. GARY PIERONE, general manager.

R. W. JORGENSON, chief engineer.

T. O. JORGENSON, engineering supervisor.

BOB IVERS, news director.

Highest 30 Sec. Rate (May 15, 1978): \$375.

Note: Above rate includes KVEW, Kennewick.

NETWORK BASE HOURLY RATE: \$225.

For Index, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>			
	Gilliam	700	600	92
	Umatilla	18,100	16,700	92
	<b>WASHINGTON</b>			
	Benton	27,800	26,700	96
	Franklin	9,300	8,900	96
Between 25-49%	Kittitas East	7,200	6,600	94
	Walla Walla	15,900	14,700	92
	Yakima	58,300	55,100	94
	<b>OREGON</b>			
	Morrow	1,900	1,700	91
	Sherman	900	900	96
Between 5-24%	Wheeler	500	500	92
	<b>WASHINGTON</b>			
	Adams	4,600	4,400	96
	Columbia	1,600	1,500	91
	<b>WASHINGTON</b>			
	Grant	16,300	15,500	95
<b>Station Totals</b>		<b>163,100</b>	<b>153,800</b>	<b>94</b>
Net Weekly Circulation (1976-77)				<b>116,400</b>
Average Daily Circulation (1976-77)				<b>76,000</b>

# Washington—Yakima

## KIMA-TV

Ch. 29

[Also operates associated stations KEPR-TV, Pasco, Wash.; KLEW-TV, Lewiston, Ida.]

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 490-kw max. & 380-kw horizontal visual, 87-kw max. & 6.76-kw horizontal aural. Antenna: 970-ft. above av. terrain, 166-ft. above ground, 2166-ft. above sea level.

Latitude 46° 31' 58"  
Longitude 120° 30' 33"

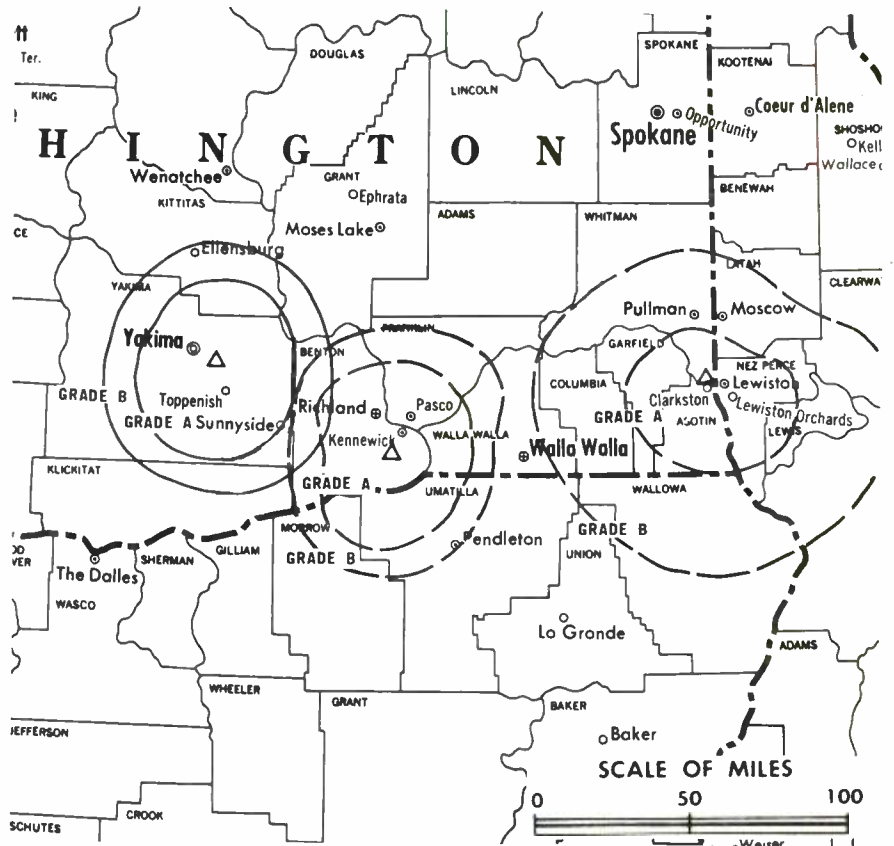
Transmitter: Aitanum Ridge.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Arbitron Data: Figures include KEPR-TV, Pasco & KLEW-TV, Lewiston, Ida.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).

KIMA-TV Ref: FCC File No. BPCT—5034 Granted 7/25/77

©American Map Co., Inc., N.Y., No. 14244

## KIMA-TV

Network Service: CBS.

Licēsee: NWG Broadcasting Co., d/b as Cascade Broadcasting Co., Radio & Television Center, Box 702 (98907).

Studio: Radio & Television Center, 2801 Terrace Heights Dr.

Telephone: 509-575-0029. TWX No.: 510-777-5356.

Ownership: NWG Broadcasting Co. John Noel Jr., pres., 37.5%; Rodger D. Noel, 12.5%; Seattle First National Bank, executor & trustee, 50%. NWG Bcstg. also owns KEPR-TV, Pasco, Wash. & KLEW-TV, Lewiston, Ida.

Began Operation: July 19, 1953. Sale to present owners by Filmways Inc. approved by FCC Aug. 30, 1972 (Television Digest, Vol. 12:4). Previously, merger of Filmways Inc. & Cascade 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 (Vol. 1:14).

Represented (sales) by H-R Television Inc.; Art Moore & Assoc. Inc. (Pacific Northwest).

Represented (legal) by Smith & Pepper.

Represented (engineering) by Hammett & Edison.

Personnel:

DALE HAZEN, vice president & general manager.  
JIM NOLAN, program director & film buyer.  
MIKE RASTOVICH, director of engineering.  
T. J. CLOSE, news director.  
DOW LAMBERT, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	Min.	20 Sec.	10 Sec.
Class AA—6-11 p.m., daily.						
\$900	\$675	\$475	\$340		Graded rates apply*	

\*Highest rate: \$457.

Note: Rates include KEPR-TV, Pasco & KLEW-TV, Lewiston.

NETWORK BASE HOURLY RATE: \$264.

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>IDAHO</b>			
	Clearwater	3,500	3,400	96
	Nez Perce	12,100	11,800	97
	<b>OREGON</b>			
	Gilliam	700	600	92
	Morrow	1,900	1,700	91
	Umatilla	18,100	16,700	92
<b>50% &amp; Over</b>	<b>WASHINGTON</b>			
	Asotin	5,500	5,300	96
	Benton	27,800	26,700	96
	Franklin	9,300	8,900	96
	Garfield	900	800	93
	Kittitas East	7,200	6,600	94
	Walla Walla	15,900	14,700	92
	Yakima	58,300	55,100	94
	<b>IDAHO</b>			
	Latah	10,100	9,700	96
	Lewis	1,900	1,800	97
	<b>OREGON</b>			
	Sherman	900	900	96
<b>Between 25-49%</b>	Wheeler	500	500	92
	<b>WASHINGTON</b>			
	Adams	4,600	4,400	96
	Columbia	1,600	1,500	91
	Whitman	13,000	12,300	95
	<b>IDAHO</b>			
	Idaho	4,500	4,200	94
<b>Between 5-24%</b>	<b>OREGON</b>			
	Wallowa	2,700	2,400	91
(Continued on page 901-b)				
<b>Station Totals</b>		<b>240,600</b>	<b>227,600</b>	<b>94</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>151,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>102,700</b>

# Washington—Yakima

## KNDO

Ch. 23

[Also operates associated station KNDU, Richland-Pasco-Kennewick, 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"

Transmitter: Ahtanum Ridge, S of Yakima.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Arbitron Data: Figures include KNDU, Richland-Pasco-Kennewick, Wash.

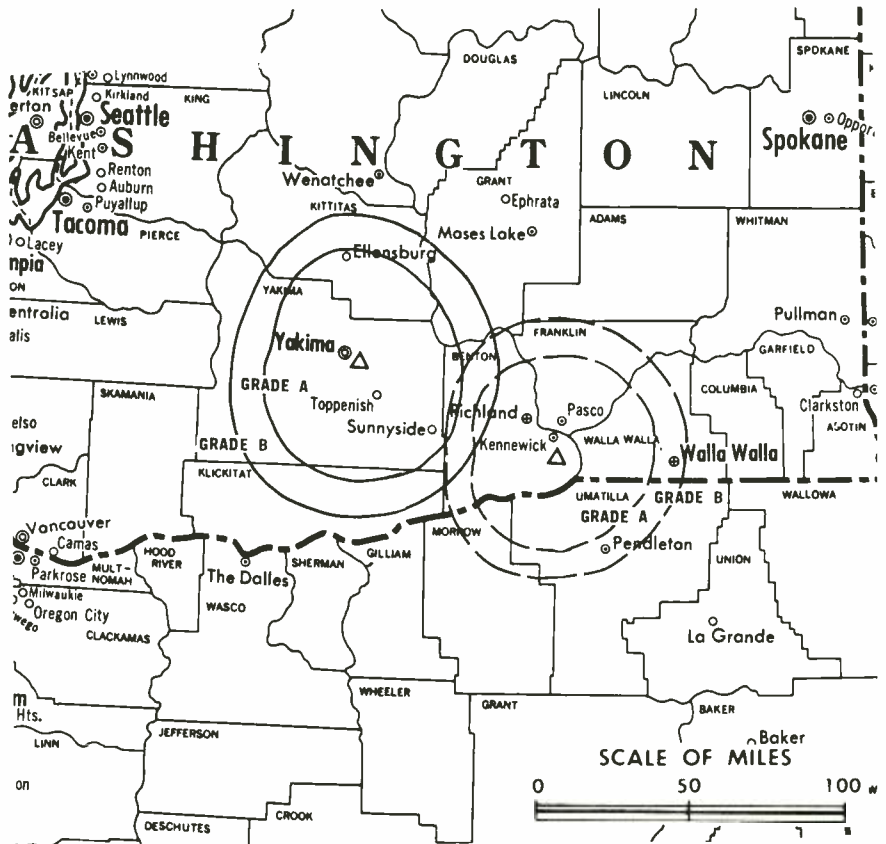
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



KNDO Ref: FCC File No. BNPCT-6858 Granted 9/25/68

© American Map Co., Inc., N.Y., No. 14244

## KNDO

Network Service: NBC.

Licensee: Columbia Empire Broadcasting Corp., 1608 S. 24th Ave., Yakima, Wash. (98901).

Studio: 1608 S. 24th Ave., Box 10028, Yakima, Wash. (98909).

Telephone: 509-248-2300.

Ownership: Hugh E. Davis, pres., 100%. Also owns associated station KNDU, Richland-Pasco-Kennewick, 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 Katz Television.

Represented (legal) by Haley, Bader & Potts.

Personnel:

HUGH E. DAVIS, president & general manager.  
BEN SHROPSHIRE, vice president & general sales manager.  
SCOTT MARRINER, assistant general manager.  
OPAL LAURENT, business manager.  
RONALD KROUS, director of engineering.  
BILL OLTMAN, news director.

### DIGEST OF RATE CARD NO. 34—(Aug. 29, 1977)

Hour	30 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class A—5:30-11 p.m., daily.	\$750	\$450	\$225	\$200*	\$200*
				\$200*	\$100*

\*Class AA—7-11 p.m., daily.

Note: Includes KNDU, Richland-Pasco-Kennewick, Wash.

NETWORK BASE HOURLY RATE: \$550.

	Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OREGON</b>				
		Morrow	1,900	1,700	91
		Umatilla	18,100	16,700	92
	<b>WASHINGTON</b>				
		Benton	27,800	26,700	96
		Columbia	1,600	1,500	91
		Franklin	9,300	8,900	96
Between 25-49%		Kittitas East	7,200	6,600	94
		Walla Walla	15,900	14,700	92
		Yakima	58,300	55,100	94
	<b>OREGON</b>				
		Gilliam	700	600	92
Between 5-24%		Wheeler	500	500	92
	<b>WASHINGTON</b>				
	Adams	4,600	4,400	96	
Station Totals	<b>OREGON</b>				
		Sherman	900	900	96
	<b>WASHINGTON</b>				
		Chelan	16,500	15,600	95
		Douglas	6,800	6,500	96
	Grant	16,300	15,500	95	
	Kittitas West	1,600	1,500	87	
Station Totals			188,000	177,400	94
Net Weekly Circulation (1976-77)					122,000
Average Daily Circulation (1976-77)					78,900

**KING-TV, Seattle**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WASHINGTON—(Continued)			
	Cowlitz	26,900	25,800	96
	Kittitas East	7,200	6,600	94
Between 5-24%	<b>OREGON</b>			
	Wasco	7,400	6,900	93
	<b>WASHINGTON</b>			
	Adams	4,600	4,400	96
	Douglas	6,800	6,500	96
	Grant	16,300	15,500	95

**KHQ-TV, Spokane**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MONTANA—(Continued)			
	Glacier	3,500	3,300	94
	Lewis & Clark	14,100	13,500	96
	Missoula	23,400	22,400	96
	Sanders	3,600	3,300	92
	<b>OREGON</b>			
	Umatilla	18,100	16,700	92
Between 5-24%	<b>WASHINGTON</b>			
	Benton	27,800	26,700	96
	Franklin	9,300	8,900	96
	<b>MONTANA</b>			
	Lake	6,300	6,000	96
	Mineral	1,500	1,400	96
	Pondera	2,300	2,200	96
	Ravalli	7,300	7,000	96
	Toole	2,100	2,000	97
	<b>WASHINGTON</b>			
Kittitas East	7,200	6,600	94	

**KIMA-TV, Yakima**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	<b>WASHINGTON</b>			
	Chelan	16,500	15,600	95
	Douglas	6,800	6,500	96
	Grant	16,300	15,500	95

**KXLY-TV, Spokane**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA</b>			
	Cascade	29,900	29,200	98
	Glacier	3,500	3,300	94
	Lake	6,300	6,000	96
	Missoula	23,400	22,400	96
	Toole	2,100	2,000	97
	<b>OREGON</b>			
	Umatilla	18,100	16,700	92
	<b>WASHINGTON</b>			
	Benton	27,800	26,700	96
Franklin	9,300	8,900	96	
Between 5-24%	<b>MONTANA</b>			
	Ravalli	7,300	7,000	96
	Valley	4,900	4,600	93

**KREM-TV, Spokane**  
(Arbitron Data Continued)

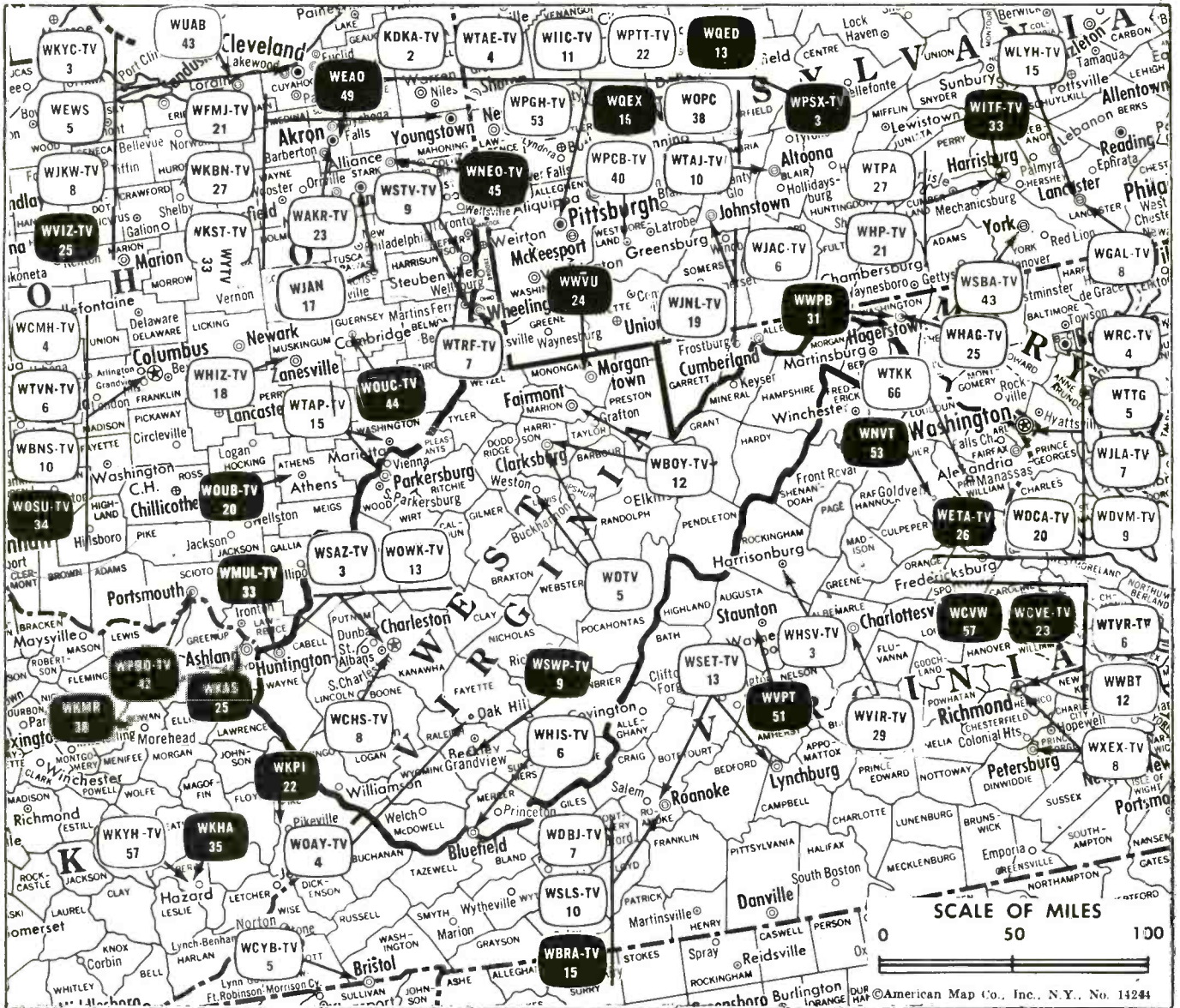
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	<b>MONTANA</b>			
	Cascade	29,900	29,200	98
	Missoula	23,400	22,400	96
	Sanders	3,600	3,300	92
	<b>OREGON</b>			
	Baker	6,000	5,600	93
	Umatilla	18,100	16,700	92
Between 5-24%	<b>WASHINGTON</b>			
	Benton	27,800	26,700	96
	<b>MONTANA</b>			
Lake	6,300	6,000	96	
Mineral	1,500	1,400	96	
Ravalli	7,300	7,000	96	

**BLACKBURN & COMPANY, INC.**

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# West Virginia



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Charleston-Huntington	296,000	40	436,100	43
Wheeling-Steubenville	116,000	98	158,500	110
Bluefield-Beckley-Oak Hill	60,000	144	128,400	134
Clarksburg-Weston	49,000	154	76,200	161
Parkersburg	10,000	197	30,400	199

West Virginia Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	8	1	9
Educational Television Stations	1	2	3
			12



**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WSWP-TV**

**Grandview**

Ch. 9

Non-Commercial Educational Station

Licensee: W. Va. Educational Bcstg. Authority, Suite B-424, State Capitol, Bldg. 6, Charleston, W. Va. (25305).

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 450-ft. above ground, 3410-ft. above sea level.

Latitude	37°	53'	46"
Longitude	80°	59'	21"

**WMUL-TV**

**Huntington**

Ch. 33

Non-Commercial Educational Station

Licensee: W. Va. Educational Bcstg. Authority, Suite B-424, State Capitol, Bldg. 6, Charleston, W. Va. (25305).

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

Licensee: W.Va. Board of Regents, W.Va. U., 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: 1500-ft. above av. terrain, 518-ft. above ground, 3114-ft. above sea level.

Latitude	39°	41'	45"
Longitude	79°	45'	45"

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WOWK-TV, Charleston**

(See Huntington, W. Va.)

**WSAZ-TV, Charleston**

(See Huntington, W. Va.)

**WCBS-TV, Huntington**

(See Charleston, W. Va.)

**WBOY-TV & WDTV, Weston**

(See Clarksburg, W. Va.)

**WSTV-TV, Wheeling**

(See Steubenville, Ohio)

**Hogan-Feldmann, Inc.**

**MEDIA BROKERS • CONSULTANTS**

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

# 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: WHAJ, 83-kw, 104.5 MHz (No. 283), 1197-ft.

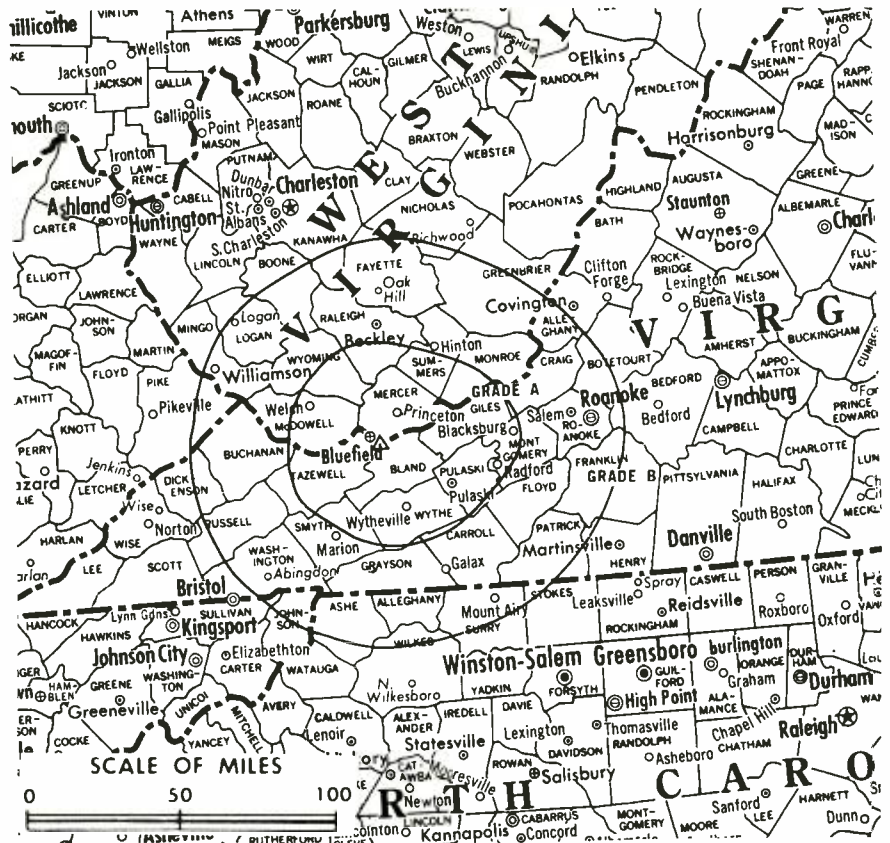
Represented (engineering) by A. D. Ring & Associates.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: NBC.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WHIS-TV Ref: FCC File No. BPCT-1515 Granted 10/20/54 © American Map Co., Inc., N.Y., No. 14244

## WHIS-TV

Network Service: NBC.

Licensee: Daily Telegraph Printing Co., Bland St.

Studio: Route 460 Bypass, Bluefield (24701).

Telephone: 304-327-7114. TWX No.: 710-938-8380.

Ownership: Same as Bluefield Daily Telegraph. Hugh Shott, chmn., 39.43%; Ned Shott, v.p., .41%; John C. Shott, v.p., .20%; Scott Shott, secy.-treas., .20%; Jim H. Shott Estate, 39.23%; estate of Mrs. B. L. Early, .20%; Daily Telegraph Printing Co. Employees Pension Trust, 20.33%. 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., chairman.
- JOHN SHOTT, vice president & general manager.
- AL MARRA, sales manager.
- ERLENE BRANCH, program director.
- KENNETH DICK, chief engineer.

Highest 30 Sec. Rate (Sept. 18, 1978): \$150.

NETWORK BASE HOURLY RATE: \$500.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Bland	2,100	1,900	93
	Buchanan	9,900	9,300	94
	Tazewell	15,400	14,900	97
	<b>WEST VIRGINIA</b>			
	Greenbrier	11,400	10,900	96
	Mc Dowell	16,600	15,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WEST VIRGINIA—(Continued)</b>			
	Mercer	24,000	23,300	97
	Mingo	10,900	10,500	96
	Monroe	3,900	3,600	92
	Raleigh	26,600	25,700	97
	Summers	5,000	4,700	93
	Wyoming	10,000	9,600	96
Between 25-49%	<b>KENTUCKY</b>			
	Pike	22,200	21,400	97
	<b>VIRGINIA</b>			
	Alleghany	9,600	9,300	97
	Carroll	10,900	10,400	95
	Smyth	10,200	9,900	97
	Wythe	8,000	7,600	96
Between 5-24%	<b>WEST VIRGINIA</b>			
	Boone	8,900	8,700	97
	Fayette	18,400	17,900	97
	Logan	15,000	14,600	97
	Pocahontas	3,300	3,000	90
	<b>KENTUCKY</b>			
	Letcher	9,000	8,500	95
	Martin	3,400	3,200	95
	<b>NORTH CAROLINA</b>			
	Alleghany	3,400	3,200	95
	<b>VIRGINIA</b>			
Bath	2,000	1,900	96	
Dickenson	5,800	5,600	96	
Giles	5,900	5,700	97	
Grayson	5,400	5,200	96	

(Continued on page 911-b)

Station Totals	413,000	399,100	96
Net Weekly Circulation (1976-77)	158,000		
Average Daily Circulation (1976-77)	101,800		

# West Virginia—Charleston-Huntington

## WCHS-TV

Ch. 8

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 155-kw visual, 19.1-kw aural. Antenna: 1220-ft. above av. terrain, 996-ft. above ground, 2046-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).

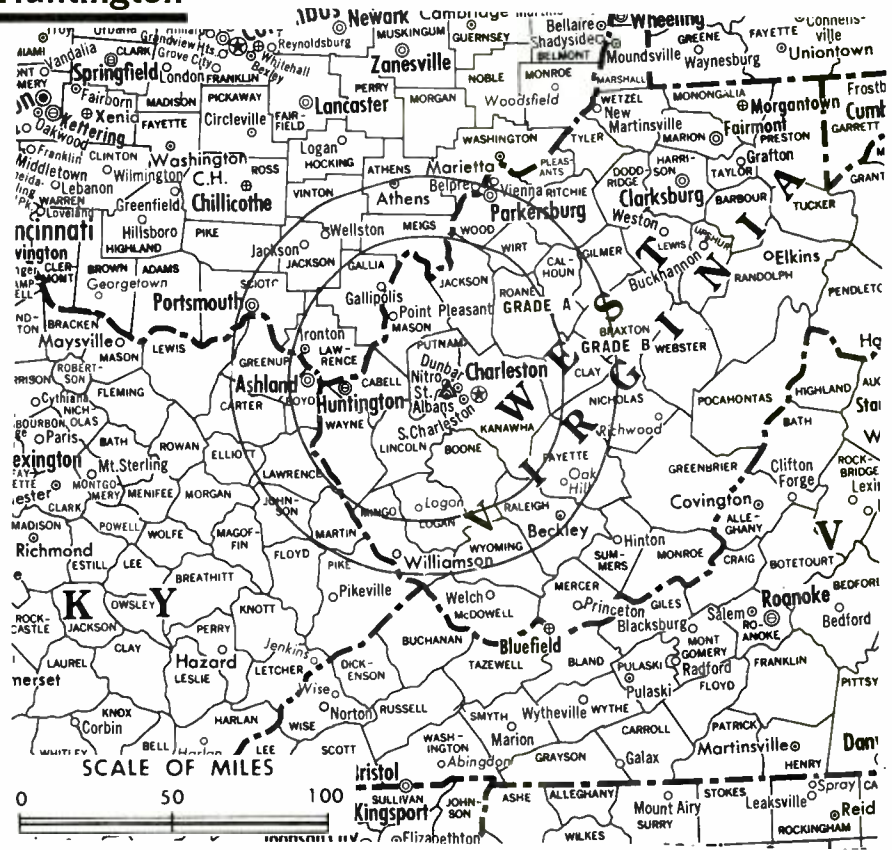
FM Affiliate: WBES, 16-kw, 96.1 MHz (No. 241), 800-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

News Film Service: CBS.

Total Household: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



WCHS-TV Ref: FCC File No. BMPCT—3392 Granted 9/11/56

© American Map Co., Inc., N.Y., No. 14244

## WCHS-TV

Network Service: CBS.  
Licensee: Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).  
Studio: 1111 Virginia St. E., Charleston (25324).  
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 H-R Television.  
Represented (legal) by Smith & Pepper.  
Personnel:  
JAMES C. RODDEY, group vice president.  
W. P. EATON JR., director, television.  
CURTIS W. BUTLER, general manager.  
JACK ROBINETTE, sales manager.  
TALIAFERRO SIMPSON, operations manager.  
ROBERT ROUSH, chief engineer.  
JIM READER, news director.  
JEFF KNAPP, director of films.

### DIGEST OF RATE CARD NO. 1-77—(Jan. 15, 1977)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—8-11 p.m., Mon.-Sat.; 6:30-11 p.m., Sun.  
\$1500.00 \$900.00 \$550.00 Graded rates apply\*  
\*Highest rate: \$600.

NETWORK BASE HOURLY RATE: \$1100.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY</b>			
	Boyd	18,100	17,900	99
	Carter	7,700	7,500	97
	Elliott	1,900	1,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>KENTUCKY—(Continued)</b>			
	Floyd	13,500	13,000	96
	Greenup	10,800	10,600	98
	Johnson	7,200	7,000	97
	Lawrence	4,300	4,200	97
	Magoffin	3,600	3,400	95
	Martin	3,400	3,200	95
	Morgan	3,500	3,300	95
	Pike	22,200	21,400	97
	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Gallia	10,200	9,800	96
	Jackson	10,200	9,900	97
	Lawrence	21,000	20,500	98
Meigs	7,800	7,500	97	
Scioto	29,900	29,100	97	
Vinton	3,500	3,400	97	
Washington	20,500	19,800	97	
<b>WEST VIRGINIA</b>				
Boone	8,900	8,700	97	
Braxton	4,500	4,200	94	
Cabell	38,300	37,700	98	
Calhoun	2,800	2,700	95	
Clay	3,100	3,000	95	
Fayette	18,400	17,900	97	
Jackson	7,300	7,200	98	
Kanawha	81,500	80,100	98	
Lewis	6,400	6,200	97	
Lincoln	6,500	6,300	97	
Logan	15,000	14,600	97	
Mc Dowell	16,600	15,900	96	
Mason	8,500	8,400	98	
Mingo	10,900	10,500	96	
Nicholas	8,300	8,000	97	
Pleasants	2,400	2,300	97	

(Continued on page 911-b)

Station Totals	731,000	708,900	96
Net Weekly Circulation (1976-77)			487,500
Average Daily Circulation (1976-77)			314,000

# West Virginia—Huntington-Charleston

## WOWK-TV

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 132-kw visual, 26.3-kw aural. Antenna: 1270-ft. above av. terrain, 1109-ft. above ground, 2049-ft. above sea level.

Latitude 38° 30' 21"  
Longitude 82° 12' 30"

Transmitter: Barker's Ridge Rd., Huntington.

TV tape: Recording facilities.

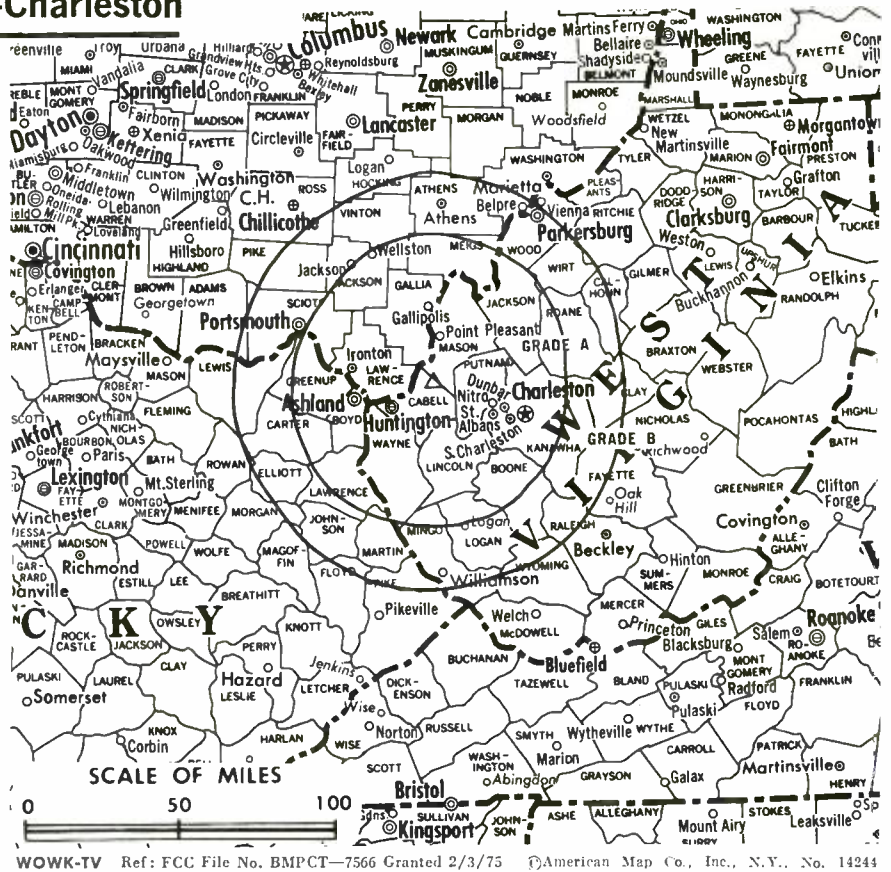
Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Represented (engineering) by Lohnes & Culver.

Represented (legal) by Wilner & Scheiner.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WOWK-TV Ref: FCC File No. BMPCT-7566 Granted 2/3/75 © American Map Co., Inc., N.Y., No. 14243

## WOWK-TV

Network Service: ABC.

Licensee: Gateway Communications Inc., 625 Fourth Ave. (25701).

Studio: 625 4th Ave., Huntington.

Telephone: 304-525-7661. TWX No.: 710-931-8078.

Ownership: See WBNG-TV, Binghamton, N.Y.

Began Operation: Oct. 2, 1955. Sale to present owner by Reeves Telecom approved by FCC Sept. 13, 1974. Sale to Reeves by Cowles Bcstg. Co. approved Dec. 21, 1960 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 Blair Television.

Personnel:

- LEO M. MacCOURTNEY, vice president & general manager.
- J. THOMAS CONNERS, general sales manager.
- O. W. MYERS, local sales manager.
- JUDY GIRARD, program director.
- JACQUI MULLEN, news director.
- ROBERT WILLIS, promotion director.
- STUART M. BERSHTEIN, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—7:30-11:30 p.m., daily.	\$1500	\$700	\$350	\$240	Graded rates apply*	

\*Highest rate: \$700.

NETWORK BASE HOURLY RATE: \$1150.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY</b>			
	Boyd	18,100	17,900	99
	Carter	7,700	7,500	97
	Elliott	1,900	1,900	97
	Floyd	13,500	13,000	96
	Greenup	10,800	10,600	98
	Johnson	7,200	7,000	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>KENTUCKY—(Continued)</b>			
	Knott	4,900	4,600	93
	Lawrence	4,300	4,200	97
	Lewis	4,200	4,000	96
	Magoffin	3,600	3,400	95
	Martin	3,400	3,200	95
	Morgan	3,500	3,300	95
	Pike	22,200	21,400	97
	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Gallia	10,200	9,800	96
	Jackson	10,200	9,900	97
	Lawrence	21,000	20,500	98
	Meigs	7,800	7,500	97
	Scioto	29,900	29,100	97
	Vinton	3,500	3,400	97
	Washington	20,500	19,800	97
	<b>WEST VIRGINIA</b>			
	Boone	8,900	8,700	97
	Cabell	38,300	37,700	98
	Fayette	18,400	17,900	97
	Jackson	7,300	7,200	98
Kanawha	81,500	80,100	98	
Lincoln	6,500	6,300	97	
Logan	15,000	14,600	97	
Mc Dowell	16,600	15,900	96	
Mason	8,500	8,400	98	
Mingo	10,900	10,500	96	
Pleasants	2,400	2,300	97	
Putnam	10,100	9,900	98	
Roane	5,000	4,800	96	
Wayne	13,200	12,800	97	
Wirt	1,600	1,500	96	
Wood	31,200	30,400	98	

(Continued on page 915-b)

Station Totals	713,100	691,100	96
Net Weekly Circulation (1976-77)	444,200		
Average Daily Circulation (1976-77)	269,400		

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: NBC.

Studios: 645 5th Ave., Huntington, W. Va. (25721); auxiliary studio in Charleston, W. Va.

TWX No.: 710-931-8034.

Represented (legal) by Pierson, Ball & Dowd.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 1-b).



WSAZ-TV Ref: FCC File No. BMPCT-1056 Granted 1/11/54

© American Map Co., Inc., N.Y., No. 14244

## WSAZ-TV

Network Service: NBC.

Licensee: Lee Enterprises Inc., WSAZ Bldg., 645 Fifth Ave., Huntington (25701).

Telephones: 304-697-4780, Huntington; 304-344-3521, Charleston.

Ownership: See KHQA-TV, Hannibal, Mo.-Quincy, Ill.

Began Operation: Nov. 15, 1949. Sale to present owner by Capital Cities Bcstg. approved by FCC Feb. 1971. Previous sale 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 Katz Television.

Personnel:

- GEORGE R. ANDRICK, general manager.
- GEORGE M. CURRY, program manager.
- WILLIAM WATTS, marketing manager.
- ROBERT HARRIS, operations manager, Charleston office.
- BOB BRUNNER, news director.
- FRITZ LEICHNER, production manager.
- JOHN P. CLAY, chief engineer.
- HAROLD HALL, local sales manager.

DIGEST OF RATE CARD NO. A38 & P24—(Aug. 30, 1976)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.
Class A—6-11 p.m., daily.	\$2000	\$1200	\$800	\$600

Graded rates apply\*

\*Highest rate: \$750.

NETWORK BASE HOURLY RATE: \$1700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY</b>				
	Boyd	18,100	17,900	99
<b>50% &amp; Over</b>	Carter	7,700	7,500	97
	Elliott	1,900	1,900	97
	Floyd	13,500	13,000	96
	Greenup	10,800	10,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>KENTUCKY—(Continued)</b>				
	Johnson	7,200	7,000	97
	Knott	4,900	4,600	93
	Lawrence	4,300	4,200	97
	Lewis	4,200	4,000	96
	Magoffin	3,600	3,400	95
	Martin	3,400	3,200	95
	Morgan	3,500	3,300	95
	Pike	22,200	21,400	97
<b>OHIO</b>				
	Athens	15,200	14,600	96
	Gallia	10,200	9,800	96
	Jackson	10,200	9,900	97
	Lawrence	21,000	20,500	98
	Meigs	7,800	7,500	97
	Pike	6,800	6,600	96
<b>50% &amp; Over</b>	Scioto	29,900	29,100	97
	Vinton	3,500	3,400	97
	Washington	20,500	19,800	97
<b>WEST VIRGINIA</b>				
	Boone	8,900	8,700	97
	Braxton	4,500	4,200	94
	Cabell	38,300	37,700	98
	Calhoun	2,800	2,700	95
	Clay	3,100	3,000	95
	Fayette	18,400	17,900	97
	Gilmer	2,500	2,400	95
	Jackson	7,300	7,200	98
	Kanawha	81,500	80,100	98
	Lincoln	6,500	6,300	97
	Logan	15,000	14,600	97
	Mc Dowell	16,600	15,900	96
	Mason	8,500	8,400	98
	Mingo	10,900	10,500	96
	Nicholas	8,300	8,000	97
	Pleasants	2,400	2,300	97

(Continued on page 911-b)

State Totals	748,500	725,000	96
Net Weekly Circulation (1976-77)			510,000
Average Daily Circulation (1976-77)			385,600

# West Virginia—Clarksburg-Weston

**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, live, film, slide & tape.

News Wire Service: UPI.

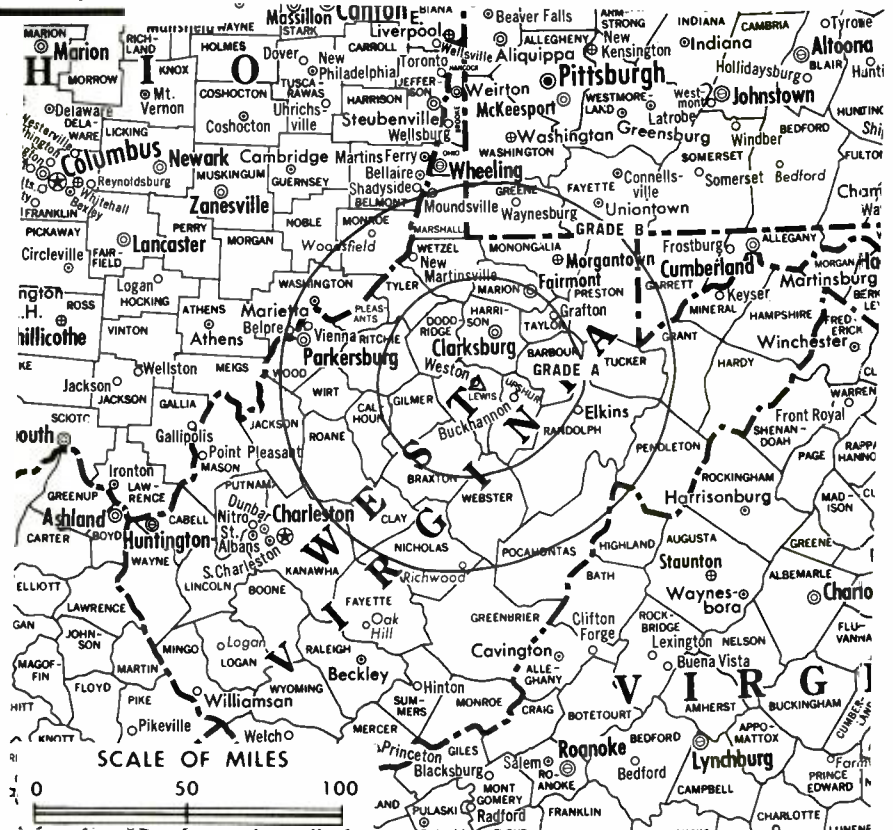
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



WDTV Ref: FCC File No. BPCT-2310 Granted 11/4/59

© American Map Co., Inc., N.Y., No. 14244

## WDTV

Network Service: CBS & NBC.

Licensee: W. Russell Withers Jr., Box 480, Bridgeport, W. Va. (26330).

Studio: Television Park, Weston, W. Va. (26452).

Telephones: 304-842-3558, Bridgeport; 304-269-2498, Weston.

TWX No.: 710-935-1142.

Ownership: W. Russell Withers Jr., pres.-treas., 100%; William P. Bernton, secy. Withers owns KAHU & KULA(FM), Waipahu, Hawaii; 90% of KGMO-AM-FM, Cape Girardeau, Mo.; 85% of WMIX-AM-FM, Mt. Vernon, Ill.

Began Operation: June 22, 1960. Sale to present owner by Broadcasting Industries of W. Va. approved by FCC April 5, 1973. Transfer of control to William A. Meehan, Receiver, from Broadcast Industries of W. Va., approved by FCC June 30, 1971. Sale to Broadcast Industries (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 (engineering) by Silliman, Moffet & Kowalski.

Represented (sales) by H-R Television.

Personnel:

W. RUSSELL WITHERS JR., president & general manager.  
DUSTYN WAYMAN, station manager.  
RICK TERRY, sales manager.  
NICK PELLEGRIN, program director.  
LYLE JOHNSEN, news director.  
KENNY SMITH, chief engineer.

Highest 30 Sec. Rate (Feb. 27, 1978): \$140.

NETWORK BASE HOURLY RATE: \$450.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>OHIO</b> Washington	20,500	19,800	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
	Barbour	5,600	5,400	96
	Braxton	4,500	4,200	94
	Doddridge	2,400	2,300	96
	Gilmer	2,500	2,400	95
	Harrison	28,300	27,900	98
	Lewis	6,400	6,200	97
<b>50% &amp; Over</b>	Marion	23,800	23,300	98
	Pleasants	2,400	2,300	97
	Randolph	8,800	8,400	96
	Ritchie	3,800	3,600	95
	Taylor	5,800	5,600	96
	Tucker	2,900	2,800	95
	Tyler	3,700	3,600	96
	Upshur	7,700	7,400	96
	Webster	3,500	3,300	95
	Wetzel	7,200	7,000	98
	Wirt	1,600	1,500	96
<b>MARYLAND</b>				
	Garrett	7,900	7,600	96
<b>OHIO</b>				
	Monroe	5,500	5,300	96
<b>WEST VIRGINIA</b>				
<b>Between 25-49%</b>	Calhoun	2,800	2,700	95
	Clay	3,100	3,000	95
	Monongalia	23,800	23,000	97
	Nicholas	8,300	8,000	97
	Preston	8,900	8,500	96
	Wood	31,200	30,400	98
<b>PENNSYLVANIA</b>				
<b>Between 5-24%</b>	Greene	14,200	13,700	97
(Continued on page 911-b)				
<b>Station Totals</b>		<b>302,500</b>	<b>292,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>157,900</b>
<b>Average Daily Circulation (1976-77)</b>				<b>93,600</b>

**SERVING 35 COUNTIES  
IN  
5 STATES**



**WESTON  
CLARKSBURG  
FAIRMONT**

WITHERS BROADCASTING COMPANY OF WEST VIRGINIA

**Plus  
Extended Coverage  
on  
112 TV Cable Systems  
A Total of 121,225 Subscribers  
in  
3 States**

# West Virginia—Clarksburg

## WBOY-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 129-kw 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.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



Total Households: © MSL  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WBOY-TV

Network Service: ABC.

Licensee: WBOY-TV Inc., 912 W. Pike St.

Studio: 912 W. Pike St., Clarksburg, W.Va. (26301).

Telephone: 304-623-3311. TWX No.: 710-939-6813.

Ownership: Commercial Dispatch Publishing Co., 85%; Birney Imes Jr., pres.; William J. Threadgill, v.p.; William W. Whitfield, secy.-treas., 7.5%; Clyde K. Burson, dir., 7.5%. For other interests, see WCBI-TV, Columbus, Miss.

Began Operation: Nov. 17, 1957. Sale to present owners by Marion R. Ascoli, Max Ascoli & Nathan W. Levin approved by FCC Nov. 5, 1976. Previous sale by Rust Craft Bcstg. Co. was 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 The Meeker Co.; Dome & Assoc. (Pittsburgh).

Represented (engineering) by Jules Cohen & Associates.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

JOSEPH SIMMS, general manager.  
BOB TOOTHMAN, program director.  
JOE WRIGHT, chief engineer.

Highest 30 Sec. Rate (Aug. 27, 1978): \$140.

NETWORK BASE HOURLY RATE: \$300.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA</b>				
	Barbour	5,600	5,400	96
	Braxton	4,500	4,200	94
<b>50% &amp; Over</b>	Doddridge	2,400	2,300	96
	Gilmer	2,500	2,400	95
	Harrison	28,300	27,900	98
	Lewis	6,400	6,200	97

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WEST VIRGINIA—(Continued)</b>				
	Marion	23,800	23,300	98
	Monongalia	23,800	23,000	97
	Preston	8,900	8,500	96
	Randolph	8,800	8,400	96
<b>50% &amp; Over</b>	Ritchie	3,800	3,600	95
	Taylor	5,800	5,600	96
	Tucker	2,900	2,800	95
	Tyler	3,700	3,600	96
	Upshur	7,700	7,400	96
	Webster	3,500	3,300	95
<b>OHIO</b>				
	Washington	20,500	19,800	97
<b>WEST VIRGINIA</b>				
<b>Between 25-49%</b>	Pleasants	2,400	2,300	97
	Wetzel	7,200	7,000	98
	Wirt	1,600	1,500	96
<b>MARYLAND</b>				
	Garrett	7,900	7,600	96
<b>OHIO</b>				
	Monroe	5,500	5,300	96
	Morgan	4,600	4,400	96
<b>PENNSYLVANIA</b>				
	Greene	14,200	13,700	97
<b>Between 5-24%</b>	<b>WEST VIRGINIA</b>			
	Calhoun	2,800	2,700	95
	Grant	2,700	2,500	93
	Marshall	14,200	14,000	98
	Nicholas	8,300	8,000	97
	Pocahontas	3,300	3,000	90
	Wood	31,200	30,400	98
<b>Station Totals</b>		<b>268,800</b>	<b>260,100</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>128,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>81,000</b>	



**WSAZ-TV, Huntington**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WEST VIRGINIA—(Continued)</b>			
<b>50% &amp; Over</b>	Putnam	10,100	9,900	98
	Raleigh	26,600	25,700	97
	Ritchie	3,800	3,600	95
	Roane	5,000	4,800	96
	Wayne	13,200	12,800	97
	Webster	3,500	3,300	95
	Wirt	1,600	1,500	96
	Wood	31,200	30,400	98
	Wyoming	10,000	9,600	96
	<b>KENTUCKY</b>			
	Menifee	1,300	1,200	95
	Rowan	4,700	4,500	96
	<b>OHIO</b>			
	Hocking	8,000	7,800	97
	Morgan	4,600	4,400	96
<b>Between 25-49%</b>	<b>VIRGINIA</b>			
	Buchanan	9,900	9,300	94
	Dickenson	5,800	5,600	96
	<b>WEST VIRGINIA</b>			
	Lewis	6,400	6,200	97
	Mercer	24,000	23,300	97
	<b>KENTUCKY</b>			
	Bath	3,400	3,200	95
	Breathitt	4,800	4,400	92
	Fleming	4,300	4,200	97
	Letcher	9,000	8,500	95
	Wolfe	2,100	2,000	93
	<b>OHIO</b>			
<b>Between 5-24%</b>	Adams	8,200	7,700	94
	Noble	4,400	4,200	95
	Ross	20,300	19,800	97
	<b>VIRGINIA</b>			
	Tazewell	15,400	14,900	97
	Wise	15,800	15,100	95
	<b>WEST VIRGINIA</b>			
	Greenbrier	11,400	10,900	96
	Randolph	8,800	8,400	96
	Summers	5,000	4,700	93

**WDTV, Clarksburg-Weston**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA</b>			
	Bath	2,000	1,900	96
	<b>WEST VIRGINIA</b>			
<b>Between 5-24%</b>	Fayette	18,400	17,900	97
	Grant	2,700	2,500	93
	Jackson	7,300	7,200	98
	Marshall	14,200	14,000	98
	Pendelton	2,500	2,400	94
	Pocahontas	3,300	3,000	90
	Roane	5,000	4,800	96

**West Virginia**

**WCHS-TV, Charleston**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WEST VIRGINIA—(Continued)</b>			
<b>50% &amp; Over</b>	Putnam	10,100	9,900	98
	Raleigh	26,600	25,700	97
	Roane	5,000	4,800	96
	Wayne	13,200	12,800	97
	Webster	3,500	3,300	95
	Wirt	1,600	1,500	96
	Wood	31,200	30,400	98
		Wyoming	10,000	9,600
	<b>KENTUCKY</b>			
	Knott	4,900	4,600	93
	<b>OHIO</b>			
	Hocking	8,000	7,800	97
	Morgan	4,600	4,400	96
	Pike	6,800	6,600	96
<b>Between 25-49%</b>	<b>WEST VIRGINIA</b>			
	Gilmer	2,500	2,400	95
	Greenbrier	11,400	10,900	96
	Harrison	28,300	27,900	98
	Mercer	24,000	23,300	97
	Ritchie	3,800	3,600	95
	Summers	5,000	4,700	93
	<b>KENTUCKY</b>			
	Letcher	9,000	8,500	95
	Lewis	4,200	4,000	96
	Menifee	1,300	1,200	95
	Rowan	4,700	4,500	96
	Wolfe	2,100	2,000	93
	<b>OHIO</b>			
<b>Between 5-24%</b>	Noble	4,400	4,200	95
	<b>VIRGINIA</b>			
	Buchanan	9,900	9,300	94
	Dickenson	5,800	5,600	96
	Tazewell	15,400	14,900	97
	<b>WEST VIRGINIA</b>			
	Pocahontas	3,300	3,000	90
	Randolph	8,800	8,400	96
	Upshur	7,700	7,400	96

**WHIS-TV, Bluefield**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>VIRGINIA—(Continued)</b>			
	Highland	900	900	96
	Montgomery	22,500	21,900	97
	Pulaski	11,100	10,800	97
<b>Between 5-24%</b>	Russell	8,400	8,000	95
	<b>WEST VIRGINIA</b>			
	Clay	3,100	3,000	95
	Kanawha	81,500	80,100	98
	Nicholas	8,300	8,000	97

# 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 city limits.

TV tape: Recording facilities.

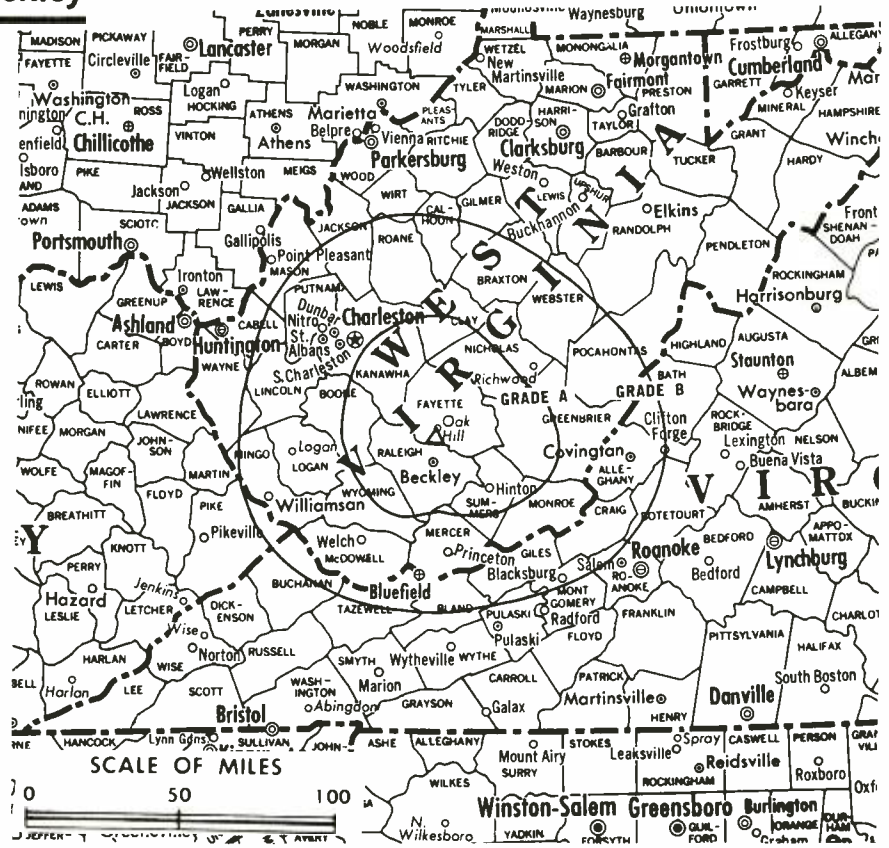
AM Affiliate: WOAY, 10-kw, 860 kHz.

FM Affiliate: WOAY-FM, 26-kw, 94.1 MHz (No. 231), 660-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TVC and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WOAY-TV Ref: FCC File No. BMPCT-2280 Granted 8/3/34 © American Map Co., Inc., N.Y., No. 14244

## WOAY-TV

Network Service: ABC.

Licensee: Robert R. Thomas III, Administrator, Box 251, Oak Hill, W. Va. (25901).

Studio: U.S. Hwy. 21, .7-mi. S of Oak Hill.

Telephone: 304-469-3361.

Ownership: Estate of Robert R. Thomas Jr., 100%.

Began Operation: Dec. 3, 1954.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ROBERT R. THOMAS III, general manager.  
ROBERT BROWN, station & commercial manager.  
JIM MARTIN, chief engineer.

Highest 30 Sec. Rate (May 16, 1978): \$140.

NETWORK BASE HOURLY RATE: \$268.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>VIRGINIA</b>			
	Tazewell	15,400	14,900	97
	<b>WEST VIRGINIA</b>			
	Boone	8,900	8,700	97
	Braxton	4,500	4,200	94
	Clay	3,100	3,000	95
	Fayette	18,400	17,900	97
	Greenbrier	11,400	10,900	96
	Mc Dowell	16,600	15,900	96
	Mercer	24,000	23,300	97
	Nicholas	8,300	8,000	97
	Raleigh	26,600	25,700	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Summers	5,000	4,700	93
	Webster	3,500	3,300	95
	Wyoming	10,000	9,600	96
Between 25-49%	<b>VIRGINIA</b>			
	Bath	2,000	1,900	96
	Buchanan	9,900	9,300	94
	<b>WEST VIRGINIA</b>			
	Calhoun	2,800	2,700	95
Between 5-24%	Gilmer	2,500	2,400	95
	Kanawha	81,500	80,100	98
	Logan	15,000	14,600	97
	Monroe	3,900	3,600	92
	<b>KENTUCKY</b>			
	Pike	22,200	21,400	97
	<b>VIRGINIA</b>			
	Alleghany	9,600	9,300	97
	Bland	2,100	1,900	93
	Carroll	10,900	10,400	95
	Dickenson	5,800	5,600	96
Giles	5,900	5,700	97	
Smyth	10,200	9,900	97	
Between 5-24%	<b>WEST VIRGINIA</b>			
	Jackson	7,300	7,200	98
	Lewis	6,400	6,200	97
	Lincoln	6,500	6,300	97
	Mingo	10,900	10,500	96
	Pocahontas	3,300	3,000	90
	Randolph	8,800	8,400	96
	Ritchie	3,800	3,600	95
Roane	5,000	4,800	96	
Wirt	1,600	1,500	96	
<b>Station Totals</b>		<b>393,600</b>	<b>380,400</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>170,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>101,300</b>	

# West Virginia—Parkersburg-Marietta, O.

## WTAP-TV

Ch. 15

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 236-kw max. & 208-kw horizontal visual, 46.6-kw max. & 41.4-kw horizontal aural. Antenna: 620-ft. above av. terrain, 435-ft. above ground, 1395-ft. above sea level.

Latitude 39° 20' 59"  
Longitude 81° 33' 56"

Transmitter: Dole's Knob, Constitution, O.

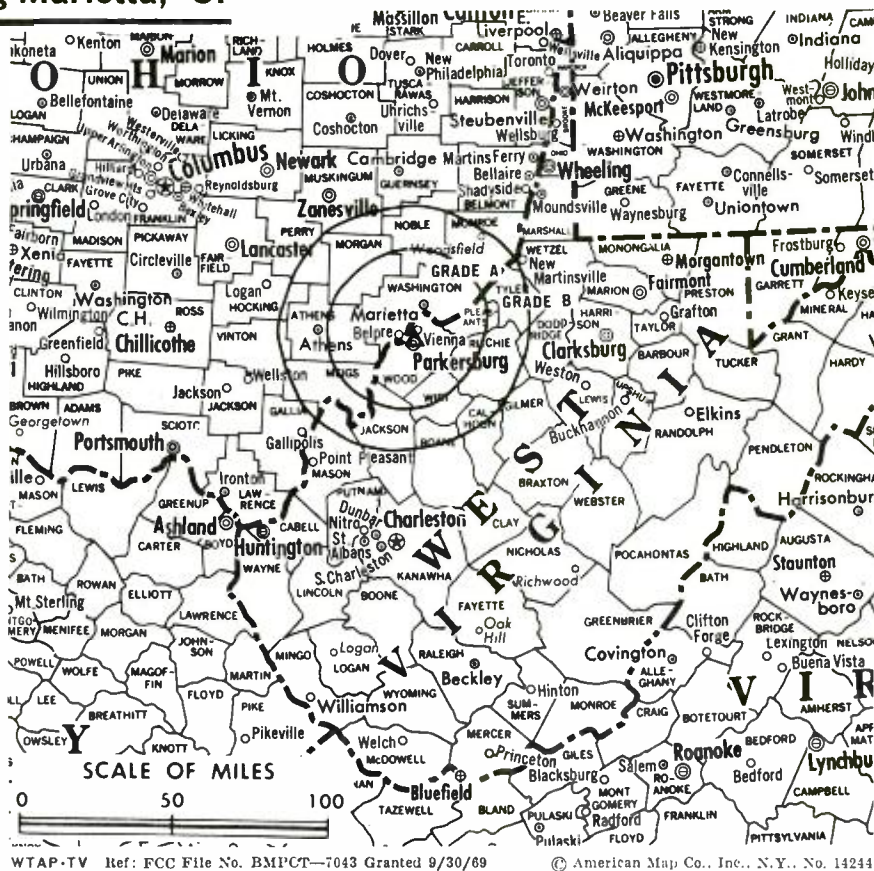
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Represented (legal) by A. Thomas Carroccio.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WTAP-TV

Network Service: NBC.

Licensee: PMA Communications Inc., 121 W. 7th St., Parkersburg (26102).

Studio: 121 W. Seventh St., Parkersburg, W. Va. (26102).

Telephone: 304-485-4588.

Ownership: Robert E. Richardson, chmn.; Sherman A. Grimm, pres.; Van Olmhausen, secy.-treas.; Dr. K. E. Bennett, Jon F. Bergen, Harry H. Cogswell, Charles N. Warren, 12.5% each.

Began Operation: Oct. 8, 1953. Sale to present owners by R. L. Drake Co. approved by FCC Nov. 1974. Previous sale 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 Inc.; Dome & Assoc.; Regional Reps.

Personnel:

SHERMAN A. GRIMM, president & general manager.  
CHARLES HELMICK, chief engineer.  
GLENN WILSON, program director.

Highest 30 Sec. Rate: \$40.

NETWORK BASE HOURLY RATE: \$125.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>OHIO</b>			
	Washington	20,500	19,800	97
	<b>WEST VIRGINIA</b>			
	Pleasants	2,400	2,300	97
	Wood	31,200	30,400	98
Between 25-49%	<b>OHIO</b>			
	Athens	15,200	14,600	96
	Morgan	4,600	4,400	96
	<b>WEST VIRGINIA</b>			
	Wirt	1,600	1,500	96
Between 5-24%	<b>OHIO</b>			
	Gallia	10,200	9,800	96
	Meigs	7,800	7,500	97
	Noble	4,400	4,200	95
	Vinton	3,500	3,400	97
		<b>WEST VIRGINIA</b>		
	Jackson	7,300	7,200	98
	Mason	8,500	8,400	98
	Ritchie	3,800	3,600	95
	Roane	5,000	4,800	96
<b>Station Totals</b>		<b>126,000</b>	<b>121,900</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>56,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>39,100</b>

For UHF Penetration by Market,  
see Services Volume

# West Virginia—Wheeling

**WTRF-TV**

Ch. 7



THE FORWARD GROUP



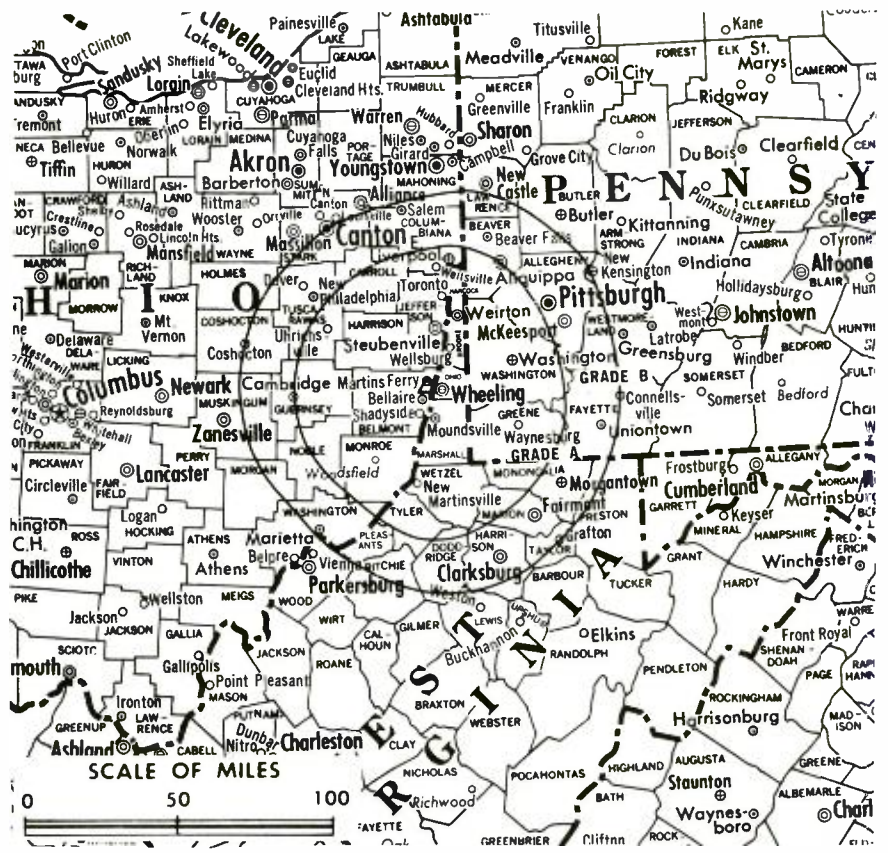
THE MEEKER CO. INC.

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.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Forward Tele-Productions Inc., 96 16th St., Wheeling (26003).

Studio: 96 16th St., Wheeling.

Telephone: 304-232-7777. TWX No.: 304-232-6897.

TV tape: Recording facilities.

FM Affiliate: WTRF, 12.5-kw, 107.5 MHz (No. 298), 900-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC.

Ownership: Forward Communications 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 The Meeker Co.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- ROBERT W. FERGUSON, president & general manager.
- FRANK CURTIS, v.p. & general sales manager.
- GEN IRWIN, business manager.
- GARY VORHEES, operations manager.
- MARK DAVIS, news director.
- DALE SCHUSSLER, editorial director.
- HOWARD DAUBENMEYER, manager, CATV relations.
- KIRK JACKSON, regional sales manager.
- GEORGE CARRÖLL, program director.
- GED YOUNG, promotion director.
- WILLIAM NEY, film manager.
- ROBERT McFARLAND, chief engineer.

### DIGEST OF RATE CARD NO. 27—(Sept. 18, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	ID
Class AA—7:30-11 p.m., daily.					
	\$1100	\$800	\$500	\$400	\$185* \$93*

\*Class AA—8-11 p.m., Mon.-Sat.; 7-11 p.m., Sun.

NETWORK BASE HOURLY RATE: \$1200.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>OHIO</b>				
	Belmont	30,400	29,800	98
	Carroll	8,500	8,300	98
	Coshocton	13,200	12,700	96
	Guernsey	14,500	14,100	97
	Harrison	6,300	6,100	98
	Jefferson	32,800	32,300	98
	Monroe	5,500	5,300	96
	Noble	4,400	4,200	95
	Tuscarawas	29,000	28,200	97
<b>WEST VIRGINIA</b>				
50% & Over	Brooke	10,600	10,500	99
	Hancock	13,600	13,500	99
	Harrison	28,300	27,900	98
	Lewis	6,400	6,200	97
	Marion	23,800	23,300	98
	Marshall	14,200	14,000	98
	Monongalia	23,800	23,000	97
	Ohio	21,300	21,000	99
	Pleasants	2,400	2,300	97
	Tucker	2,900	2,800	95
	Tyler	3,700	3,600	96
	Wetzel	7,200	7,000	98

(Continued on next page)

Station Totals	1,699,300	1,662,700	97
Net Weekly Circulation (1976-77)			455,700
Average Daily Circulation (1976-77)			239,300

**WTRF-TV, Wheeling**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>OHIO</b>			
	Columbiana	40,100	39,400	98
	Morgan	4,600	4,400	96
	Muskingum	28,700	28,000	98
	Washington	20,500	19,800	97
	<b>PENNSYLVANIA</b>			
	Greene	14,200	13,700	97
	Washington	76,500	74,900	98
	<b>WEST VIRGINIA</b>			
<b>Between 25-49%</b>	Barbour	5,600	5,400	96
	Doddridge	2,400	2,300	96
	Preston	8,900	8,500	96
	Randolph	8,800	8,400	96
	Ritchie	3,800	3,600	95
	Taylor	5,800	5,600	96
	Upshur	7,700	7,400	96
	Wirt	1,600	1,500	96
	Wood	31,200	30,400	98
	<b>MARYLAND</b>			
	Garrett	7,900	7,600	96
	<b>OHIO</b>			
	Holmes	7,100	6,600	93
	Knox	15,200	14,900	98
	Perry	10,000	9,800	98
	Stark	131,300	129,300	98
	Wayne	29,500	28,600	97
	<b>PENNSYLVANIA</b>			
<b>Between 5-24%</b>	Allegheny	535,000	525,100	98
	Armstrong	28,200	27,500	98
	Beaver	71,500	70,300	98
	Butler	46,000	45,200	98
	Fayette	54,800	53,000	97
	Lawrence	36,000	35,200	98
	Somerset	28,100	27,200	97
	Westmoreland	130,300	128,100	98
	<b>WEST VIRGINIA</b>			
	Gilmer	2,500	2,400	95
	Grant	2,700	2,500	93

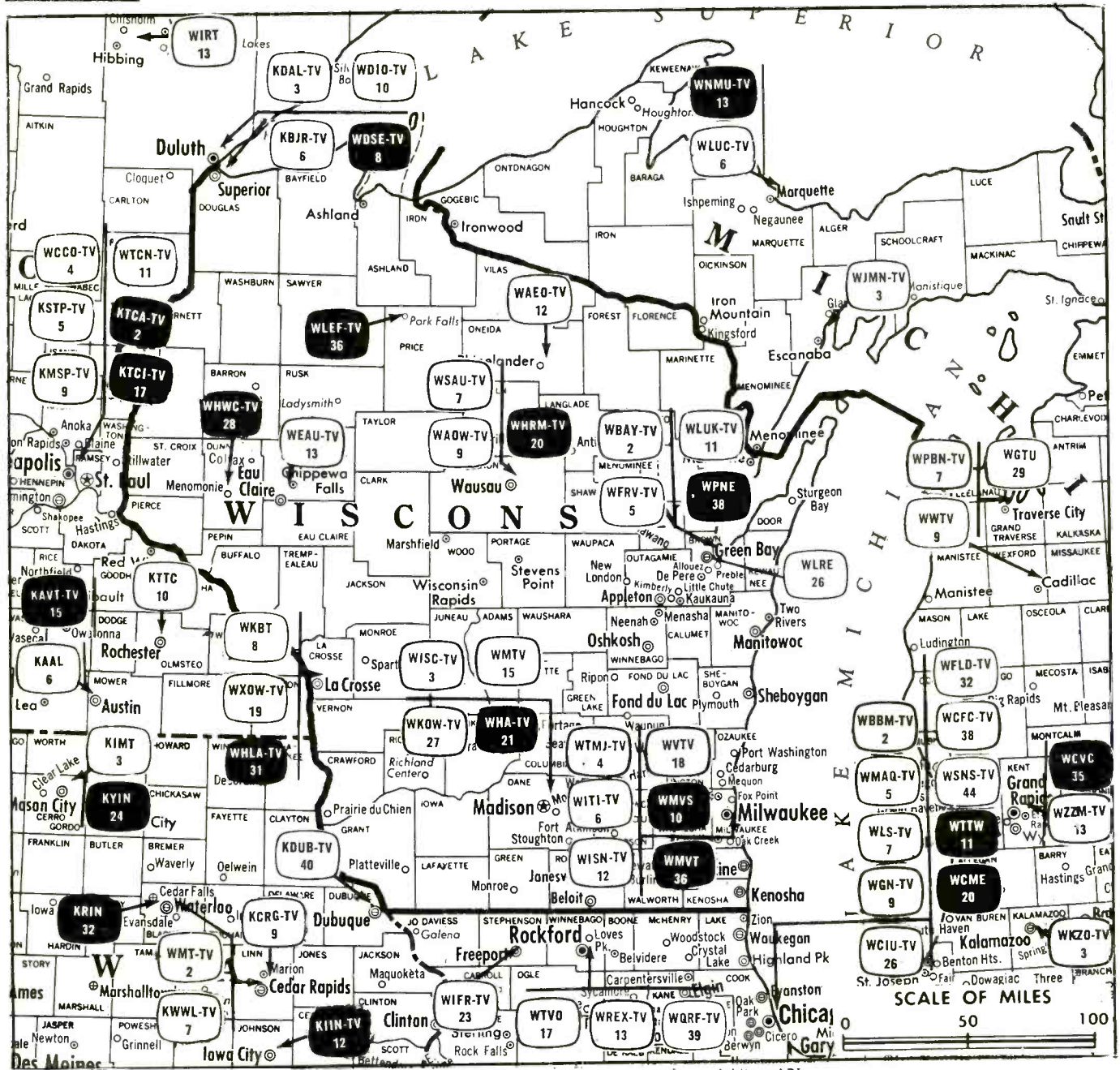
**West Virginia**

**WOWK-TV, Huntington-Charleston**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>KENTUCKY</b>			
	Letcher	9,000	8,500	95
	Menifee	1,300	1,200	95
	Rowan	4,700	4,500	96
	<b>OHIO</b>			
	Hocking	8,000	7,800	97
	Morgan	4,600	4,400	96
	Pike	6,800	6,600	96
	<b>VIRGINIA</b>			
<b>Between 25-49%</b>	Buchanan	9,900	9,300	94
	<b>WEST VIRGINIA</b>			
	Braxton	4,500	4,200	94
	Calhoun	2,800	2,700	95
	Mercer	24,000	23,300	97
	Nicholas	8,300	8,000	97
	Raleigh	26,600	25,700	97
	Ritchie	3,800	3,600	95
	Webster	3,500	3,300	95
	Wyoming	10,000	9,600	96
	<b>KENTUCKY</b>			
	Bath	3,400	3,200	95
	Breathitt	4,800	4,400	92
	<b>OHIO</b>			
	Adams	8,200	7,700	94
	Ross	20,300	19,800	97
	<b>VIRGINIA</b>			
<b>Between 5-24%</b>	Dickenson	5,800	5,600	96
	Tazewell	15,400	14,900	97
	<b>WEST VIRGINIA</b>			
	Clay	3,100	3,000	95
	Gilmer	2,500	2,400	95
	Greenbrier	11,400	10,900	96
	Lewis	6,400	6,200	97
	Summers	5,000	4,700	93

For W.Va. Cable Systems, see Services Volume

# Wisconsin



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Milwaukee	416,000	24	648,300	25
Green Bay	206,000	63	316,300	67
Madison	119,000	96	167,900	105
Duluth-Superior	110,000	104	158,100	111
La Crosse-Eau Claire	88,000	124	143,800	121
Wausau-Rhineland	87,000	127	133,800	126

Wisconsin Station Status as of September 1, 1978

	VHF	UHF	TOTAL
Commercial Television Stations	12	4	16
Educational Television Stations	1	7	8
			24

**State Educational Technical Facilities**  
(Complete Data in Educational Directory)

**WPNE**

**Green Bay**

Ch. 38

Non-Commercial Educational Station

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1078-kw max. & 912-kw horizontal visual, 214-kw max. & 182-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1140-ft. above ground, 2044-ft. above sea level.

Latitude	44°	24'	35"
Longitude	88°	00'	05"

**WHLA-TV**

**La Crosse**

Ch. 31

Non-Commercial Educational Station

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 955-kw horizontal visual, 240-kw max. & 191-kw horizontal aural. Antenna: 1143-ft. above av. terrain, 831-ft. above ground, 2045-ft. above sea level.

Latitude	43°	48'	17"
Longitude	91°	22'	06"

**WHA-TV**

**Madison**

Ch. 21

Non-Commercial Educational Station

Licensee: Board of Regents of University of Wisconsin System, Vilas Communication Hall, Madison, Wis. (53706).

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 759-kw max. & 339-kw horizontal visual, 150-kw max. & 67.6-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1200-ft. above ground, 2245-ft. above sea level.

Latitude	43°	03'	18"
Longitude	89°	28'	42"

**WHWC-TV**

**Menomonie**

Ch. 28

Non-Commercial Educational Station

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1094-kw max. & 871-kw horizontal visual, 218.8-kw max. & 174-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 1196-ft. above ground, 2176-ft. above sea level.

Latitude	45°	02'	47"
Longitude	91°	51'	42"

**WMVS**

**Milwaukee**

Ch. 10

Non-Commercial Educational Station

Licensee: Milwaukee Area District 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: Milwaukee Area District Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 316-kw max. & 151-kw horizontal visual, 38.6-kw max. & 18.2-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"

**WLEF-TV**

**Park Falls**

Ch. 36

Non-Commercial Educational Station

Grantee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 741-kw visual, 148-kw aural. Antenna: 1468-ft. above av. terrain, 1471-ft. above ground, 3049-ft. above sea level.

Latitude	45°	56'	43"
Longitude	90°	16'	28"

**WHRM-TV**

**Wausau**

Ch. 20

Non-Commercial Educational Station

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 724-kw visual, 144-kw aural. Antenna: 980-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude	44°	55'	14.3"
Longitude	89°	41'	30.6"

**State Cross Reference List**  
Communities That Receive Programs of  
Stations That Are Located Elsewhere

**WFRV & WLUK-TV**

**Marinette**

(See Green Bay, Wis.)

**KDAL-TV, KBJR-TV & WDSE-TV**

**Superior**

(See Duluth, Minn.)

# Wisconsin—Eau Claire

## WEAU-TV

Ch. 13



Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 195-kw visual, 28.8-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: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WEAU-TV Ref: FCC File No. BMPCT-6001 Granted 5/25/65

©American Map Co., Inc., N.Y., No. 14214

## WEAU-TV

Network Service: NBC.

Licensee: WEAU Inc., Box 47 (54701).

Studio: 1907 S. Hastings Way.

Telephone: 715-832-3474. TWX No.: 910-282-1633.

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; Granite City (Ill.) Press-Record; Dedham (Mass.) Transcript; 10 suburban weeklies in Ohio. Post Corp. also owns KTVO(TV), Kirksville, Mo.-Ottumwa, Ia.; WLUK-TV, Green Bay, Wis.; WOKR(TV), Rochester, N.Y. & WLUC-TV, Marquette, Mich. In addition Post Corp. owns WAYY(AM), Chippewa Falls, Wis.; KBIZ(AM), Ottumwa, Iowa & WAXX(FM), Eau Claire, Wis. Post Corp. officers: V. I. Minahan, pres.; David L. Nelson, exec. v.p. & treas. in charge of bcst. div.; John B. Torinus, v.p.; Elmo Reed, engineering v.p.

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 Peters, Griffin, Woodward Inc.; The Hurley Co. (Minneapolis).

### Personnel:

LARRY BUSSE, general manager.  
CLARK WIDEMAN, general sales manager.  
DENISE NOONAN, program director.  
BOB FALLIS, chief engineer.

Highest 30 Sec. Rate (April 1, 1978): \$256.

NETWORK BASE HOURLY RATE: \$700.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
<b>50% &amp; Over</b>	Adams	4,400	4,200	96
	Barron	14,000	13,500	96
	Buffalo	4,800	4,700	97
	Chippewa	16,000	15,700	98
	Clark	11,300	10,900	96

Net Weekly Circulation	State County	Total Households	TV Households	%	
<b>WISCONSIN—(Continued)</b>					
<b>50% &amp; Over</b>	Dunn	10,900	10,600	97	
	Eau Claire	24,800	24,300	98	
	Jackson	5,600	5,400	97	
	Juneau	7,000	6,700	95	
	La Crosse	29,500	29,000	98	
	Monroe	11,300	11,000	97	
	Pepin	2,500	2,400	97	
	Rusk	5,400	5,200	96	
	Taylor	6,100	5,900	97	
	Trempealeau	8,400	8,100	96	
	Vernon	8,900	8,600	97	
	Wood	22,500	22,100	98	
	<b>MINNESOTA</b>				
		Houston	5,400	5,300	98
	Wabasha	6,400	6,300	98	
	Winona	14,700	14,300	97	
<b>Between 25-49%</b>	<b>WISCONSIN</b>				
	Marathon	35,100	34,600	99	
	Portage	16,300	16,000	98	
	Price	6,000	5,700	95	
	Sawyer	4,700	4,500	96	
	Washburn	4,700	4,600	97	
<b>IOWA</b>					
	Allamakee	5,400	5,300	98	
<b>Between 5-24%</b>	<b>MINNESOTA</b>				
	Fillmore	8,100	7,900	98	
	Olmsted	30,300	29,800	98	
<b>WISCONSIN</b>					
	Burnett	4,300	4,100	96	
	Forest	2,900	2,800	95	
(Continued on page 927-b)					
<b>Station Totals</b>		<b>375,400</b>	<b>366,400</b>	<b>97</b>	
<b>Net Weekly Circulation (1976-77)</b>		<b>187,300</b>			
<b>Average Daily Circulation (1976-77)</b>		<b>112,500</b>			



# 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' 35"  
Longitude 88° 00' 05"

Transmitter: Town of DePere, Wis.

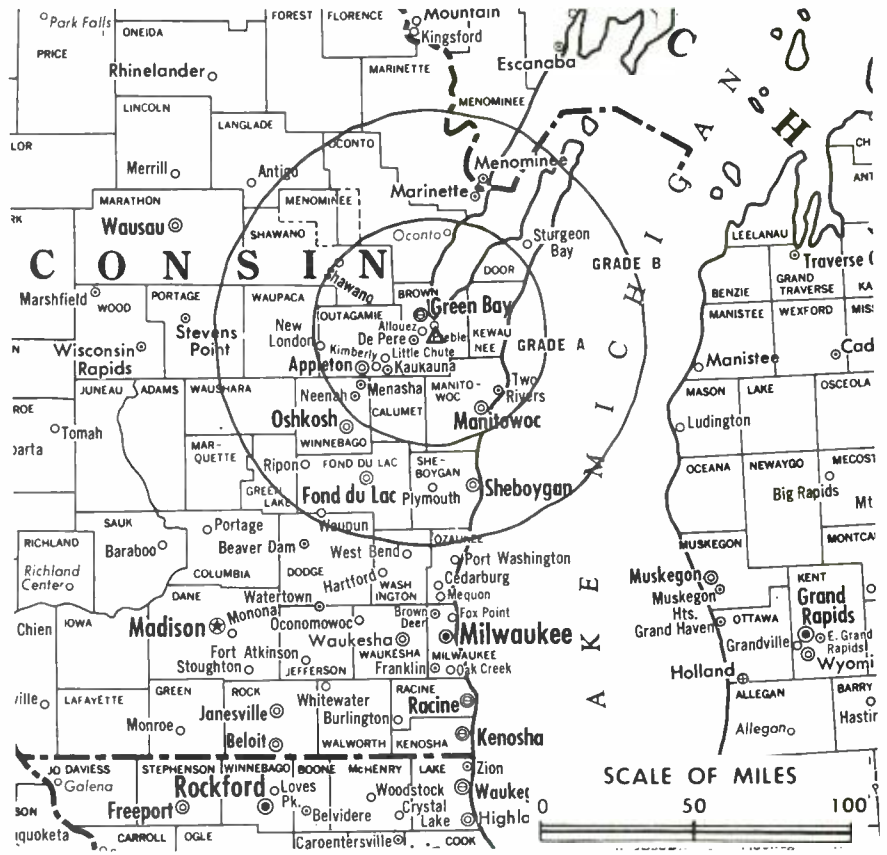
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: CBS.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WBAY-TV Ref: FCC File No. BPCT-2851 Granted 8/8/61

© American Map Co., Inc., N.Y., No. 14244

## WBAY-TV

Network Service: CBS.

Licensee: Nationwide Communications Inc., 115 South Jefferson St. (54301).

Studio: 115 South Jefferson St.

Telephone: 414-432-3331. TWX No.: 910-263-1260.

Ownership: See WATE-TV, Knoxville, Tenn

Began Operation: March 17, 1953. Sale to present owner by Norbertine Fathers approved by FCC Dec. 30, 1974 (Television Digest, Vol. 15:3).

Represented (sales) by Blair Television.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Represented (engineering) by Cohen & Dippell.

Personnel:

WILLIAM DUNAWAY, general manager.  
RICHARD BURNTON, general sales manager.  
RICHARD D. MILLHISER, program director.  
JOSEPH A. TAYLOR, chief engineer.  
CHARLES LEONARD, news director.  
LES STURMER, farm director.

### DIGEST OF RATE CARD

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.  
Class AAA—6:30-10 p.m., daily.  
\$1200 \$800 \$600 \$320 Graded rates apply\*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$950.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MICHIGAN</b>			
	Delta	14,100	13,700	97
	Dickinson	9,800	9,600	98
	Menominee	9,400	9,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Brown	54,000	53,500	99
	Calumet	9,000	8,800	98
	Door	8,600	8,500	98
	Fond Du Lac	29,000	28,400	98
	Forest	2,900	2,800	95
	Green Lake	6,800	6,600	97
	Kewaunee	6,600	6,500	98
	Manitowoc	28,100	27,800	99
	Marinette	13,100	12,900	99
	Menominee	800	700	92
	Oconto	9,600	9,400	98
	Outagamie	40,100	39,700	99
	Shawano	12,100	11,900	98
	Sheboygan	34,900	34,400	99
	Waupaca	15,100	14,800	98
Wausara	5,900	5,700	97	
Winnebago	43,700	43,200	99	
Between 25-49%	<b>WISCONSIN</b>			
	Florence	1,000	1,000	97
	Langlade	7,200	7,000	97
	Marquette	3,800	3,600	96
Portage	16,300	16,000	98	
Between 5-24%	<b>MICHIGAN</b>			
Alger	2,900	2,800	97	
(Continued on page 927-b)				
<b>Station Totals</b>		<b>584,800</b>	<b>573,700</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>		<b>353,000</b>		
<b>Average Daily Circulation (1976-77)</b>		<b>245,000</b>		

# 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.

TV tape: Recording facilities.

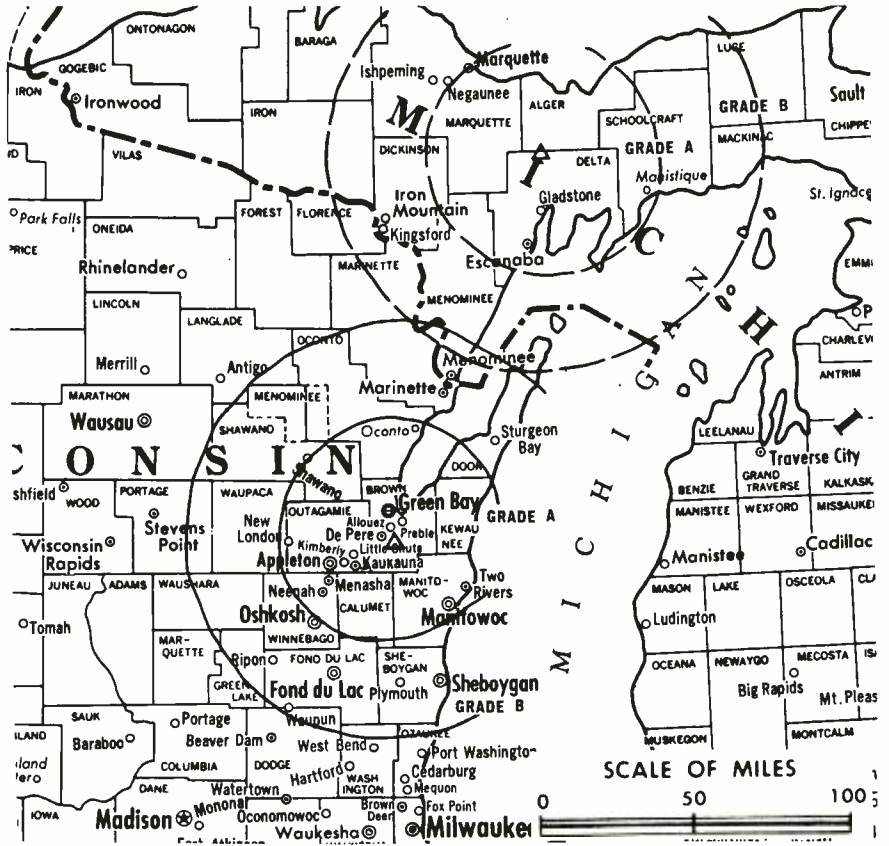
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Represented (legal) by Covington & Burling.

Represented (sales) by Katz Television.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WFRV-TV Ref: FCC File No. BNPCT-4300 Granted 11/2/56

©American Map Co., Inc., N.Y., No. 14244

## WFRV-TV

Network Service: NBC.

Licensee: WFRV Inc., Mason & Roosevelt Sts. (54301).

Studio: Mason & Roosevelt Sts.

Telephone: 414-437-5411. TWX No.: 910-263-1258.

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).

Personnel:

ROBERT O. SOUTHARD, president & general manager.  
RALPH S. JACKSON, vice president.  
T. BALLARD MORTON JR., secretary-treasurer.  
AL LUCERO, general sales manager.  
DOUG CLEMENSEN, director, operations & programming.  
HARRY RIEGERT, administrative assistant & public affairs director.  
HARRY HILL, chief engineer.  
ROBERT McMULLEN, news director.

Highest 30 Sec. Rate (Jan. 9, 1978): \$450.

NETWORK BASE HOURLY RATE: \$800.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>			
	Alger	2,900	2,800	97
	Delta	14,100	13,700	97
	Dickinson	9,800	9,600	98
	Houghton	13,800	13,200	96
	Iron	6,200	6,100	98
	Luce	2,400	2,300	96
	Marquette	23,100	22,700	98
	Menominee	9,400	9,200	98
	Schoolcraft	3,200	3,100	96

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Brown	54,000	53,500	99
	Calumet	9,000	8,800	98
	Door	8,600	8,500	98
	Florence	1,000	1,000	97
	Fond Du Lac	29,000	28,400	98
	Green Lake	6,800	6,600	97
	Kewaunee	6,600	6,500	98
	Manitowoc	28,100	27,800	99
	Marinette	13,100	12,900	99
	Menominee	800	700	92
	Oconto	9,600	9,400	98
	Outagamie	40,100	39,700	99
	Portage	16,300	16,000	98
	Shawano	12,100	11,900	98
	Sheboygan	34,900	34,400	99
	Waupaca	15,100	14,800	98
Waushara	5,900	5,700	97	
Winnebago	43,700	43,200	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Baraga	2,800	2,700	97
	Manistee	8,300	8,100	97
<b>Between 5-24%</b>	<b>MICHIGAN</b>			
	Mason	8,800	8,400	96
	<b>WISCONSIN</b>			
Forest	2,900	2,800	95	
Langlade	7,200	7,000	97	
Marquette	3,800	3,600	96	
(Continued on page 927-b)				
<b>Station Totals</b>		<b>565,400</b>	<b>554,600</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>381,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>253,700</b>	

# Wisconsin—Green Bay

## WLRE

Ch. 26

(Due to begin operation Dec. 1978)

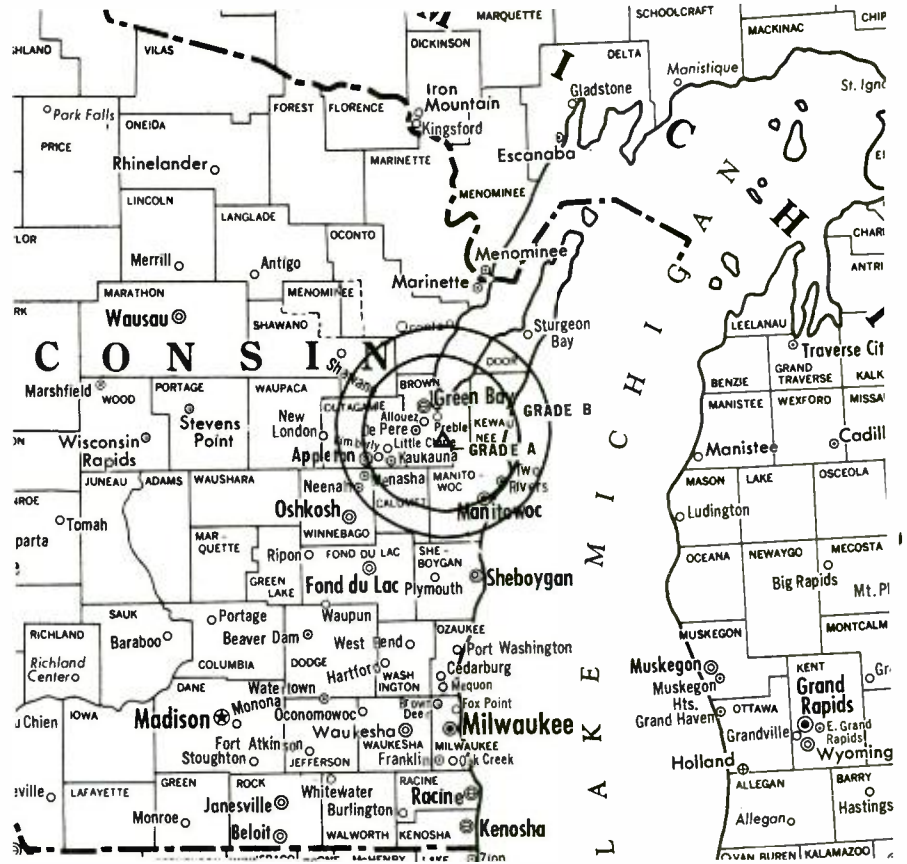
Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 224-kw horizontal visual, 44.7-kw horizontal aural. Antenna: 570-ft. above av. terrain, 436-ft. above sea level. Latitude 44° 20' 55" Longitude 88° 01' 54"

Requests change to 200-kw visual, 40-kw aural, 800-ft. above av. terrain, 636-ft. above ground, 1620-ft. above sea level, lat. 44° 21' 30", long. 87° 58' 48", transmitter to Shirley Rd. at Ridgeview Rd., Glenmore Twp. BMPCT-7748.

Transmitter: Blake Rd.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.



WLRE Ref: FCC File No. BPCT-5049 Granted 10/5/77

© American Map Co., Inc., N.Y., No. 14244

## WLRE

Network Service: None, independent.

Grantee: WLRE, TV 26 Inc., 1345 W. Mason St., Green Bay, Wis. (54304).

Studio: Shirley Rd. at Ridgeview Rd., Glenmore Twp.

Ownership: Adrian E. O'Konski, 49.5%; Andrew J. Brusda, 25%; Gerald J. Lorenz, 25%; Lowell E. Degreef, 0.5%. Brusda has interest in WAUN(FM), Kewaunee, Wis.

### Personnel:

LYLE R. EVANS, chairman of the board & general manager.  
 ANDREW J. BRUSDA, president & director of engineering.  
 GERALD J. LORENZ, secretary-treasurer.  
 DYRL IVERSON, sales manager.  
 STEVEN PARADISE, operations manager.

Rates: Not available.

**Hogan-Feldmann, Inc.**  
**MEDIA BROKERS • CONSULTANTS**  
 16255 Ventura Boulevard, Suite 219  
 Encino, California 91436  
 (213) 986-3201

# 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' 29.0"

Transmitter: Glenmore Rd., DePere Township.

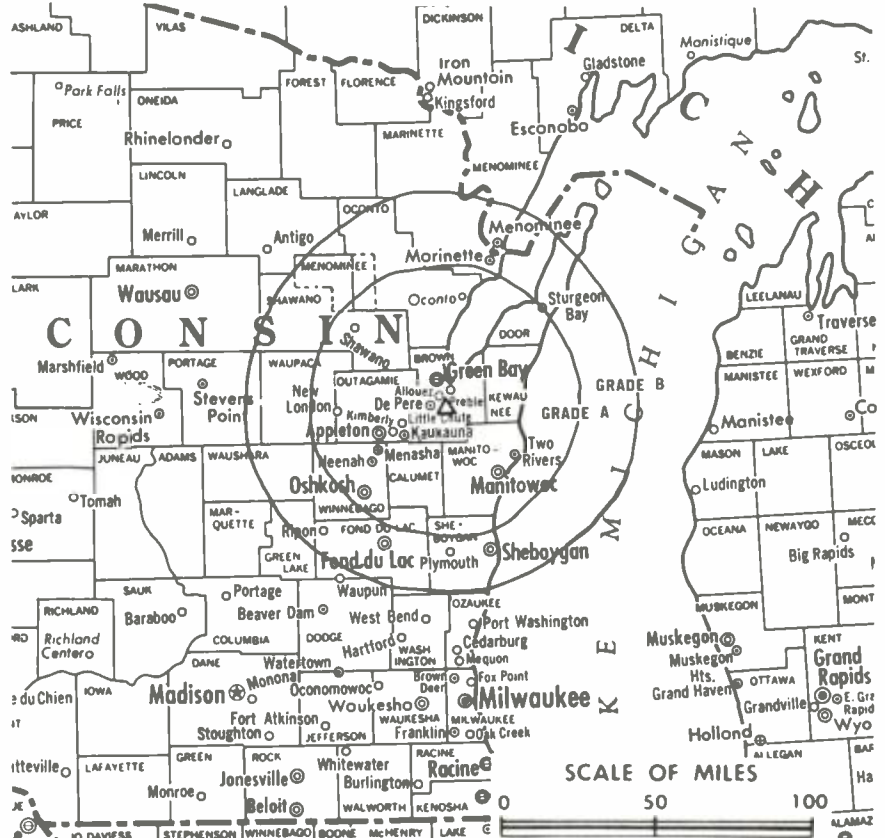
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Studio: 787 Lombardi Ave., Green Bay (54303).

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: ABC.

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.  
LOWELL JOHNSON, station manager & gen. sales manager.  
WALTER ZIMMERMAN, news director.  
MONTY G. STOCK, programming director.  
WILLIAM WRIEDT, chief engineer.  
RON ERICKSON, director of production.

### DIGEST OF RATE CARD

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	20 Sec.	ID
Class AA—6:30-10 p.m., daily.	\$1200	\$800	\$500	\$300	Graded rates apply*	

\*Highest rate: \$500.

NETWORK BASE HOURLY RATE: \$776.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Delta	14,100	13,700	97
	Dickinson	9,800	9,600	98
	Houghton	13,800	13,200	96
	Marquette	23,100	22,700	98
	Menominee	9,400	9,200	98

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	WISCONSIN			
	Brown	54,000	53,500	99
	Calumet	9,000	8,800	98
	Door	8,600	8,500	98
	Fond Du Lac	29,000	28,400	98
	Green Lake	6,800	6,600	97
	Kewaunee	6,600	6,500	98
	Langlade	7,200	7,000	97
	Manitowoc	28,100	27,800	99
	Marinette	13,100	12,900	99
	Menominee	800	700	92
	Oconto	9,600	9,400	98
	Outagamie	40,100	39,700	99
	Shawano	12,100	11,900	98
	Sheboygan	34,900	34,400	99
Waupaca	15,100	14,800	98	
Waushara	5,900	5,700	97	
Winnebago	43,700	43,200	99	

Between 25-49%	MICHIGAN			
	Alger	2,900	2,800	97
	Baraga	2,800	2,700	97
	Gogebic	8,200	7,900	97
	Iron	6,200	6,100	98
Between 25-49%	Manistee	8,300	8,100	97
	Mason	8,800	8,400	96
WISCONSIN	Schoolcraft	3,200	3,100	96
	Ashland	5,900	5,800	97
	Florence	1,000	1,000	97
	Forest	2,900	2,800	95
	Iron	2,900	2,800	98

(Continued on page 927-b)

Station Totals	612,100	600,000	98
Net Weekly Circulation (1976-77)	362,000		
Average Daily Circulation (1976-77)	240,200		

# 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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

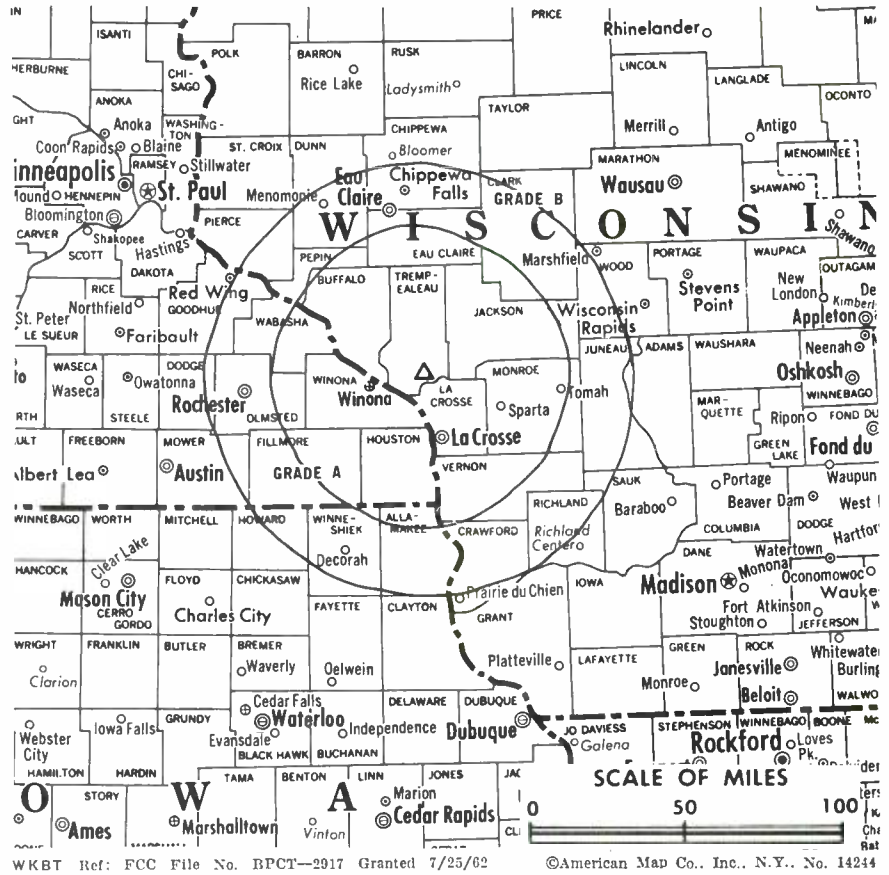
News Wire Service: UPI.

Studio: 141 S. 6th St.

Telephone: 608-782-4678.

TWX No.: 910-287-2572.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WKBT Ref: FCC File No. BPCT-2917 Granted 7/25/62

©American Map Co., Inc., N.Y., No. 14234

## 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.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

HAROLD F. GROSS, president.  
PETER S. GOOD, vice president & general manager.  
EDITH S. HARRIS, national sales manager.  
MARK QUADE, news director.  
LARRY JOHNSON, farm director.  
AL LEEMAN, chief engineer.

### DIGEST OF RATE CARD—(Jan. 30, 1978)

Hour	30 Min.	15 Min.	5 Min.	30 Sec.	10 Sec.
Class AA—6-10 p.m., daily.					
\$700	\$400	\$300	\$175	\$250	\$125

NETWORK BASE HOURLY RATE: \$685.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	<b>MINNESOTA</b>			
	Fillmore	8,100	7,900	98
	Houston	5,400	5,300	98
	Wabasha	6,400	6,300	98
	Winona	14,700	14,300	97

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>WISCONSIN</b>			
	Buffalo	4,800	4,700	97
	Chippewa	16,000	15,700	98
	Clark	11,300	10,900	96
	Crawford	5,700	5,500	97
	Eau Claire	24,800	24,300	98
	Jackson	5,600	5,400	97
	Juneau	7,000	6,700	95
	La Crosse	29,500	29,000	98
	Monroe	11,300	11,000	97
	Pepin	2,500	2,400	97
	Trempealeau	8,400	8,100	96
	Vernon	8,900	8,600	97
Between 25-49%	<b>IOWA</b>			
	Winneshiek	6,600	6,400	97
	<b>MINNESOTA</b>			
	Olmsted	30,300	29,800	98
	<b>WISCONSIN</b>			
Adams	4,400	4,200	96	
Dunn	10,900	10,600	97	
Richland	5,400	5,200	97	
Rusk	5,400	5,200	96	
Between 5-24%	<b>IOWA</b>			
	Howard	4,000	3,800	96
	<b>MINNESOTA</b>			
	Goodhue	13,600	13,300	98
	<b>WISCONSIN</b>			
Barron	14,000	13,500	96	
Grant	15,400	14,800	96	
Green Lake	6,800	6,600	97	
(Continued on page 927-b)				
<b>Station Totals</b>		<b>347,400</b>	<b>338,500</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>190,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>118,700</b>

# Wisconsin—La Crosse

## WXOW-TV

Ch. 19

[Auxiliary outlet 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.

Color: Network, live, film, slide &  
tape.

News Wire Service: AP.

Represented (engineering) by Jules  
Cohen & Associates.

Represented (sales) by Katz Tele-  
vision.

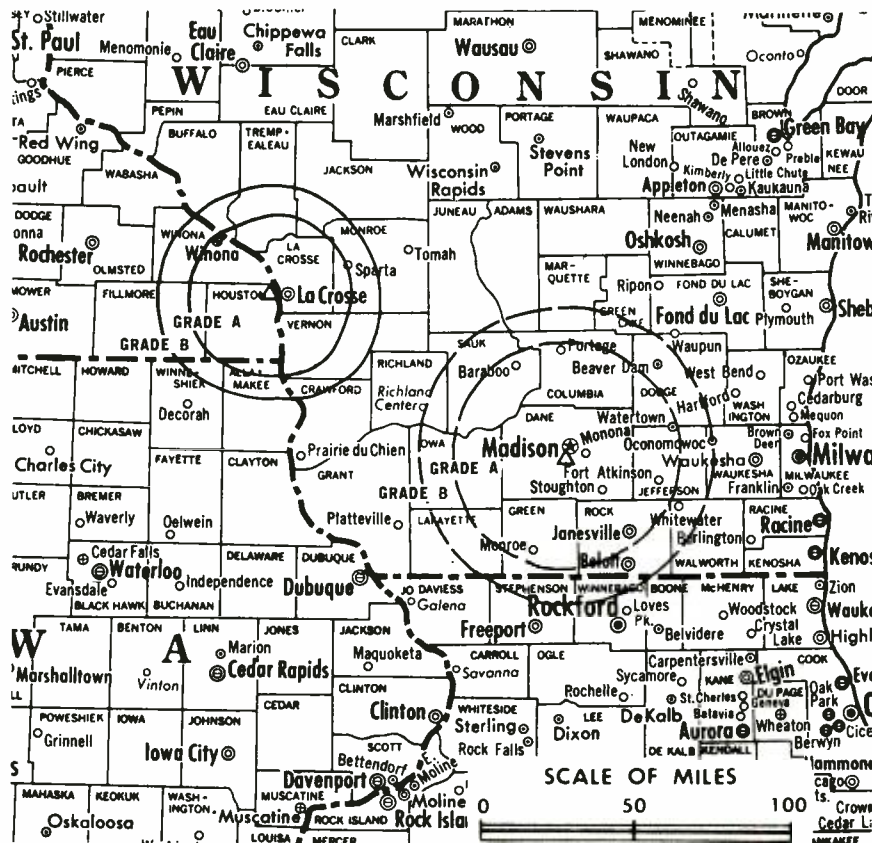
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see  
page 4-b).



WXOW-TV Ref: FCC File No. BMPCT-6895 Granted 10/8/68

©American Map Co., Inc., N.Y., No. 14244

## WXOW-TV

Network Service: ABC.

Licensee: Horizons Communications Corp. of Wisconsin, P.O. Box  
100, Madison, Wis. (53701).

Studio: County Hwy. 25, W of La Crescent, Minn.

Telephone: 608-785-0030.

Ownership: See WKOW-TV, Madison.

Began Operation: March 7, 1970.

Represented (legal) by Marmet Professional Corp.

Personnel:

TERRY SHOCKLEY, president.  
DAVID PESCHAU, vice president & general manager.  
BOB WICKHEM SR., vice president, operations.  
JACK BRENNAN, vice president, sales.  
PHIL STOLZ, local sales manager.  
ARTHUR OSBORN, chief engineer.

Highest 30 Sec. Rate (June 26, 1978): \$250.

Combination rates: See WKOW-TV, Madison, Wis.

NETWORK BASE HOURLY RATE: \$124.

For Group Ownership of TV Stations,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	<b>MINNESOTA</b>			
	Houston	5,400	5,300	98
	Winona	14,700	14,300	97
	<b>WISCONSIN</b>			
	La Crosse	29,500	29,000	98
	Vernon	8,900	8,600	97
Between 25-49%	<b>WISCONSIN</b>			
	Crawford	5,700	5,500	97
	Jackson	5,600	5,400	97
	Monroe	11,300	11,000	97
	Trempealeau	8,400	8,100	96
Between 5-24%	<b>IOWA</b>			
	Allamakee	5,400	5,300	98
	Howard	4,000	3,800	96
	<b>MINNESOTA</b>			
	Fillmore	8,100	7,900	98
	Wabasha	6,400	6,300	98
	<b>WISCONSIN</b>			
	Buffalo	4,800	4,700	97
	Chippewa	16,000	15,700	98
<b>Station Totals</b>		<b>134,200</b>	<b>130,900</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>59,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>35,400</b>

# 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: Raymond Rd., 6-mi. WSW of Madison.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

News Film Service: Newsweek.

TV tape: Recording facilities.

Represented (sales) by Peters, Griffin, Woodward Inc.

Represented (legal) by Stambler & Shrinky.

Represented (engineering) by Jules Cohen & Associates.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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

Network Service: CBS.

Licensee: Television Wisconsin Inc., 4801 W. Beltline Hwy. (53711).

Studio: 4801 W. Beltline Hwy.

Telephone: 608-271-4321. TWX No.: 910-286-2720.

Ownership: Evening Telegram Co., 34.8%; Morgan Murphy estate, 15.2%; Russell A. Nelson, 7.5%; Ralph R. O'Connor estate, 7.5%; H. Kenneth Harley, treas., 7.5%; Ralph M. Immell estate, 20%; George H. Johnson, 7.5%. Evening Telegram Co., owned by Murphy estate, publishes Superior Evening Telegram & also publishes other newspapers; Morgan Murphy interests own KXLY-TV, Spokane, Wash. and KTHI-TV, Fargo, N.D.; interest in Apple Valley Bcstg. Inc., which operates KAPP(TV), Yakima, Wash. & KVEW, Kennewick, Wash.

Began Operation: June 24, 1956.

Personnel:

STEVE HERLING, general manager.  
RICHARD S. NICKESON, general sales manager.  
GARY DE HAVEN, station sales manager.  
WALTER HARIU, chief engineer.

### DIGEST OF RATE CARD NO. 14—(May 1, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—6:30-10 p.m., daily.

\$1000 \$615 \$365 \$305 Graded rates apply\*

\*Highest rate: \$350.

NETWORK BASE HOURLY RATE: \$975.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Jo Daviess	7,500	7,200	96
	WISCONSIN			
	Columbia	15,300	14,900	97

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	WISCONSIN—(Continued)				
		Dane	111,400	108,400	97
		Grant	15,400	14,800	96
		Green	10,400	10,200	98
		Iowa	6,400	6,200	97
		Jefferson	22,500	22,100	98
		Juneau	7,000	6,700	95
		Lafayette	5,800	5,600	97
		Marquette	3,800	3,600	96
		Richland	5,400	5,200	97
	Rock	45,600	44,900	98	
	Sauk	14,300	13,800	97	
Between 25-49%	ILLINOIS				
	Stephenson	17,700	17,300	98	
	IOWA				
	Dubuque	28,300	27,500	97	
	WISCONSIN				
	Adams	4,400	4,200	96	
	Dodge	25,000	24,400	98	
	Green Lake	6,800	6,600	97	
	Walworth	22,400	22,000	98	
Between 5-24%	ILLINOIS				
	Ogle	15,100	14,800	98	
	Winnebago	85,800	84,300	98	
	WISCONSIN				
	Crawford	5,700	5,500	97	
	Fond Du Lac	29,000	28,400	98	
	Monroe	11,300	11,000	97	
Portage	16,300	16,000	98		
	Vernon	8,900	8,600	97	
	Waushara	5,900	5,700	97	
Station Totals		553,400	539,900	97	
Net Weekly Circulation (1976-77)				282,200	
Average Daily Circulation (1976-77)				168,500	

# 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: 1000-kw max. & 871-kw horizontal visual, 200-kw max. & 174-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1182-ft. above ground, 2245-ft. above sea level electrically tilted .5°.

Latitude 43° 03' 09.0"  
Longitude 89° 28' 41.6"

Transmitter: 5727 Tokay Blvd.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Arbitron Data: Figures do not reflect coverage of auxiliary outlets.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WKOW-TV

Network Service: ABC.

Licensee: Horizons Communications Corp. of Wisconsin, P.O. Box 100, 5727 Tokay Blvd., Madison (53701).

Studio: 5727 Tokay Blvd.

Telephone: 608-274-1234. TWX No.: 910-286-2718.

Ownership: Jerome Feniger, chmn.; William Mulvey, treas.; Edward Wood Jr.; Chet Huntley estate, 23.9% each. Horizons also owns WXOW-TV, La Crosse & WAOW-TV, Wausau, Wis.; KRE AM & FM, Berkeley, Cal.; Wood, Feniger & Mulvey own 1/3 each of WALK AM & FM, Patchogue; WRIV, Riverhead, N.Y. Note: Sale to Liberty Communications pends (Television Digest, Vol. 18:24).

Began Operation: June 30, 1953. Sale to present owners by Midcontinent Bcstg. Co. (Joseph L. Floyd, N. L. Bentson & Edmund R. Ruben) approved by FCC Sept. 9, 1970 (Television Digest, Vol. 10:37). Previous sale to Midcontinent by Monona Bcstg. Co. approved July 20, 1960 by FCC (Vol. 16:24, 26, 30).

Represented (legal) by Marmet Professional Corp.

Represented (sales) by Katz Television.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JEROME FENIGER, chairman of the board  
TERRY SHOCKLEY, president.  
ROBERT WICKHEM, vice president & general manager.  
DENNIS SELENKA, vice president, administration.  
JACK BRENNAN, vice president, sales.  
BRUCE LILJEGREN, vice president, programming.  
MARK GRADY, regional sales manager.  
ROBERT ZUELSDORF, director of engineering.  
ROGER MANN, news director.

### DIGEST OF RATE CARD NO. A28

(June 26, 1978)

Hour	30 Min.	15 Min.	30 Sec.	20 Sec.	ID
Class AAA—6:30-10 p.m., daily.	\$1500	\$900	\$600		Graded rates apply*

\*Highest rate: \$400.

NETWORK BASE HOURLY RATE: \$387.

926-b

Combination rates: WKOW-TV, Madison, WAOW-TV Wausau & WXOW-TV, La Crosse (The Wisconsin TV Network).

Hour	30 Min.	15 Min.	Min.	30 Sec.	ID
Class AAA—6:30-10 p.m., daily.	\$1080	\$720			Graded rates apply*

\*Highest rate: \$600.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
		Columbia	15,300	14,900	97
		Dane	111,400	108,400	97
		Green	10,400	10,200	98
		Iowa	6,400	6,200	97
		Lafayette	5,800	5,600	97
		Marquette	3,800	3,600	96
		Richland	5,400	5,200	97
		Rock	45,600	44,900	98
		Sauk	14,300	13,800	97
<b>Between 25-49%</b>	<b>ILLINOIS</b>				
		Stephenson	17,700	17,300	98
	<b>WISCONSIN</b>				
		Dodge	25,000	24,400	98
<b>Between 5-24%</b>		Grant	15,400	14,800	96
		Jefferson	22,500	22,100	98
		Juneau	7,000	6,700	95
	<b>ILLINOIS</b>				
	Boone	9,300	9,100	98	
	Jo Daviess	7,500	7,200	96	
<b>WISCONSIN</b>					
	Adams	4,400	4,200	96	
(Continued on next page)					
<b>Station Totals</b>			<b>405,000</b>	<b>394,700</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>213,700</b>		
<b>Average Daily Circulation (1976-77)</b>			<b>123,600</b>		



**WBAY-TV, Green Bay**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MICHIGAN—(Continued)			
	Benzie	3,500	3,400	97
	Grand Traverse	14,900	14,500	97
	Lake	2,700	2,600	96
	Leelanau	4,400	4,300	97
	Oceana	7,800	7,500	96
	WISCONSIN			
Between 5-24%	Dodge	25,000	24,400	98
	Juneau	7,000	6,700	95
	Lincoln	8,900	8,700	98
	Marathon	35,100	34,600	99
	Oneida	10,800	10,500	97
	Rusk	5,400	5,200	96
	Vilas	5,600	5,400	97
	Wood	22,500	22,100	98

**WFRV-TV, Green Bay**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	MICHIGAN—(Continued)			
	Grand Traverse	14,900	14,500	97
	Keweenaw	800	800	97
	Lake	2,700	2,600	96
	Mackinac	4,000	3,900	97
Between 5-24%	Ontonagon	4,400	4,200	95
	WISCONSIN			
	Adams	4,400	4,200	96
	Lincoln	8,900	8,700	98
	Marathon	35,100	34,600	99
	Oneida	10,800	10,500	97
	Wood	22,500	22,100	98

**WKOW-TV, Madison**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN—(Continued)			
	Crawford	5,700	5,500	97
Between 5-24%	La Crosse	29,500	29,000	98
	Monroe	11,300	11,000	97
	Vernon	8,900	8,600	97
	Walworth	22,400	22,000	98

**WKBT, La Crosse**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN—(Continued)			
Between 5-24%	Pierce	9,900	9,700	98
	Portage	16,300	16,000	98
	Taylor	6,100	5,900	97
	Wood	22,500	22,100	98

**Wisconsin**

**WLUK-TV, Green Bay**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN—(Continued)			
Between 25-49%	Marquette	3,800	3,600	96
	Portage	16,300	16,000	98
	MICHIGAN			
	Benzie	3,500	3,400	97
	Grand Traverse	14,900	14,500	97
	Leelanau	4,400	4,300	97
	Luce	2,400	2,300	96
	Oceana	7,800	7,500	96
	Ontonagon	4,400	4,200	95
Between 5-24%	WISCONSIN			
	Adams	4,400	4,200	96
	Dodge	25,000	24,400	98
	Lincoln	8,900	8,700	98
	Marathon	35,100	34,600	99
	Oneida	10,800	10,500	97
	Wood	22,500	22,100	98

**WEAU-TV, Eau Claire**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN—(Continued)			
Between 5-24%	Lincoln	8,900	8,700	98
	Pierce	9,900	9,700	98
	St Croix	13,000	12,800	99
	Waushara	5,900	5,700	97

**WSAU-TV, Wausau**  
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
	WISCONSIN—(Continued)			
Between 5-24%	Marquette	3,800	3,600	96
	Monroe	11,300	11,000	97
	Oconto	9,600	9,400	98

Find out how a station proved it was best in a key county.

Call your Arbitron representative and ask about AID.

Arbitron  
Information  
On Demand



# Wisconsin—Madison



THE FORWARD GROUP



THE MEEKER CO. INC.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1050-kw max. & 794-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1099-ft. above ground, 2157-ft. above sea level.

Latitude 43° 03' 01"  
Longitude 89° 29' 15"

Transmitter: W Beltline Hwy.

News Wire Service: AP, UPI. News Film Service: NBC.

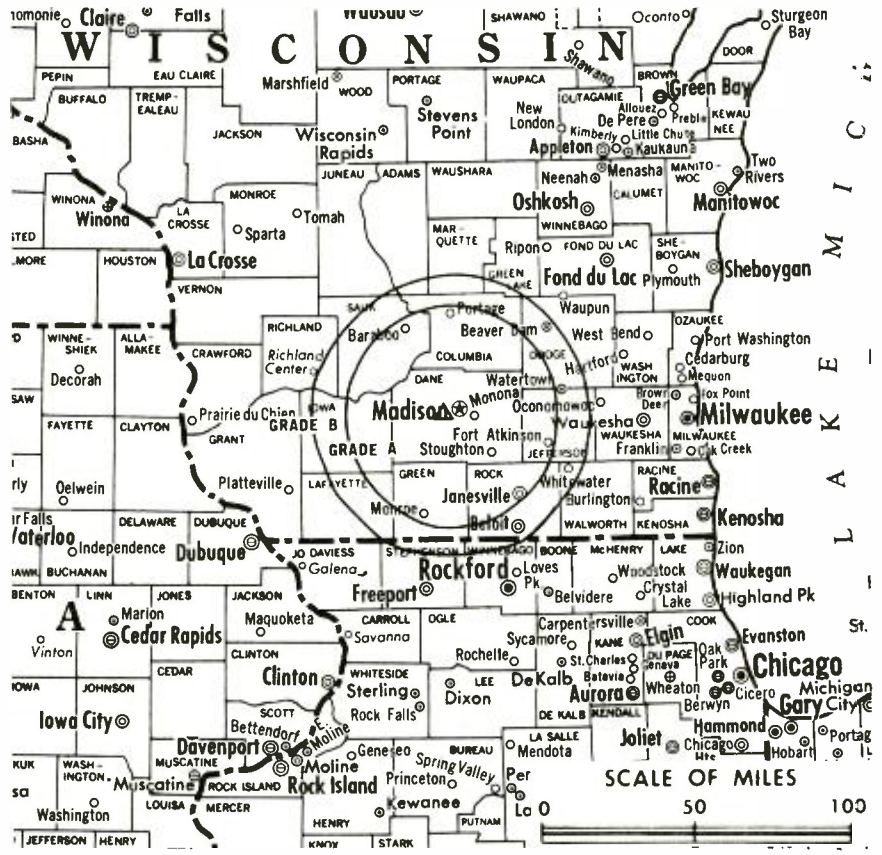
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: NBC.

Licensee: Forward Television, a Broadcast Div. of Forward Communications Corp., 615 Forward Dr., Madison (53711).

Studio & Business Office: 615 Forward Dr.

Telephone: 608-274-1515. TWX No.: 910-286-2729.

Color: Network, live, film, slide & tape.

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.; Hyett/Ramsland Inc. (Minneapolis).

Represented (legal) by McKenna, Wilkinson & Kittner.

Personnel:

THOMAS E. BOLGER, president.  
ADDISON SPRAGUE, general sales manager.  
JOHN HRUBESKY, operations manager.  
TOM MILBOURN, news director.  
DON SCHMITT, director, community affairs.  
JANE HAYDEN, dir., program advertising & promotion.  
ELMER WEISENSEL, chief engineer.  
BOB HALPER, production manager.

Highest 30 Sec. Rate (March 27, 1978): \$240.

Combination Rates: Sold in combination with WSAU-TV, Wausau, Wis. as members of Central Wisconsin Combination.

NETWORK BASE HOURLY RATE: \$600.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WISCONSIN</b>				
	Columbia	15,300	14,900	97
	Dane	111,400	108,400	97
	Green	10,400	10,200	98
	Iowa	6,400	6,200	97
<b>50% &amp; Over</b>	Jefferson	22,500	22,100	98
	Lafayette	5,800	5,600	97
	Marquette	3,800	3,600	96
	Richland	5,400	5,200	97
	Rock	45,600	44,900	98
	Sauk	14,300	13,800	97
<b>WISCONSIN</b>				
	Crawford	5,700	5,500	97
<b>Between 25-49%</b>	Dodge	25,000	24,400	98
	Grant	15,400	14,800	96
	Juneau	7,000	6,700	95
<b>ILLINOIS</b>				
	Jo Daviess	7,500	7,200	96
	Stephenson	17,700	17,300	98
<b>WISCONSIN</b>				
<b>Between 5-24%</b>	Adams	4,400	4,200	96
	Green Lake	6,800	6,600	97
	Monroe	11,300	11,000	97
	Vernon	8,900	8,600	97
	Walworth	22,400	22,000	98
<b>Station Totals</b>		<b>373,000</b>	<b>363,200</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>221,000</b>
<b>Average Daily Circulation (1976-77)</b>				<b>130,700</b>

# 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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: ABC.

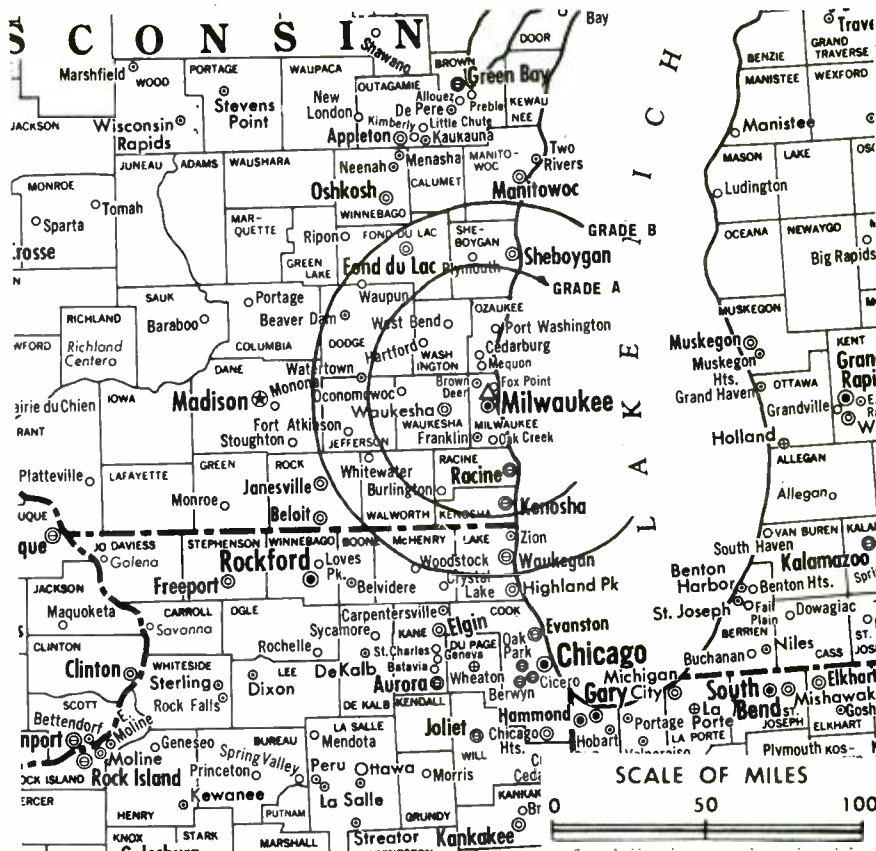
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: ABC.

Licensee: The Hearst Corp., P.O. Box 402, Milwaukee (52301).

Studio: 19th & Wells Sts.

Telephone: 414-342-8812. TWX No.: 910-262-3417.

AM Affiliate: WISN, 50-kw, 1130 kHz (ABC).

FM Affiliate: WLPX, 11.5-kw, 97.3 MHz (No. 247), 910-ft.

Ownership: Hearst Corp. Same interests operate WBAL-TV, Baltimore, WTAE-TV, Pittsburgh, Pa.; WISN & WLPX(FM), Milwaukee, Wis.; WBAL & WIYY(FM), Baltimore, Md.; WTAE & WXXK(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 Blair Television; Paul Mulvihill & Co. Ltd.

Represented (legal) by Dempsey & Koplovitz.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

MICKEY L. HOOTEN, vice president & general manager.

HOWARD F. RITCHIE, general sales manager.

STUART I. MACKIE, national sales manager.

RICK HENRY, local sales manager.

DONALD M. HESS, program manager.

RON ANDERSON, public affairs director.

JOSEPH ROVITTO, news director.

LARRY NEWTON, production manager.

JEFF NETTESHEIM, director of creative services.

GERALD ROBINSON, chief engineer.

Highest 30 Sec. Rate (Aug. 1, 1977): \$2000.

NETWORK BASE HOURLY RATE: \$1650.

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>				
		Dodge	25,000	24,400	98
		Jefferson	22,500	22,100	98
		Kenosha	42,300	41,700	99
		Milwaukee	368,200	362,500	98
		Ozaukee	20,300	20,000	99
		Racine	58,800	58,200	99
		Sheboygan	34,900	34,400	99
		Walworth	22,400	22,000	98
		Washington	24,900	24,600	99
	Waukesha	81,100	80,100	99	
<b>Between 25-49%</b>	<b>WISCONSIN</b>				
		Fond Du Lac	29,000	28,400	98
	Rock	45,600	44,900	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>				
		Lake	123,400	122,200	99
<b>MICHIGAN</b>					
	Oceana	7,800	7,500	96	
<b>WISCONSIN</b>					
	Calumet	9,000	8,800	98	
	Columbia	15,300	14,900	97	
	Green Lake	6,800	6,600	97	
	Manitowoc	28,100	27,800	99	
	Sauk	14,300	13,800	97	
	Waushara	5,900	5,700	97	
	Winnebago	43,700	43,200	99	
<b>Station Totals</b>			<b>1,029,300</b>	<b>1,013,800</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>665,300</b>
<b>Average Daily Circulation (1976-77)</b>					<b>423,000</b>

# 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.

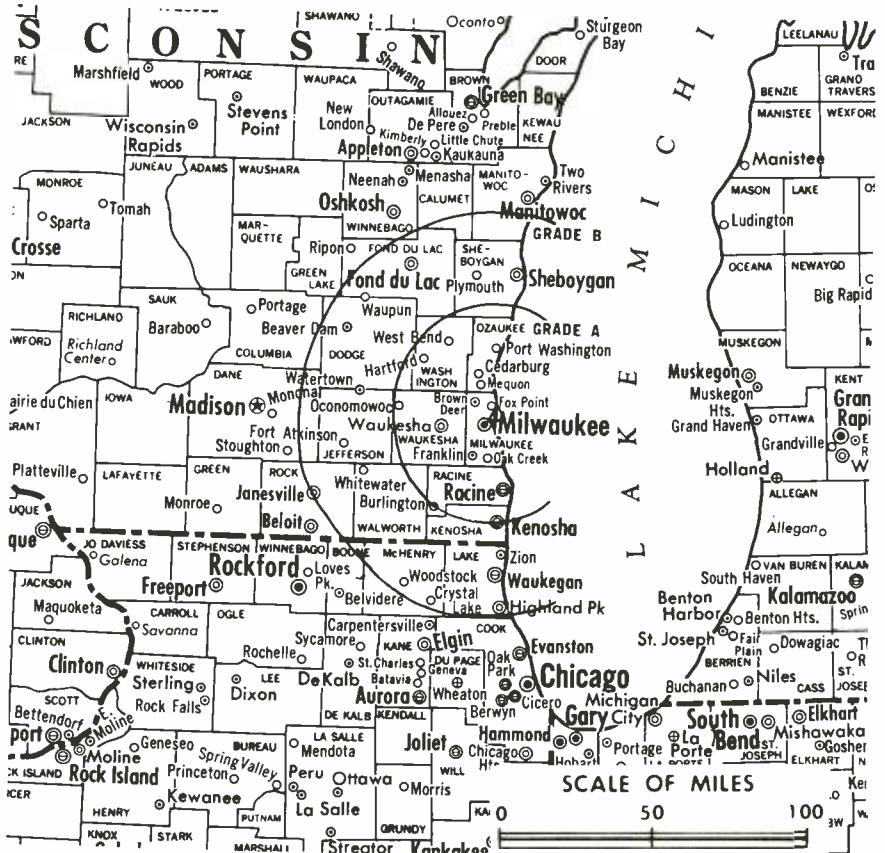
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV% and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron 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

Network Service: CBS.

Licensee: WITI-TV Inc.

Studio: 9001 N. Green Bay Rd., Milwaukee, Wis. (53209).

Telephone: 414-355-6666. 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.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

BILL MICHAELS, chairman of the board.  
PETER STORER, president.  
HENRY J. DAVIS, vice president & general manager.  
ANDREW P. POTOS, station manager.  
MICHAEL KAUFMAN, national sales manager.  
JAMES P. BEHLING, operations director.  
ALLEN L. HAUSHALTER, program manager.  
GEORGE W. LIBERATORE, production manager.  
CARL ZIMMERMANN, communications director.  
DOUGLAS WENGER, promotion manager.  
SUE RIORDAN, director of community relations.  
ROBERT TRUSCOTT, chief engineer.  
DONALD FILIPIAK, local sales manager.  
RAYMOND ENGELHART, controller.  
JILL GEISLER, news director.

Highest 30 Sec. Rate (April 28, 1978): \$1600.

NETWORK BASE HOURLY RATE: \$1750.

For CATV Group Ownership,  
see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	25,000	24,400	98
	Jefferson	22,500	22,100	98
	Kenosha	42,300	41,700	99
	Milwaukee	368,200	362,500	98
	Ozaukee	20,300	20,000	99
	Racine	58,800	58,200	99
	Sheboygan	34,900	34,400	99
	Walworth	22,400	22,000	98
	Washington	24,900	24,600	99
Waukesha	81,100	80,100	99	
<b>Between 25-49%</b>	<b>MICHIGAN</b>			
	Mason	8,800	8,400	96
	<b>WISCONSIN</b>			
Fond Du Lac	29,000	28,400	98	
Rock	45,600	44,900	98	
<b>Between 5-24%</b>	<b>ILLINOIS</b>			
	Boone	9,300	9,100	98
	Lake	123,400	122,200	99
	Mchenry	43,600	43,200	99
	Ogle	15,100	14,800	98
	<b>MICHIGAN</b>			
	Oceana	7,800	7,500	96
	<b>WISCONSIN</b>			
	Columbia	15,300	14,900	97
	Green Lake	6,800	6,600	97
Manitowoc	28,100	27,800	99	
Marquette	3,800	3,600	96	
Waushara	5,900	5,700	97	
Winnebago	43,700	43,200	99	
<b>Station Totals</b>		<b>1,086,600</b>	<b>1,070,300</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>687,400</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>472,700</b>	

# 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.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: NBC, Newsweek.

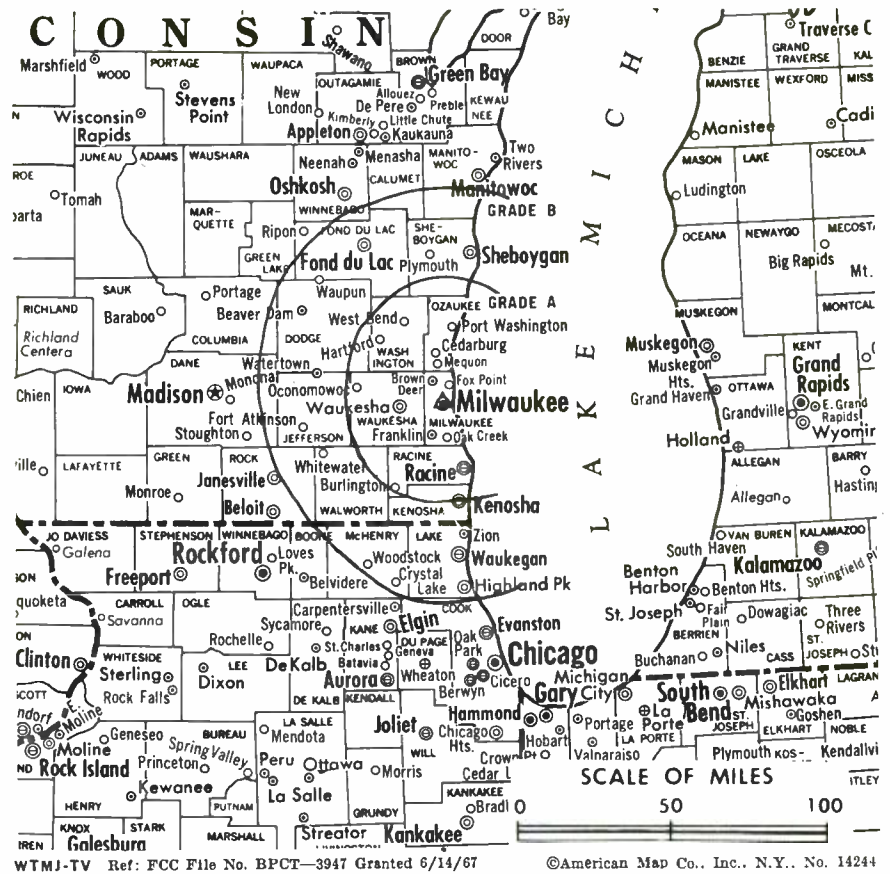
Total Households: © MSI

Consumer Market Data as of 1/1/78.

TV Homes: TV % and Circulation

© 1978 American Research Bureau.

County coverage based on Arbitron study (see page 4-b).



## WTMJ-TV

Network Service: NBC.

Licensee: WTMJ Inc., 720 E. Capitol Dr.

Studio: 720 E. Capitol Drive, Milwaukee, Wis. (53201).

Telephone: 414-332-9611. TWX No.: 910-262-3141.

AM Affiliate: WTMJ, 5-kw, 620 kHz (NBC).

FM Affiliate: WKTI, 15.5-kw, 94.5 MHz (No. 233), 910-ft.

Ownership: WTMJ Inc. WTMJ Inc. owns Teltron Inc. which operates CATV systems in Wausau, Stevens Point & Wisconsin Rapids, Wis.

Began Operation: Dec. 3, 1947.

Represented (sales) by Harrington, Righter & Parsons Inc.

Represented (legal) by Hogan & Hartson.

Represented (engineering) by Jansky & Bailey.

Personnel:

- MICHAEL McCORMICK, president.
- RICHARD HERBST, v.p. & general manager.
- EDWARD QUINN, general sales manager.
- JERRY HEILMAN, local sales manager.
- GERALD McGRATH, program manager.
- JAMES WULLIMAN, engineering manager.
- RAYMOND HERNDAY, chief engineer.
- RICHARD COLLINS, advertising, promotion & publicity director.
- WAYNE GODSEY, manager, news operations.
- ARTHUR OLSZYK, news editor.
- JACK KRUEGER, manager of public affairs.
- MARCIA FORTUNE, operations manager.
- DEAN C. MAYTAG, production manager.
- ROD SYNNEs, community relations director.
- JIM FITZGERALD, film supervisor.
- HANK STODDARD, sports director.

Highest 30 Sec. Rate (1977): \$2000.

NETWORK BASE HOURLY RATE: \$1850.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Dodge	25,000	24,400	98
	Jefferson	22,500	22,100	98
	Kenosha	42,300	41,700	99
	Milwaukee	368,200	362,500	98
	Ozaukee	20,300	20,000	99
	Racine	58,800	58,200	99
	Sheboygan	34,900	34,400	99
	Walworth	22,400	22,000	98
	Washington	24,900	24,600	99
Waukesha	81,100	80,100	99	
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Fond Du Lac	29,000	28,400	98
<b>ILLINOIS</b>	Lake	123,400	122,200	99
	Ogle	15,100	14,800	98
	<b>MICHIGAN</b>			
<b>Between 5-24%</b>	Lake	2,700	2,600	96
	Manistee	8,300	8,100	97
	Mason	8,800	8,400	96
	Oceana	7,800	7,500	96
	<b>WISCONSIN</b>			
Columbia	15,300	14,900	97	
Green Lake	6,800	6,600	97	
Manitowoc	28,100	27,800	99	
Rock	45,600	44,900	98	
Sauk	14,300	13,800	97	
Wausara	5,900	5,700	97	
Winnebago	43,700	43,200	99	
<b>Station Totals</b>		<b>1,055,200</b>	<b>1,038,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>682,500</b>
<b>Average Daily Circulation (1976-77)</b>				<b>450,700</b>

# Wisconsin—Milwaukee

**WVTW**

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: Marc Plaza Hotel.

TV tape: Recording facilities.

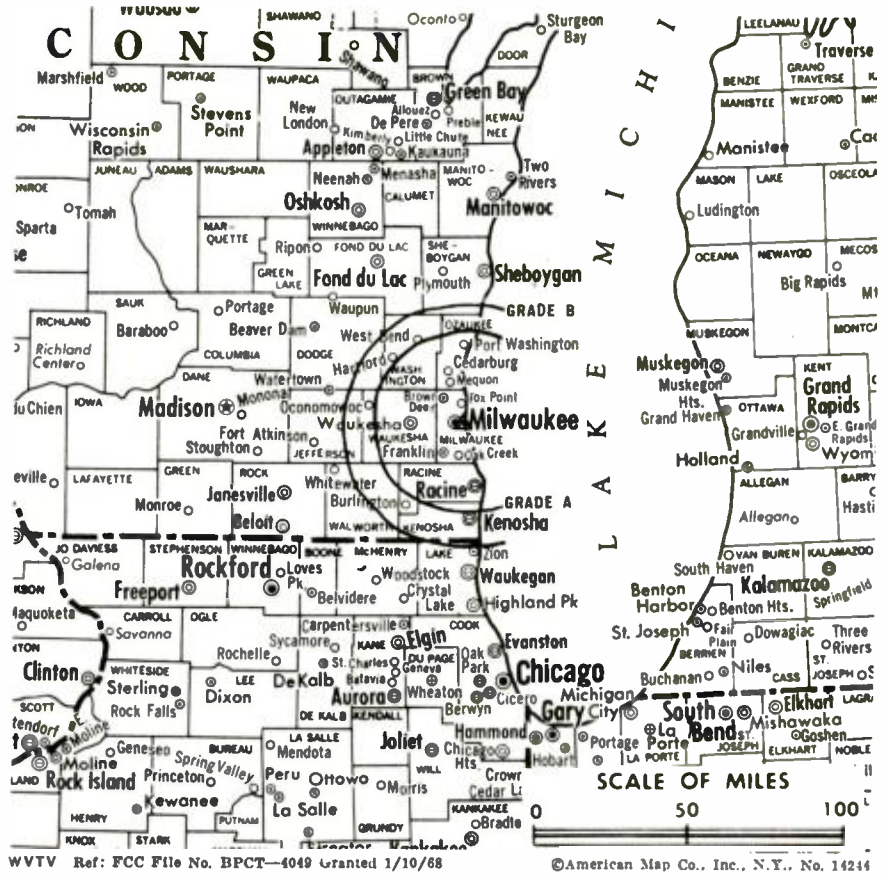
Color: Network, live, film, slide & tape.

News Wire Service: AP.

Represented (engineering) by A. D. Ring & Associates.

Represented (legal) by Pierson, Ball & Dowd.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation © 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



## WVTW

Network Service: None, independent.

Licensee: Gaylord Broadcasting Co., P. O. Box 1818, Milwaukee, Wis. (53201).

Studio: 4041 N. 35th St., P. O. Box 1818, Milwaukee, Wis. (53201).

Telephone: 414-442-7050. TWX No.: 910-262-3466.

Ownership: See Group Ownership of TV Stations.

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 (sales) by Katz Television.

Personnel:

JOSEPH LOUGHLIN, executive vice president & general manager.  
MICHAEL SCHUCH, assistant general manager.  
ALVIN LEITL, general sales manager.  
HARRY DELANEY, local sales manager.  
CHARLES PAUL, business manager.  
JACK STRATMEYER, production manager.  
STEPHANIE NETZEL, promotion director.  
WILLIAM WITT, director of engineering.  
WILLIAM FRANKS, program director & film buyer.

DIGEST OF RATE CARD NO. A30—(March 29, 1976)

Hour 30 Min. 30 Sec. 20 Sec. 10 Sec.

Class A—5-11 p.m., Mon.-Fri.; 6-11 p.m., Sat.-Sun.

\$400 \$240 Graded rates apply\*

\*Highest rate: \$230.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>WISCONSIN</b>			
	Milwaukee	368,200	362,500	98
	Ozaukee	20,300	20,000	99
	Washington	24,900	24,600	99
	Waukesha	81,100	80,100	99
<b>Between 25-49%</b>	<b>WISCONSIN</b>			
	Kenosha	42,300	41,700	99
	Racine	58,800	58,200	99
	Rock	45,600	44,900	98
<b>Between 5-24%</b>	<b>WISCONSIN</b>			
	Columbia	15,300	14,900	97
	Dane	111,400	108,400	97
	Dodge	25,000	24,400	98
	Douglas	16,200	15,900	98
	Jefferson	22,500	22,100	98
	Lincoln	8,900	8,700	98
	Marathon	35,100	34,600	99
	Outagamie	40,100	39,700	99
	Sauk	14,300	13,800	97
	Sheboygan	34,900	34,400	99
Walworth	22,400	22,000	98	
Waushara	5,900	5,700	97	
Winnebago	43,700	43,200	99	
Wood	22,500	22,100	98	
<b>Station Totals</b>		<b>1,059,400</b>	<b>1,041,900</b>	<b>98</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>454,900</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>224,800</b>	

# Wisconsin—Rhineland

## WAEO-TV

Ch. 12

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 57.6-kw aural. Antenna: 1662-ft. above av. terrain, 1679-ft. above ground, 3323-ft. above sea level.

Latitude 45° 40' 02"  
Longitude 89° 12' 27"

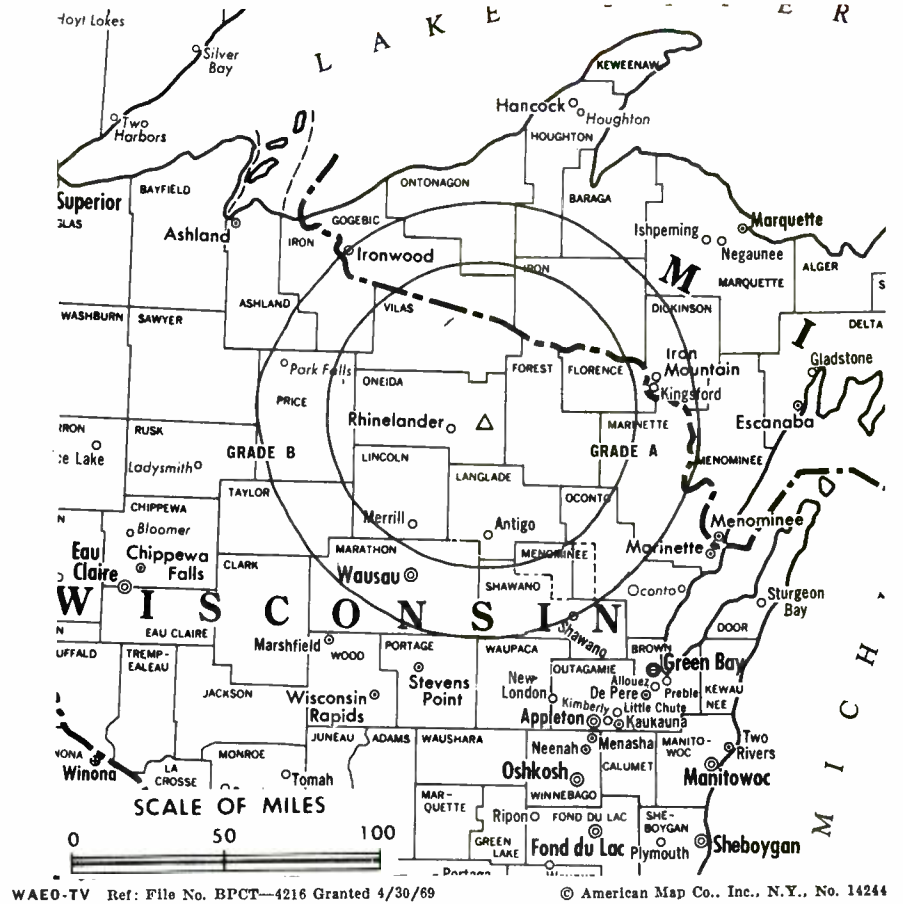
Transmitter: County Hwy. C at Starks.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Total Households: © MISI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WAEO-TV Ref: File No. BPCT-4216 Granted 4/30/69 © American Map Co., Inc., N.Y., No. 14244

## WAEO-TV

Network Service: NBC.

Licensee: Northland TV Inc., Box 858, Rhineland, Wis.

Studio: S. Oneida Ave. (54501). Telephone: 715-369-4700.

Ownership: Alvin E. O'Konski, pres., 100%. Note: Sale pending.

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 Savilli/Gates Inc.; The Hurley Co. (Minneapolis); Andy McDermott Sales Ltd. (Canada).

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by John Creutz.

Personnel:

- ALVIN E. O'KONSKI, president.
- CARL HILSTROM, manager.
- DON AHO, production manager.
- MARY WOLNIEWICZ, business manager.
- TODD GRAINGER, news director.
- HUGH KELLY, chief engineer.

Highest 30 Sec. Rate (Jan. 1, 1978): \$85.

NETWORK BASE HOURLY RATE: \$225.

## INSTANT FACTBOOK

Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

	Net Weekly Circulation	State County	Total Households	TV Households	%
<b>50% &amp; Over</b>	<b>MICHIGAN</b>				
		Gogebic	8,200	7,900	97
		Iron	6,200	6,100	98
		Ontonagon	4,400	4,200	95
	<b>WISCONSIN</b>				
		Forest	2,900	2,800	95
	Langlade	7,200	7,000	97	
	Lincoln	8,900	8,700	98	
	Oneida	10,800	10,500	97	
	Price	6,000	5,700	95	
	Vilas	5,600	5,400	97	
<b>Between 25-49%</b>	<b>MICHIGAN</b>				
		Dickinson	9,800	9,600	98
	<b>WISCONSIN</b>				
		Ashland	5,900	5,800	97
		Florence	1,000	1,000	97
	Iron	2,900	2,800	98	
	Marathon	35,100	34,600	99	
<b>Between 5-24%</b>	<b>MICHIGAN</b>				
		Baraga	2,800	2,700	97
		Houghton	13,800	13,200	96
	<b>WISCONSIN</b>				
		Bayfield	4,900	4,800	98
		Menominee	800	700	92
		Portage	16,300	16,000	98
		Shawano	12,100	11,900	98
	Taylor	6,100	5,900	97	
	Wood	22,500	22,100	98	
<b>Station Totals</b>			<b>194,200</b>	<b>189,400</b>	<b>97</b>
<b>Net Weekly Circulation (1976-77)</b>					<b>74,800</b>
<b>Average Daily Circulation (1976-77)</b>					<b>41,600</b>

# 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, 63-kw aural. Antenna: 1210-ft. above av. terrain, 647-ft. above ground, 2549-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: AP.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).

## WAOW-TV

Network Service: ABC.

Licensee: Horizons Communications Corp. of Wisconsin.

Studio: 1908 Grand Ave., Wausau (54401).

Telephone: 715-842-2251.

Ownership: Horizons Communications Corp. of Wisconsin. For other interests, see WKOW-TV, Madison.

Began Operation: May 7, 1965.

Represented (sales) by Katz Television.

Represented (legal) by Marmet Professional Corp.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JEROME FENIGER, chairman of the board.

TERRY SHOCKLEY, president.

BRUCE LILJEGREN, vice president & general manager.

ROBERT WICKHEM, vice president, operations.

JOHN F. BRENNAN, vice president, sales.

DON STENZ, chief engineer.

### DIGEST OF RATE CARD NO. A28 (June 26, 1978)

Hour 30 Min. 15 Min. 30 Sec. 20 Sec. 10 Sec.

Class AA—6:30-10 p.m., daily.

\$1500 \$900 \$600 Graded rates apply\*

\*Highest rate: \$350.

Combination Rates: See WKOW-TV, Madison, Wis.

NETWORK BASE HOURLY RATE: \$418.

For Sales & Transfers, see Services Volume

Net Weekly Circulation	State County	Total Households	TV Households	%
	<b>WISCONSIN</b>			
	Adams	4,400	4,200	96
	Clark	11,300	10,900	96
	Forest	2,900	2,800	95
	Langlade	7,200	7,000	97
	Lincoln	8,900	8,700	98
50% & Over	Marathon	35,100	34,600	99
	Oneida	10,800	10,500	97
	Portage	16,300	16,000	98
	Price	6,000	5,700	95
	Taylor	6,100	5,900	97
	Vilas	5,600	5,400	97
	Wood	22,500	22,100	98
	<b>WISCONSIN</b>			
	Chippewa	16,000	15,700	98
	Juneau	7,000	6,700	95
Between 25-49%	Rusk	5,400	5,200	96
	Shawano	12,100	11,900	98
	Waupaca	15,100	14,800	98
	Wausara	5,900	5,700	97
	<b>MICHIGAN</b>			
	Iron	6,200	6,100	98
	<b>WISCONSIN</b>			
Between 5-24%	Green Lake	6,800	6,600	97
	Iron	2,900	2,800	98
	Jackson	5,600	5,400	97
	Marquette	3,800	3,600	96
	Menominee	800	700	92
	Monroe	11,300	11,000	97
Station Totals		236,000	230,000	97
Net Weekly Circulation (1976-77)			145,500	
Average Daily Circulation (1976-77)			98,100	



# Wisconsin—Wausau

## WSAU-TV

Ch. 7



THE FORWARD GROUP



THE MEEKER CO. INC.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1209-ft. above av. terrain, 645-ft. above ground, 2547-ft. above sea level.

Latitude 44° 55' 14.3"  
Longitude 89° 41' 30.6"

Transmitter: Rib Mountain.

Color: Network, live, film, slide & tape. News Wire Service: AP, UPI.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



WSAU-TV Ref: FCC File No. BPC-2289 Granted 9/13/57 ©American Map Co., Inc., N.Y., No. 14244

## WSAU-TV

Network Service: CBS.

Licensee: Forward Communications Corp., Box 1088 (54401).

Studio: 1114 Grand Ave. (54401).

Telephone: 715-845-4211.

AM Affiliate: WSAU, 5-kw, 550 kHz (NBC).

FM Affiliate: WIFC, 100-kw, 95.5 MHz (No. 238), 990-ft.

Ownership: John C. Sturtevant Family Trust, 11.93%; Wisconsin Rapids Tribune, 19.44% (9.72% by WFHR); Merrill Publishing Co., 11.17%; R-H Holding Co., 10.37%. Forward Communications Corp. officers: W. F. McCormick, chmn. of board; Richard D. Dudley, pres. & asst. secy.-treas.; J. P. Chilsen, v.p.; T. A. Duckworth, v.p.; W. F. Turner, v.p.; Thomas E. Bolger, v.p. & asst. secy.-treas.; Gene R. Anderson, v.p., finance & asst. secy.-treas.; S. F. Staples Jr., secy.; William F. Huffman, treas.; John M. Forester, asst. secy. Forward also owns WMTV, Madison, Wis.; KCAU-TV, Sioux City, Ia.; WTRF-TV & WTRF (FM), Wheeling, W. Va.; WKAU & WKAU-FM, Kaukauna, Wis.; WRAU-TV, Peoria, Ill.; KOSA-TV, Odessa, Tex.; KVGB-AM-FM, Great Bend, Kan.; Marshfield (Wis.) News Herald & WONS & WBGM (FM), Tallahassee, Fla. Note: Forward is buying KVOX-AM-FM, Moorhead, Minn.

Began Operation: Oct. 24, 1954.

Represented (sales) by The Meeker Co. Inc.; Hyett/Ramslund Inc. (Minneapolis).

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

- BART KELLNHAUSER, president.
- JAMES W. FREY, general sales manager.
- JACK CROWLEY, program & promotion manager.
- MIKE RUESCH, chief accountant.
- DONALD COCHART, chief engineer.

Highest 30 Sec. Rate (May 9, 1977): \$176.

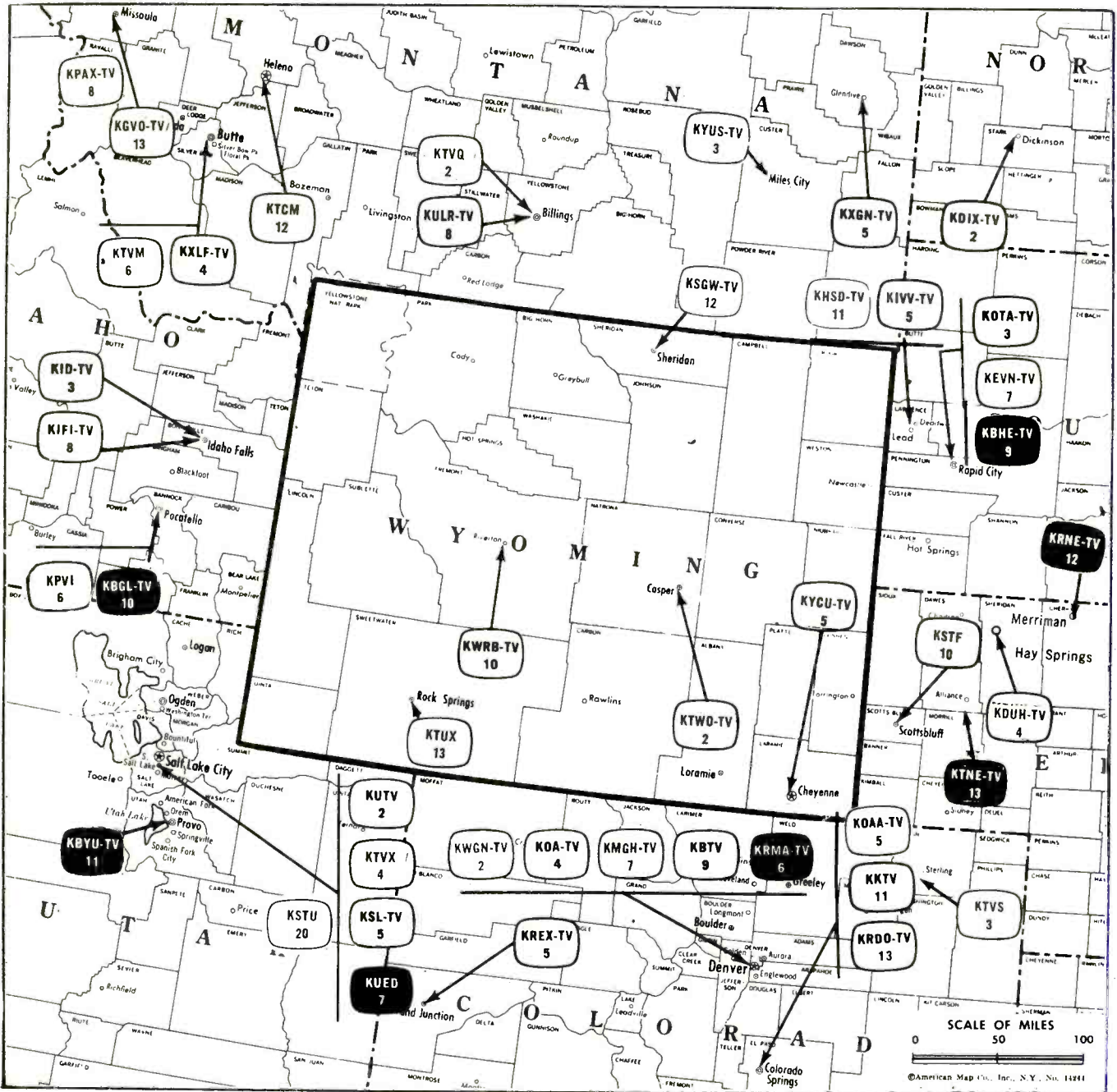
NETWORK BASE HOURLY RATE: \$775.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	<b>WISCONSIN</b>				
		Adams	4,400	4,200	96
		Clark	11,300	10,900	96
		Forest	2,900	2,800	95
		Langlade	7,200	7,000	97
		Lincoln	8,900	8,700	98
		Marathon	35,100	34,600	99
		Oneida	10,800	10,500	97
		Portage	16,300	16,000	98
		Price	6,000	5,700	95
		Rusk	5,400	5,200	96
		Shawano	12,100	11,900	98
		Taylor	6,100	5,900	97
	Vilas	5,600	5,400	97	
	Wood	22,500	22,100	98	
Between 25-49%	<b>WISCONSIN</b>				
		Chippewa	16,000	15,700	98
		Juneau	7,000	6,700	95
		Menominee	800	700	92
		Waupaca	15,100	14,800	98
	Waushara	5,900	5,700	97	
Between 5-24%	<b>MICHIGAN</b>				
		Iron	6,200	6,100	98
		Menominee	9,400	9,200	98
	<b>WISCONSIN</b>				
		Ashland	5,900	5,800	97
		Eau Claire	24,800	24,300	98
	Green Lake	6,800	6,600	97	
	Iron	2,900	2,800	98	
	Jackson	5,600	5,400	97	

(Continued on page 927-b)

Station Totals	285,700	278,700	97
Net Weekly Circulation (1976-77)			163,500
Average Daily Circulation (1976-77)			121,000

# Wyoming



Market	Arbitron Prime Time TV Households	Rank	Arbitron ADI TV Households	Rank
Cheyenne	22,000	184	56,200	176
Casper-Riverton	20,000	186	44,600	185

### Wyoming Station Status as of September 1, 1978

- Commercial Television Stations
- Educational Television Stations

VHF	UHF	TOTAL
5	0	5
0	0	0
		5

# Wyoming—Casper

## KTWO-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-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"

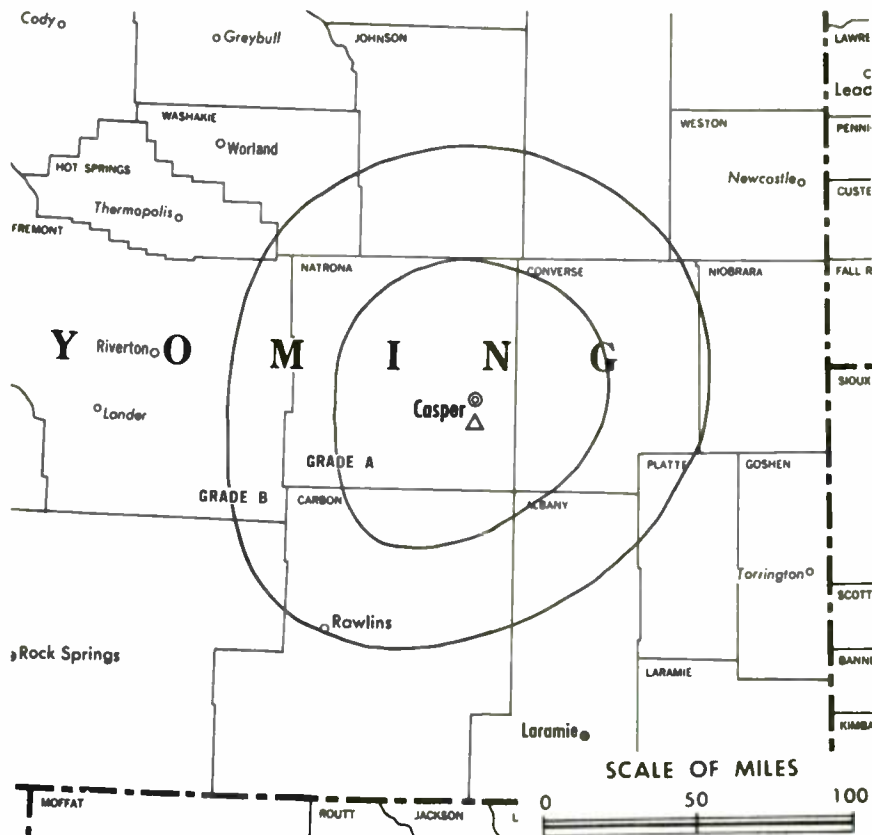
Transmitter: 8-mi. S of Casper.

TV tape: Recording facilities.

AM Affiliate: KTWO, 50-kw, 1030 kHz (NBC).

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron 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: ABC, NBC, CBS.

Licensee: Harriscope Broadcasting Corp., P.O. Box 2720, Casper (82602).

Studio: 4200 E. 2nd St., Casper (82601).

Telephone: 307-237-3711. TWX No.: 910-949-4462.

Ownership: See KBAK-TV, Bakersfield, Cal.

Began Operation: March 8, 1957.

Represented (sales) by The Meeker Co. Inc.; John L. McGuire (Denver); Hyett/Ramsland Inc. (Minneapolis).

Represented (engineering) by Hammett & Edison.

Represented (legal) by Cohn & Marks.

Personnel:

JACK ROSENTHAL, president.

BOB DALLAS PRICE, vice president & general manager.

P. J. MALSOM, sales manager.

STEVE BROOMELL, director of engineering.

GARY TEDDY, administration manager.

Highest 30 Sec. Rate (Sept. 1, 1978): \$160.

NETWORK BASE HOURLY RATE: \$462.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>WYOMING</b>				
	Campbell	5,400	5,000	93
	Carbon	6,600	6,200	94
	Converse	2,700	2,600	95
	Crook	1,600	1,500	92
	Fremont	10,900	10,500	96
	Hot Springs	2,000	1,900	94
<b>50% &amp; Over</b>	Johnson	2,300	2,100	93
	Natrona	20,700	20,100	97
	Niobrara	1,200	1,100	95
	Sheridan	8,900	8,300	94
	Sublette	1,400	1,300	93
	Sweetwater	12,900	12,300	95
	Washakie	3,000	2,900	96
	Weston	2,100	2,000	94
<b>SOUTH DAKOTA</b>				
	Fall River	3,200	3,100	96
<b>WYOMING</b>				
<b>Between 25-49%</b>	Albany	10,200	9,600	94
	Big Horn	4,200	4,000	95
	Park	7,200	6,800	95
	Platte	3,200	3,000	94
<b>SOUTH DAKOTA</b>				
	Lawrence	6,300	6,100	97
<b>Between 5-24%</b>	<b>WYOMING</b>			
	Lincoln	3,700	3,500	94
	Uinta	2,900	2,800	95
<b>Station Totals</b>		<b>122,600</b>	<b>116,700</b>	<b>95</b>
<b>Net Weekly Circulation (1976-77)</b>				<b>67,400</b>
<b>Average Daily Circulation (1976-77)</b>				<b>45,300</b>

Did you read  
**Television Digest**  
this week?

# Wyoming—Cheyenne

## KYCU-TV

Ch. 5

[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.

Color: Network, live, film, slide & tape.

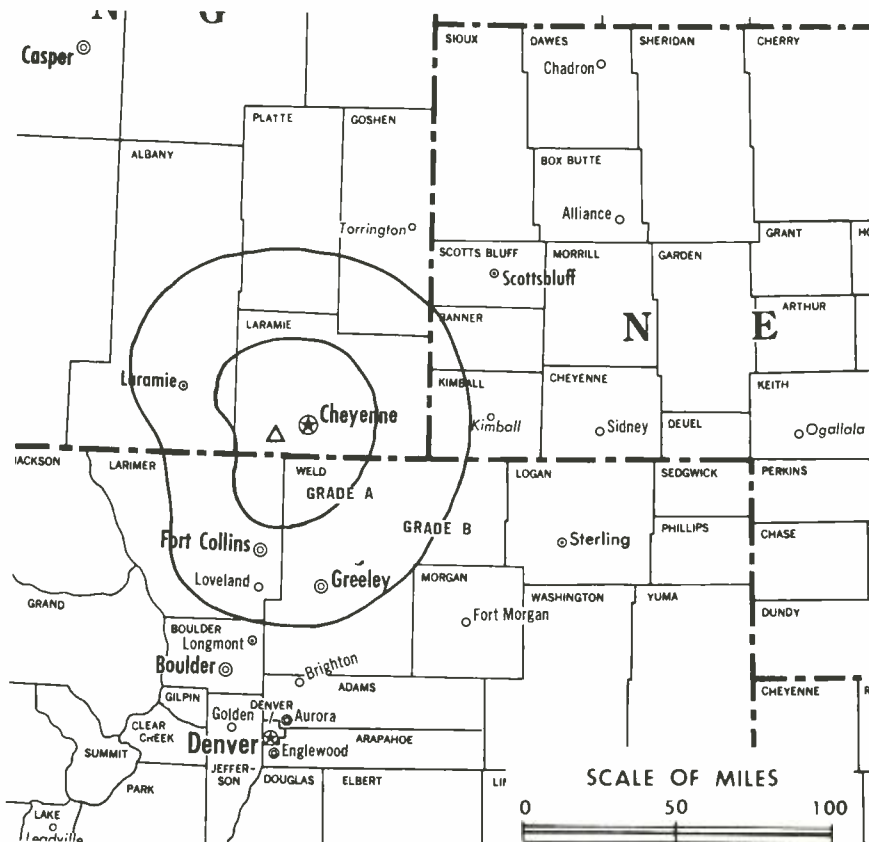
News Wire Service: AP.

News Film Service: CBS.

Studio: 2923 E. Lincolnway.

Arbitron Data: The figures below include Satellites KSTF, Scottsbluff, Neb. and KTVS, Sterling, Colo.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KYCU-TV Ref: FCC File No. BMPCT--1399 Granted 10/2/53 ©American Map Co., Inc., N.Y., No. 14244

## KYCU-TV

Network Service: CBC, ABC.

Licensee: Wyneco Communications Inc., 2923 E. Lincolnway (82001).

Telephone: 307-634-7755. TWX No.: 910-949-4067.

Ownership: Lamb Enterprises Inc., 100%. Lamb also owns & operates satellites KSTF, Scottsbluff, Neb. & KTVS, Sterling, Colo. For other interests, see WICU-TV, Erie, Pa.

Began Operation: March 22, 1954. Sale to present owner by Frontier Bcstg. Co. (McCraken) approved by FCC July 6, 1972 (Television Digest, Vol. 11:47; 12:28).

Represented (sales) by Avery-Knodel Inc.; Soderlund Co. (Omaha); Robert Hix Co. (Denver).

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

Personnel:

CARL J. OCCHIPINTI, general manager.  
MARGIE O'BRIEN, national sales manager.  
SCOTT TIPTON, chief engineer.  
STUART SEIBEL, program director.

DIGEST OF RATE CARD NO. 22—(Sept. 11, 1978)

Hour 30 Min. 15 Min. 5 Min. 30 Sec. 10 Sec.

Class A—5:30-10:35 p.m., daily.

\$750 \$600 \$500 \$250 Graded rates apply\*

\*Highest rate: \$180.

Note: KSTF & KTVS are sold in combination with KYCU-TV, foregoing rates applying at no additional cost. Separate rates also available.

NETWORK BASE HOURLY RATE: \$521.

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO</b>				
<b>50% &amp; Over</b>	Jackson	600	600	96
	Logan	6,700	6,400	96
	Morgan	7,800	7,600	98

Net Weekly Circulation	State County	Total Households	TV Households	%
<b>COLORADO—(Continued)</b>				
	Phillips	1,900	1,900	98
	Sedgwick	1,300	1,300	96
	Washington	2,000	1,900	94
<b>NEBRASKA</b>				
	Banner	300	300	98
	Box Butte	3,800	3,700	97
	Cheyenne	3,900	3,800	97
	Deuel	1,000	1,000	98
<b>50% &amp; Over</b>	Garden	1,200	1,100	93
	Kimball	2,200	2,200	99
	Morrill	2,200	2,100	96
	Scotts Bluff	13,000	12,600	97
	Sioux	700	700	96
<b>WYOMING</b>				
	Albany	10,200	9,600	94
	Goshen	4,900	4,700	97
	Laramie	24,200	23,700	98
<b>COLORADO</b>				
	Larimer	45,700	44,500	97
	Weld	37,200	36,400	98
	Yuma	3,500	3,300	95
<b>Between 25-49%</b>	<b>NEBRASKA</b>			
	Perkins	1,300	1,300	99
<b>WYOMING</b>				
	Converse	2,700	2,600	95
	Platte	3,200	3,000	94
<b>COLORADO</b>				
<b>Between 5-24%</b>	Gilpin	900	900	96

(Continued on next page)

Station Totals	204,300	198,100	96
Net Weekly Circulation (1976-77)			102,000
Average Daily Circulation (1976-77)			65,500

# Wyoming—Lander-Riverton-Thermopolis-Worland

## KWRB-TV

Ch. 10

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.

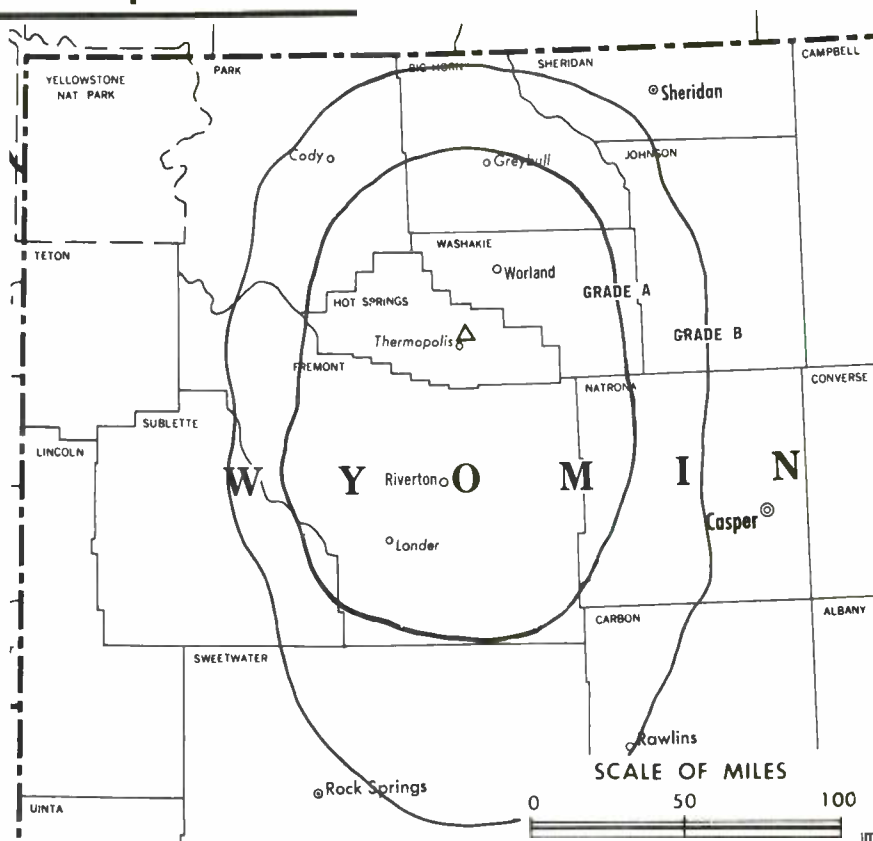
Studio: 500 Arapahoe, Thermopolis, Wyo. (82443).

Telephone: 307-864-2351.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Total Households: © MSI  
Consumer Market Data as of 1/1/78.  
TV Homes: TV% and Circulation  
© 1978 American Research Bureau.  
County coverage based on Arbitron study (see page 4-b).



KWRB-TV Ref: FCC File No. BPCT-2138 Granted 9/26/56

© American Map Co., Inc., N.Y., No. 14244

## KWRB-TV

Network Service: NBC, CBS, ABC.

Licensee: Chief Washakie TV, 500 Arapahoe, Thermopolis.

Ownership: Joseph P. and Mildred V. Ernst, 100%. Note: Sale to Strang Telecasting Inc. pends.

Began Operation: Dec. 22, 1957.

Represented (sales) by Savalli/Gates Inc.

Personnel:

MILDRED V. ERNST, general manager.

DIGEST OF RATE CARD NO. 3—(Sept. 1, 1970)

Hour 30 Min. 15 Min. 10 Min. Min. 30 Sec. 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 \$90 \$60 \$52 \$30 \$21 \$20 \$15

NETWORK BASE HOURLY RATE: \$50.

Net Weekly Circulation	State County	Total Households	TV Households	Households %
50% & Over	<b>WYOMING</b>			
	Fremont	10,900	10,500	96
	Hot Springs	2,000	1,900	94
Between 25-49%	<b>WYOMING</b>			
	Big Horn	4,200	4,000	95
	Washakie	3,000	2,900	96
<b>Station Totals</b>		<b>20,100</b>	<b>19,300</b>	<b>96</b>
<b>Net Weekly Circulation (1976-77)</b>			<b>9,600</b>	
<b>Average Daily Circulation (1976-77)</b>			<b>5,200</b>	

## KYCU-TV, Cheyenne

(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	Households %
<b>NEBRASKA</b>				
	Chase	1,600	1,600	98
	Dawes	3,200	3,000	95
	Keith	3,500	3,400	98
<b>Between 5-24%</b>	Sheridan	2,600	2,500	97
<b>SOUTH DAKOTA</b>				
	Fall River	3,200	3,100	96
<b>WYOMING</b>				
	Carbon	6,600	6,200	94
	Niobrara	1,200	1,100	95

# BLACKBURN & COMPANY, INC.

**RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

**CHICAGO** 333 N. Michigan Ave. (312) 346-6460  
**WASHINGTON, D.C.** 1725 K. Street, N.W. (202) 331-9270  
**ATLANTA** 400 Colony Sq., #1004 (404) 892-4655  
**BEVERLY HILLS** 9465 Wilshire Blvd. (213) 274-8151

# Wyoming—Rock Springs

## KTUX

Ch. 13

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 6.03-kw visual, 0.603-kw aural, Antenna: Minus 60-ft. above av. terrain, 46-ft. above ground, 6626-ft. above sea level.

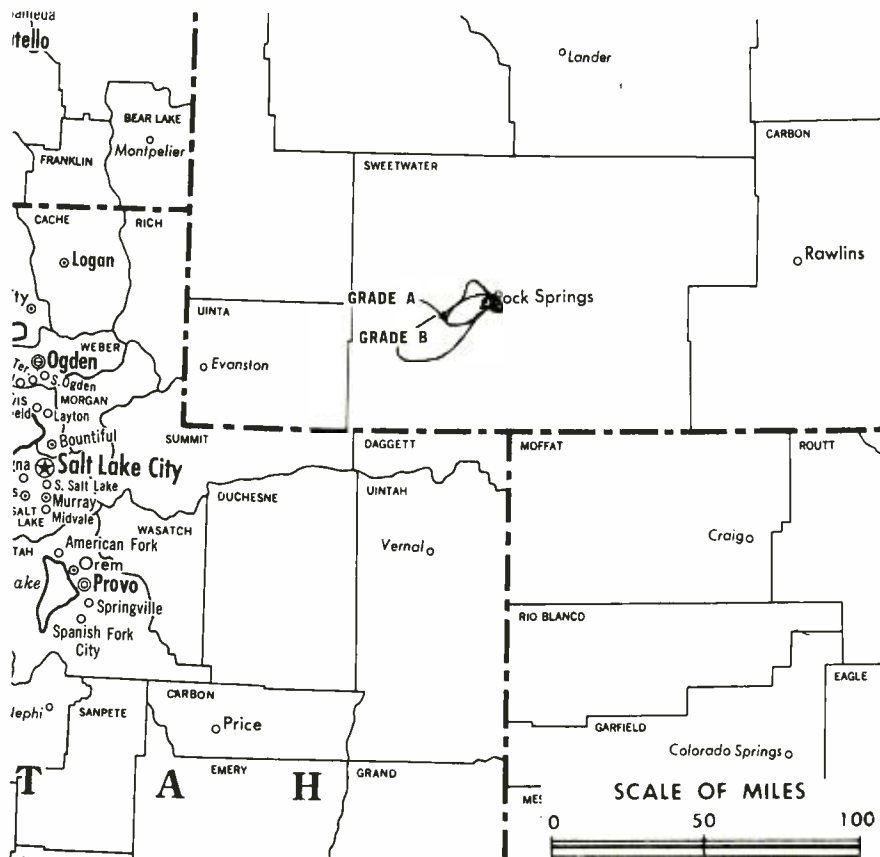
Latitude 41° 35' 51"  
Longitude 109° 10' 53"

Transmitter: Swanson Rd., Rock Springs.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



KTUX Ref: FCC File No. BPCT-4939 Granted 3/18/77

© American Map Co., Inc., N.Y., No. 14244

## KTUX

Network Service: None, independent.

Grantee: Western Broadcasting Inc., Swanson Rd., Box 9, Rock Springs, Wyo. (82091).

Studio: Swanson Rd., Box 9, Rock Springs, Wyo. (82901).

Telephone: 307-382-4022.

Ownership: Gerald E. Devine, pres., 33 $\frac{1}{3}$ %; Douglas C. Kehrig, v.p., 33 $\frac{1}{3}$ %; Linda K. Devine, secy.-treas., 28 $\frac{1}{3}$ %.

Began Operation: Oct. 21, 1977.

Represented (sales) by Savalli/Gates Inc.

Represented (legal) by Booth & Freret.

Represented (engineering) by Douglas C. Kehrig.

Personnel:

GERALD E. DEVINE, president & general manager.  
DOUGLAS KEHRIG, vice president & chief engineer.  
LINDA DEVINE, operations manager.

Highest 30 Sec. Rate (April 25, 1978): \$25.

# Repetition breeds

• REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Wyoming—Sheridan

## KSGW-TV

Ch. 12

[Satellite of KOTA-TV,  
Rapid City, S.D.]

Technical Facilities: Channel No. 12  
(204-210 MHz). Authorized power:  
316-kw visual, 18-kw aural. Antenna:  
1220-ft. above av. terrain,  
144-ft. above ground, 7824-ft.  
above sea level.

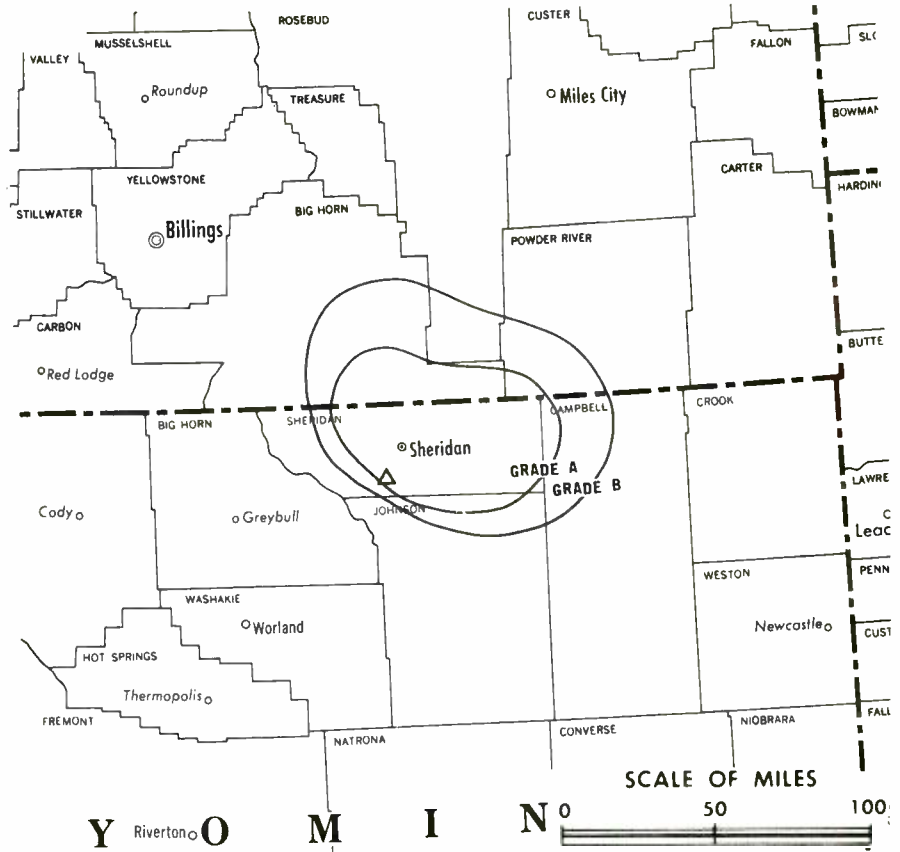
Latitude 44° 37' 20"  
Longitude 107° 06' 57"

Transmitter: 19.3 km S & 12.9 km W  
of Sheridan.

TV tape: Recording facilities.

Color: Network, live, film, slide &  
tape.

News Wire Service: UPI.



KSGW-TV Ref: FCC File No. BPCT-4905 Granted 3/18/77

© American Map Co., Inc., N.Y., No. 14244

## KSGW-TV

Network Service: NBC, CBS.

Grantee: Duhamel Broadcasting Enterprises, Box 1760, Rapid City,  
S.D. (57709).

Studio: See KOTA-TV, Rapid City.

Ownership: Same as KOTA-TV, Rapid City.

Began Operation: Oct. 28, 1977.

Represented (sales) by Katz Television.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Vir N. James.

Personnel: See KOTA-TV, Rapid City, S.D.

Rates: Sold in combination with KOTA-TV.

**THE**  
**TED HEPBURN**  
**COMPANY**

Media Brokerage Specialist Radio and TV

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

## GUAM

### KGTF

Agana

Ch. 12

Non-Commercial Educational Station

Licensee: Guam Educational Telecommunications Commission, Box 3615, Agana, Guam (96910).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 27.6-kw visual, 5.5-kw aural. Antenna: 199-ft. above av. terrain, 187-ft. above ground, 467-ft. above sea level.

Latitude 13° 26' 13"  
Longitude 144° 48' 17"

(Complete Data in Educational Directory)

### KUAM-TV

Agana

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: Pacific Telestations Inc., Box 368, Agana, Guam (96910).

Studio: 1.9-mi. SE of Agana.

Transmitter: Mt. Alutom.

Telephone: 477-9861. Cable Address: KUAM.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 21.9-kw visual, 3.8-kw aural. Antenna: 936-ft. above av. terrain, 121-ft. above ground, 1139-ft. above sea level.

Latitude 13° 25' 53"  
Longitude 144° 42' 36"

AM Affiliate: KUAM, 10-kw, 610 kHz.

FM Affiliate: KUAM-FM, 2.5-kw, 93.9 MHz (No. 230), 77-ft.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Lawrence S. Berger, pres., 51%; Marcus Loew II, v.p., 9%; William C. Williams, secy.; Ronald E. Pritchard, treas., 17%; Elliott Cushman, dir., 14%; Peter E. Reid Jr., dir., 9%. Berger, Loew, Pritchard & Reid own WVUV(AM), American Samoa; Berger & Loew own KHVH(AM), Honolulu; Cushman owns Arizona Farmer.

Began Operation: Aug. 5, 1956. Sale to present owners by H. S. Killgore approved by FCC Sept. 15, 1977 (Television Digest, Vol. 17:38). Sale to Killgore by Phil Berg approved April 9, 1964 by FCC (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 (engineering) by Hammett & Edison.

Personnel:

JON A. ANDERSON, vice president & general manager.

#### DIGEST OF RATE CARD NO. 2

(Oct. 1, 1978)

Hour	30 Min.	15 Min.	10 Min.	30 Sec.
\$500	\$280	.....	.....	\$80

NETWORK BASE HOURLY RATE: \$100.

Arbitron Does Not Provide Coverage Data for  
Guam, Puerto Rico or the Virgin Islands

## 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.

Latitude 18° 04' 11"  
Longitude 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.

Latitude 18° 06' 42"  
Longitude 66° 03' 05"

(Complete Data in Educational Directory)

### WVEO

Aguadilla

Ch. 44

Licensee: Video Empresas Del Oeste Inc., P.O. Box W, GPO, Aguadilla, P.R. (00603).

Studio: Road 411, km 77, Aguada, P.R.

Telephone: 809-832-4560.

Transmitter: Barrio Atalaya, Aguada, P.R.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 993-kw max. & 948-kw horizontal visual, 198-kw max. aural. Antenna: 1220-ft. above av. terrain, 235-ft. above ground, 1448-ft. above sea level.

Latitude 18° 19' 06"  
Longitude 67° 10' 42"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: Dr. Pablo Guardiola, pres., 42%; Abacoa Radio Corp., 42%; Hector Nicolau, 16%.

Began Operation: Oct. 7, 1974.

Represented (sales) by Contemporary Media.

Represented (legal) by Hamel, Park, McCabe & Saunders.

Represented (engineering) by Willis C. Beecher.

Note: Affiliated with the Perez Perry Network.

Map for WVEO, Aguadilla not available



# Puerto Rico—Aguadilla-Mayaguez

## WOLE-TV

Ch. 12

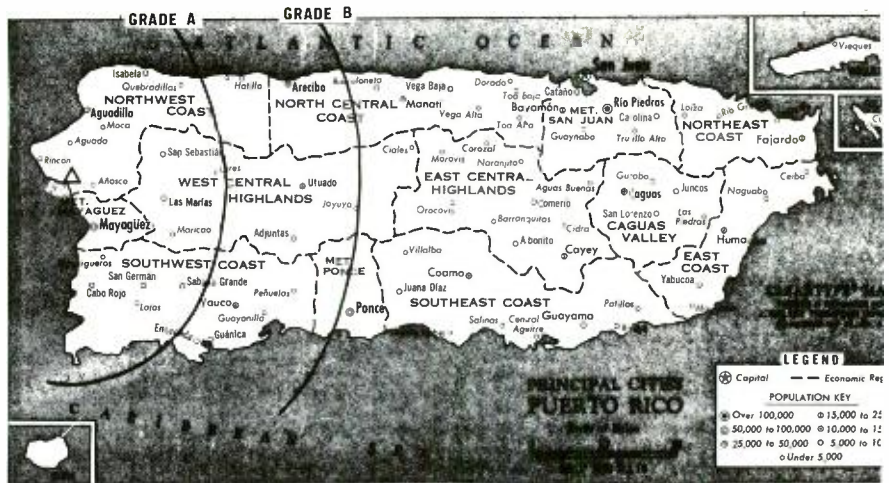
Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 17.8-kw visual, 3.55-kw aural. Antenna: 1010-ft. above av. terrain, 60-ft. above ground, 1284-ft. above sea level.

Latitude 18° 18' 51"  
Longitude 67° 11' 30"

Transmitter: Pico Atalaya, Rincon, Puerto Rico.

Color: Network, film, slide & tape.

News Wire Service: UPI.



WOLE-TV

©American Map Co., Inc. N.Y., No. 14244

## WOLE-TV

Network Service: Puerto Rico Bcstg. Inc.

Licensee: Western Broadcasting Corp. of Puerto Rico, Box AQ, Mayaguez, P.R. (00708).

Studio: 17 Marina St., Aguadilla.

Telephone: 809-833-1200. Telex: 385-4414.

Ownership: John Lyon, 33.3%; Du Art Film Labs Inc., 33.32%; Jose Bechara, 16.66%; A. Gimenez-Aguayo, 8.33%; Reynaldo Barletta, 8.33%. Bechara owns WKJB-AM-FM, Mayaguez; Gimenez-Aguayo is pres. & 41.4% owner of WPAB, Ponce.

Began Operation: May 10, 1960.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Cohen & Dippell.

Personnel:

JOHN LYON, president.

AMADEO NAZARIO, general manager.

DOEL ORIOL, chief engineer.

MYRNA R. GÓMEZ, traffic manager.

### DIGEST OF RATE CARD NO. 1 (Nov. 1, 1977)

Hour	30 Min.	10 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.					
\$400	\$250	\$140	\$150	\$80	\$40

**SEE . . .  
you do read the ads**

AND SO DO THE  
OTHER USERS OF THIS  
**FACTBOOK.**

EVERY TIME YOU USE THIS BOOK,  
YOU SEE THESE ADS.  
THIS IS THE LOGICAL PLACE  
FOR YOUR AD.

For Details Use Order Card #6 Stations Volume

# Puerto Rico—Mayaguez

## WORA-TV

Ch. 5

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 95.5-kw visual, 19.1-kw aural. Antenna: 2000-ft. above av. terrain, 240-ft. above ground, 3060-ft. above sea level.

Latitude 18° 09' 02"  
Longitude 66° 59' 20"

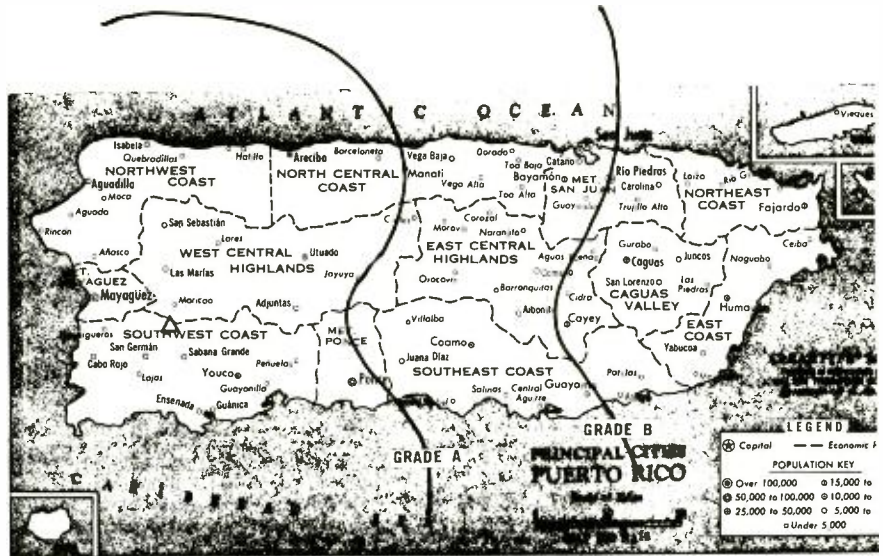
Transmitter: 2.2-mi. S of Maricao on Road No. 120.

Color: Network, live, film, slide & tape.

New Wire Service: AP.

AM Affiliate: WORA, 5-kw, 760 kHz.

FM Affiliate: WIOA, 25-kw, 97.5 MHz (No. 248), 995-ft.



WORA-TV

©American Map Co., Inc., N.Y., No. 14211

## WORA-TV

Licensee: Quality Telecasting Corp., Box 43 (00708).

Studio: Darlington Bldg., Box 43, Mayaguez (00708).

Telephone: 809-832-1150. Cable: RACO.

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 Broadcasting Corp. of San Juan, wholly owned subsidiary, owns WQBS & WIOB(FM), San Juan, P.R. and Voice of Puerto Rico which operates WPRP & WIOC(FM), Ponce, P.R.

Began Operation: Oct. 1, 1955.

Represented (sales) by Quality Bcstg., Box 9986, Santurce (San Juan), P.R. (00908). Telephone: 809-725-4020.

Represented (legal) by Wilner & Scheiner.

Personnel:

ALFREDO R. de ARELLANO JR., president.  
MAUREEN J. de MENDEZ, general manager.  
JESUS ECHEVARRIA, chief engineer.  
G. A. BONET, director of engineering.

### DIGEST OF RATE CARD

(June 1, 1978)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.						
\$305	\$195	\$130	\$90	\$60	\$50	\$25

# Puerto Rico—Ponce

## WRIK-TV

Ch. 7

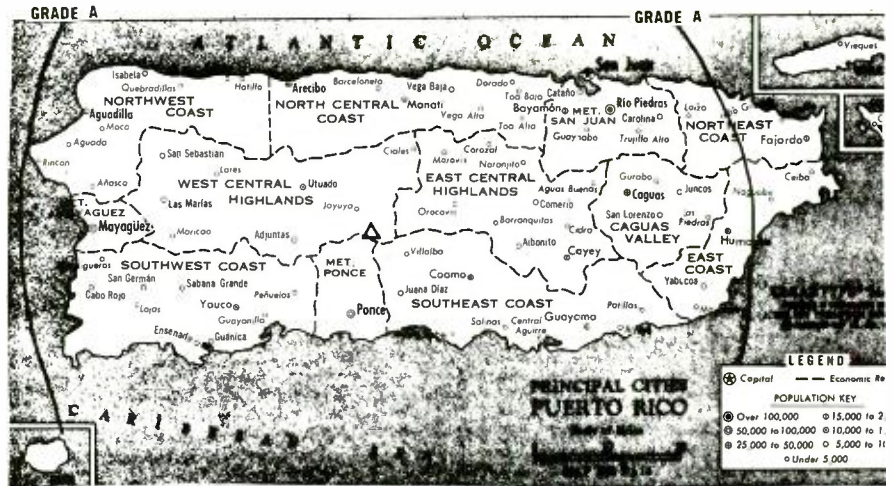
Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 186-kw max. & 166-kw horizontal visual, 22.4-kw aural. Antenna: 2710-ft. above av. terrain, 440-ft. above ground, 4377-ft. above sea level.

Latitude 18° 09' 17"  
Longitude 66° 33' 16"

Transmitter: Cerro Maravilla, 5-mi. SE of Jayuya, P.R.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.



WRIK-TV

©American Map Co., Inc., N.Y., No. 1424

## WRIK-TV

Licensee: Ponce Television Corp., Darlington Bldg. (00731).  
Studios: Darlington Bldg., Ponce (00731); Stop 8, Puerta de Tierra, San Juan (00902).  
Telephones: 809-842-0280 (Ponce); 809-724-7575 (San Juan).  
Ownership: United Artists Bcstg. Note: Sale pends.  
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 Pierson, Ball & Dowd.

### Personnel:

ANDY ALBECK, president.  
PETER L. MORENO, vice president & general manager.  
ROBERT BEURKET, chief engineer.  
ADOLFO FLORES, sales manager.

### DIGEST OF RATE CARD NO. 19—(April 15, 1973)

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.							
\$1300	\$800	\$600	\$350	\$320	\$230	\$200	\$175

# Hogan-Feldmann, Inc.

**MEDIA BROKERS · CONSULTANTS**

16255 Ventura Boulevard  
Encino, California 91436  
(213) 986-3201

Suite 219

# Puerto Rico—Ponce

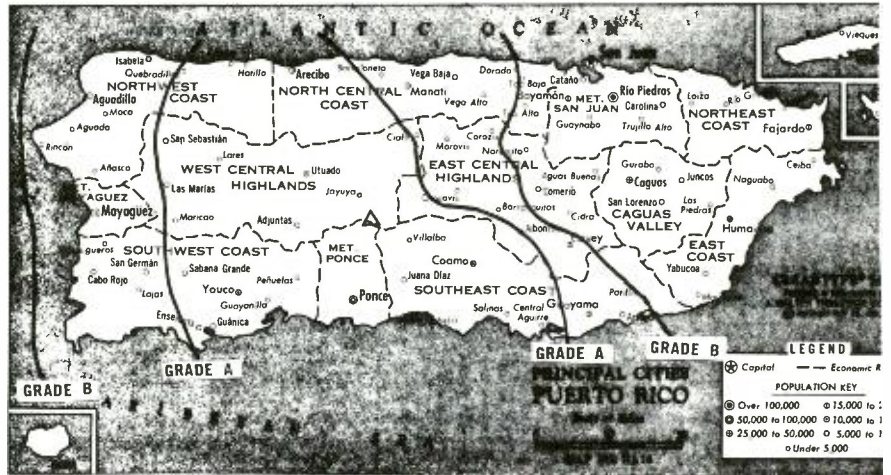
## WSUR-TV

Ch. 9

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 57.5-kw visual, 7.24-kw aural. Antenna: 2775-ft. above av. terrain, 276-ft. above ground, 4466-ft. above sea level.

Latitude 18° 10' 17"  
Longitude 66° 34' 30"

Transmitter: Mt. Jayuya.  
Color: Live, film, slide & tape.  
News Wire Service: AP.



WSUR-TV

©American Map Co., Inc., N.Y., No. 14244

## WSUR-TV

Licensee: American Colonial Bcstg. Corp., Box 4189, San Juan (00905).

Studio: La Rambla, Ponce.

Sales Office: 1000 Ponce de Leon Ave., Ponce.

Telephone: 809-842-4178.

Ownership: Ralph Perez Perry estate, 100%, also owner of WKBM-TV, Caguas-San Juan and radios WKVM-AM-FM, San Juan.

Began Operation: Feb. 20, 1958.

Represented (engineering) by Willis C. Beecher.

Personnel:

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

**THE WORLD NEVER STOPPED TURNING** This issue of **Television Factbook** was made as accurate as humanly possible when it was published but times have a way of changing after publishing deadlines. **Television Digest** with **Weekly Addenda Services** will keep you abreast of industry happenings.

Use Order Card #8 Stations Volume

# Puerto Rico—San Juan

## WAPA-TV

Ch. 4

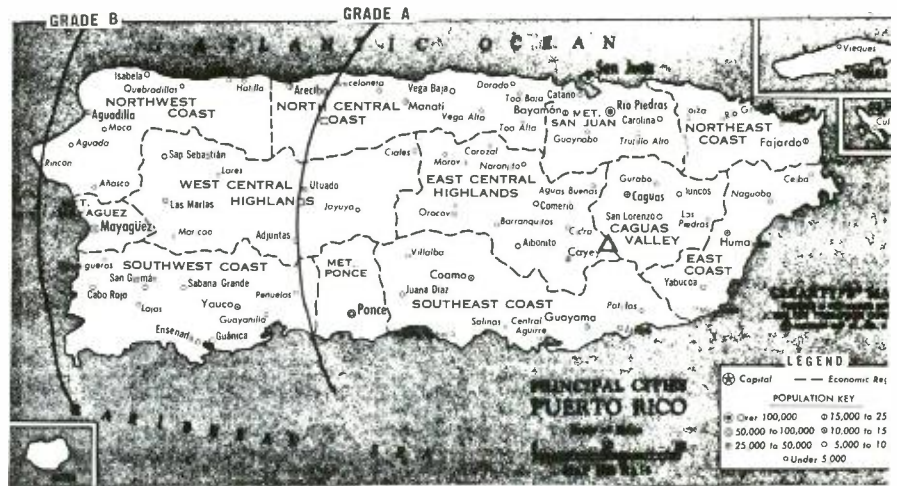
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 53.7-kw visual, 8.1-kw aural. Antenna: 2865-ft. above av. terrain, 1094-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 42"  
Longitude 66° 03' 05"

Transmitter: Cerro La Santa, 21-mi. S of San Juan.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.



WAPA-TV

©American Map Co., Inc., N.Y., No. 14241

## WAPA-TV

Licensee: Puerto Rico Broadcasting Inc., G.P.O. Box 2050, San Juan, P.R. (00936).

Studio: State Rd. 19, km 0.5, Guaynado, P.R.

Telephone: 809-792-4444.

Ownership: Western Bcstg. Co. & Price Industries Corp., 50% each. Officers: John Price, pres.; Dale G. Moore, chmn.; Norman Louvau, v.p.; Earl E. Morgenroth, secy.-treas. Western Bcstg. is wholly owned by Dale G. Moore. For other interests, see KMTV, Twin Falls, Ida.

Began Operation: March 5, 1954. Sale to present owners by Columbia Pictures Industries approved by FCC May 26, 1976. Sale to Columbia 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 Caballero Spanish Media.

Represented (legal) by Fletcher, Heald & Hildreth.

Represented (engineering) by Hammett & Edison.

Personnel:

NORMAN LOUVAU, vice president & general manager.  
 ANGEL COMESANA, general sales manager.  
 MANUEL FEBO, business manager.  
 RAFAEL DUANY, program director.  
 BILL PEREZ, news director.  
 DR. JULIO BRITO, director of engineering.  
 MIGUEL A. NEGRON, promotion manager.  
 CANDIDO VALCARCEL, production manager.

### DIGEST OF RATE CARD NO. 29-A

(March 1, 1978)

Hour	30 Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10:30 p.m., daily.				
\$3200	\$1900		Graded rates apply*	

\*Highest rate: \$855.

# Puerto Rico—San Juan

## WKAQ-TV

Ch. 2

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 53.7-kw visual, 10.5-kw aural. Antenna: 2830-ft. above av. terrain, 1105-ft. above ground, 4049-ft. above sea level.

Latitude 18° 06' 54"  
Longitude 66° 03' 10"

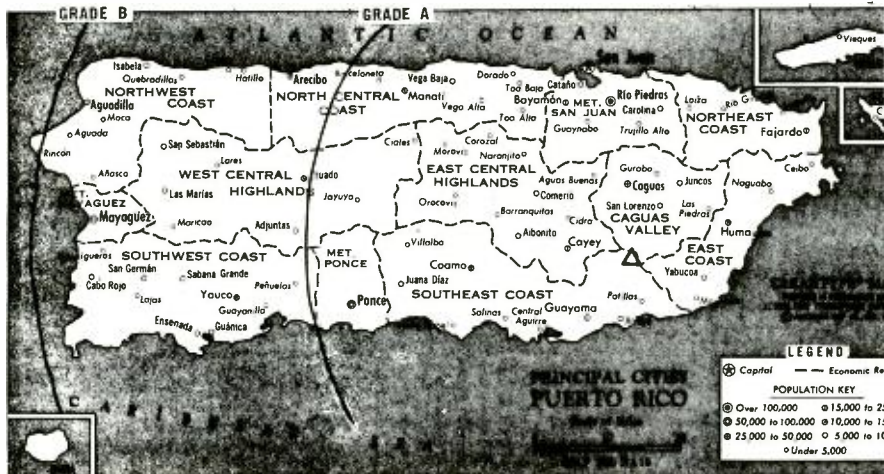
Transmitter: Cerro La Santa, 21-mi. S of San Juan.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

News Film Service: CBS.



WKAQ-TV

©American Map Co., Inc., N.Y., No. 14244

## WKAQ-TV

Licensee: Telemundo Inc., P.O. Box W, San Juan, P.R. (00936).

Studio: 383 Franklin D. Roosevelt Ave., San Juan.

Telephone: 764-0202.

Ownership: Angel Ramos estate (foundation trust), 60.3%.

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, chief engineer.
- CONRADO ROSA, program director.
- RAFAEL OLLER, sales manager.
- HUBERTO E. BIAGGI, business administrator.

### DIGEST OF RATE CARD NO. 78-1

(June 1, 1978)

Hour	30 Min.	15 Min.	10 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6:30-10:30 p.m., daily.	\$2300	\$1500	\$1065	\$850	\$600	\$350	\$200

# Repetition breeds

## • REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

# Puerto Rico—Caguas-San Juan

## WKBM-TV

Ch. 11

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"

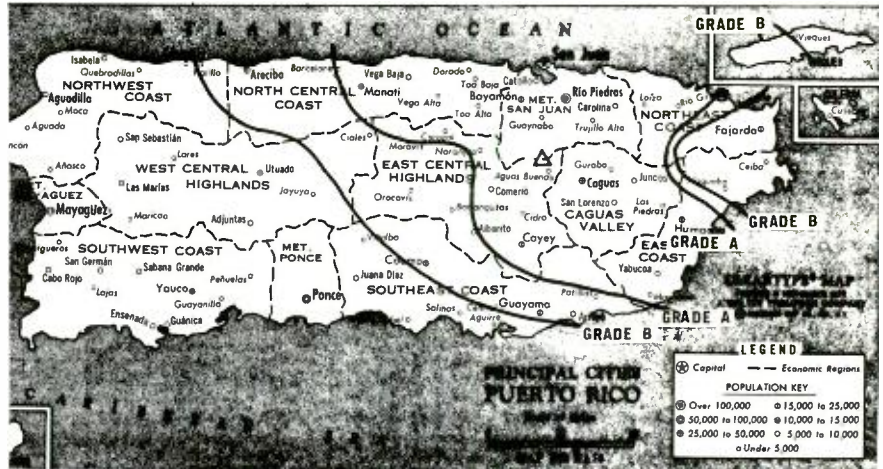
Transmitter: Cerro Marquessa Mt., 6-mi. NW of Caguas.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WKVM, San Juan, 50-kw, 810 kHz.

FM Affiliate: WKVM-FM, San Juan, 50-kw, 105.7 MHz (No. 289), 1100-ft.



WKBM-TV

©American Map Co., Inc., N.Y., No. 14241

## WKBM-TV

Network Service: None, independent.

Licensee: American Colonial Broadcasting Corp., Box 4189, San Juan (00905).

Studio: 657 Condado St., San Juan.

Ownership: Ralph Perez Perry estate, 100%, also owner of WSUR-TV, Ponce and radios WKVM-AM-FM, San Juan.

Began Operation: April 22, 1960.

Represented (engineering) by Willis C. Beecher.

Personnel:

CARMEN JUNCO, general manager.  
OSVALDO SANTIAGO, studio operations.  
JOSE A. RIBAS, sales manager.  
JOSE RODRIGUEZ, film department.  
VIVIAN PRIETO, comptroller.  
NEPHITALI RODRIGUEZ, news director.

### DIGEST OF RATE CARD NO. 4—(Jan. 1, 1977)

Hour	30 Min.	15 Min.	Min.	30 Sec.	10 Sec.	
Class AA—6-11 p.m., daily.	\$2300	\$1700	\$1000	\$600*	\$365*	\$210*

\*Class AA—6-10 p.m., daily.

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR

AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# VIRGIN ISLANDS

## WTJX-TV

Charlotte Amalie

Ch. 12

Non-Commercial Educational Station

Licensee: Virgin Islands Public Television System, c/o Calvin F. Bastian, Box 7077, St. Thomas (00801).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31.6-kw visual, 6.32-kw aural. Antenna: 1490-ft. above av. terrain, 130-ft. above ground, 1610-ft. above sea level.

Latitude 18° 20' 30"  
Longitude 64° 55' 16"

(Complete Data In Educational Directory)

## WBNB-TV

Charlotte Amalie

Ch. 10

Network Service: CBS.

Licensee: Island Teleradio Service Inc., Box 1947, St. Thomas, V.I. (00801).

Studio: Market Square. Cable: WBNB.

Telephone: 809-774-0400 (studio); 809-774-0300 (office).

Transmitter: Signal Hill, Mountain Top Estates.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 2.5-kw visual, 0.5-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: Network, film, slide & tape. News Wire Service: AP.

Ownership: District Communications Inc., 100%. District is owned by Jeanus B. Parks Jr., 17.64%; Cleveland L. Dennard, chmn., 18.90%; William H. Dilday Jr., 3.60%; Samuel C. Jackson, 11.79%; J. Raymond Jones & Ruth H. Jones Trust, 36.39%; Charles E. Tate, 5.46%; Emmett J. Rice, 6.12%.

Began Operation: July 1, 1961. Sale to present owner by Federated Media Inc. approved by FCC Sept. 6, 1974 (Television Digest, Vol. 13:48). Previous sale to Federated Media by Robert Moss, Robert E. Noble Jr., Kenneth H. Granger & Faye R. Russell approved by FCC May 1970 (Vol. 9:16).

Represented (legal) by Arnold & Porter.

Personnel:

RUTH H. JONES, president & treasurer.

SHIRLEE TAYLOR HAZLIP, general manager.

### DIGEST OF RATE CARD NO. 10—(Sept. 1, 1978)

Hour	30 Min.	5 Min.	Min.	30 Sec.
\$300.00	\$150.00	\$75.00	\$73.50	\$47.25

NETWORK BASE HOURLY RATE: \$100.

## WSVI

Christiansted

Ch. 8

Network Service: ABC.

Licensee: Antilles Broadcasting Corp., P.O. Box 8 ABC, Sunny Isle Shopping Center, St. Croix, V.I. (00820).

Studio & Transmitter: Recovery Hill, Christiansted, St. Croix, V.I. (00820). Telephone: 809-773-0008.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized 950-b

power: 58.5-kw visual, 7.2-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 7.76-kw visual, 1.38-kw aural, 1120-ft. above av. terrain, 265-ft. above ground, 1321-ft. above sea level, lat. 17° 45' 25", long. 67° 47' 59"; transmitter to Blue Mtn., 6-mi. W of Christiansted. BPCT-5163.

Color: Network, live, film, slide & tape.

News Wire Service: AP. Facsimile Service: AP.

Ownership: Leroy A. Mercer, pres., 57%; Len Gawrych, 43%.

Began Operation: Nov. 10, 1965. Sale to Peoples Bcstg. by Quality Telecasting approved by FCC Nov. 19, 1973. Left air Nov. 14, 1975. Sale to present owners approved Jan. 31, 1978.

Represented (sales) by Intercontinental Services Ltd. (U.S.); Schellenberg & Kirwan Inc. (P.R.); Rediffusion International Ltd. (U.K. & Europe); Andy McDermott Sales Ltd. (Canada).

Personnel:

LEROY A. MERCER, president.

LEN GAWRYCH, vice president.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	Min.	30 Sec.	20 Sec.
Class AA—6-10 p.m., daily.				
\$300.00	\$195.00	\$65.00	\$42.50	\$31.50

## ZBTV

British Virgin Islands

Ch. 5

Network Service: West Indies Television Network.

Licensee: Television West Indies Ltd., P. O. Box 34, Broadcast Peak, Chawell, Tortola, British Virgin Islands.

Studio: Broadcast Peak. Telephone: Tortola 43332.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 30-kw visual, 3-kw aural. Antenna: 1505-ft. above av. terrain, 40-ft. above ground, 1505-ft. above sea level.

Color: Network, live, film, slide & tape.

Ownership: David Antoniak, 55%; Columbia Pictures, 30%.

Began Operation: Dec. 22, 1973.

Represented (sales) by David Antoniak, 744 W. Church St., Orlando, Fla. (32805).

Personnel:

DAVID ANTONIAK, president.

LARRY CUNNINGHAM, sales manager.

SHERIDAN BECHT, operations director.

Rates: See PJF-TV, St. Maarten.

## PJF-TV

St. Maarten-Saba

Ch. 3

Network Service: West Indies Television Network.

Licensee: Netherland Windward Television N.V., Television House, Philipsburg, St. Maarten, N.A.

Studio: Television House, Philipsburg.

Telephone: 2488. Cable: WESTV.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 120-kw visual, 12-kw aural. Antenna: 1710-ft. above av. terrain, 125-ft. above ground, 1710-ft. above sea level.

Color: Network, slide, film & tape. News Film Service: ABC.

Ownership: David Antoniak, 55%; Columbia Pictures, 30%.

Began Operation: Dec. 22, 1973.

Represented (sales) by Intercontinental Communications.

Represented (legal) by Sullivan, Beauregard & Meyers.

Personnel:

DAVID ANTONIAK, president.

J. DENNIS DeFREITAS, vice president & managing director.

MARTINA HASSELL, executive secretary.

### DIGEST OF RATE CARD NO. 1

Hour	30 Min.	15 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
Class AA—6:30-10 p.m., daily.							
\$175.00	\$125.00	\$75.00	\$50.00	\$40.00	\$30.00	\$20.00	\$12.50



# PUBLIC EDUCATIONAL TV STATION DIRECTORY

Personnel, Facilities and Other Data as of September 1, 1978

Including Call Letters and Address of Commercially Operated Outlets

Plus CP Holders Reported Due to Begin Operating by Early 1979

For Educational Television Networks, See Services Volume

## ALABAMA

### WBIQ Birmingham Ch. 10

Grantee (STA): Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Telephone: 205-328-8756.

Studios: Auburn University; Birmingham Area ETV; University of Alabama; Montgomery ETV Center; Huntsville Public Schools ETV Center; University of Montevallo; Alabama A & M University.

Transmitter: Red Mt. Telephone: 205-322-4359.

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''

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: State of Alabama. Commission members: Dr. Harold N. Stinson, T. T. Martin, Mrs. Bertha Roberts, Mrs. Jerri McLain, Ned Butler, pres. Commission also operates WAIQ, Montgomery, WCIQ, Mount Cheaha State Park, WDIQ, Dozier, WEIQ, Mobile, WHIQ, Huntsville, WFIQ, Florence, WGIQ, Louisville & WIIQ, Demopolis.

Began Operation: April 28, 1955.

Personnel:

DENIS N. STORK, general manager.  
SAM MATTHEWS, administrative assistant.  
AL RENFRO, engineering & technical director.  
HENRY BONNER, director for programming.  
LORENE WILLIAMS, assistant program director.  
ANITA HENDERSON, controller.  
SKYE McLEOD, director of public information.  
TRISHA REEDER, traffic manager.  
WILFRED SIDDLE, chief engineer, WBIQ.

### WIIQ Demopolis Ch. 41

Grantee (STA): Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: 6.2-mi. NW of Linden, Ala. Telephone: 205-289-1927.

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''

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Sept. 13, 1970.

Personnel: See WBIQ, Birmingham.

GEORGE SNOW, chief engineer.

### WDIQ Dozier Ch. 2

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''

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 8, 1956.

Personnel: See WBIQ, Birmingham.

RANDEL MIKEL, chief engineer.



## Quality Instructional Programming Tape—Film—Videocassette

...and a service for ETV—tape-to-videocassette transfer



GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY BOX 80669 • LINCOLN, NEBRASKA 68501 • (402) 467-2502

— a service agency of the University of Nebraska-Lincoln —

## Alabama Educational

### WFIQ Florence Ch. 36

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"

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Aug. 9, 1967.

Personnel: See WBIQ, Birmingham.  
HAP CHANDLER, chief engineer.

### WHIQ Huntsville Ch. 25

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (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"

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Nov. 15, 1965.

Personnel: See WBIQ, Birmingham.  
BOB DEWBERRY, chief engineer.

### WGIQ Louisville Ch. 43

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"

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: Sept. 9, 1968.

Personnel: See WBIQ, Birmingham.  
BILL DAVIS, chief engineer.

### WEIQ Mobile Ch. 42

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"

Requests CP for change to 1186-kw visual, 118.6-kw aural.

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: November 18, 1964.

Personnel: See WBIQ, Birmingham.  
TAD DUNN, chief engineer.

### WAIQ Montgomery Ch. 26

Grantee (STA): Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Patterson Field, Montgomery, Alabama.

Telephone: 205-265-9341, Montgomery.

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"

Color: Network, film, slide & tape.

Ownership: See WBIQ, Birmingham.

Began Operation: December 18, 1962.

Personnel: See WBIQ, Birmingham.  
PERRY LEWIS, chief engineer.

### WCIQ Mount Cheaha State Park Ch. 7

Licensee: Alabama Educational Television Commission, 2101 Magnolia Ave., Birmingham, Ala. (35205).

Studios: See WBIQ, Birmingham.

Transmitter: Mt. Cheaha, near Munford.

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"

Color: Network, film, slide & tape.

Began Operation: Jan. 7, 1955.

Ownership: See WBIQ, Birmingham.

Personnel: See WBIQ, Birmingham.  
JIM BOYD, chief engineer.

---

---

## ALASKA

---

---

### KAKM Anchorage Ch. 7

Licensee: Alaska Public Television Inc., 3211 Providence Drive, Anchorage (99504).

Studio: 3211 Providence Dr., Anchorage (99504).

Telephone: 907-276-7070.

Transmitter: MacKay Bldg., 338 Denali St., Anchorage.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 143-ft. above av. terrain, 250-ft. above ground, 360-ft. above sea level.

Latitude	61°	13'	10"
Longitude	149°	52'	33"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Ownership: Non-profit corporation.

Began Operation: May 7, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

**Personnel:**

DICK ENDERS, acting general manager.

FRANK MENGEL, chief engineer.

JANE LAWRENCE, program assistant.

---

---

### KYUK-TV Bethel Ch. 4

Licensee: Bethel Broadcasting Inc., Box 468, Bethel, Alaska (99559).

Studio: Bethel. Telephone: 907-543-3131.

Technical Facilities: Channel No. 4 (54-60 MHz). Authorized power: 4.67-kw visual, 1.16-kw aural. Antenna: 200-ft. above av. terrain, 255-ft. above ground, 280-ft. above sea level.

Latitude	60°	47'	33"
Longitude	161°	46'	22"

Transmitter: 605 Radio St.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: Bethel Bcstg. Inc. Martin Moore, pres.

Began Operation: Sept. 14, 1972.

AM Affiliate: KYUK, 5-kw, 580 kHz.

Represented (legal) by McKenna, Wilkinson & Kittner.

**Personnel:**

CAROL SCHATZ, general manager.

JOE AXFORD, engineering.

JANET SHANTZ, news director.

BETSY BLASSINGHAM, programming.

ALEXIE ISAAC, traffic.

---

---

### KUAC-TV Fairbanks Ch. 9

Licensee: University of Alaska, c/o Donald B. Upham, Fine Arts Complex, Fairbanks (99701).

Studio: Fine Arts Complex, U. of Alaska, Fairbanks.

FM Affiliate: KUAC-FM, 10.5-kw, 104.7 MHz (No. 284), 438-ft.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 46.8-kw visual, 8.33-kw aural. Antenna: 500-ft. above av. terrain, 151-ft. above ground, 1451-ft. above sea level.

---

---

## Alaska-Arizona Educational

---

---

Latitude	64°	54'	42"
Longitude	147°	46'	38"

Transmitter: Ridge approx. 1-mi. N of Farmers Loop Rd., 4.5-mi. from Fairbanks.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: U. of Alaska.

Began Operation: Dec. 22, 1971.

**Personnel:**

DONALD B. UPHAM, general manager.

MYRON A. TISDEL, program manager.

GEORGE D. CAUSEY, engineering director.

---

---

### KTOO-TV Juneau Ch. 3

Grantee: Capital Community Bcstg. Inc., c/o Charles M. Northrip, 240 Main St., Juneau (99801).

Studio: 240 Main St., Juneau (99801).

Transmitter: Federal Bldg., 9th & Glacier Ave., Juneau.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 2.45-kw visual, 0.49-kw aural. Antenna: Minus 1016-ft. above av. terrain, 259-ft. above ground, 308-ft. above sea level.

Latitude	58°	18'	03.8"
Longitude	134°	25'	21.3"

Ownership: Non-profit corp. Richard P. Dowling, pres.; Janice Hollender, v.p.; William Ratcliffe, secy.; Elaine Mitchell, Jim Heumann, Ross Soboleff & Jean Rogers, members.

Began Operation: October 1, 1978.

FM Affiliate: KTOO-FM, 0.1-kw, 104.3 MHz (No. 282).

Represented (legal) by Cohn & Marks.

Represented (engineering) by Richard P. Dowling.

**Personnel:**

CHARLES M. NORTHRIP, general manager.

SHARON GAIPTMAN, program director.

J. W. FOSTER, chief engineer.

JAMES MAHAN, production director.

KATHY JAHNER, business manager.

---

---

## ARIZONA

---

---

### KAET Phoenix Ch. 8

Licensee: Arizona Board of Regents, Arizona State U., Tempe, Ariz. (85281).

Studio: Stauffer Communication Arts Bldg., Arizona State U., Tempe, Ariz.

Telephone: 602-965-3506.

Transmitter: South Mt., 5-mi. S of Phoenix.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 117-kw visual, 16.2-kw aural. Antenna: 1620-ft. above av. terrain, 177-ft. above ground, 2830-ft. above sea level.

Latitude	33°	19'	54"
Longitude	112°	03'	52"

Requests CP for change to 316-kw visual, 47.4-kw aural. BPET-603.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

(Continued on next page)

# Arizona-Arkansas Educational

KAET, Phoenix—(Continued)

News Wire Service: UPI.

Ownership: Operated by Arizona State U. for the Board of Regents.

Began Operation: Jan. 30, 1961.

Personnel:

ROBERT H. ELLIS, general manager.  
LYLE METTLER, station manager.  
PEGGY HUGHES, program manager.  
TED CHRISTENSEN, assistant manager, ITV.  
GLENN TURNER, business manager.  
VICTOR R. TURNER, chief engineer.  
JOHN F. LANG II, development director.  
CAROLYN KOWALSKI, public information director.  
PATRICIA BAREY, production coordinator.

## KUAT-TV

Tucson

Ch. 6

Licensee: Arizona Board of Regents, University of Arizona, Modern Languages Bldg., Tucson, Ariz. (85721).

Studio: Modern Languages Bldg., U. of Arizona, Tucson.

Telephone: 602-884-1434.

Transmitter: Mt. Bigelow, 18 mi. NE of Tucson.

AM Affiliate: KUAT, 50-kw, 1550 kHz.

FM Affiliate: KUAT-FM, 12.5-kw, 90.5 MHz (No. 213), 3580-ft.

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 35.5-kw visual, 3.55-kw aural. Antenna: 3635-ft. above av. terrain, 192-ft. above ground, 8722-ft. above sea level.

Latitude	32°	24'	55"
Longitude	110°	42'	54"

Ownership: University of Arizona, John P. Schaefer, pres.

Began Operation: March 8, 1959.

Personnel:

FRANK BARRECA, general manager.  
HARRY ATWOOD, film production manager.  
WES MARSHALL, assistant director/program services.  
LYN SAWYER, development/information manager.  
OLIVIA SMITH, program manager.  
BRETT MILLER, asst. director, production.

# ARKANSAS

## KETG

Arkadelphia

Ch. 9

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Studio: See KETS, Little Rock.

Transmitter: 2-mi. SE of Gurdon, Ark.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1080-ft. above av. terrain, 1110-ft. above ground, 1340-ft. above sea level.

Latitude	33°	54'	26"
Longitude	93°	06'	46"

Ownership: See KETS, Little Rock.

Began Operation: Oct. 2, 1976.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KETS, Little Rock.

## KAFT

Fayetteville

Ch. 13

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Studio: See KETS, Little Rock.

Transmitter: 5.7-mi. NE of Winslow.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1680-ft. above av. terrain, 1249-ft. above ground, 3449-ft. above sea level.

Latitude	35°	48'	53"
Longitude	94°	01'	41"

Ownership: See KETS, Little Rock.

Began Operation: Sept. 18, 1976.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KETS, Little Rock.

## KTEJ

Jonesboro

Ch. 19

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Studio: See KETS, Little Rock.

Transmitter: 1.6-mi. E of Bono.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1232-kw max. & 933-kw horizontal visual, 246.4-kw max. & 186-kw horizontal aural. Antenna: 1020-ft. above av. terrain, 945-ft. above ground, 1345-ft. above sea level.

Latitude	35°	54'	14"
Longitude	90°	46'	14"

Ownership: See KETS, Little Rock.

Began Operation: May 1, 1976.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KETS, Little Rock.

## KETS

Little Rock

Ch. 2

Licensee: Arkansas ETV Commission, 350 S. Donaghey St., Conway, Ark. (72032).

Studio: 350 S. Donaghey St., Conway, Ark.

Transmitter: U.S. Hwy. 65, 2-mi. N of Redfield, Barraque Twp.

Telephone: 501-375-2431, Little Rock; 501-329-3887, 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"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: State Commission. Officers: Dr. Emmett Smith, chairman; George Campbell, vice chairman; Dr. T. Wayne Lanier, secy.-treas.

Began Operation: Dec. 4, 1966.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

**Personnel:**

LEE REAVES, director.  
HERBERT H. LAWRENCE, instructional administrator.  
FRED H. SCHMUTZ, program manager.  
VERNON L. DILLAPLAIN, chief engineer.

## CALIFORNIA

### KEET Eureka Ch. 13

Licensee: Redwood Empire Public Television Inc., Box 13, Eureka, Cal. (95501).

Studio: 7246 Humbolt Hill Rd.

Telephone: 707-445-0813.

Transmitter: Barry Ridge, 10.8-mi. SE of Eureka.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 61.7-kw visual, 12.76-kw aural. Antenna: 1540-ft. above av. terrain, 177-ft. above ground, 2839-ft. above sea level.

Latitude	40°	43'	36"
Longitude	123°	58'	19"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Redwood Empire Public TV Inc. James Brown, pres.

Began Operation: April 14, 1969.

Represented (legal) by James E. Greeley.

**Personnel:**

JAMES H. TURK, general manager.  
MICHAEL GLIMPSE, program operations director.  
JOEL HOUSEHOLTER, chief engineer.

### KMTF Fresno Ch. 18

Licensee: Fresno County Department of Education, 2314 Mariposa St., Fresno, Cal. (93721).

Studio: 733 L St., Fresno, Cal. (93721).

Transmitter: Bear Mtn., 28-mi. E of Fresno.

Technical Facilities: Ch. No. 18 (494-500 MHz). Authorized power: 562-kw visual, 112-kw aural. Antenna: 2220-ft. above av. terrain, 245-ft. above ground, 3641-ft. above sea level.

Latitude	36°	44'	45"
Longitude	119°	16'	52"

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization.

Began Operation: April 10, 1977.

**Personnel:**

COLIN DOUGHERTY, station manager.  
KATHRYN COVIER, development director.  
KEN CHAMBERLAIN, program director.  
JERRY KRIEG, public information director.  
AL TROUSDALE, chief engineer.  
JACK GLASSTETTER, production manager.

### KOCE-TV Huntington Beach Ch. 50

Licensee: Board of Trustees, Coast Community College District.

Studio: 15744 Golden West St., Huntington Beach, Cal. (92647).

Telephone: 714-897-0302.

Transmitter: Skyline Dr. in Puente Hills, 3-mi. N of La Habra.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2750-kw max. & 290-kw horizontal visual, 275-kw max. & 29-kw horizontal aural. Antenna: 1093-ft. above av. terrain, 254-ft. above ground, 1540.5-ft. above sea level.

Latitude	33°	58'	19"
Longitude	117°	56'	57"

Color: Live, film, slide & tape.

Ownership: Coast Community College District. Worth Keene, pres., Board of Trustees; Dr. Norman E. Watson, chancellor & pres., KOCE-TV.

Began Operation: Nov. 20, 1972.

Represented (legal) by John L. Tierney.

Represented (engineering) by Hammett & Edison.

**Personnel:**

WILLIAM A. FURNISS, vice president & general manager.  
C. PAUL CORBIN JR., director of programming.  
DONALD D. GERDTS, asst. station manager/exec. producer-telecourses.  
ROBERT C. MOFFETT, director of engineering.  
JIM COOPER, director of community affairs.  
JOHN GREGORY, director of development.  
ROBERT L. DAVIS JR., director of production.  
RASMA NARINS, director of business & personnel.

### KCET Los Angeles Ch. 28

Licensee: Community TV of Southern California, 4401 Sunset Blvd., Los Angeles, Cal. (90027).

Studio: 4401 Sunset Blvd., Los Angeles, Cal. (90027).

Transmitter: Mt. Wilson.

Telephone: 213-666-6500. TWX No.: 910-321-4396.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 1200-kw max. & 45.7-kw horizontal visual, 240-kw max. & 9.12-kw 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"

Holds CP for change to 2450-kw max. & 93.3-kw horizontal visual, 18.6-kw horizontal aural. BPET-579.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Dr. Lee A. DuBridge, chairman emeritus; Russel I. Kully, chairman; Dr. James L. Loper, pres. & chief exec. officer; Robert Niven, secy.; Dennis C. Stanfill, treas.

Began Operation: Sept. 28, 1964.

Represented (legal) by Covington & Burling.

Represented (engineering) by Hammett & Edison.

**Personnel:**

JAMES L. LOPER, president & chief exec. officer.  
WILLIAM J. LAMB, sr. v.p. & general manager.  
CHARLES ALLEN, sr. v.p., programming.  
DONALD YOUPA, v.p. of community relations.  
MARK WAXMAN, director of local programming.  
STEVE DE SATNICK, director of engineering & operations.  
JUNE OLIVIER, director of budgets & production planning.  
ROBERT HILLIS, controller.  
GARY GILSON, acting director of news & public affairs.  
DAVID CRIPPENS, v.p. & dir. of educational services.  
MARTHA S. CARRELL, dir. of program administration.  
JEANNE MULCAHY, director of national programming.

# California Educational

## KLCS Los Angeles Ch. 58

Licensee: Los Angeles Unified School District, Box 3307, Los Angeles, Cal. (90051).

Studio: 1061 Temple, Los Angeles (90012).

Telephone: 213-625-6958.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1910-kw max. & 550-kw horizontal visual, 110-kw horizontal aural. Antenna: 2870-ft. above av. terrain, 180-ft. above ground, 5836-ft. above sea level.

Latitude	34°	13'	26"
Longitude	118°	03'	45"

Transmitter: Mt. Wilson.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: City Board of Education. Phillip G. Bardos, Kathleen B. Rice, Bobbi Fielder, Richard E. Ferraro, Diane Edith Watson, Dr. Julian Nava, Howard Miller.

Began Operation: Nov. 5, 1973.

Represented (legal) by Cohn & Marks.

Personnel:

TOM MOSSMAN, acting station manager.  
M. TAKACS, chief engineer.  
J. SHEPARD, news director.

## KIXE-TV Redding Ch. 9

Licensee: Northern California Educational Television Association Inc., 825 Industrial St., P.O. Box 9, Redding, Cal. (96001).

Main Studio: Redding, Cal. Also affiliated studios at California State University, Chico, Cal. (95926).

Transmitter: Shasta-Bally.

Telephone: 916-241-7900.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 115-kw visual, 12-kw aural. Antenna: 3590-ft. above av. terrain, 99-ft. above ground, 6308-ft. above sea level.

Latitude	40°	36'	09"
Longitude	122°	39'	01"

Color: Network, live, film, slide & tape.

Ownership: Non-profit association. Ben Harris, pres., board of directors.

Began Operation: Oct. 5, 1964.

Personnel:

ROBERT P. CASEY, general manager.  
BRANTLEY HUNTER, station engineer.  
SANDY McCALEB, program director.

## KVIE Sacramento-Stockton Ch. 6

Licensee: Central California Educational Television, Box 6, Sacramento, Cal. (95801).

Studio: 2480 Garden Highway, Sacramento (95833).

Telephone: 916-929-5843.

Transmitter: .7-mi. NE of Walnut Grove, Cal.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 1120-ft. above av. terrain, 1546-ft. above ground, 1544-ft. above sea level.

956-b

Latitude	38°	14'	50"
Longitude	121°	30'	03"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation. Doris Matsui, pres.

Began Operation: Feb. 23, 1959.

Represented (legal) by Schwartz & Woods.

Personnel:

ARTHUR A. PAUL, exec. vice president & general manager.  
MICHAEL HARDGROVE, asst. general manager.  
NICKI SHEARON, director of development.  
MARILYN CURRY, promotion manager.  
MARGARET JOHNSTONE, director of administration.  
HOWARD LOWE, operations manager.  
GORMAN BROWN, chief engineer.  
CAROL CHANDLER, program administrator.

## KVCR-TV San Bernardino Ch. 24

Licensee: San Bernardino Community College Dist., 631 S. Mt. Vernon Ave., San Bernardino, Cal. (92403).

Studio & Transmitter: 701 S. Mt. Vernon Ave.

Telephone: 714-888-6511, Ext. 301.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.57-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"

Requests CP for change to 1067-kw max. & 884-kw horizontal visual, 158-kw max. & 131-kw horizontal aural, 1643-ft. above av. terrain, 195-ft. above ground, 3123-ft. above sea level, lat. 33° 57' 57", long. 117° 16' 53"; change transmitter location to approx. 1-1/2-mi. NE of Box Springs. BPET-597.

FM Affiliate: KVCR, 24.5-kw, 91.9 MHz (No. 220), 120-ft.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

Ownership: Non-profit organization. Carleton W. Lockwood, chairman; Raymond F. Ellerman, chancellor.

Began Operation: Sept. 11, 1962.

Personnel:

FRED R. BURGESS, general manager.  
CARMELO CACCIOLA, chief engineer.  
LEW WARREN, program director.  
DALE BRIX, news director.  
AL GONDOS, community service director.  
DON LEIFFER, publicity director.  
JOHN T. KIRKWOOD, production manager.

## KPBS-TV San Diego Ch. 15

Licensee: Board of Trustees, Cal. State U. & Colleges for San Diego State U., San Diego.

Studio: San Diego State University, San Diego (92182).

Transmitter: Mount San Miguel, 13 mi. SE of San Diego.

Telephone: 714-286-6415.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 219-kw visual, 43.6-kw aural. Antenna: 1880-ft. above av. terrain, 161-ft. above ground, 2696-ft. above sea level.

Latitude	32°	41'	48"
Longitude	116°	56'	10"

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

TV Factbook No. 48

**FM Affiliate:** KPBS-FM, 2-kw, 89.5 MHz (No. 208), 1820-ft.  
**Ownership:** The California State University & Colleges.  
**Began Operation:** June 25, 1967.  
**Represented (legal) by** Jorgensen, Johnson & Northrop.

**Personnel:**

PAUL J. STEEN, general manager.  
 BRADFORD B. WARNER, program director.  
 DR. DONALD R. MARTIN, director of engineering services.  
 PAUL MARSHALL, director of production.  
 GLORIA PENNER, director of TV program development.  
 DOROTHY REDIKER, asst. program director.  
 ELDON H. HALE, director of business & administration.

**KQEC**  
**San Francisco**  
 Ch. 32

**Licensee:** KQED Inc., 500 Eighth St., San Francisco, Cal. (94103).  
**Studio:** 500 Eighth St. Telephone: 415-864-2000.  
**Transmitter:** Mt. Sutro.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 1330-kw max. & 513-kw horizontal visual, 265-kw max. & 102-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level.

Latitude	37°	45'	20"
Longitude	122°	27'	05"

**Color:** Network, live, film, slide & tape.

**Ownership:** See KQED, San Francisco.

**Began Operation:** March 9, 1954 as a commercial station. Left air June 21, 1958; resumed operation Feb. 16, 1966. After purchase by Metromedia, left air again, resumed July 1, 1968. FCC approved gift to present owner by Metromedia Sept. 9, 1970 (Television Digest, Vol. 10:20, 37). Resumed operation June 28, 1971. Left air Aug. 23, 1972. Resumed operation Jan. 1, 1977.

**Represented (legal) by** Covington & Burling.

**Personnel:** See KQED, San Francisco.

**KQED**  
**San Francisco**  
 Ch. 9

**Licensee:** KQED Inc., 500 Eighth St., San Francisco, Cal. (94103).  
**Studio:** 500 Eighth St. Telephone: 415-864-2000.  
**Transmitter:** Mt. Sutro, San Francisco.

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1670-ft. above av. terrain, 980-ft. above ground, 1810-ft. above sea level.

Latitude	37°	45'	20"
Longitude	122°	27'	05"

**TV tape:** Recording facilities.

**News Wire Service:** AP. **Facsimile Service:** AP.

**Color:** Network, live, film, slide & tape.

**FM Affiliate:** KQED-FM, 110-kw, 88.5 MHz (No. 203), 1270-ft.

**Ownership:** Officers: Philip D. Armour III, chmn.; Linda Hawes Clever, vice chmn.; William E. Osterhaus, pres.; Arthur Porter, exec. v.p.; Valena Minor Williams, v.p.; Germaine Q. Wong, v.p.; Cynthia Glasser, secy.; Paul F. Pelosi, asst. secy.; Joseph Blumlein, treas. Also licensee of KQEC (TV) & KQED-FM, San Francisco.

**Began Operation:** April 2, 1954.

**Represented (legal) by** Covington & Burling.

**Personnel:**

ANTHONY S. TIANO, president & general manager.  
 ART PORTER, executive vice president.  
 JONATHAN RICE, program manager.  
 ZEV PUTTERMAN, exec. producer, national programming.  
 DON ROMAN, exec. producer, local programming.

JAMES SCALEM, assistant program manager.  
 GEORGE OSTERKAMP, news director.  
 JAMES SPAULDING, business manager.  
 JUDY HOUSTON, director, personnel & labor relations.  
 R. LEE BRAND, director, television operations.  
 GERALD T. PLEMMONS, chief engineer.  
 SID BLOOM, director of development.  
 GEORGE FOSTER, director, public affairs.  
 JEANNE ALEXANDER, public relations director.  
 JAY AGUSTIN, manager, KQED-FM.  
 JOHN BURKS, editor, Focus Magazine.

**KTEH**  
**San Jose**  
 Ch. 54

**Licensee:** Santa Clara County Board of Education, 100 Skyport Dr., San Jose, Cal. (95110).

**Studio:** 100 Skyport Dr. Telephone: 408-299-2754.

**Transmitter:** Monument Peak, 10-mi. N of San Jose.

**Technical Facilities:** Channel No. 54 (710-716 MHz). Authorized power: 661-kw max. visual, 132-kw max. aural. Antenna: 1922-ft. above av. terrain, 137-ft. above ground, 2707-ft. above sea level.

Latitude	37°	29'	07"
Longitude	121°	51'	57"

**TV tape:** Recording facilities. **Color:** Network, live, film, slide & tape.

**Ownership:** County school board.

**Began Operation:** Oct. 19, 1964.

**Personnel:**

DR. GLENN HOFFMANN, general manager.  
 MAYNARD ORME, station manager.  
 ROBERT WHALLEY, chief engineer.  
 PETER BAKER, executive producer.  
 NADINE BURCH, development manager.  
 WILLIAM E. GLAESER, program manager.  
 PETER CRASKE, manager of learning services.  
 JAN TILMON, traffic director.

**KCSM-TV**  
**San Mateo**  
 Ch. 14

**Licensee:** San Mateo County Community 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:** 415-574-6202; 415-574-6427; 415-574-6586.

**Technical Facilities:** Channel No. 14 (470-476 MHz). Authorized power: 13.8-kw visual, 2.09-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"

Requests CP for change to 614-kw visual, 123-kw aural, 384-ft. above av. terrain, 147-ft. above ground, 752-ft. above sea level. BPET-540.

**TV tape:** Recording facilities.

**FM Affiliate:** KCSM, 14-kw, 91.1 MHz (No. 216), 330-ft.

**Ownership:** This is a public educational institution; Glenn P. Smith, chancellor-superintendent; Dr. Lois Callahan, pres., College of San Mateo.

**Began Operation:** Oct. 12, 1964.

**Personnel:**

STEWART D. CHEIFERT, general manager.  
 DOUGLAS B. MONTGOMERY, station manager.  
 KEN COWLES, program director.  
 FRANCIS J. MORGAN, chief engineer.  
 NEDRA MOORE, traffic director.  
 RICHARD ZANARDI, production manager.  
 JIM THRELKELD, studio supervisor.

---

---

## COLORADO

---

---

### KRMA-TV

Denver

Ch. 6

Licensee: School District No. 1, City & County of Denver and State of Colorado, 900 Grant St., Denver (80203).

Studio: 1261 Glenarm Pl., Denver (80204).

Transmitter: 2.5 mi. SW of center of Golden, Colo. on Lookout Mt.

Telephone: 303-572-8218, Ext. 270, 275-6.

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; Joseph Brzeinski, supt.

Began Operation: Jan. 30, 1956.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

RICHARD B. HOLCOMB, exec. director.  
DONALD JOHNSON, supervisor.  
JOHN CULLEN, director of engineering.  
KEN WILMOT, graphics manager.  
DAVID THOMSEN, program manager.  
WILLARD EASTERLY, transmitter supervisor.  
ARLA WATKINS, traffic control manager.  
HUGH MORRIS, instructional consultant.

---

---

### KTSC

Pueblo-Colorado Springs

Ch. 8

Licensee: University of Southern Colorado (81004).

Studio: University of Southern Colo., 900 W. Orman Ave., Pueblo.

Telephone: 303-549-3220.

Transmitter: Baculite Mesa, 8-mi. NE of Pueblo.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1224-ft. above av. terrain, 977-ft. above ground, 6195-ft. above sea level.

Latitude	38°	22'	24"
Longitude	104°	33'	27"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: State institution.

Began Operation: Feb. 3, 1971.

Personnel:

JOHN CRABBE, general manager.  
CLAYTON ROEHL, ITV coordinator.  
ROBERT ADAMS, development director.  
GEORGE McCLARY, acting chief engineer.  
CARMEN VALDEZ, traffic manager.

---

---

## CONNECTICUT

---

---

### WEDW

Bridgeport

Ch. 49

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

958-b

Studio: N. Benson Rd., Fairfield (06430).

Transmitter: Booth Hill, 6.9-mi. N of center of Bridgeport.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 617-kw max. & 425-kw horizontal visual, 61.4-kw max. & 42.5-kw horizontal aural. Antenna: 610-ft. above av. terrain, 363-ft. above ground, 892-ft. above sea level.

Latitude	41°	16'	43"
Longitude	73°	11'	09"

Requests CP for change to 2041-kw max. & 876-kw (RMS) horizontal visual, 409-kw max. aural, 610-ft. above av. terrain, 473-ft. above ground, 1002-ft. above sea level. BPET-571.

Ownership: See WEDH, Hartford, Conn.

Began Operation: Dec. 17, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Harold Dorschug.

Personnel: See WEDH, Hartford, Conn.

---

---

### WEDH

Hartford

Ch. 24

Licensee: Connecticut Educational Telecommunications 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: 817-kw max. & 685-kw horizontal visual, 83-kw max. & 69.2-kw horizontal aural. Antenna: 855-ft. above av. terrain, 455-ft. above ground, 1158-ft. above sea level.

Latitude	41°	46'	27"
Longitude	72°	48'	20"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities. News Wire Service: AP.

Ownership: Connecticut Educational Telecommunications Corp. (non-profit organization), 100%. Also operates WEDW, Bridgeport; WEDN, Norwich & WEDY, New Haven, Conn.

Began Operation: October 1, 1962.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Harold Dorschug.

Personnel:

PAUL K. TAFF, president.  
J. ALLISON BINFORD JR., vice president, programming.  
MIDGE RAMSEY, vice president, community relations.  
JOHN W. KEAN, vice president, engineering.  
JOHN C. LENNHOF, vice president, financial affairs.  
ALF STEEL, vice president, development.

---

---

### WEDY

New Haven

Ch. 65

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: See WEDH, Hartford.

Transmitter: East Rock Park, New Haven.

Technical Facilities: Channel No. 65 (776-782 MHz). Authorized power: 7.87-kw max. & 4.47-kw horizontal visual, 0.89-kw max. & 0.50-kw horizontal aural. Antenna: 270-ft. above av. terrain, 106-ft. above ground, 446-ft. above sea level.

Latitude	41°	19'	42"
Longitude	72°	54'	25"

Ownership: See WEDH, Hartford.

Began Operation: Dec. 1, 1974.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WEDH, Hartford.

TV Factbook No. 48



## WEDN

### Norwich

Ch. 53

Licensee: Connecticut Educational Telecommunications Corp., 24 Summit St., Hartford, Conn. (06106).

Studio: Same as WEDH, Hartford, Conn.

Transmitter: 3.2-mi. S of Fitchville, Conn.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 563-kw max. & 316-kw horizontal visual, 56.5-kw max. & 31.6-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, live, film, slide & tape.

News Wire Service: AP.

Ownership: See WEDH, Hartford.

Began Operation: March 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Harold Dorschug.

Personnel: See WEDH, Hartford.

---

## DELAWARE

---

### WHYY-TV

#### Wilmington

Ch. 12

Licensee: WHYY Inc., 4548 Market St., Philadelphia, Pa. (19139).

Studios: Fifth & Scott Sts., Wilmington, Del.; 4548 Market St., Philadelphia, Pa. (19139).

Transmitter: Roxborough Antenna Farm, Domino Lane & Umbria Ave., Philadelphia, Pa.

Telephones: 302-575-1515, Wilmington; 215-243-2200, Philadelphia.

TWX No.: 215-569-9815.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 309-kw visual, 30.9-kw aural. Antenna: 960-ft. above av. terrain, 1022-ft. above ground, 1369-ft. above sea level.

Latitude	40°	02'	30''
Longitude	75°	14'	24''

FM Affiliate: WUHY-FM, 11-kw, 90.9 MHz (No. 215), 1131-ft.

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation composed of business, civic, educational & cultural representatives in the Greater Philadelphia, New Jersey & Delaware areas. Officers: John Bunting, chmn. of the board; James Karayn, pres.

Began Operation: Sept. 12, 1963.

Represented (legal) by Schwartz & Woods.

Personnel:

JIM KARAYN, president & general manager.  
RASMA NARINS, v.p., finance & business affairs.  
ROBERT HALL, vice president, engineering.  
ROGER G. HALL, v.p., corporate development.

---

## INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.  
Washington, D.C. 20036

## Conn.-Florida Educational

---

## DISTRICT OF COLUMBIA

---

### WETA-TV

#### Washington

Ch. 26

Licensee: The Greater Washington Educational Telecommunications Assn. Inc., Box 2626, Washington, D.C. (20013).

Studio: 3620 27th St. S., Arlington, Va. (22206).

Transmitter: 5204 River Rd., Bethesda, Md.

Telephone: 703-998-2600.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2250-kw max. & 1618-kw horizontal visual, 225-kw max. & 162-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), 610-ft.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: The Greater Washington Educational Telecommunications Association Inc., a non-profit corporation composed of trustees representing public, educational & cultural institutions in the Washington, D.C., Maryland & Virginia metropolitan area. Stephen Ailes, chmn.; Ward B. Chamberlin Jr., pres.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

WARD B. CHAMBERLIN JR., president & general manager.  
GERALD SLATER, executive vice president.  
SALLY WELLS, v.p., development.  
SUSAN RICHMOND, director of membership.  
ROBERT RUGGIERO, v.p., operations & engineering.  
DONALD QUAYLE, v.p., planning & special projects.  
LINDA WINSLOW, director, news & public affairs.  
JOYCE CAMPBELL, program director, Channel 26.  
PAGE CROSLAND, director, public information.  
KAY CORCORAN, asst. director, public information.  
DARNELL BARBER, personnel manager.  
BERNADETTE BANKS, affirmative action administrator.  
MICHAEL CUNNINGHAM, controller.

---

## FLORIDA

---

### WUFT

#### Gainesville

Ch. 5

Licensee: Board of Regents, State of Florida, acting for and on behalf of the University of Florida, 433 Stadium Bldg. 32611, Gainesville, Fla. (32601).

Studio: Stadium, U. of Florida, Gainesville, Fla.

Transmitter: Devil's Millhopper, 5.5-mi. NW of city.

Telephone: 904-392-0471.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 860-ft. above av. terrain, 869-ft. above ground, 1049-ft. above sea level.

Latitude	29°	42'	34''
Longitude	82°	23'	51''

(Continued on next page)

# Florida Educational

WUFT, Gainesville—(Continued)

Color: Network, live, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

AM Affiliate: WRUF, 5-kw, 850 kHz.

FM Affiliate: WRUF-FM, 27-kw, 103.7 MHz (No. 279), 360-ft.

Ownership: Board of Regents of State of Florida: James J. Gardener, chmn.; Jack McGriff, vice chmn.; Lesley J. Miller Jr., Marshall M. Criser, J. J. Daniel, Murray H. Dubbin, Chester H. Ferguson, William L. Maloy, James C. Smith, Betty Anne Staton. University of Florida also operates radios WRUF and WRUF-FM.

Began Operation: Nov. 17, 1958.

Personnel:

DAVID J. BRUGGER, general manager.  
RICHARD LEHNER, program director.  
DAN HACKEL, news director.  
BRENDA JONES, development director.  
CLARK STANLEY, engineering manager.

## WJCT

Jacksonville

Ch. 7

Licensee: Community Television Inc., 2037 Main St., Jacksonville, Fla. (32206).

Studio: 2037 Main St., Jacksonville, Fla. (32206).

FM Affiliate: WJCT-FM, 100-kw, 89.9 MHz (No. 210), 460-ft.

Transmitter: 1070 E. Adams St. Telephone: 904-354-2806.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 302-kw visual, 36.3-kw aural. Antenna: 843-ft. above av. terrain, 859-ft. above ground, 863-ft. above sea level.

Latitude	30°	19'	22"
Longitude	81°	38'	24"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit corp.

Began Operation: Sept. 10, 1958.

Personnel:

FRED REBMAN, president.  
GENE NAPIER, vice president, operations.  
RICHARD BROWN, vice president, programming.  
JAMES H. LEWIS, dir. of development.  
DANIEL R. KOSSOFF, special projects.  
VICTOR DiGENTI, dir. of information services.  
DICK HEUER, program manager.  
KENT TAYLOR, production manager.

## WLRN-TV

Miami

Ch. 17

Licensee: The School Board of Dade County, Fla., 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave.

Telephone: 305-350-3163.

FM Affiliate: WLRN-FM, 8.3-kw, 91.3 MHz (No. 217), 400-ft.

Transmitter: 3300 S.W. 52nd Ave., West Hollywood, Fla.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2767-kw visual, 575-kw aural. Antenna: Side-mounted on WTHS-TV tower, 1012-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

Ownership: See WTHS-TV.

Began Operation: Sept. 7, 1962.

Represented (legal) by Jorgensen, Johnson & Northrop.

Personnel: See WTHS-TV.

## WPBT

Miami

Ch. 2

Licensee: Community TV Foundation of South Fla. Inc., 14901 N.E. Sesame St., Miami (33161).

Studio: 14901 N.E. 20th Ave. Telephone: 305-949-8321.

Transmitter: 695 N.W. 199th St., Miami.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Shares time with educational WTHS-TV Miami. Antenna: 925-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corporation. James F. McKillips, chairman.

Began Operation: May 1, 1970.

Personnel:

GEORGE DOOLEY, president & general manager.  
JOHN FELTON, vice president for programming.  
JOHN REYNOLDS, v.p., development.  
N. JOSEPH POTTS, v.p. for finance.  
CANDACE NARDI, program director.  
RACHEL WHITEBOOK, manager, public information.  
JOAN GRADY, program operations mgr.  
STEVE ROGER, v.p., operations & engineering.

## WTHS-TV

Miami

Ch. 2

Licensee: The School Board of Dade County, 1410 N.E. 2nd Ave., Miami, Fla. (33132).

Studio: 1410 N.E. 2nd Ave. Telephone: 305-350-3163.

TWX No.: 810-848-8732.

Transmitter: 695 N.W. 199th St., Miami.

Technical Facilities: Channel No. 2 (54-60 MHz). Shares time with WPBT. Authorized power: 100-kw visual, 20-kw aural. Antenna: 925-ft. above av. terrain, 1039-ft. above ground, 1049-ft. above sea level.

Latitude	25°	57'	29.5"
Longitude	80°	12'	44.1"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: School Board of Dade County, Dr. Edward L. Whigham, supt. Also operates WLRN-TV, Ch. 17, Miami.

Began Operation: Aug. 12, 1955.

Represented (legal) by Jorgensen, Johnson & Northrop.

Personnel:

DON MacCULLOUGH, manager.  
HANK CRONIN, dir. of engineering operations.

## WMFE-TV

Orlando

Ch. 24

Licensee: Florida Central East Coast Educational TV Inc., 2908 West Oak Ridge Rd., Orlando, Fla. (32809).

Studio: 2908 West Oak Ridge Rd.

Transmitter: 3.5-mi. N of Bithlo, Fla.

Telephone: 305-855-3691.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1260-kw max. & 1000-kw horizontal visual, 200-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1893-ft. above ground, 2049-ft. above sea level.

Latitude	28°	36'	08"
Longitude	81°	05'	38"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. managed by a board of directors. Stephen M. Steck, exec. v.p.

Began Operation: March 15, 1965.

**Personnel:**

STEPHEN M. STECK, exec. v.p. & general manager.  
 HUGH R. FISHER, v.p., programming.  
 JOSEPH S. HEARN, v.p., operations.  
 ALDO VIVONA, v.p., administration & finance.  
 LEE WATKINS, chief engineer.  
 TOBY PREMINGER, exec. producer, local programming.  
 GARY T. YEOMANS, production manager.  
 LINDA MAYFIELD, director of information.  
 JANICE COUGHLIN, program coordinator.  
 EMMA L. TWITCHELL, acting development coordinator.

## WSRE Pensacola Ch. 23

Licensee: District Board of Trustees of Pensacola Jr. College, Pensacola, Fla.

Studio: 1000 College Blvd., Pensacola, Fla. (32504).

Transmitter: 1403 W. 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"

News Wire Service: AP.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: District Board of Trustees of Pensacola Jr. College.

Began Operation: Sept. 11, 1967.

**Personnel:**

DONALD DORIN, station manager.  
 JAMES STASKO, program manager.  
 HARRY FLYNN, chief engineer.  
 GENE HARRIS, promotion director.  
 MIKE PISCITELLI, production manager.

## WFSU-TV Tallahassee Ch. 11

Licensee: State Board of Regents of Florida, acting for & on behalf of Fla. State University.

Studio: 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: 316-kw visual, 31.6-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, live, film, slide & tape.

FM Affiliate: WFSU-FM, 50-kw, 91.5 MHz (No. 236), 205-ft.

Ownership: Non-profit educational organization.

Began Operation: Sept. 20, 1960.

*1979 Edition*

**Personnel:**

EDWARD L. HERP, director, University television.  
 JIM MORAN, program director.  
 ALIX ANDERSON, art director.  
 WOODY WALKER, chief engineer.

## WEDU Tampa-St. Petersburg Ch. 3

Licensee: Florida West Coast Public Broadcasting Inc., 908 South 20th St., Tampa, Fla. (33605).

Studios: 908 South 20th St. Telephone: 813-248-5751.

Transmitter: Boyette Rd., Riverview, Fla.

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'	48.0"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: WEDU officers: A. G. Divers, chmn.; J. Hal Connor, vice chmn.; Mary M. Spencer, secy.; Robert A. Darr, treas.

Began Operation: Oct. 27, 1958.

Represented (legal) by Schwartz & Woods.

**Personnel:**

R. LeROY LASTINGER, president.  
 MARK DAMEN, general manager.  
 STEVE TYRRELL, director of programming.  
 RAY ELLIS, assistant general manager.  
 ORBRA W. HARRELL, chief engineer.

## WUSF-TV Tampa-St. Petersburg Ch. 16

Licensee: Board of Regents acting for and on behalf of University of South Florida, Tampa (33620).

Studio: 4202 Fowler, Tampa. Telephone: 813-974-4000.

Transmitter: Boyette Rd., Riverview, Fla.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 583-kw visual, 115-kw aural. Antenna: 1006-ft. above av. terrain, 1024-ft. above ground, 1099-ft. above sea level.

Latitude	27°	50'	52.5"
Longitude	82°	15'	48.0"

Holds CP for change to 1170-kw visual, 123-kw aural, 1006-ft. above av. terrain, 1024-ft. above ground, 1099-ft. above sea level. BPET-553.

FM Affiliate: WUSF, 85-kw, 89.7 MHz (No. 209), 820 ft.

Color: Network, live, film, slide & tape.

Ownership: State of Florida.

Began Operation: Sept. 12, 1966.

**Personnel:**

DR. WILLIAM G. MITCHELL, general manager.  
 WILLIAM BRADY, program manager.  
 RICHARD BROWN, production manager.  
 JOHN RALLE, chief engineer.

**For Southern Educational Network,  
see Services Volume**

# GEORGIA

## WGTV

Athens

Ch. 8

Licensee: 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. (30602).

Studio: Center for Continuing Education, U. of Ga. campus, Athens.

Transmitter: Stone Mtn.

Telephone: 404-542-3554.

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''

Holds CP for change to 316-kw max. & 288-kw horizontal visual, 56.2-kw horizontal aural, 1132-ft. above av. terrain, 420-ft. above ground, 2049-ft. above sea level. BPET-539.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: State institution. Milton Jones, chairman; George L. Simpson Jr., chancellor.

Began Operation: May 23, 1960.

Personnel:

DR. WILLIAM HALE JR., general manager.  
JANN WAGNER, administrative assistant.  
JAMES F. SHEHANE III, production manager.  
HILL BERMONT, program director & film buyer.  
EDWARD GRAHAM JR., chief engineer.  
DAVID G. FISHER, manager, educative media services.

## WETV

Atlanta

Ch. 30

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: 404-873-4471.

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, live, film, slide & tape.

FM Affiliate: WABE, 30-kw, 90.1 MHz (No. 211), 410-ft.

Ownership: Board of Education of the City of Atlanta. Dr. Benjamin E. Mays, pres.

Began Operation: Feb. 17, 1958.

Represented (legal) by Steptoe & Johnson.

Personnel:

LARRY WATKINS, general manager.  
WILLIAM E. SCOTT, television program manager.  
DON GILPIN, production manager.  
PATRICIA MILLER, traffic.  
VAN JOYNER, radio program director.  
JACK CURRY, chief engineer.

All Georgia ETV Stations are interconnected to  
comprise the Georgia ETV Network.

## WCLP-TV

Chatsworth

Ch. 18

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Studio: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta.

Transmitter: Cohutta Mt., 3.3-mi. ESE of Chatsworth.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Telephone: 404-695-2422.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 631-kw max. & 447-kw horizontal visual, 63.1-kw max. & 44.7-kw horizontal 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: Roy A. Hendricks, chairman; Dr. Charles McDaniel, 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.

Personnel:

DR. RICHARD E. OTTINGER, executive director of television.  
JOHN R. HANEY, director of programming.  
O. MAX WILSON, director of ITV.  
T. B. ROTHWELL, director of operations.  
CHESTER HALDEMAN, director of engineering, 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).  
W. D. WEATHERLY, chief engineer, P.O. Box 389, Chatsworth, Ga. (30705).

## WDCO-TV

Cochran

Ch. 15

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga.

Transmitter: 7.5 miles NE of Cochran, Ga.

Telephone: 912-934-2220.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

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''

Began Operation: Jan. 1, 1968.

Ownership: State Board of Education. For officers: see WCLP-TV, Chatsworth, Ga.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
WALLACE T. LYNCH, chief engineer, Rt. 1, Cochran, Ga. (31014).

## WJSP-TV

Columbus—Warm Springs

Ch. 28

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: Hwy. 85 W., 3½-mi. S of Warm Springs.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Telephone: 404-655-2145.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 921-kw visual, 92.1-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.

Personnel:

Administration: See WCLP-TV, Chatsworth.  
DONALD THOMAS, chief engineer, P.O. Box 5, Warm Springs, Ga. (31830).

## WACS-TV

**Dawson**

Ch. 25

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 12.7-mi. NNW of Dawson.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Telephone: 912-623-4883.

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.  
RALPH GNANN, chief engineer, Rt. 1, Box 75A, Parrott, Ga. (31777).

## WABW-TV

**Pelham**

Ch. 14

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Transmitter: 3-mi. E of Pelham. Telephone: 912-294-8313.

Color: Network, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 501-kw max. and 363-kw horizontal visual, 50.1-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).

1979 Edition

# Georgia Educational

## WVAN-TV

**Savannah—Pembroke**

Ch. 9

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

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, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: Sept. 17, 1963.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
ALFRED F. DARSEY, chief engineer, P.O. Box 367, Pembroke, Ga. (31321).

## WXGA-TV

**Waycross**

Ch. 8

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

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, live, film, slide & tape.

News Wire Service: UPI. Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth.

Began Operation: November 19, 1961.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.  
KNOX CARREKER, chief engineer, P.O. Box 842, Waycross, Ga. (31501).

## WCES-TV

**Wrens**

Ch. 20

Licensee: Georgia State Board of Education, State Office Bldg., Atlanta, Ga. (30334).

Transmitter: 7-mi. NE of Wrens. Telephone: 404-547-2107.

Network Control Center: 1540 Stewart Ave. S.W., Atlanta, Ga. (30310).

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 457-kw max. and 331-kw horizontal visual, 45.7-kw max. and 33.1-kw horizontal aural. Antenna: 1483-ft. above av. terrain, 1466-ft. above ground, 1896-ft. above sea level.

(Continued on next page)

# Georgia-Idaho Educational

WCES-TV, Wrens—(Continued)

Latitude 33° 15' 33"  
Longitude 82° 17' 09"

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: State Board of Education. See WCLP-TV, Chatsworth, Ga.

Began Operation: Sept. 12, 1966.

Represented (legal) by Arent, Fox, Kintner, Plotkin & Kahn.

Personnel:

Administration: See WCLP-TV, Chatsworth, Ga.

RABUN F. BOBO, chief engineer, P.O. Box 525, Wrens, Ga. (30833).

## HAWAII

### KHET

Honolulu

Ch. 11

(Also operates satellite KMEB-TV, Wailuku, Hawaii)

Licensee: Hawaii Public Broadcasting Authority, Honolulu, Hawaii (96822).

Studio: 2350 Dole St.

Telephone: 808-955-7878.

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.

Color: Network, live, film, slide & tape.

Ownership: Hawaii Public Bcstg. Authority, Denzil W. Rose, chmn.

Began Operation: April 15, 1966.

Represented (legal) by Bonner, Thompson, O'Connell & Gaynes.

Represented (engineering) by Jansky & Bailey.

Personnel:

MARY BITTERMAN, executive director.

CHARLES STUBBLEFIELD, program manager.

CLIFF EBLEN, development-promotion manager.

AKIO SAKATA, chief engineer.

### KMEB-TV

Wailuku, Maui

Ch. 10

(Satellite of KHET, Honolulu, Hawaii)

Licensee: Hawaii Public Bcstg. Authority, 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"

Color: Network, film, slide & tape.

Ownership: See KHET, Honolulu.

Began Operation: Sept. 22, 1966.

Personnel: See KHET, Honolulu.

964-b

## IDAHO

### KAID

Boise

Ch. 4

Licensee: State Board of Education, c/o John Keiser, President, Boise State University, 1910 University Blvd., Boise, Ida. (83725).

Studio: Boise State University.

Telephone: 208-385-3344.

Transmitter: Deer Pt. TV Lot #3, 10.75-mi. NNE of Boise.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 27-kw visual, 13.5-kw aural. Antenna: 2474-ft. above av. terrain, 142-ft. above ground, 7092-ft. above sea level.

Latitude 43° 40' 08"  
Longitude 116° 06' 10"

Ownership: State Board of Education. Leno Seppi, pres.; J. Clint Hoopes, v.p.; John Swartley, secy.; Cheryl Hymas, J. P. Munson, A. L. Alford Jr., dirs.

Began Operation: Dec. 31, 1971.

Personnel:

JACK SCHLAEFLE, director of educational television.

VAUN McARTHUR, chief engineer.

HOWARD HANSEN, scenic & graphic director.

DAN EVERETT, program manager.

ROBERT N. PYLE, production manager.

JENNIFER RALSTON, development director.

### KUID-TV

Moscow

Ch. 12

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: 208-885-6723.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 115-kw visual, 11.5-kw aural. Antenna: 1037-ft. above av. terrain, 139-ft. above ground, 3739-ft. above sea level.

Latitude 46° 40' 54"  
Longitude 116° 58' 13"

FM Affiliate: KUID, 1.437-kw, 91.7 MHz (No. 219), 1009-ft.

Began Operation: Sept. 6, 1965.

Personnel:

ARTHUR HOOK, general manager.

WENDY M. KASTELIC, promotion director.

JOHN GRAY, chief engineer.

### KBGL-TV

Pocatello

Ch. 10

Licensee: State Board of Education, acting as Board of Trustees of Idaho State U., c/o Dr. John Eyre, Pocatello (83201).

Studio: College of Education Bldg., Idaho State U.

Telephone: 208-236-2857.

Transmitter: East Little Butte, 8.5-mi. NE of Atomic City, Ida.

TV Factbook No. 48

Technical Facilities: Channel No. 10 (198-204 MHz). Authorized power: 66.1-kw visual, 12.9-kw aural. Antenna: 1450-ft. above av. terrain, 87-ft. above ground, 6762-ft. above sea level.

Latitude	43°	30'	02''
Longitude	112°	39'	36''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: KBGL, .01-kw, 89.5 MHz (No. 208).

Ownership: State Institution. Officers: Leno Seppi, pres.; J. Clint Hoopes, v.p.; John Swartley, secy.; Cheryl Hymas, J. P. Munson, A. L. Alford Jr., dirs.

Began Operation: July 7, 1971.

Personnel:

HERBERT EVERITT, gen. mgr., dir., radio-television service.  
ELMO SACKETT, station manager & operations director.  
DON ROGERS, program director.  
JIM ALEXANDER, production director.  
LOAH FAYE, traffic director.  
DICK SIEBE, chief engineer.

---

## ILLINOIS

---

### WSIU-TV Carbondale

Ch. 8

Licensee: Board of Trustees of Southern Ill. U., Carbondale, Ill. (62901).

Studio: Southern Illinois University. Telephone: 618-453-4343.

Transmitter: U.S. Hwy. 51, approx. 2-mi. S of Tamaroa, Ill.

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: AP, UPI.

FM Affiliate: WSIU, 50-kw, 91.9 MHz (No. 220), 300-ft.

Ownership: Board of Trustees of Southern Ill. U. Also operates WUSI-TV, Ch. 16, Olney, Ill.

Began Operation: November 6, 1961.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

CHARLES T. LYNCH, general manager.  
DAVID B. ROCHELLE, asst. general manager programs.  
JANE FISHER, asst. general manager, production.  
ED BROWN, director of news.  
MYERS WALKER JR., art and staging director.  
JIMMY MOORE, chief engineer.

---

### WCME Chicago

Ch. 20

Licensee: Chicago Metropolitan Higher Education Council, Suite E-117, Chicago State University, 95th at King Dr., Chicago, Ill. (60628).

Telephone: 312-995-7100.

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''

Holds CP for change to 5000-kw max. & 1500-kw (RMS) horizontal visual, 500-kw max. aural, 1543-ft. above av. terrain, 1582-ft. above ground, 2177-ft. above sea level, lat. 41° 52' 44'', long. 87° 38' 10''; transmitter to Sears Bldg., 233 Wacker Dr., Chicago. BPET-559.

## Idaho-Illinois Educational

TV tape: Recording facilities. News Wire Service: AP.

Ownership: Ronald Williams, chmn.; Donald H. Riddle, vice chmn.; Presley D. Holmes, pres.-secy.; Leo Goodman Malamuth II, treas.

Began Operation: Sept. 20, 1965. Left air April 23, 1974. Transfer to present owner approved by FCC June 10, 1977. Plans to resume operation in late 1979.

Represented (legal) by Dow, Lohnes & Albertson.

---

### WTTW Chicago Ch. 11

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: 312-583-5000.

Transmitter: Sears Bldg., S. Wacker Dr. & Jackson Blvd., Chicago.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 89.13-kw visual, 17.80-kw aural. Antenna: 1470-ft. above av. terrain, 1516-ft. above ground, 2111-ft. above sea level.

Latitude	41°	52'	44''
Longitude	87°	38'	10''

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

Represented (legal) by Schwartz & Woods.

Began Operation: Sept. 5, 1955.

Ownership: CETA officers: Newton N. Minow, honorary chmn.; Irving B. Harris, chmn.; Kenneth Mason, vice chmn.; William J. McCarter, pres.; Carl S. Stanley, treas.; Robert L. Foote, secy.

Personnel:

WILLIAM J. McCARTER, president & general manager.  
JOHN C. RAHMANN, sr. vice president.  
RICHARD J. BOWMAN, director of broadcasting.  
JOHN CALLAWAY, director of news & current affairs.  
TONY FERREIRA, director of administration.  
LARRY OCKER, director of engineering.  
JOHN WILSON, director of information services.  
JOHN MODISSETT, director of development & marketing.  
DAVID BUEHRER, director of finance.

---

### WUSI-TV Olney Ch. 16

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 Dow, Lohnes & Albertson.

Personnel:

CHARLES T. LYNCH, general manager.  
JIMMY MOORE, chief engineer.  
DON KEEN, operations manager.

# Illinois-Indiana Educational

## WTVP Peoria Ch. 47

Licensee: Illinois Valley Public Telecommunications Corp., c/o Philip Weinberg, 1501 W. Bradley Ave., Peoria, Ill. (61625).

Studio: 1501 W. Bradley Ave. Telephone: 309-676-4747.

Transmitter: 1501 W. Bradley Ave.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1552-kw max. & 1200-kw horizontal visual, 155-kw max. & 120-kw horizontal aural. Antenna: 301-ft. above av. terrain, 342-ft. above ground, 949-ft. above sea level.

Latitude	40°	41'	56"
Longitude	89°	37'	00"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Illinois Valley Public Telecommunications Corp.

Began Operation: June 27, 1971.

Represented (legal) by James E. Greeley.

Represented (engineering) by Donald L. Markley.

Personnel:

PHILIP WEINBERG, president.  
ELWIN BASQUIN, station manager.  
TOM DVORAK, program director.  
DICK HEMBERGER, development director.

## WILL-TV Urbana-Champaign Ch. 12

Licensee: University of Illinois, Board of Trustees, Urbana, Ill. (61801).

Studio: 302 N. Goodwin, Urbana.

Mailing Address: 1110 W. Main St., Urbana, Ill. (61801).

Transmitter: R. R. #2, 5-mi. W of Monticello, Willow Branch Twp.

Telephone: 217-333-1070, 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.

News Wire Service: AP.

Color: Network, live, 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; John Corbally, pres.

Began Operation: Aug. 1, 1955.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

DONALD P. MULLALLY, dir. of broadcasting & general manager.  
WILLIAM GLAESER, station manager.  
ROBERT A. NELSON, dir. of promotion & development.  
ROB R. BELDON, chief engineer.

# INDIANA

## WTIU Bloomington Ch. 30

Licensee: Trustees of Indiana University, Bloomington, Ind.

966-b

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, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WFIU, 31-kw, 103.7 MHz (No. 279), 590-ft.

Ownership: Indiana University. John Ryan, pres.

Began Operation: March 3, 1969.

Personnel:

DONLEY F. FEDDERSEN, manager.  
HERBERT A. SELTZ, program supervisor.  
WILLIAM H. KROLL, operations manager.  
EMMET R. BEEKER JR., chief engineer.

## WNIN Evansville Ch. 9

Licensee: Southwest Indiana Public Broadcasting Inc., 9201 Petersburg Rd., Evansville, Ind. (47711).

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. Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Ted C. Ziemer Jr., chairman; Vincent F. Saele, pres. & gen. mgr.; John L. Carroll, honorary vice chmn.; Dr. Wallace B. Graves, Dr. David Rice & N. Keith Emge, vice chairmen; Barbara Studwell, secy.; R. Jack Brunton, treas.

Began Operation: March 15, 1970. Sale to present owner by Evansville-Vanderburgh School Corp. approved by FCC Dec. 19, 1973.

Personnel:

VINCENT F. SAELE, president & general manager.  
DANIEL P. EDWARDS, director of development.  
CONSTANCE JULIUS, director of programming.  
FRANK HERTEL, director of engineering.  
RUTH BEHRMAN, operations manager.  
PHIL BAILEY, manager, technical operations.  
NORMA NIEHAUS, business manager.

## WFYI Indianapolis Ch. 20

Licensee: Metropolitan Indianapolis TV Assn. Inc., 1440 N. Meridian St., Indianapolis, Ind. (46202).

Studio: 1440 N. Meridian St.

Telephone: 317-639-5591.

Transmitter: 79th St. & Township Line Rd.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 748-kw max. & 592-kw horizontal visual, 149-kw max. & 112-kw horizontal aural. Antenna: 850-ft. above av. terrain, 863-ft. above ground, 1693-ft. above sea level.

Latitude	39°	53'	59"
Longitude	86°	12'	01"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.



Began Operation: Oct. 4, 1970.  
Ownership: Non-profit corp. Luke Lanford, pres.  
Personnel:  
FRANK MEEK, general manager.

**WIPB**  
**Muncie**  
Ch. 49

Licensee: Ball State University, 2000 University Ave., Muncie, Ind. (47306).

Transmitter: 820 E. 29th St. (47302).

Studio: 246 Minnetrista Blvd. (47303).

Telephone: 317-285-4771.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 142.2-kw visual, 14.2-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''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Ball State University. Alexander M. Bracken, pres.; Harold W. Wallace II, v.p.; Will H. Parker, secy.; Dorothy O'Maley, asst. secy.; Leigh E. Morris, Garry Rollins, James Garretson, & F. Edwin Schouweiler, trustees.

Began Operation: May 8, 1953 as a commercial station. Sale to present owner by Donald A. Burton & assoc. approved by FCC Oct. 8, 1971. Non-commercial operation began Oct. 31, 1971.

Represented (legal) by Schwartz & Woods.

Personnel:

JAMES R. NEEDHAM, general manager.  
JAMES BURKETT, operations director.  
HAL BOUTON, program director.  
GEORGE MOLNAR JR., chief engineer.

**WCAE**  
**St. John**  
Ch. 50

Licensee: Lake Central School Corp., St. John, Ind. (46373).

Studio: 123 Sesame St., St. John, Ind. (46373).

Telephone: 219-365-4041.

Transmitter: 3461 Calumet Ave.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1910-kw max. & 603-kw horizontal visual, 120-kw horizontal aural. Antenna: 430-ft. above av. terrain, 460-ft. above ground, 1045-ft. above sea level.

Latitude	41°	39'	28''
Longitude	87°	30'	28''

TV tape: Recording facilities. Color: Network.

Ownership: Lake Central School Corp.

Began Operation: Sept. 20, 1967.

Personnel:

JOHN NELSON, station manager.  
HARRY GARBA, chief engineer.  
TARA MISSAL, public information director.  
JOE NIEWIADOMSKI, control room supervisor.  
HENRY SICHTERMAN, ITV coordinator.  
JIM BARBAR, sports producer.  
BILL BEIRIGER, maintenance engineer.

**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)

1979 Edition

## Indiana Educational

**WNIT-TV**  
**South Bend**  
Ch. 34

Licensee: Michiana Public Broadcasting Corp., P.O. Box 34, South Bend, Ind. (46624).

Studio: 2424 California Rd., Elkhart, Ind. (46514).

Telephones: 219-234-3434 (office); 219-674-5961 (studio).

Transmitter: Ironwood Rd. between Kern & Roosevelt Rd.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 589-kw max. & 204-kw horizontal visual, 64.6-kw max. & 40.7-kw horizontal aural. Antenna: 560-ft. above av. terrain, 549-ft. above ground, 1394-ft. above sea level.

Latitude	41°	37'	05''
Longitude	86°	36'	09''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit corp. Officers: Donald Dake, pres.; Joseph Hickey, v.p.; Helen Arnold, secy.; Joseph D. Sharp, treas.

Began Operation: Feb. 18, 1974.

Personnel:

THOMAS E. BRUBAKER, executive director & general manager.  
K. CLEM KUESPERT, chief engineer.  
GARY L. WEINSTEIN, program director.  
SUE PARKER, development director.

**WVUT**  
**Vincennes**  
Ch. 22

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.

Telephone: 812-882-2237.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1565-kw max. & 1150-kw horizontal visual, 313-kw max. & 115-kw horizontal aural. Antenna: 570-ft. above av. terrain, 560-ft. above ground, 1060-ft. above sea level.

Latitude	38°	39'	06''
Longitude	87°	28'	37''

TV tape: Recording facilities.

Color: Network & tape.

News Wire Service: AP.

FM Affiliate: WVUB, 50-kw, 91.1 MHz (No. 216).

Ownership: Board of 10 trustees, Albert Rosenberg, chmn.

Began Operation: Feb. 15, 1968.

Represented (legal) by Fletcher, Heald & Hildreth.

Personnel:

JAMES L. JERNIGAN, general manager.  
SHARON KIEFER, program director.  
JOE HOFFMAN, production manager.  
LARRY BISSELL, producer/director.  
JOHN WINDOVER, news director.

Did you read  
**Television Digest**  
this week?

# IOWA

## 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)

## KBIN

Council Bluffs

Ch. 32

Licensee: State Educational Radio & TV Facility Board, Box 1758, Des Moines (50306).

Studio: See KDIN-TV, Des Moines.

Telephones: 712-328-9476 (Transmitter); 515-281-4500 (Administration).

Transmitter: 275-ft. SE of intersection of Linn St. & Skyline Dr., Council Bluffs.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 571-kw max. & 247-kw horizontal visual, 57.1-kw max. & 24.7-kw horizontal aural. Antenna: 317-ft. above av. terrain, 163-ft. above ground, 1417-ft. above sea level.

Latitude	41°	15'	14.5"
Longitude	95°	50'	07.0"

Color: Network & slide.

Ownership: See KDIN-TV, Des Moines.

Began Operation: Sept. 7, 1975.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

## KDIN-TV

Des Moines

Ch. 11

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Ia. (50306).

Studio: 2801 Bell Ave., Des Moines, Iowa (50321).

Telephones: 515-685-3132 (Transmitter); 515-281-4500 (Administration).

TWX No.: 910-520-2656.

Transmitter: 1-mi. S of Alleman, Iowa.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw max. & 221-kw horizontal visual, 31.6-kw max. & 22.1-kw horizontal aural. Antenna: 1973-ft. above av. terrain, 2000-ft. above ground, 2988-ft. above sea level.

Latitude	41°	48'	33"
Longitude	93°	36'	53"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: State of Iowa.

Began Operation: April 27, 1959.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel:

ROD THOLE, executive director.

MIKE LABONIA, dir. of programming.

DON SAVERAID, dir. of engineering.

For Station Equipment, see Services Volume

## KTIN

Fort Dodge

Ch. 21

Grantee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Iowa (50306).

Studio: See KDIN-TV, Des Moines.

Transmitter: 1-mi. N of Bradgate.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1580-kw max. & 759-kw horizontal visual, 158-kw max. & 75.9-kw horizontal aural. Antenna: 1160-ft. above av. terrain, 1206-ft. above ground, 2362-ft. above sea level.

Latitude	42°	49'	02.8"
Longitude	94°	25'	40.9"

Ownership: State of Iowa.

Began Operation: April 8, 1977.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

## KIIN-TV

Iowa City

Ch. 12

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines (50306).

Studio: 2801 Bell Ave., Des Moines (50321).

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); 515-281-4500 (Administration).

Color: Network.

Ownership: State of Iowa.

Began Operation: Feb. 8, 1970.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

## KYIN

Mason City

Ch. 24

Licensee: State Educational Radio & TV Facility Board, P.O. Box 1758, Des Moines, Iowa (50306).

Studio: See KDIN-TV, Des Moines.

Transmitter: 4-mi. E of St. Ansgar.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1740-kw max. & 513-kw horizontal visual, 174-kw max. & 51.3-kw horizontal aural. Antenna: 1430-ft. above av. terrain, 1565-ft. above ground, 2799-ft. above sea level.

Latitude	43°	22'	25"
Longitude	92°	51'	00"

Ownership: State of Iowa.

Began Operation: May 14, 1977.

Represented (legal) by Pierson, Ball & Dowd.

Personnel: See KDIN-TV, Des Moines.

## KHIN

Red Oak

Ch. 36

Licensee: State Educational Radio & TV Facility Board, Box 1758, Des Moines (50306).

Studio: See KDIN-TV, Des Moines.

Telephones: 712-784-3409 (Transmitter); 515-281-4500 (Administration).

Transmitter: 7-mi. E & 2-mi. N of Oakland on Hwy. 6.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 2040-kw max. & 490-kw horizontal visual, 204-kw max. & 49-kw horizontal aural. Antenna: 1560-ft. above av. terrain, 1503-ft. above ground, 2833-ft. above sea level.

Latitude	41°	20'	40''
Longitude	95°	15'	21''

Color: Network.

Ownership: See KDIN-TV, Des Moines.

Began Operation: Sept. 7, 1975.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

## KSIN Sioux City

Ch. 27

Licensee: State Educational Radio & TV Facility Board, Box 1758, Des Moines, Iowa (50306).

Studio: 2801 Bell Ave., Des Moines (50321).

Telephones: 712-255-5558 (Transmitter); 515-281-4500 (Administration).

Transmitter: Rural Rt. 2, 1-mi. E of city limits of Sioux City.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 4040-kw max. & 1507-kw horizontal visual, 404-kw max. & 150.7-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 875-ft. above ground, 2416-ft. above sea level.

Latitude	42°	30'	53''
Longitude	96°	18'	13''

Color: Network.

Ownership: State of Iowa.

Began Operation: January 4, 1975.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

## KRIN Waterloo

Ch. 32

Licensee: State Educational Radio & TV Facility Board, Box 1758, Des Moines, Iowa (50306).

Studio: 2801 Bell Ave., Des Moines (50321).

Telephones: 319-448-4222 (Transmitter); 515-281-4500 (Administration).

Transmitter: 4.5-mi. NW of Walker.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 5000-kw max. & 1986-kw horizontal visual, 1000-kw max. & 397-kw horizontal aural. Antenna: 1851-ft. above av. terrain, 1795-ft. above ground, 2812-ft. above sea level.

Latitude	42°	18'	59''
Longitude	91°	51'	31''

Color: Network.

Ownership: State of Iowa.

Began Operation: Dec. 15, 1974.

Represented (legal) by Pierson, Ball & Dowd.

Represented (engineering) by Jansky & Bailey.

Personnel: See KDIN-TV, Des Moines.

# KANSAS

## KTWU

Topeka

Ch. 11

Licensee: Washburn University of Topeka, 17th & College Sts., Topeka, Kan.

Studio: 301 N. Wanamaker Rd.

Telephone: 913-272-8181.

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, live, film, slide & tape.

Ownership: Municipal university, directed by a board of 10 regents.

Began Operation: Oct. 21, 1965.

Personnel:

DR. DALE N. ANDERSON, director of TV & station manager.  
DAVE POMEROY, program director.  
ERNEST HEDGES, chief engineer.  
JANET ROSE, public affairs director.  
PHIL FLEMING, development director.  
CAROLYN ZIMMERMAN, promotion director.  
BEV MORGAN, traffic director.

## KPTS Wichita-Hutchinson

Ch. 8

Licensee: Sunflower ETV Corp., 352 N. Broadway, Wichita, Kan. (67202).

Studio: 352 N. Broadway, 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''

Telephone: 316-262-4461.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Sunflower ETV Corp. Officers: Arch Booth, chmn. of the board; Zoel Parenteau, pres.; Mike Easterday & Martin Bush, vice chmn.; Torey Southwick, v.p.; Jeanne Johnston, secy.; Barney Cansler, treas.; Robert Wine, asst. treas.

Began Operation: Jan. 5, 1970.

Represented (engineering) by Steel, Andrus & Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ZOEL PARENTEAU, president & general manager.  
ROBERT FULKERSON, director of engineering.  
DIANE CURTIS, director of community relations.  
TOREY SOUTHWICK, v.p. & director of programming.  
ROBERT WINE, director of administration.  
DAVID BREWER, program operations coordinator.  
DONNA BRIDGES, program services coordinator.  
TOM BROCK, production operations coordinator.  
CONNIE PICKLER, program information coordinator.  
CAROLYN MYERS, research coordinator.  
DON WILLIAMSON, public affairs coordinator.

For Index, see Services Volume

---

---

# KENTUCKY

---

---

## WKAS

### Ashland

Ch. 25

Licensee: Kentucky State Board of Education, Frankfort, Ky.  
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'	43"
Longitude	82°	37'	12"

Requests CP for change to 162-kw max. & 135-kw horizontal visual, 16.2-kw max. & 13.5-kw horizontal aural. BPET-482.

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

---

---

## WKGB

### Bowling Green

Ch. 53

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"

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

---

---

## WCVN

### Covington

Ch. 54

Licensee: Kentucky State Board of Education, Frankfort, Ky.

Studio: See WKLE, Lexington.

Transmitter: Tower View St., Taylor Mill, Ky.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 162-kw max. & 135-kw horizontal visual, 16.2-kw max. & 13.5-kw horizontal aural. Antenna: 405-ft. above av. terrain, 309-ft. above ground, 1129-ft. above sea level.

Latitude	39°	01'	50"
Longitude	84°	30'	23"

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 8, 1969.

Personnel: See WKLE, Lexington.

---

---

# INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.

Washington, D.C. 20036

---

---

## WKZT

### Elizabethtown

Ch. 23

Licensee: Kentucky State Board of Education, Frankfort, Ky.

Studio: See WKLE, Lexington.

Transmitter: Hawkins Drive, 1-mi. SE of Elizabethtown.

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"

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

---

---

## WKHA

### Hazard

Ch. 35

Licensee: Kentucky State Board of Education, Frankfort, Ky.

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"

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Dec. 16, 1968.

Personnel: See WKLE, Lexington.

---

---

## WKLE

### Lexington-Richmond

Ch. 46

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Network Center: 600 Cooper Drive, Lexington, Ky. (40502).

Telephone: 606-623-3603.

Transmitter: .4-mi. S of Clays Ferry, Ky.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 1050-kw horizontal visual, 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: Dr. Lyman Ginger, Don C. Bale, Dr. Otis Singletary, Dr. Robert R. Martin, Hoover J. Neel, Allie Morgan, Walter May & Art Walters. Ky. State Board of Education is licensee of WKAS, Ashland; WKBG, Bowling Green; WCVN, Covington; WKZT, Elizabethtown; WKHA, Hazard; WKMJ, Louisville; WKMA, Madisonville; WKMR, Morehead; WKMU, Murray-Mayfield; WKON, Owenton; WKPI, Pikeville & WKSO, Somerset, Ky.

Began Operation: Sept. 23, 1968.

Represented (legal) by Miller & Schroeder.

Personnel:

O. LEONARD PRESS, executive director.

VIRGINIA FOX, assoc. exec. director, broadcasting.

ROBERT J. KLEIN, director of engineering.  
SANDRA WELCH, director of programming.  
NEIL WARD, director of business affairs.  
SID WEBB, director of production.  
RICK BELL, promotion coordinator.

**WKMJ**  
**Louisville**  
Ch. 68

Licensee: 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: 1176-kw max. & 794-kw horizontal visual, 219-kw max. & 159-kw horizontal aural. Antenna: 820-ft. above av. terrain, 550-ft. above ground, 1520-ft. above sea level.

Latitude	38°	22'	02''
Longitude	85°	49'	53''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 2, 1970.

Personnel: See WKLE, Lexington.

**WKPC-TV**  
**Louisville**  
Ch. 15

Licensee: Board of Education of Jefferson County, 3332 Newburg Rd., Louisville (40218).

Studio: 4309 Bishop Lane, Box 1515, Louisville, Ky. (40201).

Telephone: 502-456-3286.

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, live, film, slide & tape.

Ownership: Board of Education, E. C. Grayson, supt.

Began Operation: Sept. 8, 1958.

Represented (legal) by Schwartz & Woods.

Personnel:

JERRY D. WEAVER, exec. v.p. & general manager.  
CHARLES T. LANDERS, chief engineer.  
RON WOLF, programming.  
DARRELL GARRETT, production.

**WKMA**  
**Madisonville**  
Ch. 35

Licensee: Kentucky State Board of Education, Frankfort, Ky. (40601).

Studio: See WKLE, Lexington.

Transmitter: 2.4-mi. E of St. Charles Rt. 62, Madisonville.

Color: Network, live, film, slide & tape.

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.

## **Kentucky Educational**

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

**WKMR**  
**Morehead**  
Ch. 38

Licensee: Kentucky State Board of Education, Frankfort, Ky.

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''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

**WKMU**  
**Murray-Mayfield**  
Ch. 21

Licensee: Kentucky State Board of Education, Frankfort, Ky.

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''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Oct. 9, 1968.

Personnel: See WKLE, Lexington.

**WKON**  
**Owenton**  
Ch. 52

Licensee: Kentucky State Board of Education, Frankfort, Ky.

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, 602-ft. above ground, 1552-ft. above sea level.

Latitude	38°	31'	32''
Longitude	84°	48'	40''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

For CPs & Applications, see Services Volume

## Ky.-Louisiana Educational

### WKPD Paducah Ch. 29

Licensee: Kentucky Authority for ETV, 600 Cooper Dr., Lexington, Ky. (40502).

Studio: See WKLE, Lexington.

Transmitter: Coleman Rd., near Cecil, 2-mi. NE of Paducah.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 151-kw max. & 132-kw horizontal visual, 13.2-kw horizontal aural. Antenna: 500-ft. above av. terrain, 518-ft. above ground, 891-ft. above sea level.

Latitude	37°	05'	38''
Longitude	88°	40'	19''

Ownership: See WKLE, Lexington.

Began Operation: Began commercial operation 5-31-71; left air 10-31-75. Sale to present owner approved by FCC 1-30-78. Due to resume educational operation 1-30-79.

Personnel: See WKLE, Lexington.

### WKPI Pikeville Ch. 22

Licensee: Kentucky State Board of Education, Frankfort, Ky.

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''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Jan. 13, 1969.

Personnel: See WKLE, Lexington.

### WKSO Somerset Ch. 29

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''

Color: Network, live, film, slide & tape.

Ownership: See WKLE, Lexington.

Began Operation: Sept. 23, 1968.

Personnel: See WKLE, Lexington.

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS  
**MALARKEY TAYLOR**  
AND ASSOCIATES  
CALL TOLL FREE 800-424-8036

## LOUISIANA

### WLPB-TV Baton Rouge Ch. 27

Licensee: Louisiana Educational Television Authority, 2618 Wooddale Blvd., Baton Rouge, La. (70805).

Studio: 626 N. 4th St., Baton Rouge. Telephone: 504-342-5822.

Transmitter: 1.35-mi. E of River Rd., Baton Rouge.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 813-kw visual, 162-kw aural. Antenna: 940-ft. above av. terrain, 1029-ft. above ground, 1049-ft. above sea level.

Latitude	30°	22'	22''
Longitude	91°	12'	15''

Requests CP for change to 1170-kw max. visual, 117-kw max. aural.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: State authority. Board members: Ed Prendergast, chmn.; Harold M. Block, vice chmn.; Paul H. Goldman, secy.; Lucille R. Woodard, treas.; Edwin K. Hunter, Wayne Berry, E. J. Bourg, Betty Laborde, Dorothy Randolph, Col. Albert J. Wetzel, Kelly J. Nix, Elizabeth Acree, Ken Booth, Winston Linam, Jesse Bankston, Phyllis Denney, H. K. Sweeney, Ronald J. Gomez, Willie Bradford Jr., Claire Clark. Louisiana ETV Authority also operates KLTM, Monroe; KLTS, Shreveport; is applicant for Ch. 24, Lafayette & Ch. 18, Lake Charles.

Began Operation: Sept. 6, 1975.

Represented (legal) by Patton, Boggs & Blow.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

A. FRED FREY, executive director.  
LIONEL W. BABB, assistant executive director.  
O. PAT MORGAN, program director.  
COY SIMMONS, director of engineering.

### KLTM Monroe Ch. 13

Grantee: Louisiana Educational Television Authority, 2618 Wooddale Blvd., Capitol Station, Baton Rouge, La. (70805).

Studio: See WLPB-TV, Baton Rouge.

Transmitter: 2.5-mi. N of Riverton, La.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude	32°	11'	45''
Longitude	92°	04'	10''

Ownership: See WLPB-TV, Baton Rouge.

Began Operation: Sept. 8, 1976.

Represented (legal) by Patton, Boggs & Blow.

Represented (engineering) by Jules Cohen & Associates.

Personnel: See WLPB-TV, Baton Rouge.  
FLOYD KELLY, transmitter supervisor.

### WYES-TV New Orleans Ch. 12

Licensee: Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans, La. (70124).

Studio: 916 Navarre Ave., P. O. Box 24026 (70124).

Transmitter: Paris Rd., near Chalmette, La.

Telephone: 504-486-5511.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. 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"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: Martin L. C. Feldman, chairman; Stephen B. Lemann, Louis L. Frierson, Thomas B. Favrot, vice chairmen; Mrs. Joseph H. Epstein Jr., secy.; Harold E. Doley Jr., treas.

Began Operation: April 1, 1957 on Ch. 8. Switched to Ch. 12 June 1970.

Represented (legal) by Schwartz & Woods.

Personnel:

WILLIAM S. HART, president & general manager.  
THOMAS F. CANNON, asst. station manager.  
ANTHONY E. MAURIN JR., director of engineering.  
FRANK D. PAYNE, business manager & controller.  
JAMES A. RAPP, development director.  
KING LOGAN, director of information.  
ALAN W. EVANS, director of broadcast division.  
JULIAN CRAGGS, director of cultural affairs.  
CHARLES ZEWE, director of public affairs.

---

**WWL-TV**  
New Orleans

Ch. 4

Licensee: Loyola University, 6363 St. Charles Ave.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

---

**KLTS**  
Shreveport

Ch. 24

Grantee: Louisiana ETV Authority, 2618 Wooddale Blvd., Baton Rouge, La. (70805).

Transmitter: 2.2-mi. ESE of Mooringsport.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1620-kw max. & 1120-kw horizontal visual, 162-kw max. & 112-kw horizontal aural. Antenna: 1070-ft. above av. terrain, 1080-ft. above ground, 1330-ft. above sea level.

Latitude	32°	40'	41"
Longitude	93°	55'	35"

Ownership: See WLPB-TV, Baton Rouge.

Represented (legal) by Patton, Boggs & Blow.

Began Operation: Aug. 9, 1978.

Personnel: See WLPB-TV, Baton Rouge.

---

**MAINE**

---

**WCBB**  
Augusta-Lewiston-Portland

Ch. 10

Licensee: Colby-Bates-Bowdoin Educational Telecasting Corp., c/o Bates College, Lewiston, Me. (04240).

Studio: 1450 Lisbon St., Lewiston, Me.

Transmitter: 10-mi. ENE of Lewiston, on Danforth Hill.

1979 Edition

## Louisiana-Maine Educational

Telephone: 207-783-9101. TWX No.: 710-223-1538.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 63-kw aural. Antenna: 1000-ft. above av. terrain, 640-ft. above ground, 1330-ft. above sea level.

Latitude	44°	09'	16"
Longitude	70°	00'	37"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

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 John L. Tierney.

Personnel:

H. ODELL SKINNER, general manager.  
ROLAND A. DESJARDINS, director of engineering.  
ELAINE BAKER, traffic manager.  
MICHAEL MEARS, director of programming.  
ANDY JENSEN, special projects director.  
BOB GARDNER, director of development.  
WAYNE LOOSIGIAN, membership director.

---

**WMEG-TV**  
Biddeford

Ch. 26

Maine Public Bcstg. Network

Licensee: University of Maine, Alumni Hall, Orono, Maine (04473).

Studio: Alumni Hall, University of Maine, Orono (04473).

Transmitter: Top of Hope Hill, Sanford, Maine.

Telephone: 207-866-4493 (Orono). TWX No.: 710-229-1091.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 589-kw visual, 117-kw aural. Antenna: 800-ft. above av. terrain, 555-ft. above ground, 1208-ft. above sea level.

Latitude	43°	25'	00"
Longitude	70°	48'	09"

TV tape: Recording facilities at Orono.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: University of Maine, see WMEB-TV, Orono, Maine.

Began Operation: March 15, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WMEB-TV, Orono, Maine.

---

**WMED-TV**  
Calais

Ch. 13

Maine Public Bcstg. Network

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: 207-866-4493 (Orono). TWX No.: 710-229-1091.

TV tape: Recording facilities (at Orono).

Color: Network, live, film, slide & tape.

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"

(Continued on next page)

# Maine-Maryland Educational

WMED-TV, Calais—(Continued)

Ownership: University of Maine, a state institution, see WMEB-TV, Orono, Me.

Began Operation: Sept. 23, 1964.

News Wire Service: AP.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

This station utilizes the staff at WMEB-TV, Orono, Me.

## WMEB-TV

Orono

Ch. 12

Maine Public Bcstg. Network

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: 207-866-4493 (Orono). TWX No.: 710-229-1091.

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''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP.

Ownership: University of Maine, a state institution. It also operates WMEM-TV, Presque Isle; WMED-TV, Calais and WMEG-TV, Biddeford, Me.

Began Operation: Oct. 8, 1963.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

EDWARD WINCHESTER, acting general manager.

DONALD WINSLOW, chief engineer.

CARL MASON, network transmitter supervisor.

ERIK VAN de BOGART, director of educational services.

BERNARD ROSCETTI, director of program services.

EDWARD FOWLER, production manager.

## WMEM-TV

Presque Isle

Ch. 10

Maine Public Bcstg. Network

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: 207-866-4493 (Orono). TWX No.: 710-229-1091.

Color: Network, live, film, slide & tape. News Wire Service: AP.

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

## WAPB

Annapolis

Ch. 22

Licensee: Maryland Public Bcstg. Commission, Owings Mills, Md. (21117).

Studio: See WMPB, Baltimore.

Transmitter: 1.2 mi. SSW of Crownsville, Md.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw max. & 3890-kw horizontal visual, 389-kw horizontal aural. Antenna: 870-ft. above av. terrain, 852-ft. above ground, 1000-ft. above sea level.

Latitude	39°	00'	36''
Longitude	76°	36'	33''

TV tape: Recording facilities.

Ownership: See WMPB, Baltimore.

Began Operation: July 16, 1975.

Represented (legal) by Schwartz & Woods.

Personnel: See WMPB, Baltimore.

## WMPB

Baltimore

Ch. 67

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio: Owings Mills, Md. (21117).

Telephone: 301-356-5600.

Transmitter: Owings Mills, Md.

Technical Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 118-kw max. & 75.9-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''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Maryland Public Bcstg. Commission, Leonard H. Rosenberg, chmn.; Ross Jones, vice chmn.; Frederick Breitenfeld Jr., exec. dir. Maryland Public Broadcasting Commission is also licensee of WCPB (TV), Salisbury; WWPB (TV), Hagerstown & WAPB (TV), Annapolis, Md.

Began Operation: Oct. 5, 1969.

Represented (legal) by Schwartz & Woods.

Personnel:

FREDERICK BREITENFELD JR., executive director.

BRUCE T. HERGET, director of engineering.

WARREN S. PARK JR., director of programming & operations.

WILLIAM F. HALLSTEAD, dir. of development & information services.

PHYLLIS HAMMOND, director of administrative services.

## WWPB

Hagerstown

Ch. 31

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio: See WMPB, Baltimore.

Transmitter: Fairview Mtn., 2000-ft. N of Rt. 40, near Clear Spring, Md.

TV tape: Recording facilities.



Technical Facilities: Channel No. 31 (572-578) MHz. Authorized power: 1070-kw max. & 479-kw horizontal visual, 51.3-kw horizontal aural. Antenna: 1230-ft. above av. terrain, 410-ft. above ground, 1850-ft. above sea level.

Latitude	39°	39'	04.0"
Longitude	77°	58'	14.7"

Ownership: See WMPB, Baltimore.

Began Operation: Oct. 5, 1974.

Represented (legal) by Schwartz & Woods.

Personnel: See WMPB, Baltimore.

## WCPB Salisbury

Ch. 28

Licensee: Maryland Public Broadcasting Commission, Owings Mills, Md. (21117).

Studio: See WMPB, Baltimore.

Transmitter: Emerson Ave. at Deers Head Blvd.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 786-kw max. & 708-kw horizontal visual, 91-kw max. & 81.3-kw horizontal aural. Antenna: 513-ft. above av. terrain, 551-ft. above ground, 575-ft. above sea level.

Latitude	38°	23'	09.0"
Longitude	75°	35'	32.5"

TV tape: Recording facilities.

Color: See WMPB, Baltimore.

Ownership: See WMPB, Baltimore.

Began Operation: March 18, 1971.

Represented (legal) by Schwartz & Woods.

Personnel: See WMPB, Baltimore.

# MASSACHUSETTS

## WGBH-TV Boston Ch. 2

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studio: 125 Western Ave.

Telephone: 617-492-2777.

Transmitter: 350 Cedar St., Needham, Mass.

FM Affiliate: WGBH, 100-kw, 89.7 MHz (No. 209), 650-ft.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 87.1-kw visual, 17.4-kw aural. Antenna: 1040-ft. above av. terrain, 1034-ft. above ground, 1184-ft. above sea level.

Latitude	42°	18'	37"
Longitude	71°	14'	14"

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

Ownership: Foundation trustees: Presidents of Trustees of Boston Symphony Orchestra, Boston, Brandeis, Harvard, Northeastern & Tufts Universities, Massachusetts Institute of Technology, Boston, Simmons & Wellesley Colleges, New England Conservatory of Music; Directors of Museum of Fine Arts & Museum of Science, University of Massachusetts; Trustee of Lowell Institute; President of WGBH Educational Foundation. Elected trustees: Helene R. Cahners, Abram T. Collier, Elma Lewis, Herbert E. Tucker Jr., John Lowell, William A. Lieson, Mark C. Wheeler.

Began Operation: May 2, 1955.

Represented (legal) by Covington & Burling.

1979 Edition

# Md.-Massachusetts Educational

Personnel:

DAVID O. IVES, president.  
HENRY BECTON JR., general manager.  
MARK STEVENS, broadcast manager.  
JOE ANDERSON, director of operations.  
THOMAS B. KELLER JR., engineering director.  
CHRISTOPHER RIDLEY, promotion manager.

## WGBX-TV

Boston

Ch. 44

Licensee: 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: 393-kw max. & 251-kw horizontal visual, 78.6-kw max. & 50.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1074-ft. above ground, 1224-ft. above sea level.

Latitude	42°	18'	37"
Longitude	71°	14'	14"

Requests CP for change to 1500-kw visual, 150-kw aural. BPET-575.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 25, 1967.

Personnel:

See WGBH-TV, Boston.

## WGBY-TV

Springfield

Ch. 57

Licensee: WGBH Educational Foundation, 125 Western Ave., Boston, Mass. (02134).

Studios: One Armory Square, Springfield (01105); WGBH-TV, Boston.

Telephone: 413-781-2801.

Transmitter: Mt. Tom, Holyoke, Mass.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 1200-kw max. & 776-kw horizontal visual, 240-kw max. & 155-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 119-ft. above ground, 1323-ft. above sea level.

Latitude	42°	14'	30"
Longitude	72°	38'	54"

Color: Network, live, film, slide & tape.

Ownership: See WGBH-TV, Boston.

Began Operation: Sept. 26, 1971.

Represented (legal) by Covington & Burling.

Personnel:

JOHN T. CALDWELL JR., general manager.  
DENNIS DUNBAR, chief engineer.  
SCOTT KURNIT, program manager.  
MARSHA TZOUMAS, director of public information.  
PATRICIA CARPENTER, director of development.

(Continued on next page)

For Instructional Television Fixed Service,  
see page 1012-b

---

---

# MICHIGAN

---

---

## WCML-TV Alpena Ch. 6

Licensee: Central Michigan University, c/o William J. Grigaliunas, Anspach Hall, Mt. Pleasant, Mich. (48859).

Studio: See WCMU-TV, Mt. Pleasant.

Transmitter: State Rt. 33, 9-mi. N of Atlanta, Mich.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1470-ft. above av. terrain, 1345-ft. above ground, 2045-ft. above sea level.

Latitude	45°	08'	17''
Longitude	84°	09'	44''

Began Operation: Nov. 21, 1975.

Color: Network, live, film, slide & tape.

FM Affiliate: WCML-FM, 100-kw, 91.7 MHz (No. 219), 1000-ft.

Ownership: State institution.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel: See WCMU-TV, Mt. Pleasant, Mich.

---

---

## WTVS Detroit Ch. 56

Licensee: Detroit Educational Television Foundation Inc., 7441 2nd Blvd., Detroit, Mich. (48202).

Studio: 7441 Second Blvd., Detroit.

Telephone: 313-873-7200.

Transmitter: W. Eleven Mile Rd., Southfield, Mich.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

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: Gordon F. Goyette, pres.; Mrs. Stephen Du Brul, v.p.; James C. Chambers, v.p.; Iris Adelson, v.p.; James N. Christianson, exec. director. Following are board members: Rev. Malcolm Carron S. J., Walker L. Cisler, Dollie Cole, Edwin O. George, Charles V. Hicks, Gwendolyn Hogue, Arthur L. Johnson, Mrs. Henry C. Johnson, Mrs. Walter Livingston, Dr. Donald O'Dowd, Thomas Turner, Mayor Coleman Young, Dr. Arthur Jefferson, Iris Cox, Robert N. Bowen, Bessie Hunt, Thomas Schoenith, John Shepherd, Ricardo Guzman, Gerald Lindstrom, Jeanette Keramedjian, Will Caldwell, R. Craighead, Walter E. Douglas, Carlos Falcon, E. Harwood Rydholm, H. T. Ewald, Raymond Hayes.

Began Operation: Aug. 8, 1955.

Represented (legal) by Schwartz & Woods.

Personnel:

JAMES N. CHRISTIANSON, general manager.  
EDGAR B. HENDRY, chief engineer.  
JEROME K. TRAINOR, program & operations director.  
JACK COSTELLO, production director.  
AGNES B. SCOTT, development director.  
ROSETTA E. GADSON, community relations director.  
DAN ALPERT, public information director.

## WKAR-TV East Lansing Ch. 23

Licensee: Board of Trustees, Michigan State University, E. Lansing, Mich. (48824).

Studio: 600 Kalamazoo St., East Lansing.

Transmitter: Dobie Rd., Okemos.

Telephone: 517-355-2300.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

News Wire Service: AP.

AM Affiliate: WKAR, 10-kw, 870 kHz.

FM Affiliate: WKAR-FM, 125-kw, 90.5 MHz (No. 213), 930-ft.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1238-kw max. & 1100-kw horizontal visual, 247.5-kw max. & 219-kw horizontal aural. Antenna: 975-ft. above av. terrain, 1034-ft. above ground, 1885-ft. above sea level.

Latitude	42°	42'	08''
Longitude	84°	24'	51''

Began Operation: Jan. 15, 1954. On March 15, 1959 moved to Ch. 10 sharing time with commercial WILX-TV. Began operation on Ch. 23 Sept. 10, 1972.

Personnel:

DR. HERMAN KING, director of academic services.  
ROBERT D. PAGE, general manager.  
KAY INGRAM, program manager.  
JAMES LAU, operations manager.  
DAVID BOUSE, film director.  
RAYMOND WILSON, chief engineer.

---

---

## WGVC Grand Rapids Ch. 35

Licensee: Grand Valley State College, Allendale (49401).

Studio: 301 Manitou Hall, Grand Valley State College, Allendale, Mich. (49401).

Telephone: 616-895-6691.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Transmitter: Pierce Rd. at 48th Ave., Allendale.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 264-kw max. & 200-kw horizontal aural. Antenna: 860-ft. above av. terrain, 855-ft. above ground, 1545-ft. above sea level.

Latitude	42°	57'	35''
Longitude	85°	53'	45''

Ownership: State institution. Paul Johnson, chmn.; Arend D. Lubbers, pres.; Ronald F. Van Steeland, v.p.

Began Operation: Dec. 17, 1972.

Represented (legal) by Bonner, Thompson, O'Connell & Gaynes.

Personnel:

GORDON LAWRENCE, station manager.  
PAUL BOCK, chief engineer.  
CHARLES FURMAN, program director.  
JAMES R. GAVER, production/operations manager.

---

---

## WNMU-TV Marquette Ch. 13

Licensee: Board of Control of Northern Michigan University, Marquette (49855).

Studio: Learning Resources Bldg., Northern Michigan U.

Telephone: 906-227-1300.

Transmitter: 6.7-mi. from Republic, Mich.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 1090-ft. above av. terrain, 1101-ft. above ground, 2601-ft. above sea level.

Latitude	46°	21'	09"
Longitude	87°	51'	32"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: UPI.

FM Affiliate: WNMU-FM, 100-kw, 90.1 MHz (No. 211), 1000-ft.

Ownership: Northern Michigan University.

Began Operation: Dec. 28, 1972.

Represented (legal) by Cohn & Marks.

Personnel:

DR. JOHN X. JAMRICH, president.  
DR. GEORGE E. LOTT JR., director of Learning Resources.  
BRUCE S. TURNER, station manager.  
JAMES D. STEFFEY, chief engineer.  
SCOTT SEAMAN, assistant director, Learning Resources.

## WCMU-TV

Mt. Pleasant

Ch. 14

Licensee: Central Michigan University, Mt. Pleasant (48859).

Studio: Anspach Hall, Mt. Pleasant.

Transmitter: 0.4-mi. W of Blue Grass Rd. & old U.S. Rt. #27.

Telephone: 517-774-3105.

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"

Holds CP for change to 204-kw max. & 200-kw horizontal visual, 40-kw horizontal aural. BPET-570.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: WCMU-FM, 100-kw, 89.5 MHz (No. 208), 420-ft.

Ownership: State institution.

Began Operation: March 29, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Personnel:

WILLIAM J. GRIGALIUNAS, director of public broadcasting.  
THOMAS ENDRES, chief engineer.  
MONTE HIGGINS, program director.

## WUCM-TV

University Center (Bay City)

Ch. 19

Licensee: Delta College, University Center (Bay City), Mich. (48710).

Studio: Delta Road, University Center. Telephone: 517-686-9000.

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. Color: Network, live, film, slide & tape.

# Mich.-Minnesota Educational

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 & asst. station manager.  
THOMAS E. HASKELL, program director.  
GUY E. SERUMGARD, operations manager.

# MINNESOTA

## KWCM-TV

Appleton

Ch. 10

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, 128 West Sorenson, Appleton, Minn. (56208).

Telephone: 612-289-2722.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 37.1-kw aural. Antenna: 480-ft. above av. terrain, 500-ft. above ground, 1530-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:

STANLEY MUELLER, resident engineer.  
JUDY PFAFF, executive secretary.

## KAVT-TV

Austin

Ch. 15

Licensee: Independent School District #492, c/o Barry G. Baker, 1900 8th Ave. N.W., Austin, Minn. (55912).

Studio: 1900 8th Ave. N.W.

Telephone: 507-433-6000.

Transmitter: 19th St. & 8th Ave.

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 10.50-kw visual, 2.10-kw aural. Antenna: 190-ft. above av. terrain, 215-ft. above ground, 1430-ft. above sea level.

Latitude	43°	40'	39"
Longitude	93°	00'	03"

Requests CP for change to 1474.83-kw visual, 294.966-kw aural, 429-ft. above av. terrain, 493-ft. above ground, 1711-ft. above sea level, lat. 43° 40' 39", long. 93° 00' 13".

Began Operation: Oct. 17, 1972.

Ownership: Non-profit organization.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Jansky & Bailey.

(Continued on next page)

# Minn.-Mississippi Educational

KAVT-TV, Austin—(Continued)

## Personnel:

DONALD INGRAM, chief executive.  
BARRY G. BAKER, general manager.  
JOHN O'ROURKE, program director.  
MARK GODDARD, ITV coordinator.  
PAULETTE CAREW, traffic coordinator.  
THOMAS AUBE, chief engineer.  
VIRGINIA HOLDER, production manager.  
MIKE THOMAS, producer & director.  
JAMES SCHMEICHAL, producer & director.

## WDSE-TV

Duluth-Superior, Wis.

Ch. 8

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. Harry Newby, pres.; Mrs. Dwight C. Hoeg, v.p.; Hazel Hanson, secy.; Robert W. Barnstorf, treas.

Began Operation: Sept. 1, 1964.

Represented (legal) by Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind.

## Personnel:

GEORGE A. BECK, general manager.  
RONALD F. ANDERSON, program director.

## KTCA-TV

St. Paul-Minneapolis

Ch. 2

Licensee: Twin Cities Public Television Inc., St. Paul, Minn. (55108).

Studio: 1640 Como Ave., St. Paul (55108).

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Telephone: 612-646-4611.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1310-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5''
Longitude	93°	07'	27.0''

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: George H. Gruenwald, chmn.; Waverly Smith, vice chmn.; Tony Anderson, v.p.; B. C. Hart, secy.; Dale Hanson, 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:

WILLIAM H. KOBIN, president & general manager.  
JAMES E. CARUFEL, director of finance & administration.  
WAYNE A. MAYER, director of engineering.  
JOSEPH T. McDERMOTT, director of information services.  
LARRY MORRISSETTE, broadcast manager.  
JEAN L. SWANSTROM, administrative assistant.  
ALVIN H. GOLDSTEIN, director of programming.

TIMOTHY B. CONROY, director of development.  
PETER F. BRADLEY, director of special projects.

## KTCI-TV

St. Paul

Ch. 17

Licensee: Twin Cities Public Television Inc., 1640 Como Ave., St. Paul, Minn. (55108).

Studio: Same as KTCA-TV, St. Paul-Minneapolis.

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria St., Shoreview.

Telephone: 612-646-4611.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 39.7-kw max. & 28.8-kw horizontal visual, 7.94-kw max. & 5.75-kw horizontal aural. Antenna: 1300-ft. above av. terrain, 1475-ft. above ground, 2375-ft. above sea level.

Latitude	45°	03'	29.5''
Longitude	93°	07'	27.0''

Holds CP for change to 1000-kw visual, 200-kw aural.

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

## WMAH

Biloxi

Ch. 19

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 12-mi. ENE of McHenry.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 1480-kw max. & 631-kw horizontal visual, 267-kw max. & 120-kw horizontal aural. Antenna: Directional, 1560-ft. above av. terrain, 1539-ft. above ground, 1719-ft. above sea level.

Latitude	30°	45'	14''
Longitude	88°	56'	44''

Color: Network.

Began Operation: Jan. 14, 1972.

Ownership: See WMAA, Jackson.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

## WMAE

Booneville

Ch. 12

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 10.5-mi. W of Booneville.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 44.7-kw visual, 8.91-kw aural. Antenna: Directional, 750-ft. above av. terrain, 578-ft. above ground, 1307-ft. above sea level.

Latitude	34°	40'	00''
Longitude	88°	45'	05''

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: Aug. 11, 1974.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

---

## WMAU

**Bude**

Ch. 17

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 8-mi. SE of Bude.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1120-ft. above av. terrain, 1066-ft. above ground, 1546-ft. above sea level.

Latitude	31°	22'	19''
Longitude	90°	45'	05''

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: Jan. 14, 1972.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

---

## WMAO

**Greenwood**

Ch. 23

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 3.2-mi. ENE of Inverness.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 537-kw visual, 107-kw aural. Antenna: 1040-ft. above av. terrain, 1062-ft. above ground, 1177-ft. above sea level.

Latitude	33°	22'	34.2''
Longitude	90°	32'	31.5''

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: Sept. 15, 1972.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

---

## WMAA

**Jackson**

Ch. 29

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

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''

Studio: 3825 Ridgewood Dr., Jackson (39211).

Telephone: 601-982-6565.

1979 Edition

# Mississippi Educational

Ownership: Mississippi Authority for Educational Television which is also licensee of WMAB, Mississippi State; WMAH, Biloxi; WMAU, Bude; WMAW, Meridian; WMAO, Greenwood; WMAV, Oxford; WMAE, Booneville, all Miss.

Began Operation: Feb. 1, 1970.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel:

FORREST L. MORRIS, executive director.

JULIUS CAIN, director of programming.

RETA RICHARDSON, director of education.

DAVID J. WILSON, director of engineering.

JAMES FISACKERLY, director of production.

---

## WMAW

**Meridian**

Ch. 14

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 5.5-mi. W of Rose Hill.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 550-kw visual, 110-kw aural. Antenna: 1210-ft. above av. terrain, 1068-ft. above ground, 1698-ft. above sea level.

Latitude	32°	08'	18''
Longitude	89°	05'	36''

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: Jan. 14, 1972.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

---

## WMAB

**Mississippi State**

Ch. 2

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 2.75-mi. NNE of Ackerman, Miss.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1250-ft. above av. terrain, 1091-ft. above ground, 1769-ft. above sea level.

Latitude	33°	21'	07''
Longitude	89°	08'	56''

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: July 4, 1971.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

For Mississippi Cable Systems,  
see Services Volume

# Miss.-Missouri Educational

## WMAV

Oxford

Ch. 18

Licensee: Mississippi Authority for ETV, Drawer 1101, Jackson, Miss. (39205).

Studio: See WMAA, Jackson.

Transmitter: 12-mi. WSW of Oxford.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1096-kw max. & 347-kw horizontal visual, 199-kw max. & 63.1-kw horizontal aural. Antenna: Directional, 1389-ft. above av. terrain, 1304-ft. above ground, 1767-ft. above sea level.

Latitude	34°	17'	26"
Longitude	89°	42'	24"

Color: Network.

Ownership: See WMAA, Jackson.

Began Operation: May 19, 1972.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel: See WMAA, Jackson.

---

# MISSOURI

---

## KOMU-TV

Columbia

Ch. 8

Licensee: Curators of the University of Missouri.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

---

## KCPT

Kansas City

Ch. 19

Licensee: Public TV 19 Inc., 125 E. 31st St., Kansas City, Mo. (64108).

Studio & Transmitter: 2100 Stark St., Kansas City.

Telephone: 816-756-3580.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 984-kw max. & 868-kw horizontal visual, 190-kw max. & 170-kw horizontal aural. Antenna: 1170-ft. above av. terrain, 1225-ft. above ground, 2049-ft. above sea level.

Latitude	39°	04'	59"
Longitude	94°	28'	49"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit corp. Robert L. Stark, pres.; Fred Brady, Joe Herndon, Laura Kemper, v.p.s.; Steven J. Smith, secy.; Arnold Brown, treas.

Began Operation: March 22, 1961 as KCSD-TV. Transferred to present owner Dec. 1971.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ROBERT F. FUZY, general manager.

JOHN M. LONG, chief engineer.

PAUL FRANCIS, director of public information.

DIANA MANSELL, business manager.  
DAVID WELSH, program manager.

---

## KETC

St. Louis

Ch. 9

Licensee: St. Louis Regional Educational & Public Television Commission, 6996 Millbrook Blvd., St. Louis (63130).

Studio: 6996 Millbrook.

Transmitter: Hageman & Butler Hill Rd.

Telephone: 314-725-2460.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 295-kw visual, 58.9-kw aural. Antenna: 1078-ft. above av. terrain, 1073-ft. above ground, 1648-ft. above sea level.

Latitude	38°	28'	56"
Longitude	90°	23'	53"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: Commission officers: Edwin J. Putzell Jr., chmn.; J. A. Baer & Everett Walters, vice chairmen; Archie Walker, secy.; Andrew Baur, treas.

Began Operation: Sept. 20, 1954.

Personnel:

ANDREW R. McMASTER, director of administration.

DAVID B. LIROFF, director of broadcasting.

---

## KMOS-TV

Sedalia

Ch. 6

Licensee: Central Missouri State University, Administration Bldg., Warrensburg, Mo. (64093).

Studio: Martin Bldg., Central Missouri State University campus, Warrensburg.

Telephone: 816-429-4875.

Transmitter: 2.4-mi. NW of Sedalia.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw max. & 97.7-kw horizontal visual, 19.5-kw horizontal aural. Antenna: 770-ft. above av. terrain, 797-ft. above ground, 1627-ft. above sea level.

Latitude	38°	44'	47"
Longitude	93°	16'	30"

FM Affiliate: KCMW-FM, 100-kw, 90.9 MHz (Ch. 215), 410-ft.

Ownership: Central Missouri State University Board of Regents. Officers: Edgar S. Carroll, pres.; Alvin L. Brooks, v.p.; Jessie Jutton, secy.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Began Operation: Began as commercial station 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. Hinklein and associates approved by FCC Dec. 23, 1958 (Television Digest, Vol. 14:50). For sale to Mid-America TV by Jefferson Television, see KRCG, Jefferson City, Mo. Sale to present owner approved by FCC June 28, 1978.

Personnel:

JOHN BRADLEY, general manager.

BOB GERIG, program director.

JAN TURNER, education & development director.

---

## KOZK

Springfield

Ch. 21

Licensee: Springfield Community Television Inc., c/o William T. Maynard, M.P.O. Box 21, Springfield, Mo. (65801).

Studio: 1101 N. Summit.

Telephone: 417-865-2100.

Transmitter: State Hwy. FF, near Fordland.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1410-kw max. & 537-kw horizontal visual, 141-kw max. & 53.7-kw horizontal aural. Antenna: 1790-ft. above av. terrain, 1665-ft. above ground, 3574-ft. above sea level.

Latitude	37°	13'	08''
Longitude	92°	56'	56''

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Ownership: Non-profit corp.

Began Operation: Jan. 20, 1975.

Represented (legal) by Midlen & Reddy.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

WILLIAM T. MAYNARD, executive director.

WILLIAM F. CURRY, chief engineer.

RAYMOND K. K. HO, program director.

SUZANNE ALLHANDS, school services director.

MICHAEL FREEMAN, public relations director.

---

## NEBRASKA

---

### KTNE-TV

Alliance

Ch. 13

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Transmitter: 4½-mi. ESE of Angora, Neb.

Color: Network.

Telephones: 308-262-1138 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-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: See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 7, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

LINDALL ROGOWSKI, transmitter supervisor.

---

### KMNE-TV

Bassett

Ch. 7

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Transmitter: 17-mi. SSE of Bassett.

Telephones: 402-684-3850 (Transmitter); 402-472-3611 (Commission Office).

Color: Network.

Represented (legal) by Dow, Lohnes & Albertson.

## Mo.-Nebraska Educational

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-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 KUON-TV, Lincoln.

RICHARD NELSON, transmitter supervisor.

---

### KHNE-TV

Hastings

Ch. 29

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Transmitter: 3.5-mi. E of Giltner, Neb.

Telephones: 402-694-3970 (Transmitter); 402-472-3611 (Commission Office).

Color: Network.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1568-kw max. & 383-kw horizontal visual, 60.5-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''

Requests CP for change to 383-kw visual, 38.3-kw aural. BPET-573.

Ownership: See KLNE-TV, Lexington.

Began Operation: Nov. 18, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

EUGENE SEIER, transmitter supervisor.

---

### KLNE-TV

Lexington

Ch. 3

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Transmitter: 6-mi. SW of Holdrege, Neb., on U.S. Rt. 6.

Color: Network.

Telephones: 308-337-2311 (Transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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 by state commission; NETC is an agency of the State of Nebraska also operating 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: See KUON-TV, Lincoln.

DONALD BOGERT, transmitter supervisor.

(Continued on next page)

# Nebraska Educational

## KUON-TV

Lincoln

Ch. 12

Licensee: University of Nebraska, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln. Telephone: 402-472-3611.

Transmitter: 1.25-mi. W, 3-mi. N of Memphis, Neb.

FM Affiliate: KRNU, .01-kw, 90.3 MHz (No. 212).

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 825-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, live, film, slide & tape.

Ownership: University of Nebraska. KUON-TV is repeated by the separately-owned stations licensed to the Nebraska Educational Television Commission.

Began Operation: Nov. 1, 1954.

Represented (legal) by Cline, Williams, Wright & Johnson, Lincoln; Dow, Lohnes & Albertson.

Personnel:

JACK McBRIDE, general manager.  
RON HULL, asst. general manager, programming.  
W. BOYD ROONEY, asst. general manager, operations.  
PAUL FEW, asst. manager, administration.  
WILLIAM R. RAMSAY, director of engineering.  
LA MOINE CACEK, distribution specialist.  
RONALD SALAK, production manager.  
BYRON KNIGHT, assistant program manager.  
RICHARD WULFF, transmitter supervisor.

## KRNE-TV

Merriman

Ch. 12

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Telephones: 308-684-3300 (Transmitter); 402-472-3611 (Commission Office).

Transmitter: 17-mi. S of Merriman.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 182-kw visual, 18.2-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"

Requests CP for change to 225.2-kw visual, 22.52-kw aural. BPET-574.

Color: Network.

Ownership: See KLNE-TV, Lexington.

Began Operation: Dec. 9, 1968.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

HAL WEAKLY, transmitter supervisor.

## KXNE-TV

Norfolk

Ch. 19

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Telephones: 402-585-4537 (Transmitter); 402-472-3611 (Commission Office).

982-b

Transmitter: 5-mi. SW on Hwy. 94, near Carroll, Neb.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 2750-kw max. & 309-kw horizontal visual, 30.9-kw 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.

Ownership: See KLNE-TV, Lexington.

Began Operation: Nov. 10, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

JIM LORD, transmitter supervisor.

## KPNE-TV

North Platte

Ch. 9

(Satellite of separately-owned KUON-TV, Lincoln, Neb.)

Licensee: Nebraska Educational Television Commission, Box 83111, Lincoln, Neb. (68501).

Studio: 1800 N. 33rd, Lincoln.

Transmitter: Route 25, 11-mi. S of Sutherland, Neb.

Telephones: 308-386-4415 (Transmitter); 402-472-3611 (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, 4216-ft. above sea level.

Latitude	41°	01'	16.3"
Longitude	101°	09'	9.8"

TV tape: Recording facilities. Color: Network.

Ownership: See KLNE-TV, Lexington, Neb.

Began Operation: Sept. 12, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See KUON-TV, Lincoln.

ROBERT OLSON, transmitter supervisor.

## KYNE-TV

Omaha

Ch. 26

Licensee: Nebraska ETV Commission, Box 83111, Lincoln, Neb. (68501).

Studio & Transmitter: U. of Neb. at Omaha campus, Omaha, Neb.

Telephones: 402-554-2516 (Studio & transmitter); 402-472-3611 (Commission Office).

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 39.8-kw max. & 33.9-kw horizontal visual, 8-kw max. & 7.8-kw horizontal aural. Antenna: 431-ft. above av. terrain, 407-ft. above ground, 1559-ft. above sea level.

Latitude	41°	15'	28"
Longitude	96°	00'	32"

Requests CP for change to 1000-kw visual, 100-kw aural, 428-ft. above av. terrain, 400-ft. above ground, 1552-ft. above sea level. BPET-543.

Color: Network, live, film, slide & tape.

Ownership: See KLNE-TV, Lexington.

Began Operation: Oct. 19, 1965.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

JACK G. McBRIDE, secy. & general manager, NETC, Lincoln.  
CHARLES HEIN, director of radio-TV, U. of Neb. at Omaha.  
DONALD W. PETERSON, assistant director of radio-TV, U. of Neb. at Omaha.  
WILLIAM R. RAMSAY, dir. of engineering, NETC, Lincoln.  
LARRY EVANS, chief engineer-transmission, Lincoln.  
NORMAN HERZOG, supervising engineer.

TV Factbook No. 48



---

---

## NEVADA

---

---

### **KLVX** Las Vegas Ch. 10

Licensee: Clark County School District, 2832 E. Flamingo Rd., Las Vegas.

Studio: 4210 Channel 10 Dr., Las Vegas (89109).

Telephone: 702-737-1010.

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, live, film, slide & tape.

News Wire Service: AP.

Ownership: Clark County School District. Officers: Helen C. Cannon, pres.; Connie Larsen, v.p.

Began Operation: March 25, 1968.

Represented (legal) by McKenna, Wilkinson & Kittner.

Represented (engineering) by Hammett & Edison.

Personnel:

DR. RONALD D. HAWLEY, general manager.  
RUTH UHLS, program/promotion supervisor.  
MARTIN VODOVOZ, engineering & operations supervisor.  
JOHN K. HILL, ITV program manager.  
HANK TESTER, public affairs supervisor.

---

---

## NEW HAMPSHIRE

---

---

### **WEDB-TV** Berlin Ch. 40

Licensee: 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.

Personnel: See WENH, Durham.

---

---

### **WENH** Durham Ch. 11

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"

---

---

## Nev.-New Hampshire Educational

---

---

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Ownership: University of N.H.; Eugene Mills, pres., U. of N.H.; N.H. Public Bcstg. Council.

Began Operation: July 6, 1959.

Personnel:

KEITH J. NIGHBERT, manager.  
ALTON S. HOTALING, program manager.  
BARRY G. BAKER, production manager.  
WILLIAM H. INGALLS, transmitter engineering supervisor.  
CHARLES E. TAMM, director of engineering.  
B. THEODORE WARD, assistant program manager.  
JANET DUFFY, publicity director.  
DAVIS W. GRIFFITH, director of development.  
DAVID BURGESS, studio engineering supervisor.  
SAM PRICE JR., production supervisor.

---

---

### **WHED-TV** Hanover Ch. 15

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: Moose Mtn., 6.3-mi. E of Hanover.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 37.2-kw visual, 7.44-kw aural. Antenna: 1280-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.

Personnel: See WENH, Durham.

---

---

### **WEKW-TV** Keene Ch. 52

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: Derry Hill, 8-mi. NNW of Keene.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 37.5-kw visual, 7.5-kw aural. Antenna: 1080-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.

Personnel: See WENH, Durham.

---

---

### **WLED-TV** Littleton Ch. 49

Licensee: U. of New Hampshire, Box Z, Durham, N.H. (03824).

Transmitter: 3.8-mi. NE of Littleton-Mann Hill.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 36.7-kw visual, 7.35-kw 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.

Personnel: See WENH, Durham.

---

---

## NEW JERSEY

---

---

### WNJS Camden Ch. 23

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Studio: See WNJT, Trenton.

Telephone: 609-882-5252.

Transmitter: Church Ave. N of Chew Rd., Waterford Works, Waterford Twp.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2323-kw max. & 813-kw horizontal visual, 361.4-kw max. & 126-kw horizontal aural. Antenna: 890-ft. above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude	39°	43'	41"
Longitude	74°	50'	39"

Ownership: See WNJT, Trenton.

Began Operation: Oct. 23, 1972.

Personnel: See WNJT, Trenton.

---

---

### WNJM Montclair Ch. 50

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Studio: See WNJT, Trenton. Telephone: 609-882-5252.

Transmitter: Montclair State College, Little Falls.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2094-kw max. & 882.9-kw horizontal visual, 314-kw max. & 132.4-kw horizontal aural. Antenna: 800-ft. above av. terrain, 656-ft. above ground, 1049-ft. above sea level.

Latitude	40°	51'	53"
Longitude	74°	12'	03"

Ownership: See WNJT, Trenton.

Began Operation: June 2, 1973.

Personnel: See WNJT, Trenton.

---

---

### WNJB New Brunswick Ch. 58

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Studio: See WNJT, Trenton. Telephone: 609-882-5252.

Transmitter: S of Mt. Horeb Rd., Warren Twp.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1321-kw max. & 1000-kw horizontal visual, 198.1-kw max. & 148-kw horizontal aural. Antenna: 730-ft. above av. terrain, 401-ft. above ground, 949-ft. above sea level.

Latitude	40°	37'	17"
Longitude	74°	30'	15"

Requests CP for change to 3040.9-kw max. & 1917.9-kw horizontal visual, 455.9-kw max. & 287.6-kw horizontal aural, 1410-ft. above av. terrain, 1463-ft. above ground, 1472-ft. above sea level, lat. 40° 42' 40", long. 74° 00' 50"; change transmitter location to South Tower, World Trade Center, New York, N.Y. BPET-600.

Ownership: See WNJT, Trenton.

Began Operation: June 2, 1973.

Personnel: See WNJT, Trenton.

984-b

### WNJT Trenton Ch. 52

Licensee: New Jersey Public Broadcasting Authority, 1573 Parkside Ave., Ewing Twp., Trenton, N.J. (08638).

Studio: 1573 Parkside Ave. Telephone: 609-882-5252.

Transmitter: 3200 Brunswick Pike, Route 1, Lawrence Twp.

Technical Facilities: Channel No. 52 (698-704 MHz). Authorized power: 1939-kw max. & 818-kw horizontal visual, 302-kw max. & 127-kw horizontal aural. Antenna: 890-ft. above av. terrain, 990-ft. above ground, 1049-ft. above sea level.

Latitude	40°	17'	00"
Longitude	74°	41'	20"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. Facsimile Service: UPI.

Ownership: State of New Jersey. Dr. Edward J. Meade Jr., chairman, N.J. Public Bcstg. Authority.

Began Operation: April 5, 1971.

Personnel:

DR. LAWRENCE T. FRYMIRE, executive director.  
DOUGLAS G. LEONARD, associate executive director.  
SEATON SCHROEDER, director of programming.  
JOHN T. WILNER, director of engineering.  
MARK LONDON, director of information & research.  
MARY JANE PHILLIPS, director of educational services.  
CARMEN COLUCCI, asst. dir. of engineering.  
GEORGE PERKINS, director of news & public affairs.

---

---

## NEW MEXICO

---

---

### KNME-TV Albuquerque Ch. 5

Licensee: Regents of University of New Mexico and Board of Education of the City of Albuquerque (87102).

Studio: 1130 University N.E. Telephone: 505-277-2121.

Transmitter: Sandia Crest.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 28-kw visual, 5.37-kw aural. Antenna: 4150-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:

ROBERT M. GORDON, general manager.  
CARLOS MOLINA, program manager.  
DONALD MORROW, chief engineer.  
HOWARD A. CHISHOLM, operations manager.  
ROBERT MOYE, production manager.

---

---

### KRWG-TV Las Cruces Ch. 22

Licensee: Regents of New Mexico State University, Drawer 3J, Las Cruces (88003).

Studio: New Mexico State U.

Transmitter: 0.5-mi. S of U.S. Hwy. 70-80, 12-mi. W of Las Cruces.

TV Factbook No. 48

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 1730-kw max. & 1620-kw horizontal visual, 344-kw max. & 324-kw horizontal aural. Antenna: 450-ft. above av. terrain, 399-ft. above ground, 4843-ft. above sea level.

Latitude 32° 15' 23.8"  
Longitude 106° 58' 33.7"

Color: Network, live, film, slide & tape.

TV tape: Recording facilities. News Wire Service: AP, UPI.

Ownership: State institution.

Began Operation: June 29, 1973.

Personnel:

JAMES DRYDEN, general manager.  
JOACHIM DE BLASI, program manager.  
JAMES FICKLIN, production manager.  
KEN KENDALL, chief engineer.  
RICHARD MUNOZ, Spanish programs.  
TOM WEISER, news director.

---

## KENW Portales

Ch. 3

Licensee: Regents of Eastern New Mexico University, c/o Duane W. Ryan, KENW, Eastern N.M.U., Portales, N.M. (88130).

Studio: S. Ave. N & W. 17th St., Eastern N.M.U. Campus, Portales.

Telephone: 505-562-3112.

Transmitter: Approx. 10-mi. N of Caprock, N.M.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1150-ft. above av. terrain, 1083-ft. above ground, 5549-ft. above sea level.

Latitude 33° 33' 18.5"  
Longitude 103° 39' 02.7"

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Eastern New Mexico University, a state institution. William F. Brainerd, chmn.; Wayne Stratton, vice chmn.; Warren B. Armstrong, pres.

Began Operation: Sept. 1, 1974.

Personnel:

DUANE W. RYAN, director of broadcasting.  
LARRY AHLSTROM, director of broadcast engineering.  
CLYDE R. POWELL, director of instructional television.  
GLENDA BALAS, program director.  
KEITH KOLB, production director.  
DON CRISS, staff director.  
BOB KELLER, development director.  
GAY KISHI, news director.

---

## NEW YORK

---

### WSKG Binghamton

Ch. 46

Licensee: Southern Tier ETV Association Inc., 3311 E. Main St., Endwell, N.Y. (13760).

Studio: 3311 E. Main St., Endwell, N.Y.

Telephone: 607-754-4777.

Mailing Address: P.O. Box 97, Endwell, N.Y. (13760).

FM Affiliate: WSKG-FM, 43-kw, 89.3 MHz (No. 207), 530-ft.

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, 934-ft. above ground, 2559-ft. above sea level.

## N.M.-New York Educational

Latitude 42° 03' 22"  
Longitude 75° 56' 39"

Requests CP for change to 1210-kw max. & 1009-kw horizontal visual, 121-kw max. & 101-kw horizontal aural. BPET-594.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: Non-profit organization. David W. Allen, chairman.

Began Operation: May 12, 1968.

Personnel:

ARTHUR F. DEES, president & general manager.  
JOHN McMAHON, chief engineer.  
MARY DOOLITTLE, business manager.  
ROBERT OWENS, program manager.  
SCOTT DILLIARD, development manager.  
LINDA SOLYAK, ITV manager.  
WAYNE OLSEN, FM program manager.  
PHILIP JACKSON, station projects manager.  
ELLIS BROMBERG, news & public affairs manager.

---

## WNED-TV

Buffalo

Ch. 17

Licensee: Western New York Educational TV Association Inc., P.O. Box 1263, Buffalo, N.Y. (14240).

Studio: 184 Barton St. Telephone: 716-881-5000.

Transmitter: 2065 Elmwood Ave., Buffalo, N.Y.

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"

Requests CP for change to 1150-kw max. & 910-kw horizontal visual, 91-kw horizontal aural.

TV tape: Recording facilities.

Color: Network, live, film, slide, remote & tape.

AM Affiliate: WEBR, 5-kw, 970 kHz.

FM Affiliate: WNED-FM, 105-kw, 94.5 MHz (No. 233), 710-ft.

Ownership: Non-stock educational corp. Fred R. Dentinger, 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.

Personnel:

J. MICHAEL COLLINS, president.  
HARRY WYMAN, chief engineer.  
JOHN L. HUTCHINSON, director of programming & operations.  
ANTHONY BUTTINO, director of educational services & human resources.  
WILBUR L. GEORGE, production manager.  
GREGG R. BORLAND, manager of editorial services.  
PAUL MALONEY, business manager.  
GORDON SCLAR, director of promotion & publicity.

---

## WLIW Garden City

Ch. 21

Licensee: Long Island ETV Council Inc., Ellington Ave. W., Garden City, N.Y. (11530).

Studio: Ellington Ave. W.

Telephone: 516-248-2140.

Transmitter: Ellington Ave. W., Garden City.

(Continued on next page)

# New York Educational

WLIW, Garden City—(Continued)

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 1580-kw max. & 562-kw horizontal visual, 105-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"

Holds CP for change to 3470-kw max. & 1260-kw horizontal visual, 347-kw max. & 126-kw horizontal aural, 404-ft. above av. terrain, 324-ft. above ground, 560-ft. above sea level, lat. 40° 47' 19", long. 73° 27' 09", transmitter to Washington Ave. & Long Island Expwy., Plainview. BPET-445. Requests modification of CP for change to 1146.5-kw (RMS) horizontal visual, 114.6-kw (RMS) horizontal aural. BMPET-906.

**Color:** Network, live & tape. **News Wire Service:** UPI.

**Ownership:** Non-profit educational corp. chartered by Board of Regents. J. Oliver Crom, pres.

**Began Operation:** Jan. 14, 1969.

**Represented (legal)** by Jorgensen, Johnson & Northrop.

**Represented (engineering)** by Steel, Andrus & Associates.

**Personnel:**

CHARLES R. BELL, general manager.  
GERALDINE ROCHOW CARMODY, program director.  
EDITH C. IALEGGIO, director of community relations.  
RUTH GILLICK, special projects director.  
BEN LINDER, chief engineer.  
ROBERT J. CIVIELLO, production manager.

## WNET

New York-Newark

Ch. 13

**Licensee:** Educational Bcstg. Corp., 356 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:** 212-262-4200.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**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"

Holds CP for change to 58.9-kw max. & 42.7-kw horizontal visual, 7.94-kw aural, 1637-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to #1 World Trade Center, New York. BMPCT-7755. Requests modification of license to change studio location to 356 West 58th St., New York, N.Y. (10019).

**News Wire Service:** AP, UPI, Reuters. **Facsimile Service:** AP.

**Ownership:** Educational Bcstg. Corp. Ethan Allen Hitchcock, chairman of board.

**Began Operation:** Sept. 16, 1962.

**Personnel:**

JOHN JAY ISELIN, president.  
STUART F. SUCHERMAN, vice president, corporate affairs.  
ROBERT KOTLOWITZ, vice president, programming.  
GERARD APPY, vice president & director of administration.  
HUDSON STODDARD, vice president, development.  
GEORGE MARKETOS, vice president, finance.  
FRANK LEICHT, vice president, education, training & personnel.  
ANGELA SOLOMON, v.p., public information.  
GEORGE H. PAGE, director, program planning.  
TOM SLEVIN, director, program management.  
ARNOLD LABATON, director, special projects.

## WNYC-TV

New York

Ch. 31

**Licensee:** City of New York Municipal Bcstg. System, Municipal Bldg., New York (10007).

**Studio:** Municipal Bldg. **Transmitter:** Empire State Bldg.

**Telephone:** 212-566-3101.

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 890-kw visual, 89-kw aural. Antenna: 1294-ft. above av. terrain, 1280-ft. above ground, 1330-ft. above sea level.

Latitude	40°	44'	54"
Longitude	73°	59'	10"

Holds CP for change to 5000-kw visual, 500-kw aural, 1560-ft. above av. terrain, 1726-ft. above ground, 1738-ft. above sea level, lat. 40° 42' 43", long. 74° 00' 49", transmitter to 1 World Trade Center. BPCT-4428.

**TV tape:** Recording facilities.

**Color:** Network, 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 Lohnes & Culver.

**Personnel:**

MARY PEROT NICHOLS, director.  
EVELYN JUNGE, executive officer.  
BERNARD BUCK, TV program manager.  
CHARLES E. CORCORAN, chief of operations.

## WNYE-TV

New York

Ch. 25

**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:** 212-596-4425.

**FM Affiliate:** WNYE, 20-kw, 91.5 MHz (No. 218), 415-ft.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 658-kw max. & 594-kw horizontal visual, 152-kw max. & 119-kw horizontal aural. Antenna: 583-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. **Color:** Tape.

**Began Operation:** April 3, 1967.

**Represented (legal)** by Cohn & Marks.

**Personnel:**

HAROLD S. MARDER, assistant director of broadcasting.  
GILBERT ALEXANDER, chief technical supervisor.  
JERRY SILVERSTEIN, supervisor of programming & production.  
STANLEY KORNHAUSER, asst. administrative director.

## WNPI-TV

Norwood

Ch. 18

**Licensee:** St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

**Studio:** See WNPE-TV, Watertown.

**Transmitter:** Approx. 2.2-mi. ESE of S. Colton.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 667-kw max. & 556-kw horizontal visual, 100-kw max. & 83.4-kw horizontal aural. Antenna: 794-ft. above av. terrain, 754-ft. above ground, 1989-ft. above sea level.

Latitude	44°	29'	30"
Longitude	74°	51'	29"

Began Operation: Sept. 5, 1971.

Ownership: See WNPE-TV, Watertown.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Cohen & Dippell.

Personnel: See WNPE-TV, Watertown.

## WCFE-TV Plattsburgh

Ch. 57

Licensee: Northeast New York ETV Assn., State University College, Plattsburgh, N.Y. (12901).

Studio: Yokum Communications Lecture Hall, State University College, Plattsburgh.

Telephone: 518-564-2114.

Transmitter: 3-mi. SE of Lyon Mtn. village.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 562-kw max. & 145-kw horizontal visual, 117-kw max. & 28-kw horizontal aural. Antenna: 2427-ft. above av. terrain, 446-ft. above ground, 4096-ft. above sea level.

Latitude	44°	41'	43"
Longitude	73°	53'	00"

Color: Network, film, slide & tape.

TV tape: Recording facilities.

Ownership: Non-profit educational assn. Raymond N. Johnson, pres.; William W. Slocum, 1st v.p.; William H. Pollock, 2nd v.p.; Warren L. Chase, secy.; Flora E. Myette, treas.

Began Operation: March 6, 1977.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

PAUL C. HASSENPLUG, exec. vice president & general manager.  
NEVTON DUNN, chief engineer.  
DAVID M. HUTCHENS, program manager.  
MICHAEL P. BEAUDOIN, ITV director.

## WXXI Rochester Ch. 21

Licensee: Rochester Area ETV Association Inc., P.O. Box 21, Rochester (14601).

Studio: 280 State St. (14614). Telephone: 716-325-7500.

Transmitter: Pinnacle Hill, Brighton, N.Y.

FM Affiliate: WXXI-FM, 36-kw, 91.5 MHz (No. 218), 404-ft.

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 1480-kw visual, 295-kw aural. Antenna: 453-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level.

Latitude	43°	08'	07"
Longitude	77°	35'	02"

Holds CP for change to 1580-kw max. & 724-kw horizontal visual, 316-kw max. & 240-kw horizontal aural. BPET-572. Requests modification of CP for change to 1004-kw visual, 100.4-kw aural, 508-ft. above av. terrain, 346-ft. above ground, 1026-ft. above sea level, lat. 43° 08' 06", long. 77° 35' 00"; change transmitter location to Pinnacle Hill, Brighton. BMPET-910.

Ownership: Non-profit association. George M. Angle, chairman.

Began Operation: Sept. 6, 1966.

Represented (legal) by Schwartz & Woods.

1979 Edition

## New York Educational

Personnel:

WILLIAM J. PEARCE, president & general manager.

DAVID DIAL, television manager.

JOHN R. BELL, manager, broadcast operations.

JAMES J. FROEHLER, manager, community relations.

## WMHT Schenectady-Albany-Troy

Ch. 17

Licensee: Mohawk-Hudson Council on Educational TV Inc., Box 17, Schenectady, N.Y. (12301).

Studio: 17 Fern Ave., Schenectady. Telephone: 518-356-1700.

Transmitter: Pinnacle Rd., RD 1, Voorheesville, Twp. of New Scotland, N.Y.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2630-kw max. & 2000-kw horizontal visual, 398-kw aural. Antenna: 980-ft. above av. terrain, 271-ft. above ground, 1791-ft. above sea level.

Latitude	42°	38'	13"
Longitude	74°	00'	06"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WMHT-FM, 11.0-kw, 89.1 MHz (No. 206), 925-ft.

Ownership: Mohawk-Hudson Council on Educational TV Inc. Rev. Harry W. White, chmn.

Began Operation: March 26, 1962.

Represented (legal) by Schwartz & Woods.

Personnel:

DONALD E. SCHEIN, president & general manager.

CHARLES L. MADAY JR., program manager.

RICHARD A. HILL, chief engineer.

WILLARD J. STONE, operations manager.

ARTHUR J. SINGER, development manager.

SAMUEL J. FRANCIS, business manager.

## WCNY-TV Syracuse

Ch. 24

Licensee: The Public Broadcasting Council of Central New York 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.

TV tape: Recording facilities. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

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"

Holds CP for change to 5000-kw max. & 2750-kw horizontal visual, 500-kw max. & 275-kw horizontal aural, 1380-ft. above terrain, 964-ft. above ground, 2549-ft. above sea level. BPET-568.

Ownership: Non-profit corporation.

Began Operation: Dec. 20, 1965.

Personnel:

RICHARD W. RUSSELL, president & general manager.

HUGH J. CLELAND, chief engineer.

(Continued on next page)

## **N.Y.-North Carolina Educational**

WCNY-TV, Syracuse—(Continued)

ARTHUR GILLICK, program manager.  
WILLIAM J. UPWOOD, production manager.  
JACK DUNN, controller.  
M. ELIZABETH NOCERA, instructional services director.  
THOMAS E. FANELLA, director of development.

### **WNPE-TV**

**Watertown**

Ch. 16

Licensee: St. Lawrence Valley ETV Council, P.O. Box 114, Watertown, N.Y. (13601).

Studio: 1056 Arsenal St., Watertown.

Transmitter: State Rt. 194, .7-mi. SW of Pinckney Corners, near Watertown.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 618-kw max. & 525-kw horizontal visual, 123.6-kw max. & 105-kw horizontal aural. Antenna: 1214-ft. above av. terrain, 939-ft. above ground, 2509-ft. above sea level.

Latitude	43°	51'	44''
Longitude	75°	43'	40''

Began Operation: Aug. 9, 1971.

Ownership: Non-profit organization. Robert J. Hanrahan, chmn.; Edmund J. Keane, vice chmn.; Richard A. Jones, pres.; Sylvia Heap, secy.; Lawrence Deno, treas. Also licensee of WNPI-TV, Norwood, N.Y.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Cohen & Dippell.

Personnel:

RICHARD A. JONES, general manager.  
JAMES W. EDWARDS, chief engineer.  
WILLIAM J. SAIFF, program manager.

## **NORTH CAROLINA**

### **WUNF-TV**

**Asheville**

Ch. 33

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: 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, 338.5-ft. above ground, 6059.5-ft. above sea level.

Latitude	35°	25'	32''
Longitude	82°	45'	25''

Holds CP for change to 91.2-kw max. & 3.6-kw (RMS) horizontal visual, 18.9-kw max. & 0.76-kw (RMS) horizontal aural. BPET-590.

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

**For TV Stations with Foreign Language Programming, See Services Volume**

### **WUNC-TV**

**Chapel Hill**

Ch. 4

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studios: Swain Hall, Chapel Hill; Carmichael Bldg., Greensboro; WUNC-TV Bldg., Raleigh.

Network Offices: 202 University Square West, Chapel Hill, N.C. (27514).

Transmitter: Terrell's Mtn., Chatham County, N.C.

Telephones: 919-933-8191, Administration; 919-933-2088, Engineering.

TV tape: Recording facilities.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 990-ft. above av. terrain, 799-ft. above ground, 1549-ft. above sea level.

Latitude	35°	52'	07''
Longitude	79°	10'	06''

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Ownership: University of North Carolina. William C. Friday, pres. Also operates educational WUND-TV, Ch. 2, Columbia; WUNF-TV, Ch. 33, Asheville; WUNG-TV, Ch. 58, Concord; WUNE-TV, Ch. 17, Linville; WUNJ-TV, Ch. 39, Wilmington; WUNK-TV, Ch. 25, Greenville; WUNL-TV, Ch. 26, Winston-Salem, all N.C.

Began Operation: Jan. 8, 1955.

U. of North Carolina Television Network Personnel:

GEORGE E. BAIR, director of educational television.  
JACK PORTER, director of television, N.C.S.U.  
EMIL W. YOUNG, director of television, U.N.C., Greenville.  
JOHN E. YOUNG, director of television, U.N.C., Chapel Hill.  
ALAN B. MacINTYRE, director of engineering.

### **WTVI**

**Charlotte**

Ch. 42

Licensee: Charlotte-Mecklenburg Board of Education.

Offices, Studio & Transmitter: 42 Coliseum Drive, Charlotte (28205).

Telephone: 704-372-2422.

TV tape: Recording facilities.

Color: Network, film, slide & tape.

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.

Began Operation: Aug. 27, 1965.

Personnel:

JIM LUTTRELL, chief engineer.  
ELLIOT B. SANDERSON, production manager.  
DOLORES RICHARDS, promotion manager.  
SHEILA TUCKER, traffic operations mgr./programming asst.  
GAIL HEARNE, ITV specialist.  
BOB AUSTIN, graphics manager.

### **WUND-TV**

**Columbia**

Ch. 2

(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: 919-933-8191; 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, 1041-ft. above ground, 1047-ft. above sea level.

Latitude	35°	53'	59"
Longitude	76°	20'	52"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 10, 1965.

Personnel: See WUNC-TV, Chapel Hill.

## WUNG-TV

### Concord

Ch. 58

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: 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.

Telephones: 919-933-8191; 704-536-4413, transmitter.

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"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

## WUNK-TV

### Greenville

Ch. 25

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill, N.C.

Transmitter: 2-mi. S of Farmville on U.S. 258.

Telephones: 919-933-8191; 919-753-5541, transmitter.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 631-kw max. & 562-kw horizontal visual, 126-kw max. & 112-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 1164-ft. above ground, 1249-ft. above sea level.

Latitude	35°	33'	01"
Longitude	77°	36'	02"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: May 7, 1972.

Personnel: See WUNC-TV, Chapel Hill.

## WUNE-TV

### Linville

Ch. 17

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill.

Transmitter: Grandmother Mtn.

Telephones: 919-933-8191; 704-733-5180, transmitter.

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"

1979 Edition

# N.C.-North Dakota Educational

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Sept. 11, 1967.

Personnel: See WUNC-TV, Chapel Hill.

## WUNJ-TV

### Wilmington

Ch. 39

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studios: See WUNC-TV, Chapel Hill.

Telephones: 919-933-8191; 919-655-2955, transmitter.

Transmitter: U.S. 74/76, Delco, N.C.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 661-kw max. & 525-kw horizontal visual, 130-kw max. & 105-kw horizontal aural. Antenna: 930-ft. above av. terrain, 963-ft. above ground, 999-ft. above sea level.

Latitude	34°	19'	16.2"
Longitude	78°	13'	42.5"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: June 4, 1971.

Personnel: See WUNC-TV, Chapel Hill.

## WUNL-TV

### Winston-Salem

Ch. 26

(Programmed simultaneously with WUNC-TV, Chapel Hill)

Licensee: University of North Carolina, Chapel Hill, N.C. (27514).

Studio: See WUNC-TV, Chapel Hill, N.C.

Transmitter: Sauratown Mtn., near Gap, N.C.

Telephones: 919-933-8191; 919-983-9642, transmitter.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 776-kw max. & 302-kw horizontal visual, 155-kw max. & 60.3-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 363-ft. above ground, 2742-ft. above sea level.

Latitude	36°	22'	34"
Longitude	80°	22'	14"

Ownership: See WUNC-TV, Chapel Hill.

Began Operation: Feb. 22, 1973.

Personnel: See WUNC-TV, Chapel Hill.

# NORTH DAKOTA

## KFME

### Fargo

Ch. 13

Licensee: Prairie Public Television Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Studio & Transmitter: 4500 S. University Dr.

Telephone: 701-232-8921.

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"

Requests CP for change to 305.5-kw visual, 55.7-kw aural, 1142-ft. above av. terrain, 1201-ft. above ground, 2146-ft. above sea

(Continued on next page)

989-b

## **N.D.-Ohio Educational**

KFME, Fargo—(Continued)

level, lat. 47° 00' 41", long. 97° 11' 59"; change transmitter location to 1-mi. E of Amenia. BPET-605.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Prairie Public Television Inc.

Began Operation: Jan. 19, 1964.

Represented (legal) by Marmet Professional Corp.

Personnel:

DENNIS L. FALK, general manager.

DONALD GEIKEN, director of engineering.

DAN HART, dir. of programming & community relations.

### **KGFE Grand Forks**

Ch. 2

Licensee: Prairie Public Television Inc., 4500 S. University Dr., Fargo, N.D. (58102).

Studio: See KFME, Fargo.

Transmitter: 9-mi. N of Petersburg.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1337-ft. above av. terrain, 1458-ft. above ground, 2979-ft. above sea level.

Latitude	48°	08'	24"
Longitude	97°	59'	38"

Ownership: See KFME, Fargo.

Began Operation: Sept. 15, 1974.

Represented (legal) by Marmet Professional Corp.

Personnel: See KFME, Fargo.

## **OHIO**

### **WEOA Akron**

Ch. 49

Licensee: Northeastern Educational Television of Ohio Inc., 1640 Franklin Ave., Kent, Ohio (44240).

Studios: U. of Akron, Kent State U., Youngstown State U.

Telephone: 216-678-1656.

Transmitter: 1st National Tower, Akron.

Technical Facilities: Channel No. 49 (680-686 MHz). Authorized power: 210-kw max. & 111-kw horizontal visual, 21.0-kw max. & 11.1-kw horizontal aural. Antenna: 378-ft. above av. terrain, 490-ft. above ground, 1444-ft. above sea level.

Latitude	41°	04'	56"
Longitude	81°	37'	07"

Requests CP for 705-kw max. & 588-kw horizontal visual, 65.9-kw max. & 55-kw horizontal aural, 679-ft. above av. terrain, 798-ft. above ground, 1752-ft. above sea level. BPET-563.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit corp. operated by state-owned educational institutions. Officers: Dr. D. J. Guzzetta, chmn., Dr. Thomas Miles, vice chmn.

Began Operation: Sept. 21, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel:

JOHN D. HERSHBERGER, general manager.

990-b

ROGER W. WIDNESS, dir. of programming, development & public information.

JOHN CERVONE, director of engineering.

RONALD E. HILL, director of instructional services.

### **WNEO-TV**

Alliance

Ch. 45

Licensee: Northeastern ETV of Ohio Inc., 1640 Franklin Ave., Kent, Ohio (44240).

Studios: U. of Akron, Kent State U., Youngstown State U.

Transmitter: 0.6-mi. NW of intersection of U.S. Rte 62 & Duck Creek Rd., 2.4-mi. W of Salem.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1820-kw max. & 1260-kw horizontal visual, 362-kw max. & 126-kw horizontal aural. Antenna: 830-ft. above av. terrain, 770-ft. above ground, 2045-ft. above sea level.

Latitude	40°	54'	23"
Longitude	80°	54'	40"

Ownership: See WEOA, Akron.

Began Operation: May 30, 1973.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Jansky & Bailey.

Personnel: See WEOA, Akron.

### **WOUB-TV**

Athens

Ch. 20

Licensee: Ohio University, Athens, O. (45701).

Studio: Ohio University Campus. Telephone: 614-594-6171.

AM Affiliate: WOUB, .5-kw, 1340 kHz.

FM Affiliate: WOUB-FM, 50-kw, 91.3 MHz (No. 217), 500-ft.

Transmitter: Golf Course Road.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 479-kw visual, 95.5-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: AP, UPI.

Facsimile Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: Ohio University.

Began Operation: Dec. 27, 1962.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

N. JOSEPH WELLING, director, Telecommunications Center.

DON SMITH, chief engineer.

### **WOUC-TV**

Cambridge

Ch. 44

Licensee: Ohio University, Athens, Ohio (45701).

Studio: See WOUB-TV, Athens.

Transmitter: 3.8-mi. NW of Fairview on Pisgah Rd.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 550-kw max. & 436-kw horizontal visual, 110-kw max. & 87.1-kw horizontal aural. Antenna: 1290-ft. above av. terrain, 1210-ft. above ground, 2345-ft. above sea level.

Latitude	40°	05'	32"
Longitude	81°	17'	19"



News Wire Service: AP, UPI.

Facsimile Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: See WOUB-TV, Athens.

Began Operation: July 26, 1973.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

**Personnel:**

N. JOSEPH WELLING, director (Telecommunications Center, Ohio U., Athens).  
DON SMITH, chief engineer.

**WCET**  
**Cincinnati**  
Ch. 48

Licensee: Greater Cincinnati Television Educational Foundation, 1223 Central Parkway, Cincinnati, O. (45214).

Studio: 1223 Central Pkwy., Cincinnati, Ohio (45214).

Transmitter: 2345 Symmes St.

Telephone: 513-381-4033.

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, 747-ft. above ground, 1749-ft. above sea level.

Latitude	39°	07'	31"
Longitude	84°	29'	57"

Holds CP for change to 562-kw max. & 500-kw horizontal visual, 56.2-kw max. & 50-kw horizontal aural, 1070-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level, lat. 39° 07' 27", long. 84° 31' 18"; change transmitter location to 2222 Chickasaw St., Cincinnati. BPET-584. Requests modification of CP for change to 2233.6-kw max. & 1990.9-kw horizontal visual, 223.36-kw max. & 199-kw horizontal aural. BMPET-905.

TV tape: Recording facilities. Color: Network, live, film, slide & tape.

Ownership: Foundation officers: William W. Victor, chairman; Charles W. Vaughan, pres.; Harold Bush, secy.; Gene Gaines, treas.

Began Operation: July 26, 1954.

**Personnel:**

CHARLES W. VAUGHAN, president & general manager.  
EARL "BUD" GILLIS, director, development.  
JACK DOMINIC, dir., community relations.  
RONALD L. WILSON, director of programming.  
MARJORIE MCKINNEY, director, instructional TV.  
EDWARD MIDDLETON, director, engineering.  
DELORES SHAFFER, dir., business administration.

**WVIZ-TV**  
**Cleveland**  
Ch. 25

Licensee: ETV Association of Metropolitan Cleveland.

Studio: 4300 Brookpark Rd., Cleveland (44134).

Transmitter: 9466 Ridge Rd., North Royalton, Ohio.

Telephone: 216-398-2800.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1000-kw max. & 646-kw horizontal visual, 129-kw aural. Antenna: 1000-ft. above av. terrain, 814-ft. above ground, 1944-ft. above sea level.

Latitude	41°	20'	28"
Longitude	81°	44'	24"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: M. Brock Weir, chmn.; William J. De Lancey, vice chmn.; Hugh D. Luke, chmn.-exec.

**Ohio Educational**

committee; Betty Cope, pres.; Mrs. Paul G. Wagner, v.p.; William R. Stewart, secy.; Edward W. Sloan Jr., treas.; George Dobra, asst. treas.

Began Operation: Feb. 7, 1965.

**Personnel:**

BETTY COPE, general manager.  
ALAN R. STEPHENSON, assistant manager.  
RALPH E. CAMPBELL, director of engineering.  
FRANK E. STRNAD, operations manager.

**WOSU-TV**  
**Columbus**  
Ch. 34

Licensee: Ohio State University Telecommunications Center, Columbus, O. (43210).

Studio: 2400 Olentangy River Rd., Columbus (43210).

Telephone: 614-422-9678.

Transmitter: Ohio Rt. 3, approx. 2-mi. N of Westerville.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 1170-kw max. & 933-kw horizontal visual, 117-kw max. & 186-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 1124-ft. above ground, 2045-ft. above sea level.

Latitude	40°	09'	33.5"
Longitude	82°	55'	21.5"

TV tape: Recording facilities. News Wire Service: AP, UPI, Reuters.

Color: Network, live, film, slide & tape.

AM Affiliate: WOSU, 5-kw, 820 kHz.

FM Affiliate: WOSU-FM, 50-kw, 89.7 MHz (No. 209), 466-ft.

Ownership: Ohio State U. Officers: Howard Sivak, chairman, board of trustees; Harold L. Enarson, pres.

Began Operation: Feb. 20, 1956.

**Personnel:**

ELIZABETH L. YOUNG, director.  
MERVIN A. DUREA, asst. director, administration.  
BRUCE MATHEWS, asst. director, instructional services.  
DON DAVIS, asst. director, radio.  
STEPHEN V. TORSELL, asst. director, community resources.

**WDTN**  
**Dayton**  
Ch. 2

Licensee: Grinnell Communications Corp.

OPERATING COMMERCIALY

(FOR COMPLETE DATA, SEE U.S. TV STATION DIRECTORY)

**WPTD**  
**Kettering**  
Ch. 16

Licensee: University Regional Broadcasting Inc., 3440 Office Park Drive, Dayton, Ohio (45439).

Studio: Wright State University.

Telephones: 513-298-9500 (office); 513-298-0413 (transmitter).

Transmitter: 2563 South Gettysburg Ave., Dayton, Ohio.

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.

(Continued on next page)

# Ohio Educational

WPTD, Kettering—(Continued)

Latitude	39°	42'	47"
Longitude	84°	15'	18"

Holds CP for change to 1454-kw visual, 145.5-kw aural. BPCT-5030.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization. Officers: Phillip R. Shriver, chmn.; Robert J. Kegerreis, vice chmn.; Lionel H. Newsom, secy.; Barbara Gottschalk, treas.; Clair R. Tetterer, asst. secy. University Regional Bcstg. also operates WPTD Oxford, Ohio.

Began Operation: March 20, 1967 as commercial WKTR-TV; left air Feb. 26, 1971. Sold to Ohio ETV Network Commission Oct. 14, 1971. Began operation as educational station April 27, 1972. Assigned to present owners July 1, 1975.

Personnel:

CLAIR R. TETTERER, executive director & general manager.  
RICHARD O. HACKNEY, director of programming.  
FRANK L. GILLAND II, director of development.  
JUDITH M. BAKER, director of public information.  
WILLIAM J. VANSKYOC II, director of engineering.  
DENNIS L. WRIGHT, director of operations.  
BARBARA GOTTSCHALK, business manager.

## WBGU-TV

Lima-Bowling Green

Ch. 57

Licensee: Bowling Green State University, Troup Ave., Bowling Green, Ohio (43403).

Studio: Troup Ave., Bowling Green University.

Telephone: 419-372-0121.

Transmitter: Belmore Rd., 4.7-mi. S of Deshler.

Technical Facilities: Channel No. 57 (728-734 MHz). Authorized power: 740-kw max. & 479-kw horizontal visual, 147-kw max. & 95.5-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1094-ft. above ground, 1821-ft. above sea level.

Latitude	41°	08'	13"
Longitude	83°	54'	23"

FM Affiliate: WBGU, 1.35-kw, 88.1 MHz (No. 201), 110-ft.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: Bowling Green State University.

Began Operation: March 24, 1973.

Personnel:

DR. DUANE E. TUCKER, dir. of television & gen. manager.  
RONALD GARGASZ, program manager.  
WILLIAM LEUTZ, chief engineer.  
PATRICK FITZGERALD, dir. of instructional television.  
JOAN GORDON, dir. of television information.

## WPTO

Oxford

Ch. 14

Licensee: University Regional Broadcasting Inc., 3440 Office Park Drive, Dayton, Ohio (45439).

Transmitter: 810 Oak St., Oxford, O. (45056).

Telephones: 513-298-9500 (office); 513-298-0413 (transmitter).

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, live, film, slide & tape.

Ownership: See WPTD, Kettering.

Began Operation: Oct. 14, 1959.

Personnel: See WPTD, Kettering.

## WPBO-TV

Portsmouth

Ch. 42

Licensee: Ohio State University, Telecommunications Center, 2400 Olentangy River Rd., Columbus, O. (43210).

Studio: See WOSU-TV, Columbus.

Transmitter: Nauvoo Pond Creek Rd., 4-mi. WNW of Portsmouth.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 521-kw max. & 398-kw horizontal visual, 105-kw max. & 79.4-kw horizontal aural. Antenna: 1236-ft. above av. terrain, 953-ft. above ground, 2049-ft. above sea level.

Latitude	38°	45'	41.5"
Longitude	83°	03'	41.0"

Ownership: Ohio State U., Columbus.

Began Operation: Oct. 1, 1973.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jansky & Bailey.

Personnel:

MIKE H. MOTTLE, station manager.  
DON BISSELL, chief operator.  
DAVID MOODY, operator.  
DAVE MORRISON, operator.

## WGTE-TV

Toledo

Ch. 30

Licensee: Greater Toledo ETV Foundation, 415 N. St. Clair St., Toledo, O. (43604).

Studio: 415 N. St. Clair St.

Telephone: 419-255-3330.

Transmitter: SW corner of Wynn & Corduroy Rds., Oregon, Ohio.

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: Byron L. West, pres.; Ann A. Stranahan, v.p.; Mary Wolfe, v.p.; Robert D. Smith, v.p. & gen. mgr.; William Day, secy.; Edwin Bergsmark, treas.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: WGTE-FM, 30-kw, 91.3 MHz (No. 217), 570-ft.

Began Operation: October 10, 1960.

Represented (legal) by Schwartz & Woods.

Personnel:

ROBERT D. SMITH, vice president & general manager.  
LAMONT McLOUGHLIN, dir. of development & administration.  
MARGARET EMERSON, station manager.  
DON WILLIAMS, production manager.  
SHIRLEY TIMONERE, program manager.  
PAUL LIEDEL, traffic/continuity.  
KATHLEEN CARROLL, manager, public information.  
ROBERTA SNOW, director of program development.  
ART HAFER, director of engineering.  
ALLAN GREENBERG, business manager.  
TOM PAINE, station manager, WGTE-FM.  
KAREN MORSE, manager, auction & volunteer activities.  
ANN RUDRAUFF, learning services coordinator.

---

---

# OKLAHOMA

---

---

## KWET Cheyenne Ch. 12

Grantee: Oklahoma Educational Television Authority, c/o Robert L. Allen, 7403 N. Kelley Ave., Oklahoma City (73113).

Studio: See KETA, Oklahoma City.

Transmitter: 1.4-mi. S of Cheyenne.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw max. & 295-kw horizontal visual, 31.6-kw max. & 29.5-kw horizontal aural. Antenna: 980-ft. above av. terrain, 987-ft. above ground, 3079-ft. above sea level.

Latitude	35°	35'	36"
Longitude	99°	40'	03"

Ownership: See KETA, Oklahoma City.

Began Operation: Aug. 1, 1978.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

PAT GILBREATH, transmitter supervisor.

---

## KOET Eufaula Ch. 3

Licensee: Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City (73113).

Studio: 7403 N. Kelley Ave., Oklahoma City (73113).

Transmitter: 4.2-mi. NE of Quinton on Blu Mtn.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1310-ft. above av. terrain, 699-ft. above ground, 2049-ft. above sea level.

Latitude	35°	11'	01"
Longitude	95°	20'	20"

Color: Network.

Ownership: Statutory corporation established by Oklahoma State Legislature. Also operates KETA Oklahoma City & KOED-TV Tulsa.

Began Operation: Dec. 1, 1977.

Represented (legal) by Cohn & Marks.

Personnel:

KEN MAHORNEY, chief engineer.

---

## KETA Oklahoma City Ch. 13

Licensee: Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City (73113).

Studio & Transmitter: 7403 N. Kelley, Oklahoma City (73113).

Telephone: 405-848-8501.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 260-kw visual, 37.1-kw aural. Antenna: 1450-ft. above av. terrain, 1500-ft. above ground, 2724-ft. above sea level.

Latitude	35°	32'	58"
Longitude	97°	29'	48"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Statutory corporation established by Oklahoma State Legislature. Also operates KOED-TV, Tulsa.

1979 Edition

---

---

# Oklahoma Educational

---

---

Began Operation: April 13, 1956.

Represented (legal) by Cohn & Marks.

Personnel:

BOB ALLEN, director.

JIM RANKIN, production manager.

STEVE STATON, deputy director & program manager.

BILL KEY, chief engineer.

MARC THOMPSON, operations director.

ANN COOPER, public relations director.

TOM GILMORE, news/public affairs director.

---

## KOKH-TV Oklahoma City Ch. 25

Licensee: Independent School District No. 89, 900 N. Klein St., Oklahoma City, Okla. (73106).

Studio: 1801 N. Ellison St. Telephone: 405-528-5654.

Transmitter: First National Bank Bldg.

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: Network, live, film, slide & tape.

Ownership: Local school board.

Began Operation: Feb. 2, 1959.

Personnel:

HUGH GINN, acting superintendent.

DONNA HUNTER, manager.

PETER J. WARD, operations manager.

JOHN GORDON, chief engineer.

FRED DANIEL, program acquisitions.

---

## KOED-TV Tulsa Ch. 11

Licensee: Oklahoma Educational Television Authority, P.O. Box 14190, Oklahoma City (73114).

Telephone: 405-848-8501, Oklahoma City.

Studio & Transmitter: 6.4-mi. WNW of Tulsa, near Sand Springs.

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.

Ownership: Statutory corporation established by Oklahoma State Legislature. Also operates KETA, Oklahoma City.

Began Operation: Jan. 12, 1959.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Cohen & Dippell.

Personnel:

BOB ALLEN, director.

JIM RANKIN, production manager.

STEVE STATON, deputy director & program manager.

BILL KEY, chief engineer.

MARC THOMPSON, operations director.

ANN COOPER, public relations director.

TOM GILMORE, news/public affairs director.

---

---

# OREGON

---

---

## KOAC-TV Corvallis Ch. 7

Licensee: State of Oregon acting by and through the State Board of Higher Education.

Studios: Oregon State University campus, Corvallis, Ore. (97331).

Transmitter: 5-mi. true N of center of Corvallis.

Telephone: 503-754-4311.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

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"

News Wire Service: UPI.

AM Affiliate: KOAC, 5-kw, 550 kHz.

Ownership: State of Oregon, acting by and through State Board of Higher Education.

Began Operation: Oct. 7, 1957.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel:

BEN BALLARD, chief engineer.

Oregon Educational & Public Broadcasting Service Personnel:

DONALD S. BRYANT, exec. director.

ROBERT HINZ, director of operations & engineering.

TOM DOGGETT, director of programming & production.

ROBERT MUNDT, director of information.

---

---

## KTVR La Grande Ch. 13

Licensee: State of Oregon acting by and through the State Board of Higher Education, Box 3175, Eugene, Ore. (97403).

Transmitter: Mt. Fanny, 17.5-mi. E of La Grande.

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"

Color: Network.

Ownership: State of Oregon, acting by & through The State Board of Higher Education.

Began Operation: December 6, 1964 as commercial station. Sale to present owner approved by FCC August 31, 1976. Began operating as educational station February 17, 1977. Left air August 14, 1977. Returned to air January 1, 1978.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel: See KOAC-TV Corvallis.

ROBERT RIDGWAY, chief engineer.

---

---

## KSYS Medford Ch. 8

Licensee: Southern Oregon Education Co., 34 S. Fir St., Medford, Ore. (97501).

Studio: 34 S. Fir St.

994-b

Transmitter: Blackwell Hill, 2.3-mi. E of Gold Hill, near Medford.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 60.3-kw visual, 12-kw aural. Antenna: 560-ft. above av. terrain, 149-ft. above ground, 2249-ft. above sea level.

Latitude	42°	25'	41"
Longitude	123°	00'	04"

Requests CP for change to 60.82-kw visual, 12.16-kw aural, 2668-ft. above av. terrain, 140-ft. above ground, 5402-ft. above sea level, lat. 42° 41' 30.8", long. 123° 13' 46.1"; transmitter to Bureau Land Management Communications Bldg., King Mtn., 28-mi. NW of Medford.

Color: Network, live, film, slide & tape.

Ownership: Non-profit organization: W. Boyce Stanard, pres.; Mrs. Garner T. Hauptert, v.p.; B. Kent Blackhurst, secy.; R. M. Sorenson, treas.

Began Operation: January 17, 1977.

Represented (legal) by Victor P. Reed.

Represented (engineering) by Lohnes & Culver.

Personnel:

EDWARD P. BARNETT, manager.

ELMER S. MARSDEN, chief engineer.

DON McKAY, production manager.

---

---

## KOAP-TV Portland Ch. 10

Licensee: State of Oregon acting by and through the State Board of Higher Education.

Studio: 2828 SW Front Ave., Portland (97201).

Telephone: 503-229-4892.

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, 205-ft. above ground, 1235-ft. above sea level.

Latitude	45°	29'	25"
Longitude	122°	41'	45"

Requests CP for change to 309-kw visual, 62-kw aural. BPET-607.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: KOAP-FM, 56-kw, 91.5 MHz (No. 218), 960-ft.

Ownership: State of Oregon, acting by and through the State Board of Higher Education.

Began Operation: Feb. 6, 1961.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel: See KOAC-TV Corvallis.

ROBERT RIDGWAY, chief engineer.

---

---

## KVDO-TV Salem Ch. 3

Licensee: State of Oregon acting by & through the State Board of Higher Education.

Studio: 3000 Portland Rd. N.E., Salem (97310).

Transmitter: Prospect Hill, 7-mi. SW of Salem.

Telephone: 503-378-2787.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 19.5-kw visual, 3.89-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"

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Ownership: State of Oregon acting by & through the State Board of Higher Education.

Began Operation: Feb. 24, 1970. Sale to Corvallis TV Cable (Liberty Communications) by Channel 3 Inc. (Harry E. Godsil, et al.) approved by FCC Sept. 27, 1972. Sale to present owner approved Feb. 19, 1976.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Personnel: See KOAC-TV Corvallis.

ROBERT RIDGWAY, chief engineer.

---

---

## PENNSYLVANIA

---

---

### WLVT-TV Allentown-Bethlehem Ch. 39

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.: 510-657-4012.

Transmitter: Salisbury Twp., S of East Rock Rd., Allentown, Pa.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 575-kw max. and 494-kw horizontal visual, 98-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, live, film, slide & tape.

Ownership: Non-profit corp. Officers: Harold S. Hutchison, pres.; Sheldon P. Siegel, exec. v.p.; Robert L. Hewitt, v.p.; Esther M. Lee, secy.; Malcolm J. Gross, treas.

Began Operation: Sept. 7, 1965.

Personnel:

SHELDON P. SIEGEL, exec. v.p. & general manager.  
DONALD ROBERT, program director.  
FRANK DOBIAS, director, school services.  
CALLIE ENGLESSION, office manager.  
JERRY A. RICHARDS, director of engineering.

---

---

### WPSX-TV Clearfield Ch. 3

Licensee: The Pennsylvania State University, University Park, Pa.  
Studio: Wagner Annex, University Park, Pa. (16802).

Transmitter: McGeorge Rd., 7-mi. N of Clearfield.

Telephone: 814-865-9531.

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, 2714-ft. above sea level.

Latitude	41°	07'	21"
Longitude	78°	26'	28"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: The Pennsylvania State University.

Began Operation: March 1, 1965.

Represented (legal) by Jorgensen, Johnson & Northrop.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

DAVID PHILLIPS, director of broadcasting.  
CARROLL DEAN, chief engineer, maintenance & operation.  
ROBERT DUDLEY, asst. dir. of broadcasting, administration.

1979 Edition

## Ore.-Pennsylvania Educational

GARY MILLER, information.

WILLIAM MILLER, asst. dir. of broadcasting, programming.

LAWRENCE JOHNSTON, asst. dir. of broadcasting, operations.

---

---

### WQLN

Erie

Ch. 54

Licensee: Public Broadcasting of Northwest Pa. Inc., 8425 Peach St., Erie, Pa. (16509).

Transmitter: 2.25-mi. SE of Kearsarge.

Studio: 8425 Peach St. Telephone: 814-868-4654.

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'	31"
Longitude	80°	03'	57"

Holds CP for change to 977-kw max. & 794-kw horizontal visual, 97.7-kw max. & 79.4-kw horizontal aural, 880-ft. above av. terrain, 171-ft. above ground, 2017-ft. above sea level. BPET-561.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: WQLN-FM, 35-kw, 91.3 MHz (No. 217), 500-ft.

Ownership: Non-profit corp. Officers: Craig McClelland, chmn.; Paul Tompkins & Charles Hess, vice chairmen; Robert J. Chitester, pres.; Joseph Settle, treas.; William F. Grant, secy.

Began Operation: Aug. 13, 1967.

Personnel:

ROBERT J. CHITESTER, president.

DAVID ROLAND, v.p. & general manager.

---

---

## The Next Time You Have a Programming, Sales or Promotion Problem

### Think of Arbitron Information on Demand

Arbitron  
Information  
On Demand



## We Haven't Been Stumped Yet!

### ARBITRON TELEVISION

New York Chicago Atlanta  
Los Angeles San Francisco Dallas Washington

# Pennsylvania Educational

## WITF-TV

Hershey

Ch. 33

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: 717-533-8000.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1110-kw max. & 437-kw horizontal visual, 110-kw max. & 43.7-kw horizontal aural. Antenna: 1405-ft. above av. terrain, 724-ft. above ground, 2007-ft. above sea level.

Latitude	40°	20'	45"
Longitude	76°	52'	06"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: WITF-FM, 4.2-kw, 89.5 MHz (No. 208), 1360-ft.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Cohen & Dippell.

Ownership: Non-profit corp. Officers: Lois L. Grass, chmn.; C. Daniel Biemesderfer, 1st v.p.; Henry K. Long, 2nd v.p.; John O. Hershey, PPTN Commission rep.; Andrew M. Bradley, public bcstg. delegate; Lois G. Haynes, secy.; Connie Brown, asst. secy.; Oscar L. Lingle, treas.; Michael G. Kovach, asst. treas.

Began Operation: November 22, 1964.

Personnel:

ROBERT F. LARSON, president.  
MICHAEL J. ZIEGLER, executive v.p.  
JOHN A. BOSAK, director of engineering development.  
MICHAEL L. GREENWALD, v.p., development.  
JAMES T. COYLE, v.p., administration & finance.  
ROBERT H. HOSTETTER JR., v.p., media & community.  
WALTER P. SHEPPARD, v.p., broadcasting.

## WQED Pittsburgh

Ch. 13

Licensee: Metropolitan Pittsburgh Public Bcstg. Inc., 4802 Fifth Ave., Pittsburgh, Pa. (15213).

Studio: 4802 Fifth Ave. Telephone: 412-622-1300.

Transmitter: 2850 Berthoud St.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 63.1-kw aural. Antenna: 690-ft. above av. terrain, 600-ft. above ground, 1760-ft. above sea level.

Latitude	40°	26'	46"
Longitude	79°	57'	51"

FM Affiliate: WQED-FM, 43-kw, 89.3 MHz (No. 207), 500-ft.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Facsimile Service: UPI.

Ownership: Officers of this privately financed station are: Donald Y. Clem, chairman; M. M. Anderson & Helen Faison, vice chairmen; Lloyd Kaiser, pres.; George R. Craig, secy.; Richard McL. Hillman, treas.; Geneva Twyman, asst. secy.; George T. Taber, asst. treas.; Donald E. Abraham, asst. secy.-treas. Also operates WQEX (Ch. 16) Pittsburgh.

Began Operation: March 19, 1954.

Represented (legal) by Reed, Smith, Shaw & McClay; Covington & Burling, Washington.

996-b

Personnel:

LLOYD KAISER, president & general manager.  
THOMAS D. SKINNER, executive vice president.  
JAY RAYVID, senior vice president.  
CALVIN THOMAS II, vice president.  
DAN FALES, vice president.  
DON ABRAHAM, controller.  
SAM SILBERMAN, director of programming.  
ROY BRUBAKER, operations manager.

## WQEX Pittsburgh

Ch. 16

Licensee: Same as WQED, Pittsburgh.

Studio, Transmitter & Telephone: See WQED.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 264-kw max. & 164-kw horizontal visual, 52.8-kw max. & 34.2-kw horizontal aural. Antenna: 690-ft. above av. terrain, 600-ft. above ground, 1760-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.

Ownership: See WQED, Pittsburgh.

Began Operation: March 20, 1959. Left air Nov. 1, 1961, but resumed operation Jan. 18, 1963.

Personnel: See WQED, Pittsburgh.

## WVIA-TV

Scranton-Wilkes-Barre & Hazleton

Ch. 44

Licensee: Northeastern Pennsylvania ETV Association, The Public Broadcasting Center, Pittston, Pa. (18640).

Studio: Old Boston Rd., Jenkins Twp., Pa.

Telephone: 717-655-4561. TWX No.: 510-657-4012.

FM Affiliate: WVIA-FM, 5-kw, 89.9 MHz (No. 210), 1250-ft.

Transmitter: Penobscott Knob, 2.5-mi. S of Wilkes-Barre, Mountain Top, Pa.

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 1200-kw max. & 912-kw horizontal visual, 120-kw max. & 91.2-kw horizontal aural. Antenna: 1670-ft. above av. terrain, 845-ft. above ground, 2949-ft. above sea level.

Latitude	41°	10'	55"
Longitude	75°	52'	17"

Holds CP for change to 2000-kw max. & 1510-kw horizontal visual, 200-kw max. & 151-kw horizontal aural. BPET-581.

Color: Network, live, film, slide & tape. News Wire Service: UPI.

Ownership: Non-profit association. Officers: Mel J. Boyne, chmn.; George H. Strimel Jr., pres. & gen. mgr.; J. Muir Crosby, treas.; Anthony Musso, v.p. & secy.; Theodore A. Evans, solicitor.

Began Operation: Sept. 26, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Steel, Andrus & Associates.

Personnel:

GEORGE STRIMEL JR., president & general manager.  
GERALD SCHUMACHER, asst. gen. mgr., broadcast operations.  
BILL KELLY, asst. gen. mgr., community development.  
CHARLES BOLLER, asst. gen. mgr., administration.  
PAUL EVANOSKY, asst. general manager, engineering.  
GRACE SCHIMELFENIG, public affairs producer.  
ROBERT SCHATZ, business manager.  
JACK LEWIS, promotion director.  
WALTER H. R. MOHR, instructional television director.  
DON BOSWELL, community services director.  
ALLAN MURPHY, TV production director.  
MARIANNE BARRETT, film director.

---

---

## RHODE ISLAND

---

---

### WSBE-TV

#### Providence

Ch. 36

Licensee: Board of Regents for Education, State of Rhode Island & Providence Plantations, 24 Mason St., Providence (02903).

Studio: 24 Mason St. Telephone: 401-831-2900.

Transmitter: Neutaconkanut Hill, Ipswich Rd., Johnston, R.I.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 479-kw visual, 47.9-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"

Requests CP for change to 2377-kw max. visual, 237.7-kw max. aural. BPET-601.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Board of Regents. Dr. Thomas C. Schmidt, commissioner.

Began Operation: June 1, 1967.

Represented (legal) by Schwartz & Woods.

Personnel:

WARREN A. KRAETZER, general manager.  
THOMAS K. PRIOR, chief engineer.

---

---

## SOUTH CAROLINA

---

---

### WEBA-TV

#### Allendale-Barnwell

Ch. 14

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

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: 805-ft. above av. terrain, 809-ft. above ground, 1049-ft. above sea level.

Latitude	33°	11'	12.5"
Longitude	81°	23'	53.5"

Color: Network, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 5, 1967.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

ED CORTEZ, stations supervisor.

---

---

### WJWJ-TV

#### Beaufort

Ch. 16

Grantee: South Carolina ETV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Studio: 105 Ribaut Rd., Beaufort.

Transmitter: Hwy. 119, 4-mi. W of Green Pond, S.C.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 852-kw max. & 407-kw horizontal visual, 107.4-kw max. & 81.3-kw horizontal aural. Antenna: 1280-ft. above av. terrain, 1318-ft. above ground, 1334-ft. above sea level.

---

---

## R.I.-South Carolina Educational

---

---

Latitude	32°	42'	44"
Longitude	80°	40'	49"

Color: Network, live, film, slide & tape.

FM Affiliate: WERV, 48-kw, 89.9 MHz (No. 210), 1100-ft.

TV tape: Recording facilities.

Ownership: See WRLK-TV, Columbia, S.C.

Began Operation: Sept. 10, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

RONALD SCHOENHERR, station manager.  
MICHAEL BRANNEN, program production manager.  
HARRY KRAMER, engineering manager.  
JAMES KELLEY, transmitter supervisor.  
DEBBIE SPITZER, staff artist.  
PAUL KEYSERLING, staff photographer.  
PAT UZZELL, administration asst.

---

---

### WITV

#### Charleston

Ch. 7

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Studio: See WRLK-TV, Columbia.

Transmitter: Rifle Range Rd., 5.5-mi. E of Charleston.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 310-kw max. visual, 62-kw max. aural. Antenna: Directional, 890-ft. above av. terrain, 1044-ft. above ground, 1049-ft. above sea level.

Latitude	32°	47'	44"
Longitude	79°	50'	27"

Color: Network, live, film, slide & tape.

FM Affiliate: WSCI, 100-kw, 89.3 MHz (No. 207), 540-ft.

Ownership: See WRLK-TV, Columbia.

Began Operation: Jan. 19, 1964.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel: See WRLK-TV, Columbia.

WALT MORING, station supervisor.

---

---

### WRLK-TV

#### Columbia

Ch. 35

(Operates WITV, Charleston; WNTV, Greenville-Spartanburg; WJPM-TV, Florence; WEBA-TV, Allendale; WJWJ-TV, Beaufort; WRJA-TV, Sumter & WNSC-TV, Rock Hill, all S.C.)

Licensee: South Carolina Educational Television Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Studio: 2712 Millwood Ave. Telephone: 803-758-7240.

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: 1026-ft. above av. terrain, 999-ft. above ground, 1390-ft. above sea level.

Latitude	34°	07'	07"
Longitude	80°	56'	12"

TV tape: Recording facilities. News Wire Service: AP.

Color: Network, live, film, slide & tape.

FM Affiliate: WLTR, 100-kw, 91.3 MHz (No. 217), 850-ft.

Ownership: Organized under state law to promote educational TV, the commission has no stock. It also operates WITV, Charleston; WNTV, Greenville-Spartanburg; WJPM-TV, Florence; WEBA-TV, Allendale; WJWJ-TV, Beaufort; WRJA-TV, Sumter; WNSC-TV, Rock Hill, S.C.

(Continued on next page)

## S.C.-South Dakota Educational

WRLK-TV, Columbia—(Continued)

Began Operation: Sept. 6, 1966.

Represented (legal) by Dow, Lohnes & Albertson.

**Personnel:**

ROBERT K. BALDWIN, transmitter supervisor.

**South Carolina Educational Television Commission Personnel:**

HENRY J. CAUTHEN, president & general manager.

THOMAS L. STEPP, deputy manager.

CHARLES S. MORRIS, director, division of programming operations.

CHARLTON W. BOWERS, director, division of engineering.

EDWARD B. GARRIGUES, director of photography.

PATRICK DILLELY, art director.

ROBERT E. WOOD, director, division of continuing education.

GEORGE W. HOPKINS JR., director, division of special services.

JOSEPH T. KARR, director of administrative services.

WILLIAM D. HAY, director, educational radio.

PATRICIA DRESSLER, dir. of public relations & information.

PETER L. ANDERSON, director, division of production.

JUNE B. LICATA, executive assistant.

### WJPM-TV

Florence

Ch. 33

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

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, 797-ft. above ground, 923-ft. above sea level.

Latitude	34°	16'	45.5"
Longitude	79°	44'	36.5"

Color: Network, live, film, slide & 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-Spartanburg

Ch. 29

Licensee: South Carolina Educational TV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Transmitter: Altamont Rd., Paris Mt.

Studio: See WRLK-TV, 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, live, film, slide & tape.

FM Affiliate: WEPR, 100-kw, 90.1 MHz (No. 211), 1110-ft.

Ownership: See WRLK-TV, Columbia.

Began Operation: Sept. 29, 1963.

Personnel: See WRLK-TV, Columbia.

J. B. COTHRAN, station supervisor.

For Educational Associations,  
see Services Volume

## WNSC-TV

Rock Hill

Ch. 30

Grantee: South Carolina Educational Television Commission, 2712 Millwood Ave., Drawer L, Columbia, S.C. (29250).

Studio: York Tech. College, Hwy. 21 Bypass, Rock Hill, S.C. (29730).

Transmitter: 0.25-mi. NW of intersection of County Rds. 246 & 247, near Edgemoor.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 575-kw visual, 115-kw aural. Antenna: 691-ft. above av. terrain, 649-ft. above ground, 1289-ft. above sea level.

Latitude	34°	50'	24"
Longitude	81°	01'	07"

Color: Network, live, film, slide & tape.

Ownership: See WRLK-TV, Columbia.

Began Operation: Jan. 3, 1978.

Represented (legal) by Dow, Lohnes & Albertson.

**Personnel:**

ROBERT M. FRIERSON, station manager.

JOHN BULLINGTON, programming/production manager.

PATRICK TUKEY, public information.

WINSTON WOODS, engineering manager.

GREG STACY, transmitter supervisor.

JIMMIE D. CROXTON, administrative assistant.

### WRJA-TV

Sumter

Ch. 27

Licensee: South Carolina ETV Commission, 2712 Millwood Ave., Columbia, S.C. (29250).

Studio: 15 N. Harvin St., Sumter, S.C.

Transmitter: 2-mi. S of Hwy. 378, 4-mi. SE of Sumter.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 787-kw max. & 339-kw horizontal visual, 157-kw max. & 67.6-kw horizontal aural. Antenna: 1163-ft. above av. terrain, 1195-ft. above ground, 1335-ft. above sea level.

Latitude	33°	52'	52"
Longitude	80°	16'	14"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: WMPR, 100-kw, 88.1 MHz (No. 201), 1000-ft.

Ownership: See WRLK-TV, Columbia, S.C.

Began Operation: Sept. 2, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

**Personnel:**

JAMES BARNARD, station manager.

ED SEXAUER, programming manager.

CARROL SENN, engineering manager.

WILLIAM JONES, transmitter supervisor.

JILL POTTER, administrative asst.

## SOUTH DAKOTA

### KDSD-TV

Aberdeen

Ch. 16

Licensee: State Board of Directors for ETV, 310 E. Clark St., Vermillion, S.D. (57069).

Studio: See KUSD-TV, Vermillion & KESD-TV, Brookings.

Transmitter: 8-mi. E of Pierpont. Telephone: 605-325-3331.



Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 674-kw max. & 537-kw horizontal visual, 103-kw max. & 81.3-kw horizontal aural. Antenna: 1171-ft. above av. terrain, 1062-ft. above ground, 2920-ft. above sea level.

Latitude	45°	29'	55''
Longitude	97°	40'	35''

Color: Network.

Ownership: South Dakota ETV Board.

Began Operation: Jan. 1972.

Represented (legal) by Cohn & Marks.

Personnel: See KTSD-TV, Pierre.

JERRY BELL, chief engineer.

## KESD-TV

### Brookings

Ch. 8

Licensee: South Dakota State University, Brookings, S. D. (57006).

Studio: South Dakota State University.

Telephone: 605-688-4191.

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, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: KESD, 38-kw, 88.3 MHz (No. 202), 610-ft.

Ownership: S.D. State U.

Began Operation: Feb. 4, 1968.

Personnel:

DR. ERIC F. BROWN, director of educational media.  
WOODROW P. WENTZY, television supervisor.  
DENNIS PACK, program director.  
DAN JOHNSON, production supervisor.  
WILBUR KRAFT, chief engineer.

## KPSD-TV

### Eagle Butte

Ch. 13

Licensee: State Board of Directors for ETV, c/o Martin P. Busch, University of S.D., Vermillion, S.D. (57069).

Studio: See KUSD-TV, Vermillion.

Transmitter: 12-mi. NW of Faith.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1710-ft. above av. terrain, 1713-ft. above ground, 4313-ft. above sea level.

Latitude	45°	03'	20''
Longitude	102°	15'	40''

Ownership: State of South Dakota.

Began Operation: Sept. 16, 1974.

Represented (legal) by Cohn & Marks.

Personnel: See KTSD-TV, Pierre.

ELLIOT BEERS, chief engineer.

## KQSD-TV

### Lowry

Ch. 11

Licensee: State Board of Directors for ETV, c/o Martin P. Busch, University of South Dakota, Vermillion, S.D. (57069).

Transmitter: 3-mi. S of Lowry.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 234-kw visual, 28.2-kw aural. Antenna: 1040-ft. above av. terrain, 826-ft. above ground, 3066-ft. above sea level.

Latitude	45°	16'	34''
Longitude	99°	59'	03''

Ownership: South Dakota ETV Board.

Began Operation: March 9, 1976.

Represented (legal) by Cohn & Marks.

Personnel: See KTSD-TV, Pierre.

## KZSD-TV

### Martin

Ch. 8

Grantee: State Board of Directors for ETV, c/o Martin P. Busch, 301 E. Clark St., Vermillion, S.D. (57069).

Transmitter: 3-mi. SW of Longvalley.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 263-kw visual, 28.8-kw aural. Antenna: 880-ft. above av. terrain, 651-ft. above ground, 3748-ft. above sea level.

Latitude	43°	25'	55''
Longitude	101°	32'	50''

Ownership: State Board of Directors for ETV.

Began Operation: Feb. 9, 1978.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, exec. director, S.D. ETV Board.  
JAMES PRUSHA, director of engineering.

## KTSD-TV

### Pierre

Ch. 10

Licensee: State Board of Directors for ETV, 310 E. Clark St., Vermillion (57069).

Transmitter: 6-mi. N of Reliance, S.D.

Studio: See KUSD-TV, Vermillion & KESD-TV, Brookings.

Telephone: 605-271-2151.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw max. & 269-kw horizontal visual, 37.1-kw max. & 31.6-kw horizontal aural. Antenna: 1600-ft. above av. terrain, 1326-ft. above ground, 3404-ft. above sea level.

Latitude	44°	57'	55''
Longitude	99°	35'	56''

Color: Network.

Ownership: South Dakota ETV Board.

Began Operation: August 1, 1970.

Represented (legal) by Cohn & Marks.

Personnel:

MARTIN BUSCH, executive director, S.D. ETV Board.  
DENNIS PACK, director of programming.  
JAMES PRUSHA, director of engineering.

## KBHE-TV

### Rapid City

Ch. 9

Licensee: State Board of Directors for ETV, 310 E. Clark St., Vermillion, S.D. (57069).

(Continued on next page)

## S.D.-Tennessee Educational

KBHE-TV, Rapid City—(Continued)

Transmitter: Hwy. 16 & Skyline Dr.

Telephone: 605-394-2241.

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.

Color: Network.

Represented (legal) by Cohn & Marks.

Ownership: South Dakota ETV Board.

Began Operation: Sept. 13, 1967.

Personnel:

Administrative staff: See KTSB-TV, Pierre.  
DENNIS TODD, chief engineer.

### KUSD-TV

Vermillion

Ch. 2

Licensee: University of South Dakota, Vermillion, S.D. (57069).

Studio: University campus. Telephone: 605-677-5270.

Transmitter: 2-mi. S of Beresford, S.D.

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, film, slide & tape.

News Wire Service: UPI.

AM Affiliate: KUSD, 1-kw, 690 kHz.

FM Affiliate: KUSD-FM, 50-kw, 89.7 MHz (No. 209).

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.  
TODD HYDE, production manager.  
JAMES PRUSHA, director of engineering.

## Repetition breeds

• REMEMBRANCE •

For details on multi-position  
ads in next year's Factbook,  
Use Order Card #6 Stations Volume

## TENNESSEE

WTCI

Chattanooga

Ch. 45

Licensee: Tennessee State Board of Education, C3-302 Cordell Hull Bldg., Nashville, Tenn. (37219).

Studio: 4411 Amnicola Highway, Chattanooga, Tenn. (37406).

Transmitter: 12-mi. N of Chattanooga.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape. News Wire Service: AP.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 741-kw max. & 617-kw horizontal visual, 123-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 of Tennessee. Dr. Sam H. Ingram, commissioner of education & chmn. of the board.

Began Operation: March 8, 1970.

Personnel:

WALTER A. ALLEY, general manager.  
HERSCHELL R. BRISCOE JR., chief engineer.  
BURFORD A. YOUNG, assistant chief engineer.  
BOB WALLACE, production manager.  
GLENN BOATRIGT, director of engineering, Tennessee ETV, Nashville.  
EUGENE DIETZ, director of Tennessee ETV, Nashville.

WCTE

Cookeville

Ch. 22

Grantee: Tennessee State Board of Education, C3-302 Cordell Hull Bldg., Nashville, Tenn. (37219).

Studio: Box 21, 37A, East Tennessee State U., Johnson City, Tenn. (37601).

Transmitter: 8.5-mi. E of Cookeville.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 661-kw max. & 427-kw horizontal visual, 77.6-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 802-ft. above ground, 2802-ft. above sea level.

Latitude	36°	10'	26"
Longitude	85°	20'	37"

Ownership: Tennessee State Board of Education. Dr. Sam H. Ingram, commissioner of education & chmn. of the board.

Began Operation: Aug. 21, 1978.

Personnel:

EUGENE DIETZ, general manager & director of Tennessee ETV, Nashville.  
TAFT HILL, studio manager.  
THELMA GARY, traffic manager.  
GEORGE CARSON, assistant chief engineer.  
RICHARD CASTLE, director of programming, state ETV (Nashville).  
GLENN BOATRIGT, director of engineering, state ETV (Nashville).

WLJT-TV

Lexington

Ch. 11

(Satellite of WKNO-TV, Memphis)

Licensee: Tennessee State Board of Education, C3-302 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, 499-ft. above ground, 1167-ft. above sea level.

Latitude	35°	42'	12''
Longitude	88°	36'	10''

Color: Network.

Ownership: Tennessee State Board of Education, Dr. Sam H. Ingram, commissioner of education & chmn. of the board.

Began Operation: Feb. 13, 1968.

Personnel:

THELMA GARY, traffic manager.  
GLENN BOATRIGT, chief engineer, state ETV (Nashville).  
HERMAN WILLIAMS, asst. chief engineer.  
RICHARD CASTLE, director of programming, state ETV (Nashville).  
EUGENE DIETZ, director of Tennessee ETV, Nashville.

---

**WKNO-TV**  
**Memphis**  
Ch. 10

Licensee: Memphis Community Television Foundation, Memphis State University, P.O. Box 80,000, Memphis, Tenn. (38152).

Studio: Memphis State U. (38152). Telephone: 901-458-2521.

Transmitter: 7192 Raleigh-LaGrange Rd.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw visual, 56.2-kw aural. Antenna: 1080-ft. above av. terrain, 1114-ft. above ground, 1449-ft. above sea level.

Latitude	35°	09'	17''
Longitude	89°	49'	20''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: WKNO-FM, 40-kw, 91.1 MHz (No. 216), 580-ft.

Ownership: Memphis Community Television Foundation; William S. Pollard Jr., chmn.; Robert W. Pharr, secy.; H. D. Holst, treas.

Began Operation: June 25, 1956.

Personnel:

HOWARD D. HOLST, general manager.  
FRED WILLIS, program director & film buyer.  
ROBERT NOLLNER, chief engineer.

---

**WDCN-TV**  
**Nashville**  
Ch. 8

Licensee: Metropolitan Board of Education, Box 120609, Nashville, Tenn. (37212).

Studio: 161 Rains Ave., Nashville.

Telephone: 615-259-9325.

Transmitter: 1406 Old Hickory Blvd., Nashville (37203).

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1280-ft. above av. terrain, 942-ft. above ground, 2049-ft. above sea level.

Latitude	36°	02'	49''
Longitude	86°	49'	49''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Metropolitan Board of Education.

Began Operation: September 10, 1962.

Personnel:

ROBERT L. SHEPHERD, general manager.  
GAYLORD L. AYERS, program manager.  
CARL C. SHIRLEY, chief engineer.  
LINDA A. NIX, promotion director.

## Tenn.-Texas Educational

### WSJK-TV Sneedville

Ch. 2

Licensee: Tennessee State Board of Education, C3-302 Cordell Hull Bldg., Nashville, Tenn. (37219).

Studios: 209 Communications Bldg., University of Tennessee, Knoxville, Tenn. (37916); Warf-Pickel Bldg., East Tennessee State U., Johnson City (37601).

Transmitter: Approx. 10-mi. S of Sneedville.

Telephone: 615-974-5281, Knoxville.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1760-ft. above av. terrain, 499-ft. above ground, 3178-ft. above sea level.

Latitude	36°	22'	52''
Longitude	83°	10'	48''

Ownership: Tennessee State Board of Education. Dr. Sam H. Ingram, commissioner of education & chmn. of the board.

Began Operation: March 15, 1967.

Personnel:

AL CURTIS, general manager.  
HOP EDWARDS, program manager.  
ELAINE TOMBER, production manager.  
TAFT HILL, studio manager, Johnson City.  
MIKE KNIGHT, chief engineer.  
GLENN BOATRIGT, director of engineering, state ETV (Nashville).  
RICHARD CASTLE, director of programming, state ETV (Nashville).  
EUGENE DIETZ, director of Tennessee ETV, Nashville.

---

## TEXAS

---

### KNCT Belton Ch. 46

Licensee: Central Texas College, Hwy. 190 West, Killeen, Tex. (76541).

Studio: Central Texas College, Highway 190 West, Killeen, Tex. (76541).

Telephone: 817-526-1176.

Transmitter: Ranch of A. E. Fant, S shore of Stillhouse Hollow Reservoir.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 548.28-kw max. & 479-kw horizontal visual, 82.22-kw max. & 67.6-kw horizontal aural. Antenna: 1261-ft. above av. terrain, 1126-ft. above ground, 2044-ft. above sea level.

Latitude	30°	59'	12''
Longitude	97°	37'	47''

Ownership: State institution. Officers: William S. Bigham, pres.; J. A. Darossett, v.p.; Mrs. Linus D. Frederick, secy.; W. A. Roach, treas.

Began Operation: Nov. 23, 1970.

Personnel:

P. A. ZEISS, general manager.  
EDWARD B. JASUTA JR., station manager.  
LEE ROY FRANKLIN, chief engineer.

# Texas Educational

## KAMU-TV College Station Ch. 15

Licensee: Texas A&M University, College Station, Tex. (77843).  
Studio: ETV Bldg., Houston & Russell Sts., Texas A&M University.  
Telephone: 713-845-1526. TWX No.: 910-880-4425.  
Transmitter: Hensel Park, College Station.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 23.3-kw max. & 22.9-kw horizontal visual, 2.32-kw max. & 2.29-kw horizontal aural. Antenna: 390-ft. above av. terrain, 377-ft. above ground, 690-ft. above sea level.

Latitude	30°	37'	48"
Longitude	96°	20'	33"

TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.  
News Wire Service: UPI.  
Ownership: Texas A&M University.  
Began Operation: Feb. 15, 1970.

### Personnel:

DR. MEL CHASTAIN, general manager.  
ROD ZENT, station manager.  
RODGER LEWIS, program director.  
WAYNE PECENA, chief engineer.  
GEORGE H. SHEARER JR., transmitter supervisor.  
JAMES SMITH, news director.

## KEDT Corpus Christi Ch. 16

Licensee: South Texas Educational Broadcasting Council, P.O. Box 416, Corpus Christi, Tex. (78403).  
Studio: 4455 S. Padre Island Dr. #38, Corpus Christi, Tex.  
Telephone: 512-855-2213.

Transmitter: NW corner of Chapman Ranch, 4.8-mi. SE of Petronila.  
TV tape: Recording facilities.  
Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 3160-kw max. & 975-kw horizontal visual, 446-kw max. & 164-kw horizontal aural. Antenna: 970-ft. above av. terrain, 996-ft. above ground, 1045-ft. above sea level.

Latitude	27°	39'	12"
Longitude	97°	33'	55"

Ownership: Non-profit organization. Officers: Don E. Weber, chmn.; Leslie Mabrey, vice chmn.; Robert P. Wallace, secy.; Floyd Buch, treas.

Began Operation: Oct. 15, 1972.

### Personnel:

TERREL L. CASS, station manager.  
MIKE NEIBAUER, chief engineer.

## KERA-TV Dallas Ch. 13

Licensee: Public Communication Foundation for North Texas, 3000 Harry Hines Blvd., Dallas, Tex. (75201).

Studio: 3000 Harry Hines Blvd. Telephone: 214-744-1300.

Transmitter: Hwy. 67 S., Cedar Hill, Tex.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 288-kw visual, 28.8-kw aural. Antenna: 1540-ft. above av. terrain, 1347-ft. above ground, 2147-ft. above sea level.

1002-b

Latitude	32°	34'	43"
Longitude	96°	57'	12"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: KERA-FM, 95-kw, 90.1 MHz (No. 211), 1260-ft.

Ownership: Non-profit educational organization. Ralph B. Rogers, chmn.; Edward Pfister, pres.

Began Operation: Sept. 11, 1960.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by A. E. Cullum Jr.

### Personnel:

EDWARD PFISTER, president & general manager.  
PAT PERINI, vice president, broadcasting.  
BARRY WELLS, vice president, development.  
LEE CLARK, vice president, production/program development.  
R. DEE TAAFFE, treasurer.  
CLYDE MILLER, chief engineer.  
PEPPER WEISS, ITV director.  
JENNY WORDEN, production manager.  
NANCY OPPENHEIMER, public relations.  
TOM GRIMES, news producer.

## KCOS El Paso Ch. 7

Grantee: El Paso Public Television Foundation, Box 146, El Paso, Tex. (79942).

Studio: Room 102, Education Bldg., University of Texas, El Paso Campus.

Transmitter: South Slope of Franklin Mtn.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 229-kw max. & 195-kw horizontal visual, 22.9-kw max. & 19.5-kw horizontal aural. Antenna: 820-ft. above av. terrain, 296-ft. above ground, 4916-ft. above sea level.

Latitude	31°	47'	17"
Longitude	106°	28'	46"

Color: Network, live, film & tape.

Ownership: Non-profit organization: Mrs. William Rosen, chmn., Mrs. Jean Massey, secy.; Rene Rosas, treas.

Began Operation: Aug. 18, 1978.

Represented (legal) by Cohn & Marks.

Represented (engineering) by N. W. Willett.

### Personnel:

JOHN SIQUEIROS, general manager.  
W. L. BROWN, chief engineer.  
DAVID WILSON, program director.

## KUHT Houston Ch. 8

Licensee: University of Houston, 4513 Cullen Blvd., Houston, Tex. (77004).

Studio: 4513 Cullen Blvd.

Telephone: 713-748-6814.

Transmitter: 3-mi. NNE of Alvin, Texas.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1167-ft. above av. terrain, 1167-ft. above ground, 1203-ft. above sea level.

Latitude	29°	27'	57"
Longitude	95°	13'	23"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

FM Affiliate: KUHF, 27-kw, 88.7 MHz (No. 204), 980-ft.

TV Factbook No. 48

Ownership: University of Houston. A. J. Farfel, chairman, Board of Regents.

Began Operation: May 25, 1953.

Personnel:

JAMES L. BAUER, station manager.  
VIRGINIA MAMPRE, program director.  
GEORGE COLLINS, operations manager.  
AL LEVERICK, chief engineer.

---

**KTXT-TV**

**Lubbock**

Ch. 5

Licensee: Texas Tech University, Tech Station Box 4359, Lubbock, Tex. (79409).

Studio: Texas Tech campus (79409).

Telephone: 806-742-2209.

Transmitter: Texas Tech campus.

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, live, film, slide & tape.

FM Affiliate: KTXT-FM, .01-kw, 91.9 MHz (No. 220).

Ownership: State institution.

Began Operation: Oct. 16, 1962.

Personnel:

KEN A. JARVIS, program manager.  
JOHN W. HENSON, station manager.

---

**KLRN-TV**  
**San Antonio-Austin**

Ch. 9

Licensee: Southwest Texas Public Broadcasting Council.

Studios: Communication Center, The University of Texas, Austin, Tex. (78712) and Institute of Texan Cultures Bldg., San Antonio, Tex. (78291).

Transmitter: Star Route 2, New Braunfels, Texas (approx. half-way between San Antonio & Austin).

Telephones: 512-471-4811, Austin; 512-222-8041, San Antonio.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 43.2-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. News Wire Service: UPI.

Color: Network, live, film, slide & tape.

Ownership: Southwest Texas Public Broadcasting Council (non-profit organization).

Began Operation: September 10, 1962.

Personnel:

HARVEY HERBST, executive vice president & general manager.  
LARRY J. WHITE, senior vice president & station manager.  
JAMES ULLRICH, manager, San Antonio operations.  
BILL ARHOS, vice president, programming.  
MYRTLE BOYCE, vice president, instructional programming.  
N. W. WILLETT, vice president, engineering.  
GLEN CHMELAR, coordinator of development.  
JANE WELLS, special projects.  
BILL ANDERSON, public affairs producer.  
BETTE OLIVER, dir. of public information.  
BOB SELBY, production manager.  
BOB VAUGHN, operations manager.

## Texas-Utah Educational

### **KIDZ-TV**

**Wichita Falls**

Ch. 24

Licensee: Wichita Falls Educational Translator Inc., c/o Ray Farabee, 816 7th St., Box 5147, Wichita Falls, Tex. (76307).

Studio: See KERA-TV, Dallas, Tex.

Telephone: 817-723-0981.

Transmitter: Seymour Hwy., 2.5-mi. W of center of Wichita Falls.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 5.89-kw visual, .589-kw aural. Antenna: 534-ft. above av. terrain, 1028.4-ft. above ground, 2046-ft. above sea level.

Latitude	33°	54'	04.4''
Longitude	98°	32'	20.6''

Color: Network.

Ownership: Dr. Richard Sutton, pres.; Dr. Art Beyer, v.p.; Mrs. Scott Hunter Jr., secy.; Mary Ann Bloodworth, treas.

Began Operation: Nov. 15, 1973.

Personnel:

LEON HOEFFNER, chief operator.

---

## **UTAH**

---

### **KBYU-TV**

**Provo**

Ch. 11

Licensee: Brigham Young University, Provo, Utah (84602).

Studio: Harris Fine Arts Bldg., Brigham Young University (84602).

Transmitter: Mt. Vision, near Kearns, Utah.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 162-kw visual, 32.4-kw aural. Antenna: 2916-ft. above av. terrain, 89-ft. above ground, 8529-ft. above sea level.

Latitude	40°	36'	27''
Longitude	112°	09'	32''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: UPI.

FM Affiliate: KBYU-FM, 32-kw, 88.9 MHz (No. 205), 2916-ft.

Ownership: Private institution. Dallin H. Oaks, pres.

Began Operation: Nov. 15, 1965.

Represented (legal) by Wilkinson, Cragun & Barker.

Personnel:

BRUCE L. CHRISTENSEN, general manager.  
JOE WHITE, program & operations manager.  
RALPH SILVER, chief engineer.  
THOMAS GRIFFITHS, news & public affairs manager.  
VAL KENDELL, promotion.  
BARBARA GROSS, traffic.

---

### **KUED**

**Salt Lake City**

Ch. 7

Licensee: University of Utah, Salt Lake City, Utah (84112).

Studio: University campus.

Telephone: 801-581-7777.

Transmitter: Oquirrh Mts., 17-mi. SSW of Salt Lake City.

(Continued on next page)

## Utah-Virginia Educational

KUED, Salt Lake City—(Continued)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 155-kw visual, 24.8-kw aural. Antenna: 3000-ft. above av. terrain, 204-ft. above ground, 8605-ft. above sea level.

Latitude	40°	36'	29''
Longitude	112°	09'	36''

Color: Network, live, film, slide & tape.

TV tape: Recording facilities. News Wire Service: UPI.

FM Affiliate: KUER, 22.5-kw, 90.1 MHz (No. 211), 2900-ft.

Ownership: University of Utah; David P. Gardner, pres.

Began Operation: Jan. 20, 1958.

Personnel:

MILTON DAVIS, acting general manager.  
BYRON OPENSHAW, program manager.  
GREGORY J. HUNT, production manager.  
BOB WARE, director of engineering/operations.  
STEVE SMITH, director of development.

---

---

## VERMONT

---

---

**WETK**  
Burlington  
Ch. 33

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: 802-656-3311.

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 & tape. TV tape: Recording facilities.

FM Affiliate: WRUV, .01-kw, 90.1 MHz (No. 211).

Ownership: U. of Vermont & State Agricultural College.

Began Operation: Oct. 16, 1967.

Represented (legal) by Covington & Burling.

Personnel:

JOHN W. DUNLOP, station manager.  
WALLACE K. EDWARDS, chief engineer.  
GARRY SIMPSON, program manager.

---

---

**WVER**  
Rutland  
Ch. 28

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: Summit of Grandpa's Knob.

Telephone: 802-656-3311, 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.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

1004-b

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

---

---

**WVTB**  
St. Johnsbury  
Ch. 20

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt.

Transmitter: Summit of Burke Mtn.

Telephone: 802-656-3311, Burlington.

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.

---

---

**WVTA**  
Windsor  
Ch. 41

Licensee: U. of Vermont & State Agricultural College.

Studio: Ethan Allen Ave., Winooski, Vt. (05404).

Transmitter: South Peak, Mt. Ascutney.

Telephone: 802-656-3311, 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''

Color: Network.

Ownership: U. of Vermont & State Agricultural College.

Began Operation: March 18, 1968.

Represented (legal) by Covington & Burling.

Personnel: See WETK, Burlington.

---

---

## VIRGINIA

---

---

**WNVT**  
Goldvein  
Ch. 53

Licensee: Central Virginia Educational Television Corp., 8325 Little River Tpk., Annandale, Va. (22003).

Studio: 8325 Little River Tpk., Annandale, Va.

Telephone: 703-323-7000.

Transmitter: 15100 Joplin Rd., Independent Hill, Prince William County.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2220-kw max. & 1440-kw horizontal visual, 333-kw max. & 214-kw horizontal aural. Antenna: 748-ft. above av. terrain, 653-ft. above ground, 1049-ft. above sea level.

Latitude	38°	37'	42''
Longitude	77°	26'	20''

TV tape: Recording facilities.

TV Factbook No. 48

Color: Network, live, film, slide & tape.  
Ownership: See WCVE-TV, Richmond, Va.  
Began Operation: March 1, 1972.  
Personnel:

DANIEL P. WARD, station manager.  
HOWARD FROST, engineering director.  
HUGH A. GREENE, director of school services.  
BRUCE MILLER, news & public affairs.

---

**WHRO-TV**  
**Hampton-Norfolk**  
Ch. 15

Licensee: Hampton Roads Educational Telecommunications Assn. Inc., 5200 Hampton Blvd., Norfolk, Va. (23508).

Transmitter: Hwy. 337, 1-mi. S of Driver, Va.

Studio: 5200 Hampton Blvd., Norfolk.

Telephone: 804-489-9476.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 5000-kw max. & 2140-kw horizontal visual, 994-kw max. & 427-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude	36°	48'	32"
Longitude	76°	30'	13"

FM Affiliate: WHRO-FM, 25-kw, 89.5 MHz (No. 208), 460-ft.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Began Operation: October 2, 1961.

Represented (legal) by Cohn & Marks.

Represented (engineering) by Jules Cohen & Associates.

Personnel:

JOHN MORISON, exec. v.p. & general manager.  
KENNETH B. KRALL, assistant general manager.  
PATRICK ARNOUX, director of TV programming.  
LAWRENCE E. CRUM, director of programming.  
SONIA BARLOW, director of finance & administration.  
JACK BECK, director of engineering & broadcast operations.  
GLEN MORGAN, production services manager.  
JERRY WAREHAM, director of development & public relations.  
JOEL SEGUINE, director of radio programming.  
ANNE ORRELL, operations manager.

---

**WSVN-TV**  
**Norton**  
Ch. 47

Licensee: Blue Ridge ETV Association Inc., Box 13246, Roanoke, Va. (24032).

Studio: See WBRA-TV, Roanoke.

Color: Network, film & slide.

Transmitter: High Knob, Norton.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 629.17-kw max. & 245-kw horizontal visual, 94.375-kw max. & 37.1-kw horizontal aural. Antenna: 1940-ft. above av. terrain, 240-ft. above ground, 4400-ft. above sea level.

Latitude	36°	53'	52"
Longitude	82°	37'	22"

Ownership: See WBRA-TV, Roanoke.

Began Operation: March 30, 1971.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

Personnel: See WBRA-TV, Roanoke.

1979 Edition

## Virginia Educational

### WCVE-TV Richmond Ch. 23

Licensee: Central Virginia Educational TV Corp., Box 3237, Richmond, Va. (23235).

Studio: 23 Sesame St., Richmond, Va. (23235).

Telephone: 804-320-1301.

Transmitter: .41-mi. S of Robious Rd. & .85-mi. SE of Robious, Va.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 2290-kw max. visual, 344-kw max. aural. Antenna: 1080-ft. above av. terrain, 999-ft. above ground, 1346-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: W. Brooks George, chmn.; B. W. Spiller, pres.; Guy T. Tripp III, secy. & counsel; Franklin M. Halsey, treas.; Gordon Mabey, asst. treas.; Tom Grant, asst. treas. Central Virginia Educational Television Corp. also owns & operates WCVW, Richmond & WNVTV, Goldvein.

Began Operation: Sept. 10, 1964.

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Paul Godley Co.

Personnel:

B. W. SPILLER, president.  
RICHARD HALL, vice president & station manager.  
IDA HILL, vice president & director of school services.  
WALTER MCGHEE, director of development.  
JOHN A. PRATHER, director of engineering.  
DONNA M. MILLER, business supervisor.  
GEORGE MCGUIGAN, chief engineer.

---

**WCVW**  
**Richmond**  
Ch. 57

Licensee: Central Virginia Educational TV Corp.

Transmitter & Studio: 23 Sesame St., Richmond (23235).

Telephone: 804-320-1301.

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"

Holds CP for change to 1000-kw max. visual, 200-kw max. aural, 880-ft. above av. terrain, 999-ft. above ground, 1356-ft. above sea level, lat. 37° 30' 46", long. 77° 36' 06", transmitter to approx. 100-ft. E of present site. BMPET-913.

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, Southmayd & Cooper.

Represented (engineering) by A. D. Ring & Associates.

Personnel: Same as WCVE-TV, Richmond.

**For Colleges & Universities Offering  
Degrees In TV, see Services Volume**

# Va.-Washington Educational

## WBRA-TV

### Roanoke

Ch. 15

Licensee: Blue Ridge ETV Association, Box 13246, Roanoke, Va. (24032).

Studio: 1215 McNeil Dr. S.W.

Telephone: 703-344-0991.

Transmitter: Poor Mtn.

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. V. Rexrode Jr., v.p. & gen. mgr.; C. A. Martin, v.p.; Mrs. Charlie B. Miller, secy.-treas.

Began Operation: Aug. 1, 1967.

Represented (legal) by Cohn & Marks.

Represented (engineering) by A. D. Ring & Associates.

#### Personnel:

E. V. REXRODE JR., vice president & general manager.  
RONALD B. SMITH, chief engineer.  
JON BOETTCHER, production manager.  
LYNN TATE, traffic continuity.  
DIANE DAVIS, art director.

## WVPT Staunton

Ch. 51

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°	09'	54"
Longitude	79°	18'	51"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: State chartered non-profit corp., G. Tyler Miller, pres.; Richard Parker, v.p. & secy.; Charles Cooley, treas.

Began Operation: Aug. 29, 1968.

Represented (legal) by Covington & Burling.

Represented (engineering) by A. D. Ring & Associates.

#### Personnel:

DR. G. TYLER MILLER, president.  
RICHARD L. PARKER, general manager.  
EDWIN L. KAUFMAN, director of instructional programming.

CABLE  
TELEVISION  
MANAGEMENT  
AND  
ENGINEERING  
CONSULTANTS

**MALARKEY TAYLOR**  
AND ASSOCIATES

CALL TOLL FREE 800-424-8036

# WASHINGTON

## KWSU-TV

### Pullman

Ch. 10

Licensee: Washington State University, Pullman, Wash. (99164).

Studio: Edward R. Murrow Communications Center.

Transmitter: Kamiak Butte, 4-mi. SW of Palouse, 9-mi. N of Pullman.

Telephone: 509-335-2681.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 117-kw visual, 11.7-kw aural. Antenna: 1350-ft. above av. terrain, 300-ft. above ground, 3900-ft. above sea level.

Latitude	46°	51'	43"
Longitude	117°	10'	26"

AM Affiliate: KWSU, 5-kw, 1250 kHz.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Color: Network, live, film, slide & tape.

Began Operation: September 24, 1962.

#### Personnel:

KEN FIELDING, station manager.  
SUSAN FRANKO, program manager.  
ROCHELLE LULOW, promotion director.  
BARBARA DICKINSON, traffic clerk.  
FRANK COILE, chief broadcast engineer.  
BARBARA BRENNAN, director.  
MIKE COTSONES, studio supervisor.  
BOB CURRY, film director.  
MIKE McELREATH, special projects.  
BOB GESE, tape network manager.

## KCTS-TV

### Seattle

Ch. 9

Licensee: University of Washington, Seattle, Wash. (98195).

Studio: University of Washington campus.

Telephone: 206-543-2000.

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, live, film, slide & tape.

FM Affiliate: KUOW, 86-kw, 94.9 MHz (No. 235), 730-ft. antenna.

Ownership: U. of Washington; Dr. John Hogness, pres.

Began Operation: Dec. 7, 1954.

#### Personnel:

RICHARD J. MEYER, general manager.  
BURNILL CLARK, asst. gen. mgr., dir. of programming & operations.  
RICHARD C. OLDHAM, director of engineering.  
DONALD J. CONEY, executive producer.  
KEN TERAQ, manager of administrative services.  
HOPE GREEN, director of development.  
MIKE KIRK, manager, public affairs.  
OLIVIA DORSEY, director of community involvement.  
PATTI PARSON, promotion director.  
PATRICIA WOODLEY, director of education.



## KSPS-TV

### Spokane

Ch. 7

Licensee: Spokane School District No. 81, West 825 Spokane Falls Blvd., Spokane (99201).

Studio: South 3911 Regal St., Spokane (99203).

Telephone: 509-455-3790.

Transmitter: South end of Krell Hill.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-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, live, film, slide & tape.

Ownership: Public school district, governed by board of 5 elected directors.

Began Operation: April 24, 1967.

Personnel:

WALTER J. SCHAAR, general manager.

RONALD J. VALLEY, director of engineering.

CLAUDE L. KISTLER, operations manager.

## KCPQ-TV

### Tacoma

Ch. 13

Licensee: Clover Park School District No. 400, 5214 Steilacoom Blvd., Tacoma, Wash. (98499).

Studio: 4400 Steilacoom Blvd.

Telephone: 206-756-8285.

Transmitter: 5544 N. 35th St.

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°	10'	31''
Longitude	122°	29'	37''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Local school district.

Began Operation: Aug. 2, 1953 as a commercial station. Left air Dec. 13, 1974. Sale to present owner approved by FCC Sept. 9, 1975 (Television Digest, Vol. 15:38). Resumed operation as an educational station Jan. 4, 1976.

Personnel:

J. ALBERT BREVIK, general manager.

C. W. EVANS, chief engineer.

JOHN WATSON, program director.

PAUL HERLINGER, exec. producer for cultural & public affairs.

VIRGINIA TALBOT, exec. producer for special projects.

JAMES KILLENBECK, operations/production manager.

## KTPS

### Tacoma

Ch. 62

Licensee: Tacoma School District No. 10, Central Administration Bldg., P.O. Box 1357, 8th & Tacoma Ave., Tacoma, Wash. (98402).

Studio & Transmitter: 1101 S. Yakima Ave.

Telephone: 206-572-6262.

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.

## Wash.-West Virginia Educational

Latitude	47°	15'	08''
Longitude	122°	26'	46''

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.

FM Affiliate: KTOY, 38-kw, 91.7 MHz (No. 219), 280-ft.

Began Operation: September 25, 1961.

Personnel:

ROBERT P. SLINGLAND, supervisor of public & instructional broadcasting.

TOM ROGSTAD, TV program manager.

ROBERT MEERS, chief engineer.

## KYVE-TV

### Yakima

Ch. 47

Licensee: Yakima School Dist. No. 7, 104 N. 4th Ave., Yakima, Wash. (98902).

Studio: 1105 S. 15th Ave., Yakima (98902).

Transmitter: Ahtanum Ridge Rd., 2-mi. SW of Union Gap.

Telephone: 509-575-3474.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 646-kw visual, 65-kw aural. Antenna: 920-ft. above av. terrain, 137-ft. above ground, 2109-ft. above sea level.

Latitude	46°	31'	58''
Longitude	120°	30'	33''

Color: Network, live, film, slide & tape.

Ownership: Yakima School Dist. No. 7. Dr. Dean Starr, supt. of schools.

Began Operation: Nov. 1, 1962.

Personnel:

FRANK ROBERTS, general manager.

RAELENE TRUAX, traffic manager.

HUGH WETMORE, chief engineer.

LYNN TOBIN, production manager.

DON MEIGHAN, public affairs.

## WEST VIRGINIA

## WSWP-TV

### Grandview

Ch. 9

Licensee: W. Va. Educational Bcstg. Authority, Suite B-424, State Capitol, Bldg. 6, Charleston, W.Va. (25305).

Studio & Offices: Airport Road, Beckley, W. Va. (25801).

Mailing Address: Box AH, Beckley, W. Va. (25801).

Telephone: 304-255-1501.

Transmitter: On Mann Mtn., approx. 1.1-mi. W of Layland.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 60.3-kw aural. Antenna: 1000-ft. above av. terrain, 450-ft. above ground, 3410-ft. above sea level.

Latitude	37°	53'	46''
Longitude	80°	59'	21''

TV tape: Recording facilities.

(Continued on next page)

## W.Va.-Wisconsin Educational

WSWP-TV, Grandview—(Continued)

Color: Network, live, film, slide & tape.

Ownership: W. Va. Educational Broadcasting Authority.

Began Operation: Nov. 1, 1970.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

ARTHUR E. ALBRECHT, general manager.  
H. LEON DRYE, chief engineer.  
WILLIAM R. CAMPBELL, program director.  
JIM BAKKEN, community relations director.  
RITA RAY, school services director.

---

### WMUL-TV

Huntington

Ch. 33

Licensee: West Virginia Educational Broadcasting Authority, Suite B-424 State Capitol, Bldg. 6, Charleston, W. Va. (25305).

Studios: Third Ave., Huntington, W. Va. (25701) & 301 Blackwood Ave., Nitro, W. Va. (25143).

Telephones: 304-696-6630 (Huntington); 304-727-8879 (Charleston); 304-722-2993 (Nitro).

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: Network, live, film, slide & tape.

Ownership: W. Va. Educational Broadcasting Authority.

Began Operation: July 14, 1969.

Represented (legal) by Bilger & Blair.

Personnel:

TERRY M. HOLLINGER, general manager.  
GEORGE PARNICZA, chief engineer.  
DAVID S. BOND, operations manager.  
N. JEAN BIAS, business manager.  
WILLIAM RUSSELL, school services director.  
CAROL J. BRODRICK, program manager.  
KARL M. HILL, development director.  
JAMES S. WYSONG, Nitro studio manager.

---

### WWVU

Morgantown

Ch. 24

Licensee: W. Va. Board of Regents, West Virginia University, Morgantown (26506).

Studio: 4th Floor, Hotel Morgan (26506).

Telephone: 304-293-6511.

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: 1500-ft. above av. terrain, 518-ft. above ground, 3114-ft. above sea level.

Latitude	39°	41'	45"
Longitude	79°	45'	45"

TV tape: Recording facilities.

1008-b

Color: Network, live, film, slide & tape.

News Wire Service: AP.

Ownership: W. Va. Board of Regents. Earle T. Andrews, pres.; Russell L. Isaacs, v.p.; Sue S. Farnsworth, secy.

Began Operation: Feb. 23, 1969.

Represented (legal) by Bilger & Blair.

Represented (engineering) by Silliman, Moffet & Kowalski.

Personnel:

C. GREGORY VAN CAMP, general manager.  
SARAH L. KIRK, asst. to the general manager.  
ROBERT J. SESTILI, program development manager.  
CHARLES M. SMITH, instructional media manager.  
KEITH L. MASSIE, engineering manager.  
R. GREGORY RUFF, production manager.  
GARY L. WATTS, community relations manager.  
WILDA S. RIDGWAY, operations manager.  
MANUEL A. MARQUEZ, studio supervisor.  
A. WAYNE MCHENRY, transmission supervisor.  
JUDITH A. PARKER, school service manager.  
WILLIAM A. KAWECKI, graphics supervisor.

---

## WISCONSIN

---

### WPNE

Green Bay

Ch. 38

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Studio: Instructional Services Bldg., 110 S. University Circle Dr., Green Bay, Wis. (54302).

Telephone: 414-465-2538.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI. TV tape: Recording facilities.

Transmitter: Scray's Hill, 3.8-mi. SE of DePere.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 1078-kw max. & 912-kw horizontal visual, 214-kw max. & 182-kw horizontal aural. Antenna: 1100-ft. above av. terrain, 1140-ft. above ground, 2044-ft. above sea level.

Latitude	44°	24'	35"
Longitude	88°	00'	05"

Ownership: State of Wisconsin. Michael Mervis, chairman; Richard Wisniewski, vice chairman.

Began Operation: Sept. 11, 1972.

Represented (engineering) by Kessler Associates.

Represented (legal) by Dow, Lohnes & Albertson.

Personnel:

ANTON J. MOE, executive director.  
PAUL M. NORTON, deputy director.  
BERT BELL, network program director.  
DONALD KATES, regional representative.  
NANCY BAUER, instructional programming director.  
WILLIAM WOODS, director of engineering.  
WILLIAM ESTES, public information officer.  
RALPH ZAHNOW, director, administrative services.  
JOAN ZIEGER, development director.

---

### WHLA-TV

La Crosse

Ch. 31

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Studio: Room 207, Communications Center, 800 Broadway, Menomonie, Wis. (54751).

Telephone: 715-232-2628.

TV Factbook No. 48

Transmitter: County Hwy. 25 & Tschumper Ridge Rd., La Crescent, Minn. (55947).

**Technical Facilities:** Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 955-kw horizontal visual, 240-kw max. & 191-kw horizontal aural. Antenna: 1143-ft. above av. terrain, 831-ft. above ground, 2045-ft. above sea level.

Latitude	43°	48'	17"
Longitude	91°	22'	06"

Color: Network.

**Ownership:** State of Wisconsin. Officers: Michael Mervis, chairman; Richard Wisnewski, vice chairman.

**Began Operation:** Dec. 3, 1973.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Kessler Associates.

**Personnel:**

ANTON J. MOE, executive director.  
 PAUL M. NORTON, deputy director.  
 BERT BELL, network program director.  
 JAMES KISSINGER, regional representative.  
 NANCY BAUER, instructional programming director.  
 WILLIAM WOODS, director of engineering.  
 WILLIAM ESTES, public information officer.  
 RALPH ZAHNOW, director, administrative services.  
 JOAN ZIEGER, development director.

## WHA-TV Madison

Ch. 21

**Licensee:** Board of Regents of University of Wisconsin System, Vilas Communication Hall, Madison, Wis. (53706).

**Studio:** 821 University Ave. **Transmitter:** 5702 Tokay Blvd.

**Telephone:** 608-263-2121. **TWX No.:** 910-286-2764.

**Technical Facilities:** Channel No. 21 (512-518 MHz). Authorized power: 759-kw max. & 339-kw horizontal visual, 150-kw max. & 67.6-kw horizontal aural. Antenna: 1250-ft. above av. terrain, 1200-ft. above ground, 2245-ft. above sea level.

Latitude	43°	03'	18"
Longitude	89°	28'	42"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

**AM Affiliate:** WHA, 5-kw, 970 kHz.

**Began Operation:** May 3, 1954.

**Represented (legal)** by Dow, Lohnes and Albertson.

**Represented (engineering)** by Jansky & Bailey.

**Personnel:**

RONALD BORNSTEIN, gen. mgr. & director of radio & television.  
 H. RICHARD HINER, assoc. director & station manager.  
 LARRY DICKERSON, program manager.  
 DONALD BORCHERT, director of engineering.  
 LARRY REID, operations manager.

## WHWC-TV Menomonie

Ch. 28

**Licensee:** Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

**Studio:** Room 207, Communications Center, 800 Broadway, Menomonie, Wis. (54751).

**Telephone:** 715-232-2228.

**Transmitter:** 2.3-mi. NE of Wheeler.

**Technical Facilities:** Channel No. 28 (554-560 MHz). Authorized power: 1094-kw max. & 871-kw horizontal visual, 218.8-kw max. & 174-kw horizontal aural. Antenna: 1150-ft. above av. terrain, 1196-ft. above ground, 2176-ft. above sea level.

Latitude	45°	02'	47"
Longitude	91°	51'	42"

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Ownership:** State of Wisconsin. Officers: Michael Mervis, chairman; Richard Wisnewski, vice chairman.

**Began Operation:** Nov. 16, 1973.

**Represented (legal)** by Dow, Lohnes & Albertson.

**Represented (engineering)** by Kessler Associates.

**Personnel:**

ANTON J. MOE, executive director.  
 PAUL M. NORTON, deputy director.  
 BERT BELL, network program director.  
 JAMES KISSINGER, regional representative.  
 NANCY BAUER, instructional programming director.  
 WILLIAM WOODS, director of engineering.  
 WILLIAM ESTES, public information officer.  
 RALPH ZAHNOW, director, administrative services.  
 JOAN ZIEGER, development director.

## WMVS Milwaukee

Ch. 10

**Licensee:** Milwaukee Area District Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

**Studio:** 1036 N. 8th St.

**Transmitter:** NE corner Capitol Drive & Estabrook Pkwy., Shorewood, Wis.

**Telephone:** 414-271-1036.

**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"

Holds CP for change to 214-kw visual, 33.1-kw aural, 960-ft. above av. terrain, 1089-ft. above ground, 1749-ft. above sea level, lat. 43° 05' 15", long. 87° 54' 12", transmitter to 505 E. Capitol Dr., Milwaukee. BPET-475.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

**Ownership:** Milwaukee Area District Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, chmn.; Albert G. Van Boxel, vice chmn.; Lillian Sicula, secy.; Joe R. Cleveland, treas. Also operates WMVT, Ch. 36, Milwaukee.

**Began Operation:** Oct. 28, 1957.

**Personnel:**

WILLIAM RAMSEY, executive director.  
 OTTO F. SCHLAAK, manager.  
 DONALD BURGESS, program manager.  
 JOHN LEMKE, film supervisor.  
 HAROLD G. WAGNER, chief engineer.

## WMVT Milwaukee

Ch. 36

**Licensee:** Milwaukee Area District Board of Vocational, Technical & Adult Education, 1015 N. Sixth St., Milwaukee, Wis. (53203).

**Studio:** 1036 N. 8th St., Milwaukee.

**Transmitter:** NE corner, Capitol Dr. & Estabrook Pkwy., Shorewood, Wis.

**Telephone:** 414-271-1036.

(Continued on next page)

# Wis.-Puerto Rico Educational

WMVT, Milwaukee—(Continued)

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 316-kw max. & 151-kw horizontal visual, 38.6-kw max. & 18.2-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"

Holds CP for change to 1320-kw max. & 525-kw horizontal visual, 198.75-kw max. & 79.4-kw horizontal aural, 950-ft. above av. terrain, 1089-ft. above ground, 1747-ft. above sea level, lat. 43° 05' 15", long. 87° 54' 12", transmitter to 505 E. Capitol Dr., Milwaukee. BPET-485.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

Ownership: Milwaukee Area District Board of Vocational, Technical & Adult Education. Officers: William Ramsey, director; Ralph E. Bowes, chmn.; Albert G. Van Boxel, vice chmn.; Lillian Sicula, secy.; Joe R. Cleveland, treas. Also operates WMVS, Ch. 10, Milwaukee.

Began Operation: Dec. 20, 1962.

Personnel:

WILLIAM RAMSEY, executive director.  
OTTO SCHLAAK, manager, WMVS & WMVT.  
DONALD BURGESS, program manager.  
JOHN LEMKE, film supervisor.  
HAROLD G. WAGNER, chief engineer.

---

## WLEF-TV

Park Falls

Ch. 36

Grantee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Studio: See WHRM-TV, Wausau.

Transmitter: 8.2-mi. E of Park Falls.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 741-kw visual, 148-kw aural. Antenna: 1468-ft. above av. terrain, 1471-ft. above ground, 3049-ft. above sea level.

Latitude	45°	56'	43"
Longitude	90°	16'	28"

Ownership: See WHRM-TV, Wausau.

Began Operation: Dec. 5, 1977.

Represented (legal) by Dow, Lohnes & Albertson.

Represented (engineering) by Kessler Associates.

Personnel: See WHRM-TV, Wausau.

---

## WHRM-TV

Wausau

Ch. 20

Licensee: Educational Communications Board, 732 N. Midvale Blvd., Madison, Wis. (53705).

Studio: Instructional Services Bldg., 110 S. University Circle Dr., Green Bay, Wis. (54302).

Telephone: 414-465-2538.

Transmitter: Rib Mtn., 4-mi. SW of Wausau.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 724-kw visual, 144-kw aural. Antenna: 980-ft. above av. terrain, 647-ft. above ground, 2549-ft. above sea level.

Latitude	44°	55'	14.3"
Longitude	89°	41'	30.6"

Ownership: State of Wisconsin. Officers: Michael Mervis, chmn.; Richard Wisniewski, vice chmn.

Began Operation: Oct. 25, 1975.

Represented (legal) by Dow, Lohnes & Albertson.

1010-b

Represented (engineering) by Kessler Associates.

Personnel:

ANTON J. MOE, executive director.  
PAUL M. NORTON, deputy director.  
BERT BELL, network program director.  
DONALD KATES, regional representative.  
NANCY BAUER, instructional programming director.  
WILLIAM WOODS, director of engineering.  
WILLIAM ESTES, public information officer.  
RALPH ZAHNOW, director, administrative services.  
JOAN ZIEGER, development director.

---

# GUAM

---

## KGTF

Agana

Ch. 12

Licensee: Guam Educational Telecommunications Corp., Box 3615, Agana (96910).

Studio: Mangilao Municipality.

Transmitter: Mangilao.

Telephone: 734-2207.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 27.6-kw visual, 5.5-kw aural. Antenna: 199-ft. above av. terrain, 187-ft. above ground, 467-ft. above sea level.

Latitude	13°	26'	13"
Longitude	144°	48'	17"

TV tape: Recording facilities.

Color: Tape.

Ownership: Guam Educational Telecommunications Corp. Members: Gordon Malliou, Julia Tydingco, Ling Anderson, Myles King, Jerry Perry.

Began Operation: Oct. 30, 1970.

Represented (engineering) by Kessler Associates.

Personnel:

IRIS MUNA, station manager.  
AUGUST LEIFHEIT, chief engineer.  
BETTY BENNETT, development director.  
CARMEN GASKINS, development director.

---

# PUERTO RICO

---

## WIPM-TV

Mayaguez

Ch. 3

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"

Holds CP for change to 79.4-kw max. & 77.8-kw horizontal visual, 7.94-kw max. & 7.78-kw horizontal aural, 2280-ft. above av. terrain, 330-ft. above ground, 3282-ft. above sea level, lat. 18° 09' 00", long. 66° 59' 00", transmitter to Hwy. 120, 2.2-mi. S of Maricao, P.R. BMPET-825. Requests modification of CP for change to 80.4-kw max. & 73-kw horizontal visual, 8.04-kw max. & 7.3-kw horizontal aural, 2274-ft. above av. terrain, 383-ft. above ground, 3335-ft. above sea level. BMPET-904.

TV Factbook No. 48

Color: Network.

News Wire Service: AP.

Ownership: See WIPR-TV, San Juan.

Began Operation: March 19, 1961.

Represented (legal) by Steptoe & Johnson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

See WIPR-TV, Ch. 6, San Juan.

ELIEZER CARO, resident program manager.

---

•

## WIPR-TV

San Juan

Ch. 6

Licensee: Department of Education of Puerto Rico, Hato Rey, San Juan.

Mailing Address: P.O. Box 909, Hato Rey, P.R. (00919).

Studio: Hostos Ave., Hato Rey. Telephone: 809-764-1845.

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.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

AM Affiliate: WIPR, 10-kw, 940 kHz. FM Affiliate: WIPR-FM, 135-kw, 91.3 MHz (No. 217), 2865-ft.

Began Operation: Jan. 6, 1958.

Represented (legal) by Steptoe & Johnson.

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Personnel:

ELSIE CALERO, general manager.

JUAN R. RIVERA, chief engineer.

ILIA LABORDE, program manager.

JOSE A. MARCANO, administrative officer.

ELMY MARTINEZ, director, news dept.

---

# VIRGIN ISLANDS

---

## WTJX-TV

Charlotte Amalie

Ch. 12

Licensee: Virgin Islands Public Television System, c/o Calvin F. Bastian, Box 7077, St. Thomas (00801).

Studio: Barbel Plaza, Charlotte Amalie, St. Thomas, V.I.

Telephone: 809-774-6255.

Color: Live, film, slide & tape.

Transmitter: Signal Hill, 1.3-mi. NW of center of Charlotte Amalie.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 31.6-kw visual, 6.32-kw aural. Antenna: 1490-ft. above av. terrain, 130-ft. above ground, 1610-ft. above sea level.

Latitude	18°	20'	30''
Longitude	64°	55'	16''

Ownership: Govt. of the Virgin Islands. Board of Directors: Patrick N. Williams, chmn.; Eldra Shulterbrandt, vice-chmn.; Dr. Orville Kean, treas.; Gwendolyn Kean, Derek Hodge, Arnold Selke, Dr. Lawrence Wanlass, Calvin Bastian, Mario Watlington, Justin Moorhead, Juanita Matthews & George Seaman.

Began Operation: Aug. 29, 1972.

Represented (legal) by Schwartz & Woods.

Represented (engineering) by Kessler Associates.

Personnel:

CALVIN F. BASTIAN, general manager.

ALBERT O. PECK, chief engineer.

RICHARD C. NUDD, program manager.

MARGE BEIMER, director of promotion.

JOHN LOVATT, cinematographer.

WILLIAM ARNET, production-operations manager.

MARGARET ST. LOUIS, traffic.

HELEN S. GABRIEL, business manager.

---

# INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.

Washington, D.C. 20036

---

# Instructional Television (2,500 MHz)

## Separate Listings of Licensees, Permittees & Applicants

As of September 1, 1978



- Micro-Link™ ITFS/MDS Transmitters and Receivers
- Microwave Path Survey Equipment
- Low-Cost FM Microwave Receivers for Satellite Terminals

Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000

### LICENSEES

**Birmingham, Ala.—KIP-47,** Jefferson County Board of Education, 1009 N. 21st St. (35203). Channels A-1-4. Transmitter: 1009 N. 21st St. (lat. 33° 31' 32", long. 86° 48' 03"); 10-w; 48-ft. Equipment: Emcee transmitter & Prodelin antenna. File: BPIF-148 (granted 6-12-68); BLIF-102 (granted 12-1-70).

**Birmingham, Ala.—KLC-77,** Board of Education of Birmingham, 2015 7th Ave. N., Birmingham (35202). Channels E-1-2-3-4. Transmitter: Wharton Lookout Tower (lat. 33° 33' 39", long. 86° 42' 12"); 10-w; 111-ft. Equipment: Emcee transmitter & Prodelin antenna. File: BPIF-160 (granted 8-20-68); BLIF-92 (granted 4-2-70).

**Birmingham, Ala.—KZW-56,** Board of Education of Birmingham, see above. Channels G-1-4. Transmitter: Phillips H. S., 2316 N. 7th Ave., Birmingham (lat. 33° 31' 25", long. 86° 48' 20"); 1-w; 85-ft. For delivery of Ala. ETV Network to students in elementary schools. Equipment: Emcee transmitter & Prodelin antenna. File: BPIF-136 (granted 2-14-68); BLIF-70 (granted 4-2-70).

**Birmingham, Ala.—WBN-31,** Board of Trustees University of Alabama, 1919 7th Ave. S., Birmingham (35233). Channels B-1-2 at 621 S. 9th St., Birmingham (lat. 33° 30' 15", long. 86° 48' 10"); 10-w; 229-ft. Equipment: Jerrold. Counsel, William P. Vardaman (Birmingham). File: BPIF-224 (granted 12-30-69); BLIF-137 (granted 12-1-70).

**Brownsville, Ala.—KIP-49,** Jefferson County Board of Education. Channels C-1-4, SE of L&N Railroad, on Red Mountain, 2-mi. W of Oxmoor Rd., S of Powderly (lat. 33° 26' 28", long. 86° 53' 00"); 10-w; 593-ft. For other details, see Birmingham, above. File: BPIF-149 (granted 6-12-68); BLIF-103 (granted 12-1-70).

**Gadsden, Ala.—KCI-53, KCO-38,** Etowah County Board of Education, Etowah County Courthouse, Gadsden (35901). (1) Ch. A-1-2 at Etowah County Area Vocational School, 105 Burke Ave., Attalla (lat. 33° 59' 46", long. 86° 06' 17"); 10-w; 60-ft. (2) Ch. E-1-2 at Hensley Mountain, near Gadsden (lat. 33° 58' 00", long. 86° 00' 12"); 10-w, 106-ft. Equipment: Micro-Link. Counsel, Hawkins, Rhea & Mitchell (Gadsden). File: BPIF-211/2 (granted 9-8-69); BPIF-272 (granted 7-6-72); BLIF-121/2 (granted 8-4-70); BLIF-170 (granted 4-4-73); BMPIF-251 (granted 12-24-69); BLIF-122 (granted 8-4-70).

**Gadsden, Ala.—KWV-56,** Etowah County Board of Education, Etowah County Courthouse (35901). Channel A-1, 4-mi. S of Boaz Aurora Fire Tower Site (lat. 34° 08' 47", long. 86° 11' 02"); 10-w; 90-ft. Equipment, Chester, Counsel, Hawkins, Rhea & Mitchell (Gadsden); consulting engineer, Chester Electronics (Conn.). File: BPIF-225 (granted 3-19-70); BLIF-136 (granted 4-4-72).

**Huntsville, Ala.—KHU-75,** City Board of Education of Huntsville, Box 128, Huntsville (35804). Channels D-1-4. Affiliated with Ala. ETV Network. Transmitter: Site of WHIQ(ETV) Huntsville. Equipment: Emcee transmitter & Micro-Link antenna. File: BPIF-73 (granted 6-23-66); BLIF-18 (granted 1-18-67).

**Anaheim, Cal.—KUZ-56,** Anaheim City School District, 412 E. Broadway (92805). Channels A-1-2-3-4. Transmitter: 412 E. Broadway; 25-w. Equipment: Micro-Link. Consulting engineer, Merlyn D. Ramson. File: BPIF-68 (granted 9-9-66); BLIF-63 (granted 12-1-70); BMPIF-129 (granted 12-6-67); BLIF-63 (granted 12-1-70).

**Berkeley, Cal.—WAC-273,** Regents of the University of California, Director of Business Affairs Division, 485 University Hall, 2200 University Ave., Berkeley (94720). Channels A-1-2 at Grizzly Peak, Charles Lee Tilden Park, near Grizzly Peak Blvd., Berkeley (lat. 37° 52' 56", long. 122° 13' 57"); 10-w; 150-ft. Equipment: Emcee transmitter; Andrew & Taco antennas. Consulting engineer, R. A. Isberg. File: BPIF-320 (granted 3-22-74); BPIF-348 (granted 7-23-75); BLIF-198 (granted 2-28-75).

**Davis, Cal.—WSA-39,** Regents of University of California, Dir. of Business Services Div., 485 University Hall, 2200 University Ave., Berkeley, Cal. (94720). Channel G-1 at Hutchison Hall, U. of Cal. at Davis, Davis, Cal. (lat. 38° 32' 25", long. 121° 44' 52"); 10-w; 84-ft. Equipment: Emcee transmitter & Prodelin antenna. Consulting engineer, R. A. Isberg. File: BPIF-289 (granted 5-7-73); BLIF-177 (granted 11-19-74).

**Fresno, Cal.—KVK-21,** Fresno County Schools, 2314 Mariposa St. (93721). Channels G-1-2. Transmitter: 2220 Tulare St. Equipment; Micro-Link. File: BPIF-85 (granted 11-16-66); BLIF-44 (granted 6-2-72).

**Fresno, Cal.—KYD-25,** Fresno County Schools, 2314 Mariposa St. (93721). Channels B-1-2. Transmitter: 733 "L" St. (lat. 36° 43' 55", long. 119° 47' 20"); .002-w. Equipment: Micro-Link. File: BPIF-98 (granted 4-26-67); BLIF-45 (granted 6-2-72); BPIF-355 (granted 12-18-75); BLIF-227 (granted 12-12-77).

**Fullerton, Cal.—KVP-26,** Anaheim City School District, 400 E. Hermosa Dr. (92635). Channels F-1-4. Transmitter: Acacia Transmitter Site (lat. 35° 53' 30.8", long. 117° 54' 04"); 9-w. Equipment: RCA. Counsel, Covington & Burling. File: BPIF-72 (granted 1-5-67); BLIF-77 (granted 12-1-70).

**Goleta, Cal.—WAQ-323,** Regents of University of California, 485 University Hall, 2200 University Ave., Berkeley (94720). Channel A-1-2 (Reserve A-4) at Engineering Bldg., University of California at Santa Barbara, Goleta (lat. 34° 24' 50", long. 119° 50' 24"); 10-w; 93-ft. Equipment: Emcee transmitter & Andrew antenna. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-324 (granted 10-22-74); BLIF-209 (granted 3-4-76); BPIF-382 (granted 8-2-76); BLIF-238 (granted 11-8-77).

**Livermore (near), Cal.—WBY-28,** Regents of U. of Cal., Director of Business Services Div., 485 University Hall, 2200 University Ave., Berkeley (94720). Channel B-4, 10-mi. N of Livermore, Cal. (lat. 37° 49' 17", long. 121° 46' 49"); 5-w; 75-ft. Equipment: Andrew transmitter & Emcee antenna. Consulting engineer, R. A. Isberg. File: BPIF-301 (granted 8-21-73); BLIF-195 (granted 11-19-74).

**Long Beach, Cal.—KZH-31,** Board of Education, Long Beach Unified School District, 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. Counsel, Covington & Burling. File: BPIF-131 (granted 11-7-67); BLIF-108 (granted 2-1-73). Note: Requests modification of license to change transmitter to Varian. BMLIF-35.

**Los Altos, Cal.—KGG-38,** Board of Trustees of Leland Stanford Junior U., Stanford Electronics Laboratories, Stanford (94305). Channels E-1-4. Transmitter: Montebello Rd., 7.9-mi. SSE of Stanford (lat. 37° 19' 18", long. 122° 08' 47"); 10-w; 62-ft. Equipment: Jerrold transmitter & Prodelin antenna. Counsel, Jones, Day, Reavis & Pogue; consulting engineer, Hammett & Edison. File: BPIF-137 (granted 4-8-68); BLIF-94 (granted 2-13-70).

**Los Angeles, Cal.—KWE-33, KWE-34,** U. of Southern Cal., Los Angeles (90007). Channels 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"); 10-w; 62-ft. Equipment: Micro-Link. Counsel, Koteen & Burt; consulting engineer, Hammett & Edison. File: BPIF-203/4 (granted 6-18-69); BLIF-168/9 (granted 9-12-72).

**Los Angeles, Cal.—KSW-92-93,** Archdiocese of Los Angeles Education & Welfare Corp., 1531 W. 9th St., Los Angeles, Cal. (90006). Channels D-1-4, G-1-4. Transmitters: (1) Encino Reservoir, Encino (lat. 34° 08' 52", long. 118° 31' 06"); (2) Mount Wilson, Los Angeles (lat. 34° 13' 27", long. 118° 03' 47"); 10-w. Equipment: Litton. File: BPIF-26/7 (granted 5-7-65); BMPIF-382 (granted 6-26-73); BLIF-41/2 (granted 6-1-73). Note: KSW-92 requests CP to change transmitter to 17750 Ventura Blvd., Encino (lat. 34° 09' 43", long. 118° 31' 07"). BPIF-422.

**Pasadena, Cal.—KQI-29,** Pasadena Unified School District of Los Angeles County, 351 S. Hudson Ave. (91101). Channels E-1-4. Transmitter: 351 S. Hudson Ave. Equipment: Jerrold transmitter, Taco antenna. Consulting engineer, Martec Corp. File: BPIF-59 (granted 8-26-66); BLIF-47 (granted 4-16-69).

**Point Mugu, Cal.—WAQ-324,** Regents of University of California, 485 University Hall, 2200 University Ave., Berkeley (94720). Channel E-1-2 (Reserve E-4), 3.3-mi. E of Naval Air Station Point Mugu, Laguna Peak (lat. 34° 06' 30", long. 119° 03' 50"); 10-w; 20-ft. Equipment: Emcee transmitter & Andrew antenna. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-325 (granted 10-22-74); BPIF-210 (granted 3-4-76); BPIF-383 (granted 8-2-76); BLIF-239 (granted 11-8-77).

**Redding, Cal.—WBS-390,** California State University, W. 1st & Normal St., Chico (95929). Channel A-1, 13-mi. W of Redding (lat. 40° 36' 09", long. 122° 39' 01"); 10-w; 40-ft. Equipment: Emcee transmitter & Bogner antenna. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-377 (granted 7-19-76); BLIF-233 (granted 4-25-77).

**Reedley, Cal.—KZM-21,** Fresno County Schools, 2314 Mariposa St. (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. File: BPIF-134 (granted 12-6-67); BLIF-97 (granted 6-2-72).

**Sacramento, Cal.—WSA-40,** Regents of University of California, Dir. of Business Services Div., 485 University Hall, 2200 University Ave., Berkeley, Cal. (94720). Channel B-1 at 2315 Stockton Blvd., Sacramento (lat. 38° 33' 18", long. 121° 27' 18"); 10-w; 151-ft. Equipment: Emcee transmitter & Bogner antenna. Consulting engineer, R. A. Isberg. File: BPIF-291 (granted 5-7-73); BLIF-178 (granted 11-19-74).



- Micro-Link<sup>™</sup> ITFS/MDS Transmitters and Receivers
  - Microwave Path Survey Equipment
  - Low-Cost FM Microwave Receivers for Satellite Terminals
- Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000

**San Diego, Cal.—WBM-725**, Board of Trustees, California State Universities & Colleges for San Diego State University, 5402 College Ave., San Diego (92182). Channels A-1-2-3 at 5300 Campanile Dr., San Diego State University (lat. 32° 46' 35", long. 117° 04' 17"); 0.1-w; 75-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$16,525; yearly operating, \$1,500. Counsel, Jorgensen, Johnson & Northrop; consulting engineer, C. Christopher Rager. File: BPIF-357 (granted 4-19-76); BMPIF-430 (granted 3-7-77); BLIF-241 (granted 10-7-77).

**San Diego, Cal.—WBM-726**, Board of Trustees, California State Universities & Colleges for San Diego State University, Channels A-3 & E-1-2 at San Miguel Mountain, 13-mi. E of San Diego (lat. 32° 41' 48", long. 116° 56' 10"); 10-w; 75-ft. Equipment: Emcee transmitter & Bogner antenna. For other details, see above. File: BPIF-358 (granted 4-19-76); BMPIF-431 (granted 3-7-77); BLIF-242 (granted 10-7-77).

**San Diego, Cal.—WBS-375**, Superintendent of Schools, Department of Education, San Diego County, 6401 Linda Vista Rd., San Diego (92111). Channel C-1 at KGTV Transmitter Bldg., Mount Soledad, San Diego (lat. 32° 50' 20.5", long. 117° 14' 56.5"); 10-w; 80-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$48,900; yearly operating, \$3,100. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-361 (granted 6-22-76); BLIF-236 (granted 10-31-77). Note: Requests CP for switch from Channel C-1 to D-1 & add D-2. BPIF-412.

**San Diego, Cal.—WBS-376**, Superintendent of Schools, Department of Education, San Diego County, Channel G-1 at 6401 Linda Vista Rd., San Diego (lat. 32° 46' 11", long. 117° 10' 44"); 0.1-w; 30-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$8,100; yearly operating, \$1,000. For other details, see above. File: BPIF-362 (granted 6-22-76); BLIF-237 (granted 10-31-77). Note: Requests CP for switch from Channel G-1 to D-1 & add channel D-2. BPIF-413.

**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 (94720). Channel F-2. Transmitter: 22nd St. & Potrero Ave., San Francisco (lat. 37° 45' 35.5", long. 122° 24' 01"). Equipment: Micro-Link. File: BPIF-71 (granted 7-26-66); BLIF-27 (granted 5-4-67).

**San Francisco, Cal.—KZB-22, KZB-23, KZB-24, KZB-25**, Roman Catholic Welfare Corp. of San Francisco, 441 Church St. (94114). Channels G-1-4. Transmitter: St. Patrick's Seminary, Middlefield Rd., Menlo Park; 6.4-w. Channels B-1-4. Transmitter: San Bruno Mountain, 2-mi. S of San Francisco. Channels D-1-4. Transmitter: Mt. Tamalpais. Channels D-1-4. Transmitter: Monument Peak. For instructional programming to parochial schools & non-parochial schools. Equipment: Andrew, Emcee, Adler & Jerrold transmitters; Taco antennas. Counsel, James E. Greeley; consulting engineer, Hammett & Edison. File: BPIF-92/94 (granted 9-28-67); BLIF-163/6 (granted 6-2-72); BMLIF-26 (granted 12-23-75).

**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); BLIF-96 (granted 6-2-72).

**Santa Ana, Cal.—WSJ-69-70**, Santa Ana Unified School District. (1) Channels A-1-4 at 1405 French St., Santa Ana (lat. 33° 45' 25", long. 117° 51' 43"); 0.1-w; 32-ft. (2) Channels C-1-4 at Flower St. & Civic Center Dr. W., Santa Ana (lat. 33° 45' 03", long. 117° 52' 05"); 10-w; 216-ft. Equipment: Emcee transmitter & Andrew antenna. Counsel, Wilner & Scheiner; consulting engineer, Hammett & Edison. File: BPIF-293/4 (granted 6-26-73); BLIF-179/80 (granted 2-6-74).

**Torrance, Cal.—WAU-30**, Board of Education Torrance Unified School District. Channels C-1-4. Transmitter, Educational Materials Bldg., 2336 Plaza del Amo. Equipment, Jerrold. Counsel, Covington & Burling. File: BPIF-191 (granted 5-8-69); BLIF-140 (granted 8-1-72).

**Tranquillity, Cal.—KZM-22**, Fresno County Schools. Channels C-1-2. Transmitter: Tranquillity Union 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); BLIF-98 (granted 6-2-72).

**Vacaville, Cal.—WAW-457**, Regents of University of California, 485 University Hall, 2200 University Ave., Berkeley (94720). Channel C-1, 7-mi. NW of Vacaville, Mount Vaca (lat. 38° 23' 48", long. 122° 06' 00"); 10-w; 50-ft. Equipment: Emcee. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-335 (granted 12-20-74); BLIF-217 (granted 9-21-76).

**Yuba City, Cal.—WAQ-325**, Regents of University of California, 485 University Hall, 2200 University Ave., Berkeley (94720). Channel D-1, 12-mi. W of Yuba City (lat. 39° 12' 21", long. 121° 49' 10"); 10-w; 20-ft. Equipment: Emcee transmitter & Andrew antenna. Consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-323 (granted 10-22-74); BLIF-211 (granted 3-4-76).

**Boulder, Colo.—WHA-72**, Board of Regents, U. of Colorado, PSR B-1, Rm. 116, Boulder (80302). Channel B-1 at Patty's Peak, rural Boulder (lat. 39° 58' 14", long. 105° 16' 47"); 10-w; 35-ft. Equipment: Jerrold transmitter & Andrew antenna. Consulting engineer, Charles A. Huber. File: BPIF-241 (granted 3-10-71); BLIF-167 (granted 4-3-73). Note: Holds CP to add Channel B-3. BPIF-346 (granted 8-14-75).

**Belle Glade, Fla.—KZB-28**, School Board of Palm Beach County, Fla. Channels A-1-2-3; G-4. Transmitter: On State Rd. 715, 1-mi. N. of intersection of State Rds. 717 & 715, Belle Glade; 10-w. For other details, see KHU-90 Boynton Beach. File: BPIF-99 (granted 9-25-67); BLIF-65 (granted 4-22-69); BMPIF-384 (granted 7-25-73); BMPIF-391 (granted 12-5-73); BLIF-191 (granted 8-1-74).

**Boynton Beach, Fla.—KHU-90**, School Board of Palm Beach County, Fla., 301 N. Olive Ave., W. Palm Beach (33402). Channels E-1-4. Transmitter: 505 S. Congress Ave., Boynton Beach. For delivery of instructional programming to all Palm Beach County Schools. Equipment: Jerrold (KHU-90); Emcee transmitter & Parabolic antenna (KZB-28-30). Consulting engineer, William R. Evans. File: BPIF-67 (granted 7-26-66); BLIF-64 (granted 4-22-69).

**Daytona Beach, Fla.—WBE-795**, Volusia County School Board, Box 2118, 230 N. Stone St., DeLand (32720). Channel A-1 at Loomis & Lockhart Sts., Daytona Beach (lat. 29° 11' 55", long. 81° 01' 42"); 10-w; 185-ft. Equipment: Emcee transmitter & Parabolic antenna. Consulting engineer, Kessler Assoc. File: BPIF-341 (granted 8-22-75); BLIF-224 (granted 12-6-76).

**Fort Lauderdale, Fla.—KRL-42**, Edward A. McCarthy, Archbishop of Archdiocese of Miami. Channels C-1-2-3-4 at Broward County Courthouse, S.E. 6th St. & S.E. 3rd Ave., Fort Lauderdale (lat. 26° 06' 53", long. 80° 08' 29"). For other details, see KRL-41 Miami. File: BPIF-3 (granted 12-16-64); BMPIF-54 (granted 6-24-66); BPIF-315 (granted 11-16-73); BLIF-17 (granted 9-21-76); BMLIF-31 (granted 10-25-77).

**Fort Lauderdale, Fla.—KTZ-22**, School Board of Broward County, 1320 S.W. 4th St., Ft. Lauderdale, Fla. Channels G-1-4. Transmitter: 6600 S.W. Nova Dr. Equipment: Micro-Link. File: BPIF-40 (granted 10-22-65); BLIF-54 (granted 1-30-68).

**Fort Lauderdale, Fla.—KLC-80**, School Board of Broward County, 1320 S.W. 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. Repeats KTZ-22 Ft. Lauderdale. Equipment: Jerrold. Consulting engineer, Adair & Brady Inc. (Lake Worth, Fla.). File: BPIF-163 (granted 8-22-68); BLIF-95 (granted 10-6-69).

**Fort Myers, Fla.—WBE-805**, School Board of Lee County, 3308 Canal St., Fort Myers (33901). Channel A-1 at Southern Cablevision Tower, 2931 Michigan Ave., Fort Myers (lat. 26° 38' 53", long. 81° 51' 12"); 10-w; 140-ft. Equipment: Emcee transmitter & Prodelin antenna. Consulting engineer, Kessler Assoc. File: BPIF-343 (granted 8-27-75); BLIF-226 (granted 11-30-76). Note: Holds CP to add channel B-2. BMPIF-435.

**Loxahatchee, Fla.—KZB-30**, School Board of Palm Beach County, Fla. Channels H-1-2-3. Transmitter: 75-mi. N of U.S. 441 & 98 in Loxahatchee community. For other details, see KHU-90 Boynton Beach. File: BPIF-100 (granted 9-25-67); BLIF-83 (granted 4-1-71); BPIF-278 (granted 8-2-73); BLIF-187 (granted 5-3-74).

**Miami, Fla.—KRL-41**, Edward A. McCarthy, Archbishop of Miami, 6301 Biscayne Blvd., Miami (33138). Channels A-1-4 at 169 E. Flagler St., Miami. Equipment: Adler. Counsel, James E. Greeley. File: BPIF-12 (granted 12-16-64); BLIF-6 (granted 9-21-76); BMLIF-31 (granted 10-25-77).

**Miami, Fla.—KTB-84-85**, School Board of Dade County, Fla., 1410 N.E. 2nd Ave., Miami, Fla. Channels F-1-4; C-1-4. Transmitters: (1) 1410 N.E. 2nd Ave., Miami; (2) 19400 S.W. 97th Ave., Cutler Ridge, Fla. Equipment: Adler. File: BPIF-35/6 (granted 6-18-65); BLIF-48/9 (granted 5-29-75); BLIF-222/3 (granted 8-16-76).

**Riviera Beach, Fla.—KZB-29**, School Board of Palm Beach County, Fla. Channels G-1-2-3-4. Transmitter: 5-mi. E of State Rt. 809, Riviera Beach. For other details, see KHU-90 Boynton Beach. File: BPIF-101 (granted 9-25-67); BLIF-66 (granted 4-22-69); BMPIF-385 (granted 7-25-73); BLIF-186 (granted 5-3-74).

**Atlanta, Ga.—KVI-65-66**, Fulton-DeKalb Hospital Authority (operating Grady Memorial Hospital), 80 Butler St. S.E. (30303). Channels A-1-4. Transmitters: (1) 80 Butler St. S.E.; (2) 1600 Clifton Rd. N.E. Equipment: RCA transmitter & Taco antenna. Teaching programs integrated with & supplementary to curricula of Emory University Schools of Medicine, Nursing, Medical Tech. & X-Ray Tech.; receiving programs are Grady Memorial Hospital, Communicable Disease Center, Emory U. Hospital, V.A. Hospital & 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).

**Buffalo Grove, Ill.—WAH-799**, The Catholic Bishop of Chicago, Box 1979, Chicago (60690). Channels F-1-4, E of Roselle Rd., at Central Rd., Schaumburg (lat. 42° 04' 00", long. 88° 04' 38"); 10-w; 285-ft. Equipment: Emcee transmitter & Alford antenna. Counsel, Kirkland & Ellis; consulting engineer, D. L. Markley & Assoc. Inc. File: BPIF-302 (granted 5-13-74); BLIF-200 (granted 3-19-75).

**Chicago, Ill.—WAC-262**, The Catholic Bishop of Chicago, Box 1979, Chicago (60690). Channels C-1-4 at Sears Bldg., 101 S. Wacker Dr. (lat. 41° 52' 45", long. 87° 38' 08"); 10-w; 1450-ft. Equipment: Emcee transmitter & Alford antenna. Counsel, Kirkland & Ellis; consulting engineer, D. L. Markley & Assoc. Inc. File: BPIF-304 (granted 2-27-74); BLIF-199 (granted 3-19-75).

**Chicago, Ill.—WBM-648**, Illinois Institute of Technology, 3300 S. Federal St., Chicago (60616). Channels E-1-2-3-4 at Sears Bldg.,

# Instructional Television



- Micro-Link<sup>1</sup> TTFS/MDS Transmitters and Receivers
- Microwave Path Survey Equipment
- Low-Cost FM Microwave Receivers for Satellite Terminals

Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000

101 S. Wacker Dr. (lat. 41° 52' 44", long. 87° 38' 10"); 10-w; 1455-ft. Equipment: Emcee transmitter & Alford antenna. Consulting engineer, D. L. Markley & Assoc. Inc. (Peoria, Ill.). File: BPIF-356 (granted 2-12-76); BLIF-229 (granted 4-4-77).

Mundelein, Ill.—WAH-800, The Catholic Bishop of Chicago, Box 1979, Chicago (60690). Channels C-1-4 at St. Mary of the Lake Seminary, Mundelein (lat. 42° 17' 13", long. 87° 59' 40"); 10-w; 350-ft. For other details, see Buffalo Grove, above. File: BPIF-303 (granted 5-13-74); BLIF-201 (granted 12-1-75).

Northfield, Ill.—KZB-26, Board of Education of Twp. High School District 203, 358 Winnetka Ave. (60094). Channel H-1. Transmitter: New Trier West High School, 7 Happ Rd. Equipment: Micro-Link. Counsel, Wilner & Scheiner; consulting engineer, T. H. Jarman. File: EPIF-172 (granted 8-27-68); BLIF-93 (granted 10-6-69).

Peoria, Ill.—KTZ-30, Bradley University, 1501 N. Bradley Ave. Channels C-1-4. Transmitter: 1501 N. Bradley Ave. Equipment: Emcee. Counsel, Wilner & Scheiner. File: BPIF-51 (granted 10-26-65); BLIF-7 (granted 4-21-69).

Roanoke, Ill.—KVO-30, Bradley University, Jobst Hall, Peoria, Ill. (61606). Channels E-1-2; system interconnected with KGZ-66 Winnetka & subsequently leased to school districts in Woodford County & surrounding area. Transmitter: 3.2-mi. NE of Metamora (lat. 40° 50' 00", long. 89° 19' 08"). Equipment: Emcee transmitter & Prodelin antenna. Counsel, James E. Greeley. File: BPIF-84 (granted 12-23-66); BLIF-32 (granted 4-21-69).

Rock Falls, Ill.—WHA-62, Board of Education of Rock Falls Twp. H.S. District # 301, 101 12th Ave. Rock Falls (61071). Channel G-3 at 101 12th Ave. (lat. 41° 46' 42", long. 89° 42' 20"); 002-w; 69-ft. Equipment: Mark Products. Consulting engineer, John Zmolek (Chicago). File: BPIF-237 (granted 3-3-71); BLIF-159 (granted 6-2-72).

Sterling, Ill.—KVI-62, Board of Education of Sterling Twp. High School, District No. 300, 1608 4th St. (61081). Channel D-3 for classroom programming to area public schools. Equipment: Emcee. File: BPIF-79 (granted 11-7-66); BLIF-33 (granted 6-7-67); BLIF-55 (granted 4-19-68).

Westhaven, Ill.—WAH-801, The Catholic Bishop of Chicago, Box 1979, Chicago (60690). Channels F-1-2-3-4, 700-ft. NE of 167th St. & 104th Ave. (lat. 41° 35' 17", long. 87° 51' 51"); 10-w; 490-ft. For other details, see Buffalo Grove, above. File: BPIF-305 (granted 5-13-74); BLIF-202 (granted 12-1-75).

Winnetka, Ill.—KGZ-66, Board of Education of Twp. High School District No. 203, Cook County, Ill., Winnetka & Essex Sts., Winnetka, Ill. Channels A-1-4. Transmitter: Winnetka & Essex Sts.; 10-w. Equipment: Micro-Link. Counsel, Wilner & Scheiner. File: BPIF-25 (granted 3-9-65); BLIF-28 (granted 7-7-67).

Wyoming, Ill.—KVO-29, Bradley University, Jobst Hall, Peoria, Ill. (61606). Channels A-1-2; system interconnected with KTZ-30 Peoria & leased to school districts in Stark County & surrounding area. Transmitter: 7-mi. N of Wyoming. Equipment: Emcee transmitter & Prodelin antenna. Counsel, James E. Greeley. File: BPIF-83 (granted 12-23-66); BLIF-31 (granted 4-1-71).

Indianapolis, Ind.—WAT-21, Trustees of Ind. U., Ind. School of Medicine, 1100 W. Michigan St. (46202). Channels E-1-2 at Ind. U. Hospital, Ind. U. Medical Center, Indianapolis (lat. 39° 46' 30", long. 86° 10' 34"); 10-w. Equipment: Micro-Link. Consulting engineer, Jansky & Bailey. File: BPIF-195 (granted 5-1-69); BLIF-111 (granted 4-2-70); BPIF-311 (granted 8-31-73); BLIF-196 (granted 2-7-75).

Princeton, Ind.—WOX-84, North Gibson School Corp., Water & West Sts., Princeton (47670). Channel A-1 at Princeton Community High School, Embree & Warnock Sts., Princeton (lat. 38° 21' 56", long. 87° 34' 54"); 10-w; 100-ft. Equipment: Emcee transmitter & Bogner antenna. Counsel, Jones, Day, Reavis & Pogue; consulting engineer, Jerry C. Ott. File: BPIF-273 (granted 9-18-72); BLIF-176 (granted 10-15-73).

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: Micro-Link transmitter & Prodelin antenna. Consulting engineer, Jansky & Bailey. File: BPIF-179 (granted 2-27-65); BLIF-109 (granted 4-2-70).

Terre Haute, Ind.—WBG-606, Trustees of Indiana University, Indiana School of Medicine, 1100 W. Michigan St., Indianapolis (46202). Channel A-1 at Gillum Hall, Fifth & Chestnut, State University Campus (lat. 39° 28' 16", long. 87° 24' 37"); 10-w; 183-ft. Equipment: Emcee. Consulting engineer, John F. X. Browne & Associates Inc. File: BPIF-349 (granted 11-10-75); BLIF-228 (granted 4-25-77).

Louisville, Ky.—WAY-653, Jefferson County Board of Education, 3332 Newburg Rd., Louisville (40218). Channels B-1-4 at 4301 Bishops Lane, Louisville (lat. 38° 11' 54", long. 85° 41' 07"); 10-w; 162-ft. Equipment: Emcee transmitter & Bogner antenna. Coun-

sel, Schwartz & Woods; consulting engineer, Charles R. Kendall (Louisville). File: BPIF-340 (granted 3-18-75); BLIF-206 (granted 6-21-76).

Louisville, Ky.—WAY-655, Jefferson County Board of Education, 3332 Newburg Rd., Louisville (40218). Channels F-1-4 at Western High School, 2501 Rockford Lane, Louisville (lat. 38° 10' 40", long. 85° 50' 41"); 10-w; 103-ft. Equipment: Emcee transmitter & Bogner antenna. For other details, see above. File: BPIF-342 (granted 3-24-75); BLIF-207 (granted 6-22-76).

Louisville, Ky.—WBX-203, University of Louisville, 2301 S. Third St., Louisville (40208). Channels D-1-2 at 2301 S. Third St., Louisville (lat. 38° 13' 10", long. 85° 45' 32"); 10-w; 132-ft. Equipment: Emcee transmitter & Andrews antenna. Plant: \$86,200; yearly operating \$75,400. Counsel, G. T. Hawkins (Louisville); consulting engineer, Thomas Buck (Hammond, Ind.). File: BPIF-365 (granted 8-9-76); BLIF-240 (granted 10-8-77).

Owensboro, Ky.—KKB-71, Owensboro Vocational School, 1501 Frederica St. (42301). Channels A-1-2 at 1501 Frederica St. (lat. 37° 45' 43", long. 87° 06' 40"); 10-w. Equipment: RCA. Consulting engineer, Johnson, Depp & Quisenberry (Owensboro). File: BPIF-205 (granted 7-11-69); BLIF-127 (granted 8-4-70).

Paducah, Ky.—KGA-28, Board of Education of Paducah, Ky. Independent School District. Channels A-1-4 at 10th & Clark Sts., Paducah. Equipment: Jerrold. Counsel, Henry O. Whitlow (Paducah). File: BPIF-146 (granted 5-14-68); BLIF-82 (granted 4-17-69).

Lafayette, La.—WBJ-81, WBJ-82, La. State Board of Education, 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. Equipment: Jerrold. Counsel, J. Winston Fontenot (Lafayette); consulting engineer, Floyd F. Bernard (Lafayette). File: BPIF-214/5 (granted 11-25-69); BLIF-129/30 (granted 12-1-70).

Portland, Me.—KVI-61, U. of Maine, Alumni Hall, Orono, Me. (04473). 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. Counsel, Dow, Lohnes & Albertson. File: BPIF-82 (granted 11-7-66); BLIF-58 (granted 6-17-68).

Andover, Mass.—KMA-57, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels F-3-4. Transmitter: Wood Hill, Andover (lat. 42° 39' 17", long. 71° 13' 13"); 10-w; 228-ft. Equipment: Jerrold. Counsel, Dow, Lohnes & Albertson. File: BPIF-167 (granted 9-19-68); BLIF-79 (granted 6-2-72).

Boston, Mass.—KVQ-24, Boston Catholic TV Center Inc., 25 Granby St. (02215). Channels D-3-4. Transmitter: Prudential Tower Bldg., Boylston St. Delivers educational materials to schools operated by Archdiocese of Boston. Equipment: Jerrold. File: BPIF-74 (granted 1-18-67); BLIF-53 (granted 6-2-72). Note: Holds CP to add Channels D-1-2; 100-w. BPIF-328 (granted 7-19-76).

Boston, Mass.—KYP-23, Northeastern University, 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: Prudential Center Tower (lat. 42° 20' 50", long. 71° 04' 57"). Equipment: Jerrold transmitter & Taco antenna. Counsel, Dow, Lohnes & Albertson. File: BPIF-102 (granted 7-7-67); BPIF-220 (granted 5-19-70); BLIF-189 (granted 4-14-69).

Boston, Mass.—WCR-20, Northeastern University, 360 Huntington Ave., Boston (02115). Channels E-3-4 at 360 Huntington Ave., Boston (lat. 42° 20' 21", long. 71° 05' 20"); 01-w; 94-ft. Equipment: Jerrold. Counsel & consulting engineer, Lake Systems Corp. (Newton, Mass.). File: BPIF-221 (granted 5-19-70); BLIF-190 (granted 7-16-74).

Boston, Mass.—WBB-421, President & Fellows of Harvard College, 17 Quincy St., Cambridge (02138). Channels C-3-4 at 655 Huntington Ave., Boston (lat. 42° 20' 06", long. 71° 06' 13"); 10-w; 199-ft. Equipment: Emcee. Plant, \$65,000; yearly operating, \$2,500. Counsel, Covington & Burling. File: BPIF-334 (granted 4-25-75); BLIF-214 (granted 10-25-77).

Danvers, Mass.—WAL-20, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels G-3-4. Transmitter: Catholic Chapel, Danvers State Hospital (lat. 42° 34' 57", long. 70° 59' 15"); 10-w; 102-ft. Equipment: Jerrold. File: BPIF-188 (granted 4-14-69); BLIF-105 (granted 6-2-72).

Framingham, Mass.—KLC-85, Boston Catholic TV Center Inc., 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. Counsel, Dow, Lohnes & Albertson. File: BPIF-157 (granted 8-27-68); BLIF-78 (granted 6-2-72).

Milton, Mass.—KQT-48, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels F-3-4 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); BLIF-107 (granted 6-2-72).

Newton, Mass.—KQT-47, Boston Catholic TV Center Inc., 25 Granby St., Boston (02115). Channels A-1-4 & F-3-4 at Chapel Bridge Park, 55 Chapel St., Newton (lat. 42° 21' 18", long. 71° 12' 10"); 01-w; 55-ft. Equipment: Jerrold. Counsel, Dow, Lohnes & Albertson. File: BPIF-210 (granted 9-8-69); BPIF-310 (granted 3-1-71); BLIF-115 (granted 6-2-72); BPIF-350 (granted 4-30-74); BLIF-234 (granted 10-25-77).

North Dartmouth, Mass.—WOG-94, Southeastern Mass. U., Old Westport Rd. (02747). Channel G-4 at Old Westport Rd., North Dartmouth (lat. 41° 37' 43", long. 71° 00' 25"); 10-w; 250-ft. Equipment: Jerrold. File: BPIF-264 (granted 9-11-73); BLIF-194 (granted 11-19-74).





- Micro-Link® ITFS/MDS Transmitters and Receivers
- Microwave Path Survey Equipment
- Low-Cost FM Microwave Receivers for Satellite Terminals

Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000

Channels B-1-4. Transmitter: 19th St. & Prospect Park W. Equipment: Micro-Link. Counsel, James E. Greeley. File: BPIF-9 (granted 7-28-64); BLIF-15 (granted 6-7-67).

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: No. 1 Lefrak City Plaza, New York (lat. 40° 44' 05", long. 73° 51' 53"); 1-w; 189-ft. Equipment: Micro-Link. Counsel, James E. Greeley. File: BPIF-95 (granted 2-13-67); BLIF-57 (granted 3-20-68); BPIF-130 (granted 10-26-67); BLIF-84 (granted 4-16-69); BPIF-288 (granted 3-6-73); BLIF-192 (granted 9-19-74).

Buffalo, N.Y.—WDG-55, State U. of N.Y., Parker Engineering Bldg., Buffalo (14214). Channel G-1 at 3415 Main St., Buffalo (lat. 42° 57' 20", long. 78° 49' 01"); 10-w; 150-ft. Equipment: Micro-Link. Counsel, Sanford H. Levine (Albany), assoc. counsel, State U. of N.Y. File: BPIF-233 (granted 8-3-70); BLIF-138 (granted 12-1-70).

Central Islip, N.Y.—KNZ-68, Roman Catholic Diocese of Rockville Centre. Channels B-1-4. Transmitter: Intersection of Wheeler Rd. & Motor Parkway (St. John's Cemetery), Central Islip. For other details, see KNZ-65 Rockville Centre. File: BPIF-8 (granted 7-28-64); BLIF-131 (granted 7-1-71).

Fredonia, N.Y.—WAQ-310, Board of Cooperative Educational Services of Chataqua County, Box 250, Fredonia (14063). Channel C-1 at Boccs Center, SE of intersection of Water St. & Webster Rd., Fredonia (lat. 42° 25' 08", long. 79° 18' 40"); 10-w; 200-ft. Equipment: Emcee transmitter & Bogner antenna. Counsel, Dow, Lohnes & Albertson; consulting engineer, Brown, Renaud Assoc. Inc. File: BPIF-326 (granted 9-20-74); BLIF-205 (granted 12-1-75).

Hempstead, N.Y.—KHD-21, Sewanhaka Central High School District of Elmont, Floral Park, Franklin Park & New Hyde Park, Sewanhaka-Elmont High School, Ridge Rd., Elmont (11003). Channels A-2-3 at 230 Poppy Ave., Franklin Square, N.Y. Equipment: Adler. File: BPIF-2 (granted 3-26-64); BLIF-2 (granted 1-8-65); BMLIF-7 (granted 10-23-69); BMLIF-23 (granted 2-24-75).

Huntington, N.Y.—KNZ-67, Roman Catholic Diocese of Rockville Centre. Channels A-1-4. Transmitter: 200-ft. SW of intersection of Convent & S. Woods Rds., Syosset. For other details, see KNZ-65 Rockville Centre. File: BPIF-7 (granted 7-28-64); BLIF-151 (granted 7-6-72).

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).

Kenmore, N.Y.—KWE-21, Union Free School District #1, Town of Tonawanda, 50 N. Park Ave., Rockville Centre, Long Island (11570). Channel A-1-2 at Administration Bldg., 1500 Colvin Blvd. (lat. 49° 48' 11", long. 73° 12' 26"); 1-w. Equipment: Micro-Link. Consulting engineer, Jules Cohen & Assoc. File: BPIF-202 (granted 6-26-69); BLIF-114 (granted 4-2-70).

Kingston, N.Y.—KRS-86, Archdiocese of New York. Channels A-1-3. Transmitter: Morton Rd., Rhinecliff. For other details, see KRS-81 New York. File: BPIF-21 (granted 1-29-65); BLIF-24 (granted 11-7-67). Note: Requests CP to add Channel A-4; 10-w; Micro-Link transmitter. BPIF-374.

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). Note: Requests CP to add Channel A-4; 10-w; Micro-Link transmitter. BPIF-375.

Mineola, L. I., N.Y.—KNZ-71, Union Free School District No. 10 of Town of N. Hempstead, N.Y. Channels G-1-4. Transmitter: Armstrong Rd. & Madison Ave., Mineola. Equipment: Adler. File: BPIF-11 (granted 7-28-64); BLIF-5 (granted 3-31-65).

Newburgh, N.Y.—KTN-66, City School District of Newburgh, 98 Grand Ave., Newburgh (12550). Channels D-1-2. Transmitter: Newburgh Free Academy, Fullerton Ave. Equipment: Micro-Link. 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 & Kittner. File: BPIF-16 (granted 1-29-65); BLIF-19 (granted 11-7-67). Note: Requests CP to add Channel A-4; 10-w; Micro-Link transmitter. BPIF-369.

North Massapequa, N.Y.—KNU-43, Nassau Board of Cooperative Educational Services, Wyngate Dr., North Massapequa (11758). Channels D-1-2. Transmitter: Wyngate & Peony Dr.; 10-w. Equipment: Adler. File: BPIF-3 (granted 5-21-64); BLIF-4 (granted 1-8-65); BAPLIF-1 (granted 5-8-74); BLIF-143 (granted 4-8-75). Note: Holds CP to add Channel D-3. BPIF-344 (granted 5-29-75).

Olean, N.Y.—WBB-433, Board of Cooperative Educational Services in Cattaraugus, Erie & Wyoming Counties, 124 Main St., Little

(Continued on next page)

Alpena, Mich.—KVK-22, Alpena Public Schools, 508 Taylor St. (49707). Channel A-1 serving all public & private non-profit schools in Alpena County. Equipment: Emcee transmitter & Co-Linear antenna. 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. (48202). Channels C-2-3. Transmitter: 9345 Lawton Ave.; 10-w. Equipment: Emcee. File: BPIF-37 (granted 7-20-65); BLIF-12 (granted 8-31-66).

Detroit, Mich.—WDV-66, Regents of the U. of Mich., Rm. 248, W. Engineering Bldg., Ann Arbor (48104). Channels G-1-2 at 9345 Lawton St., Detroit (lat. 42° 22' 55", long. 83° 06' 50"); 10-w; 425-ft. Equipment: Emcee transmitter & Alford antenna. File: BPIF-232 (granted 10-16-70); BLIF-149 (granted 4-4-72).

Detroit, Mich.—KVP-20, Wayne State U., 70 W. Palmer (48202). Channels E-1-2 for educational programming to Wayne State School of Nursing & other schools of nursing in Detroit metropolitan area. Equipment: RCA. Licensee has WDET-FM Detroit, is member of Detroit ETV Foundation. Counsel, Jorgensen, Johnson & Northrop; consulting engineer, Browne, Renaud Assoc. File: BPIF-80 (granted 1-5-67); BLIF-50 (granted 6-17-68); BMLIF-16 (granted 9-14-73).

Detroit, Mich.—WAK-57, Wayne State U., 70 W. Palmer, Detroit (48202). Channel B-1-2 at Scott Hall, 540 E. Canfield, Detroit (lat. 42° 21' 17", long. 83° 03' 20"); 0005-w; 169-ft. Equipment: Micro-Link. Counsel, Jorgensen, Johnson & Northrop; consulting engineer, Browne, Renaud Assoc. Inc. File: BPIF-300 (granted 9-14-73); BLIF-203 (granted 3-4-75).

Minneapolis, Minn.—WIG-33, Regents of U. of Minn., 107 Main Engineering, U. of Minn. (55455). Channels C-1-2 at Electrical Engineering Bldg., U. of Minn. (lat. 44° 58' 32", long. 93° 13' 57"); 25-w; 93-ft. Equipment: Micro-Link. Consulting engineer, Hammett & Edison. File: BPIF-253 (granted 7-19-71); BLIF-153 (granted 4-4-72).

Minneapolis, Minn.—WIG-35, Regents of U. of Minn., see Minneapolis, above. Channels E-1-2 at Foshay Tower, Marquette Ave. & 9th St., Minneapolis (lat. 44° 58' 28", long. 93° 16' 17"); 10-w; 151-ft. For other details, see WIG-33 Minneapolis. File: BPIF-255 (granted 7-19-71); BLIF-155 (granted 4-4-72).

Osseo, Minn.—KVI-64, Independent School District No. 279, 317 2nd Ave. N. (55369). Channel A-1. Transmitter: 10223 93rd Ave. N. (lat. 45° 07' 21", long. 93° 24' 42"); Equipment: Jerrold. File: BPIF-78 (granted 11-8-66); BLIF-34 (granted 6-7-67).

Rochester, Minn.—WIG-34, Regents of U. of Minn., see Minneapolis, above. Channels C-1-2 at 1.5-mi. SE of Hader on SW side of U.S. Hwy. 52, Hader (lat. 44° 21' 02", long. 92° 46' 53"); 25-w; 400-ft. For other details, see WIG-33 Minneapolis. File: BPIF-254 (granted 7-19-71); BLIF-154 (granted 4-4-72).

Columbia, Mo.—KXY-61, Curators of U. of Missouri, 116 Jesse Hall (65201). Channels C-1-2. Transmitter: Jesse Hall. Equipment: Micro-Link. Licensee currently delivers instructional material via cable. Licensee also owns KOMU-TV Columbia, KCUR-FM Kansas City, KMNR(FM) Rolla & KBIA(FM) Columbia. Counsel, Fisher, Wayland, Southmayd & Cooper. File: BPIF-105 (granted 4-27-67); BLIF-51 (granted 3-20-68).

Omaha, Neb.—KWU-42, School District of the City of Omaha, 3902 Davenport St. (68131). Channels A-1-2 at Maple & 52nd Sts., Omaha (lat. 41° 17' 09", long. 95° 59' 36"); 10-w; 105-ft. File: BPIF-222 (granted 1-16-70); BLIF-160 (granted 5-14-74).

Omaha, Neb.—KWU-43, School District of the City of Omaha, 3902 Davenport St. (68131). Channels D-1-2 at 12200 Burke Blvd., Omaha (lat. 41° 15' 43", long. 96° 06' 04"); 10-w; 45-ft. File: BPIF-223 (granted 1-16-70); BLIF-161 (granted 5-14-74).

Las Vegas, Nev.—KZH-32, KZH-33, Clark County School District, 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: 100 E. Fremont St., Las Vegas (lat. 36° 10' 17", long. 115° 08' 36"); 10-w; 320-ft. Equipment: Jerrold, Micro-Link & Taco. Counsel, McKenna, Wilkinson & Kittner. File: BPIF-121/2 (granted 11-7-67); BLIF-116/7 (granted 4-2-70); BPIF-233 (granted 10-2-69); BLIF-117 (granted 4-2-70).

Trenton, N.J.—WPA-57, Trenton Board of Education, 9 S. Stockton St. (08611). Channel F-3 at Trenton Central High School, Chambers St., Trenton (lat. 40° 13' 7.05", long. 74° 44' 37.506"); 10-w; 128-ft. Equipment: Emcee. File: BPIF-270 (granted 9-21-72); BLIF-175 (granted 10-15-73).

Union, N.J.—WGM-95, Union Twp. Schools, 2369 Morris Ave., Union (07083). Channel C-1 at Third St., Union (lat. 40° 42' 17", long. 74° 17' 06"); 10-w; 77-ft. Equipment: Prodelin. Consulting engineer, Communication Technology Corp. (N.J.). File: BPIF-242 (granted 1-14-71); BLIF-148 (granted 9-1-71).

West Windsor Twp., N.J.—WOW-99, Mercer County Community College, 101 W. State St., Trenton (08608). Channel B-1 at 1200 Old Trenton Rd., West Windsor Twp. (lat. 40° 15' 30", long. 73° 38' 59"); 10-w; 204-ft. Equipment: Emcee transmitter & Bogner antenna. Consulting engineer, Paul Godley Co. File: BPIF-269 (granted 9-11-72); BPIF-388 (granted 8-21-73); BLIF-188 (granted 3-25-74).

Beacon, N.Y.—KRS-85, Archdiocese of New York. Channels E-1-2-3. 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). Note: Requests CP to add Channel E-4; 10-w; Micro-Link transmitter. BPIF-373.

Brooklyn, N.Y.—KNZ-69, Roman Catholic Diocese of Brooklyn.

# Instructional Television

## LICENSEES—(Continued)

- Valley (14755). Channel A-1, 1.5-mi. NE of Olean (lat. 42° 05' 34", long. 78° 24' 30"); 10-w; 55-ft. Equipment: Emcee transmitter & Andrew antenna. File: BPIF-339 (granted 5-6-75); BLIF-216 (granted 6-22-76).
- 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). Note: Requests CP to add Channel A-4; 10-w; Micro-Link transmitter. BPIF-372.
- Plainview, L.L., N.Y.—KHC-94, Plainview-Old Bethpage Public Schools, Central School District No. 4, Administration Bldg., Jamaica Ave., Plainview (11803). Channels B-1-2. Transmitter: J. F. Kennedy High School, Washington Ave. & Kennedy Dr., Plainview (lat. 40° 46' 53", long. 73° 27' 35"); 5-w. Equipment: Micro-Link. File: BPIF-1 (granted 2-17-64); BLIF-3 (granted 11-24-65); BPIF-352 (granted 9-23-75); BLIF-208 (granted 3-4-76); BPIF-381 (granted 7-30-76); BLIF-235 (granted 10-17-77).
- Rochester, N.Y.—KRV-45, City School District of Rochester, 1801 Main St. E. (14609). Channels D-1-3. Transmitter: 1801 Main St. E. Equipment: Micro-Link. File: BPIF-28 (granted 3-10-65); BLIF-10 (granted 4-15-66).
- Rochester, N.Y.—WAX-30, Rochester Institute of Technology, 1 Lomb Memorial Dr. (14623). Channel A-1 at 1 Lomb Memorial Dr. (lat. 43° 05' 14", long. 77° 40' 32"); 10-w. Equipment: RCA. Counsel: James E. Greeley; consulting engineer, Kessler Assoc. File: BPIF-207 (granted 5-15-69); BLIF-112 (granted 4-2-70).
- Rockville Centre, N.Y.—KNZ-65, Roman Catholic Diocese of Rockville Centre, 53 N. Park Ave., Rockville Centre (11570). Channels E-1-4. Transmitter: Maria Regina High School, 1333 Admiral Lane, Uniondale (lat. 40° 42' 59", long. 73° 34' 56"). Equipment: Emcee. Counsel, James E. Greeley. File: BPIF-5 (granted 7-28-64); BPIF-200 (granted 5-15-69); BLIF-119 (granted 4-1-70).
- 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). Note: Requests CP to add Channel E-4; 10-w; Micro-Link transmitter. BPIF-370.
- 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). Note: Requests CP to add Channel E-4; 10-w; Micro-Link transmitter. BPIF-371.
- Durham, N.C.—KCO-86, Duke U., 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. File: BPIF-180 (granted 9-10-69); BLIF-139 (granted 10-16-73).
- 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: Micro-Link. File: BPIF-165 (granted 9-10-69); BLIF-135 (granted 10-16-73).
- Cleveland, O.—KDX-68, ETV Assn. of Metropolitan Cleveland, 4300 Brookpark Rd. (44134). Channels E-1-4 & G-1 at 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, Schwartz & Woods. File: BPIF-219 (granted 10-2-69); BPIF-303 (granted 12-11-70); BPIF-359 (granted 7-6-72); BLIF-123 (granted 4-3-78).
- 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 at Dentzler Rd., Parma (lat. 41° 22' 18", long. 81° 41' 48"); 10-w; 315-ft. Equipment: Emcee transmitter & Prodelin antenna. Plant, \$75,000; yearly operating, \$25,000. Counsel, Schwartz & Woods. File: BPIF-174 (granted 3-21-69); BLIF-124 (granted 4-3-78).
- Cincinnati, O.—KHX-47, Board of Directors, U. of Cincinnati, Dept. of Biomedical Communications, College of Medicine, Eden & Bethesda Aves., Cincinnati (45219). Channels A-1-2 at Burnett Ave., Cincinnati (lat. 39° 08' 16", long. 84° 30' 10"); 10-w; 155-ft. Equipment: Emcee. Consulting engineer, John F. X. Browne & Assoc. File: BPIF-216 (granted 10-2-69); BLIF-125 (granted 8-4-70); BPIF-351 (granted 11-10-75); BLIF-213 (granted 4-25-77).
- Mount Vernon O.—KVT-69, Mt. Vernon City Schools, 401 W. Chestnut St. (43050). Channel F-2 at Martinsburg Rd. (lat. 40° 22' 37", long. 82° 28' 24"); 10-w. Equipment: Jerrold. Counsel, Cole, Zylstra & Raywid; consulting engineer, Squires Inc. (Columbus, O.). File: BPIF-193 (granted 10-16-69); BLIF-128 (granted 8-4-70); BMLIF-12 (granted 7-14-71).
- Parma, O.—WGM-96, Parma Board of Education, Parma City School District, 6726 Ridge Rd., Parma (44129). Channel F-3 at Normandy H.S., 2400 W. Pleasant Valley Rd. (lat. 41° 21' 44", long. 81° 41' 56"); 0018-w; 35-ft. Equipment: Micro-Link. Consulting engineer, Browne, Renaud Assoc. Inc. File: BPIF-238 (granted 1-14-71); BLIF-150 (granted 9-2-71).
- Parma, O.—KNZ-60, Parma Board of Education, Parma City School District, Parma (44129). Channel A-1 at 3600 Dentzler Rd. Equipment: Micro-Link. Counsel, Gordon & Healy. File: BPIF-4 (granted 6-26-64); BLIF-1 (granted 1-18-67); BPIF-293 (granted 1-14-71); BLIF-141 (granted 7-13-72).
- Ada, Okla.—KMH-90, Oklahoma State Regents for Higher Education, 118 State Capitol, Oklahoma City (73105). Channels A-1-2 at East Central State College, Ada (lat. 34° 46' 29", long. 96° 39' 50"); 10-w. Equipment: Micro-Link transmitter & Bogner antenna. File: BPIF-297 (granted 10-3-73); BLIF-185 (granted 8-21-74).
- Altus, Okla.—KGF-23, Oklahoma State Regents for Higher Education. Channels A-1-2 at Western Oklahoma State College at Hwy. 283 & Tamarack Rd., Altus (lat. 34° 40' 14", long. 99° 20' 13"); 10-w; 65-ft. For other details, see KMH-90 Ada. File: BPIF-298 (granted 9-27-73); BLIF-183 (granted 8-21-74); BPIF-354 (granted 12-19-75); BLIF-230 (granted 5-10-77).
- Ardmore, Okla.—WAH-871, Oklahoma State Regents for Higher Education, 118 State Capitol, Oklahoma City (73105). Channels A-3-4, 1-mi. E of Ardmore (lat. 34° 11' 10", long. 97° 04' 59"); 10-w; 312-ft. Equipment: Micro-Link transmitter & Andrew antenna. Consulting engineer, Keith D. Wright. File: BPIF-331 (granted 8-30-74); BLIF-220 (granted 9-27-77).
- Bartlesville, Okla.—WGM-91, Oklahoma State Regents for Higher Education, 118 State Capitol Bldg., Oklahoma City (73105). Channels C-1-2 at 5-mi. due E of Bartlesville (lat. 36° 45' 32", long. 95° 50' 52"); 10-w; 232-ft. Equipment: Varian. Consulting engineer, Educational TV Consultants (Dallas). File: BPIF-245 (granted 1-5-71); BPIF-312 (granted 1-18-71); BLIF-147 (granted 9-2-71); BPIF-395 (granted 3-15-77); BLIF-245 (granted 4-4-78).
- Duncan, Okla.—WAH-862, Oklahoma State Regents for Higher Education, 118 State Capitol, Oklahoma City (73105). Channels A-1-2 at Halliburton Research Bldg. on U.S. 81, Duncan (lat. 34° 29' 01", long. 97° 57' 57"); 10-w; 60-ft. Equipment: Micro-Link transmitter & Andrew antenna. Consulting engineer, Keith D. Wright. File: BPIF-330 (granted 8-21-74); BLIF-219 (granted 9-27-76).
- Heavener, Okla.—KGF-24, Oklahoma State Regents for Higher Education. Channels A-1-2 at Top of Poteau Mtn., Heavener (lat. 34° 56' 35", long. 94° 33' 09"); 10-w; 110-ft. For other details, see KMH-90 Ada. File: BPIF-299 (granted 9-27-73); BLIF-184 (granted 8-21-74).
- McAlester, Okla.—KGF-21, Oklahoma State Regents for Higher Education. Channels A-1-2, 2.9-mi. NE of McAlester (lat. 34° 58' 37", long. 95° 43' 01"); 10-w; 100-ft. For other details, see KMH-90 Ada. File: BPIF-295 (granted 9-27-73); BLIF-181 (granted 8-21-74).
- Muskogee, Okla.—KGF-22, Oklahoma State Regents for Higher Education. Channels A-1-2 at Muskogee V.A. Hospital, Muskogee (lat. 35° 45' 54", long. 95° 24' 51"); 10-w; 80-ft. For other details, see KMH-90 Ada. File: BPIF-296 (granted 9-27-73); BLIF-182 (granted 8-21-74).
- Oklahoma City, Okla.—WGM-93, Oklahoma State Regents for Higher Education, see Bartlesville, above. Channels A-1-3 at 14th St. & Phillips Ave., Oklahoma City (lat. 35° 29' 00", long. 97° 29' 53"); 10-w; 302-ft. Equipment: Varian. File: BPIF-244 (granted 1-5-71); BLIF-146 (granted 9-2-71); BPIF-396 (granted 3-15-77); BLIF-246 (granted 4-4-78).
- Ponca City, Okla.—WAH-861, Oklahoma State Regents for Higher Education, 118 State Capitol, Oklahoma City (73105). Channels A-1-2 at Continental Oil Community Center, 1000 S. Pine, Ponca City (lat. 36° 41' 34", long. 97° 05' 11"); 10-w; 202-ft. Equipment: Micro-Link transmitter & Andrew antenna. Consulting engineer, Keith D. Wright. File: BPIF-329 (granted 8-21-74); BLIF-218 (granted 9-27-76).
- Tulsa, Okla.—WGM-92, Oklahoma State Regents for Higher Education, see Bartlesville, above. Channels A-1-2-4 at Atlanta & Marshall Sts., Tulsa (lat. 36° 10' 20", long. 95° 57' 18"); 10-w; 402-ft. Equipment: Emcee. File: BPIF-243 (granted 1-5-71); BPIF-313 (granted 1-18-71); BLIF-145 (granted 9-2-71); BPIF-333 (granted 8-30-74); BLIF-221 (granted 9-27-76).
- 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); BLIF-86 (granted 10-6-69).
- 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); BLIF-87 (granted 10-6-69).
- Milton-Freewater, Ore.—KMA-20, Umatilla County Intermediate Education District, Box 38, Pendleton (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. Consulting engineer, George M. Frese. File: BPIF-171 (granted 9-16-68); BLIF-99 (granted 10-6-69).
- Pendleton, Ore.—KYL-44, Umatilla County Intermediate Education District, 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: Emcee transmitter & Taco antenna. Consulting engineer, George M. Frese. File: BPIF-106 (granted 6-19-67); BLIF-85 (granted 10-6-69).
- 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); BLIF-88 (granted 10-6-69).
- Altoona, Pa.—KVQ-25, Altoona Area School District, 6th Ave. & 15th St. (16602). Channels A-1-4; for transmission of instructional & cultural material to public & parochial schools. Equipment: Micro-Link. Consulting engineer, David McPherson (Coplay, N.Y.). File: BPIF-89 (granted 1-18-67); BLIF-56 (granted 3-20-68).
- Altoona, Pa.—KCG-49, Altoona Area School District, 1417 7th Ave. (16602). Channel G-1; for delivery to headend of CATV system in Altoona. Transmitter: 1-mi. SE of Buckhorn Twp. Equipment: Micro-Link. File: BPIF-103 (granted 4-11-68); BLIF-80 (granted 9-18-72).
- Altoona, Pa.—KZC-21, KZC-22, Altoona Area School District. Channels G-1-4. Transmitter: Edison Elementary School, Hillside Ave. & 58th St., Altoona (lat. 40° 29' 02", long. 78° 26' 20"); 0013-w;

60-ft. Channels G-1-4. Transmitter: Penn State U., Altoona (lat. 40° 32' 16", long. 78° 25' 05"); 00013-w; 70-ft. Equipment: Micro-Link. File: BPIF-127/9 (granted 10-16-67); BLIF-100/1 (granted 9-1-72).

Hanover, Pa.—KZB-20, Hanover Public School District, 190 E. Walnut St. (17331). Channels F-1-2. 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. File: BPIF-123 (granted 9-21-67); BLIF-60 (granted 4-4-72).

Hanover, Pa.—KZB-21, Hanover Public School District, 190 E. Walnut St. (17331). Channels B-1-2. 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. File: BPIF-125 (granted 9-13-67); BLIF-81 (granted 4-4-72).

Lewistown, Pa.—KHU-20-21, Mifflin County Board of School Directors, 35 S. Brown St., Lewistown (17044). Channels A-1-4, E-1-4; to serve elementary & secondary schools in Appalachia area school districts. Transmitters: (1) Big Ridge, 1.25-mi. W of center of Lewistown; (2) Jacks Mtn., approx. 4.5-mi. N of Lewistown. Equipment: Micro-Link. Counsel, James E. Greeley; consulting engineer, John P. Gallagher. File: BPIF-60/1 (granted 6-3-66); BLIF-36/7 (granted 3-29-68).

Philadelphia, Pa.—WU-29, Temple U., 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. Counsel, Dow, Lohnes & Albertson. File: BPIF-170 (granted 5-8-69); BLIF-142 (granted 4-1-71).

Sellersville, Pa.—WCX-20, Tri-State Instructional Bcstg. Council, 1001 Morton Ave., Folsom (19003). Channels B-1-4 at West Rock Hill Police Tower, Almont, Pa. (lat. 40° 23' 02", long. 75° 21' 02"); 10-w. Equipment: Emcee. File: BPIF-229 (granted 6-9-70); BMPIF-315 (granted 10-20-71); BMPIF-349 (granted 3-23-72); BLIF-172 (granted 1-7-75).

Warminster, Pa.—KOU-74, Tri-State Instructional Bcstg. Council, 1001 Morton Ave., Folsom (19033). Channels G-1-4. Transmitter: Newton Rd. & Street Rd. (lat. 40° 11' 15", long. 74° 04' 14"); 10-w; 100-ft. Equipment: Jerrold. Counsel, Dow, Lohnes & Albertson. File: BPIF-138 (granted 12-11-68); BLIF-113 (granted 4-2-70); BALIF-1 (granted 6-7-71); BMLIF-10 (granted 10-20-71).

Lake City, S.C.—KGF-20, S.C. ETV Commission, Drawer L, 2712 Millwood Ave., Columbia (29205). Channels A-1-4 at District #3 Occupations Career Center, Matthews Rd., Lake City (lat. 33° 53' 19", long. 79° 46' 05"); 10-w; 400-ft. Equipment: Varian transmitter & Andrew antenna. Counsel, Dow, Lohnes & Albertson. File: BPIF-313 (granted 9-26-73); BLIF-193 (granted 9-19-74).

Rock Hill, S.C.—WBX-216, South Carolina ETV Commission, 2712 Millwood Ave., Drawer L, Columbia (29250). Channels A-1-2 at 840 N. Annafrel St., Rock Hill (lat. 34° 55' 55", long. 81° 00' 38"); 10-w; 200-ft. Equipment: Varian transmitter & Andrew antenna. Counsel, Dow, Lohnes & Albertson; consulting engineer, Charlton W. Bowers (Columbia). File: BPIF-384 (granted 8-19-76); BLIF-231 (granted 4-4-77).

Rock Hill, S.C.—WBX-217, South Carolina ETV Commission. Channels G-1-2 at 522 E. Main St., Rock Hill (lat. 34° 55' 16", long. 81° 01' 12"); 0.1-w; 50-ft. Equipment: Varian transmitter & Andrew antenna. For other details, see above. File: BPIF-385 (granted 8-19-76); BLIF-232 (granted 4-4-77).

Fort Worth, Tex.—KWU-29, Assn. for Graduate Education & Research of North Texas, Box 30365, Dallas (75230). Channels E-1-2 at Bowie St., between Green & Waits Aves., Ft. Worth (lat. 32° 42' 28", long. 97° 21' 27"); 10-w; 199-ft. Equipment: Jerrold transmitter & Alford antenna. Consulting engineer, A. Earl Cullum Jr. & Assoc. File: BPIF-217 (granted 1-8-70); BLIF-133 (granted 4-30-73).

Houston, Tex.—KRZ-68, Spring Branch Independent School District, 900 Westview Dr. Channels D-1-4. Transmitter: Spring Branch, Independent School District-Career Center, West Belt at Hammerly, Houston (lat. 29° 48' 55", long. 95° 33' 45"). Equipment: Micro-Link. File: BPIF-33 (granted 4-20-65); BLIF-8 (granted 5-31-66); BPIF-261 (granted 3-23-72); BLIF-171 (granted 6-1-73).

Houston, Tex.—WU-31, U. of Texas at Houston Graduate School of Biomedical Sciences, Div. of Continuing Education, Box 20367 (77025). Channels B-1-2 at 6723 Bertner St. (lat. 42° 30' 00", long. 95° 24' 11"); 10-w. Equipment: Micro-Link. File: BPIF-192 (granted 5-8-69); BLIF-126 (granted 8-4-70). Note: Holds CP to change transmitter location to roof of Prudential Bldg., 1100 Holcombe Blvd. (lat. 29° 42' 18", long. 95° 24' 03"). BPIF-364 (granted 7-26-76).

Mesquite, Tex.—KHS-78, Mesquite Independent School District, 405 E. Davis St. (75149). Channels D-1-3 at 405 E. Davis St. Equipment: Micro-Link. File: BPIF-63 (granted 5-26-66); BLIF-40 (granted 6-7-67).

Richardson, Tex.—KWU-30, Assn. for Graduate Education & Research of North Texas. Ch. F-1-4; C-4 at 2400 N. Armstrong Pkwy., Richardson (lat. 32° 59' 22", long. 96° 45' 01"); 10-w; 268-ft. For other details, see Ft. Worth, above. File: BPIF-218 (granted 1-8-70); BMPIF-344 (granted 3-23-72); BLIF-132 (granted 4-30-73). Note: Requests CP for 50-w. BPIF-376.

Richardson, Tex.—WEF-69, Richardson Independent School District, 400 S. Greenville Ave., Richardson (75080). Channels B-1-4 at Hamilton Park School, 8221 Towns St., Dallas (lat. 32° 55' 02", long. 96° 45' 34"); each 10-w; 185-ft. Equipment: Emcee. Consulting engineer, Richard L. Luthans (Dallas). File: BPIF-235 (granted 11-23-70); BMPIF-306 (granted 6-23-71); BLIF-156 (granted 4-4-72).

## Instructional Television



varian

- Micro-Link<sup>+</sup> ITFS/MDS Transmitters and Receivers
- Microwave Path Survey Equipment
- Low-Cost FM Microwave Receivers for Satellite Terminals

Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000

San Antonio, Tex.—KHS-77, Edgewood Independent School District, 6458 W. Commerce St., San Antonio (78227). Channels D-1-2-3-4 serving elementary, junior high & high schools. Transmitter: 1922 S. General. McMullen; 10-w. Equipment: Emcee. Consulting engineer, F. T. Tyler. File: BPIF-58 (granted 5-26-66); BLIF-30 (granted 6-7-67); BMLIF-8 (granted 7-2-70).

Burlington, Wis.—KZH-36, Archdiocese of Milwaukee, 437 W. Galena St., Milwaukee (53203). Channels G-1-4, 4-mi. E of Elkhorn (lat. 42° 39' 42", long. 88° 27' 48"); 10-w; 300-ft. Serves all of Walworth County and portions of Kenosha & Racine Counties. Equipment: Micro-Link. Counsel, James E. Greeley; consulting engineer, Vernon A. Bertrams. File: BPIF-114 (granted 11-7-67); BMPIF-287 (granted 9-9-70); BLIF-144 (granted 12-1-75).

Kenosha, Wis.—KZH-35, Archdiocese of Milwaukee. Channels C-1-4 at Hill Crest School, 1.5-mi. NW of Kenosha (lat. 42° 37' 00", long. 87° 52' 00"); 10-w; 300-ft. Serves portions of Kenosha & Racine Counties. For other details, see KZH-36 Burlington. File: BPIF-113 (granted 11-7-67); BLIF-118 (granted 12-1-75).

Milwaukee, Wis.—KHF-80, Milwaukee Board of School Directors, 5225 W. Vilet St. (53208). Channels B-1-2-3-4 at Milwaukee Public Schools Administration Bldg., Vilet St. (lat. 43° 02' 54", long. 87° 58' 46"); 10-w. Equipment: RCA. Consulting engineer, Kessler & Wilhelm. File: BPIF-208 (granted 8-20-69); BMPIF-283 (granted 10-4-70); BMPIF-339 (granted 1-7-72); BLIF-157 (granted 2-1-73); BMLIF-19 (granted 4-24-74); BPIF-345 (granted 5-13-75); BLIF-215 (granted 6-22-76).

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. For other details, see KZH-36 Burlington. File: BPIF-112 (granted 11-7-67); BMPIF-235 (granted 12-16-69); BLIF-68 (granted 8-14-68).

Milwaukee, Wis.—WU-27, Milwaukee Regional Medical ITV Station Inc., Lutheran Hospital of Milwaukee, 2200 W. Kilbourn Ave., Milwaukee (53233). Channels E-1-2. Transmitter: V.A. Hospital, 5000 W. National Ave. (lat. 43° 01' 17", long. 87° 58' 35"); 10-w; 219-ft. Equipment: Jerrold transmitter & Taco antenna. File: BPIF-189 (granted 5-7-69); BLIF-120 (granted 3-3-75).

Milwaukee, Wis.—WDG-56, Regents of U. of Wis., U. of Wis.-Milwaukee, Instructional Media Laboratory, 318 Mitchell Hall, Milwaukee (53201). Channels D-1-4 at Sandberg Hall Campus of U. of Wis.-Milwaukee (lat. 43° 04' 42", long. 87° 52' 56.5"); 10-w; 457-ft. Equipment: Jerrold. File: BPIF-231 (granted 8-6-70); BLIF-152 (granted 11-7-72).

### PERMITTEES

Dunsmuir, Cal.—WDD-654, California State University, Dunsmuir. Channel E-1 at 2-mi. N of Dunsmuir, Soda Ridge (lat. 41° 13' 24", long. 122° 14' 32"); 10-w; 100-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$35,700; yearly operating, \$1,800. Consulting engineer, J. Patrick Loughboro. BPIF-409 (granted 3-13-78).

Long Beach, Cal.—WDD-655, University of Southern California, Los Angeles (90007). Channels A-1-2-3-4 at Signal Hill, near Long Beach (lat. 33° 48' 00", long. 118° 09' 45"); 10-w; 100-ft. Equipment: Bogner transmitter & Andrew antenna. Plant, \$105,780; yearly operating, \$5,800. Counsel, Carl M. Franklin; consulting engineer, J. Patrick Loughboro (Redondo Beach). File: BPIF-405 (granted 3-13-78).

Los Angeles, Cal.—WDD-656, University of Southern California, Los Angeles (90007). Channels F-1-2-3-4 at Seaver Science Center, Hoover & 37th St., Los Angeles (lat. 34° 01' 13", long. 118° 17' 17"); 0.1-w; 105-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$55,190; yearly operating, \$3,500. For other details, see above. File: BPIF-406 (granted 3-13-78).

San Marcos, Cal.—WCX-487, Superintendent of Schools, Dept. of Education, 6401 Linda Vista Rd., San Diego, Cal. (92111). Channel G-1 at Mount Whitney-site of Times Mirror cable TV headend, San Marcos (lat. 33° 06' 32", long. 117° 09' 16"); 10-w; 30-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$60,980; yearly operating, \$3,400. Consulting engineer, E. W. Boykin. File: BPIF-400 (granted 10-25-77).

DeLand, Fla.—WBK-225, Volusia County School Board, Box 2118, 230 N. Stone St., DeLand (32720). Channel E-1 at 230 N. Stone St., DeLand (lat. 29° 01' 49", long. 81° 19' 01"); 10-w; 120-ft. Equipment: Emcee transmitter & Anixter antenna. Plant, \$31,957; yearly operating, \$2,000. Consulting engineer, Kessler Assoc. File: BPIF-353 (granted 1-9-76).

Miami, Fla.—KRL-43, Edward A. McCarthy, Archdiocese of Miami, 6301 Biscayne Blvd., Miami (33138). Channel A-4 at Boca Raton Hotel & Country Club, Boca Raton (lat. 26° 29' 00", long. 80° 04' 50"); 10-w; 280-ft. Equipment: Micro-Link transmitter & Andrew antenna. Plant, \$32,700; yearly operating, \$3,000. File: BPIF-397 (granted 12-16-64).

# Instructional Television

**Miami, Fla.**—KRL-44, Edward A. McCarthy Archdiocese of Miami, 6301 Biscayne Blvd., Miami (33138). Channel C-4 at Arkona Bldg., West Palm Beach (lat. 26° 37' 00", long. 80° 03' 15"); 10-w; 310-ft. Equipment: Micro-Link transmitter & Andrew antenna. Plant, \$32,700; yearly operating, \$3,000. File: BPIF-398 (granted 12-16-64).

**Evansville, Ind.**—WBX-204, Trustees of Indiana University, Indiana University, Bloomington (47401). Channel B-1 on Hwy. 62 & Schatte Rd., Indiana University Regional Campus. Evansville (lat. 37° 57' 46", long. 87° 40' 42"); 1-w; 130-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$26,000; yearly operating, \$1,000. Consulting engineer, John F. X. Browne & Associates Inc. File: BPIF-378 (granted 8-9-76); BPIF-433 (granted 10-31-77).

**Evansville, Ind.**—WBX-205, Trustees of Indiana University. Channel D-1 at Old National Bank Bldg., 420 Main St., Evansville (lat. 37° 58' 20", long. 87° 34' 13"); 10-w; 295-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$53,000; yearly operating, \$3,000. For other details, see above. File: BPIF-379 (granted 8-9-76).

**Floyds Knobs (New Albany), Ind.**—WBX-215, Trustees of Indiana University. Channel G-2 at Rt. #1, Bald Knob Rd., Floyds Knobs (lat. 38° 22' 02", long. 85° 49' 53"); 10-w; 150-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$51,500; yearly operating, \$2,500. For other details, see Evansville, above. File: BPIF-387 (granted 8-19-76).

**Fort Wayne, Ind.**—WBX-213, Trustees of Indiana University. Channels A-1-2 at 2101 Coliseum Blvd., Fort Wayne (lat. 41° 06' 55", long. 85° 06' 39"); 10-w; 150-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$94,100; yearly operating, \$1,000. For other details, see Evansville, above. File: BPIF-380 (granted 8-19-76).

**Indianapolis, Ind.**—WBX-257, Trustees of Indiana University. Channel A-2 at One Indiana Square, Indianapolis (lat. 39° 46' 13", long. 86° 09' 18"); 10-w; 523-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$42,000; yearly operating, \$5,200. For other details, see Evansville, under permittees. File: BPIF-363 (granted 9-20-76); BPIF-432 (granted 10-31-77).

**Indianapolis, Ind.**—WCG-673, Trustees of Indiana University, Indiana University, Bloomington (47401). Channel G-2 at 1100 W. Michigan, Indianapolis (lat. 39° 46' 27", long. 86° 10' 34"); 0.1-w; 21-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$21,700; yearly operating, \$500. Consulting engineer, John F. X. Browne & Assoc. Inc. File: BPIF-390 (granted 3-15-77).

**New Albany, Ind.**—WBX-214, Trustees of Indiana University. Channel E-2 at Grant Line & Klierer Rds., New Albany (lat. 38° 20' 42", long. 85° 49' 14"); 1-w; 50-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$25,000; yearly operating, \$1,000. For other details, see Evansville, above. File: BPIF-386 (granted 8-19-76). Note: Requests modification of CP for 0.1-w. BPIF-434.

**Vincennes, Ind.**—WBS-404, Board of Trustees for Vincennes University, 1002 N. First St., Vincennes (47591). Channel E-1 on County 600 South Rd., 0.3-mi. SW of Indiana 61, Vincennes (lat. 38° 39' 06", long. 87° 28' 37"); 10-w; 565-ft. Equipment: Emcee transmitter & Taco antenna. Plant, \$33,600; yearly operating, \$750. Consulting engineer, John F. X. Browne & Associates Inc. File: BPIF-367 (granted 8-2-76).

**Washington, Ind.**—WBS-405, Board of Trustees for Vincennes University. Channel C-1, 0.2-mi. S of U.S. 50/150, 1-mi. W of Indiana 57, Washington (lat. 38° 38' 48.5", long. 87° 11' 30"); 10-w; 509-ft. Equipment: Emcee transmitter & Taco antenna. Plant, \$34,100; yearly operating, \$750. For other details, see Vincennes, above. File: BPIF-368 (granted 8-2-76).

**Lincoln, Neb.**—WCG-671, Board of Regents of the University of Nebraska, 12th & R Sts., Lincoln (68508). Channel G-4 at 1800 N. 33rd St., Lincoln (lat. 40° 49' 52.4", long. 96° 40' 18.2"); 0.002-w; 100-ft. Equipment: Varian transmitter & Andrew antenna. Plant, \$5,314; yearly operating, \$1,645. Counsel, Dow, Lohnes & Albertson; consulting engineer, Randy Reed (Lincoln). File: BPIF-388 (3-15-77).

**Lincoln, Neb.**—WCG-672, Board of Regents of the University of Nebraska, 12th & R Sts., Lincoln (68508). Channel G-1 at Cather Hall, 17th & Vine Sts., Lincoln (lat. 40° 49' 09", long. 96° 41' 48"); 0.002-w, 138-ft. Equipment: Varian transmitter & Andrew antenna. Plant, \$5,504; yearly operating, \$1,645. Counsel, Dow, Lohnes & Albertson; consulting engineer, Randy Reed (Lincoln). File: BPIF-389 (granted 3-15-77).

**Plattsburgh, N.Y.**—WBK-219, State University of New York, 99 Washington Ave., Albany (12210). Channel A-1 atop Kehe Administration Bldg., State U. of N.Y., Plattsburgh (lat. 44° 41' 40", long. 73° 27' 56"); 10-w; 131-ft. Equipment: Emcee. Plant, \$34,500; yearly operating, \$500. Counsel, Sanford H. Levine (Albany). File: BPIF-347 (granted 1-7-76).

## APPLICANTS

**Gadsden, Ala.**—New, Gadsden City Board of Education, 501 S. 12th St., Gadsden (35901). Channel C-2 at 501 S. 12th St. (lat. 34° 01' 28", long. 86° 02' 01"); 10-w; 101-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$56,314.80; yearly operating, \$47,000. Consulting engineer, Signal Engineering & Sales Inc. File: BPIF-399.

**Long Beach, Cal.**—New, Board of Education, Governing Board, Long Beach Unified School District, 701 Locust Ave., Long Beach (90813). Channels B-1-2-3-4 at 1305 E. Pacific Coast Hwy., Long Beach (lat. 33° 47' 26", long. 118° 09' 45"); 0.1-w; 39-ft. Equipment: Varian transmitter & Prodelin antenna. Plant, \$20,350. Consulting engineer, Robert E. Bullock. File: BPIF-419.

**San Diego, Cal.**—New, Superintendent of Schools, Dept. of Education, San Diego County, 6401 Linda Vista Rd., San Diego (92117). Channels C-1-2 at San Miguel Mtn., 13-mi. SE of San Diego (lat. 32° 41' 48", long. 116° 56' 10"); 10-w; 85-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$75,000; yearly operating, \$5,000. Consulting engineer, E. W. Boykin. File: BPIF-414.

**San Diego, Cal.**—New, Superintendent of Schools, Dept. of Education, San Diego County, see above. Channels A-1-2 at 6401 Linda Vista Rd., San Diego (lat. 32° 46' 11", long. 117° 10' 44"); 0.1-w; 30-ft. Equipment, Emcee transmitter & Andrew antenna. Plant, \$17,200; yearly operating, \$1,000. Consulting engineer, E. W. Boykin. File: BPIF-415.

**Cincinnati, O.**—New, Greater Cincinnati TV Educational Foundation, 1223 Central Pkwy., Cincinnati (45214). Channels B-1-2-3-4 & G-1-2-3-4 at 1223 Central Pkwy., Cincinnati (lat. 39° 06' 32", long. 84° 31' 14"); 10-w each; 37-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$134,000; yearly operating, \$2,500. Counsel, Cohn & Marks; consulting engineer, John F. X. Browne & Assoc. Inc. File: BPIF-391.

**Bloomington, Ind.**—New, Trustees of Indiana University, Bloomington (47401). Channel F-1 at Ballantine Hill, Indiana University Campus (lat. 39° 09' 58", long. 86° 31' 16"); 10-w; 958-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$44,850; yearly operating, \$1,500. Consulting engineer, John F. X. Browne & Assoc. File: BPIF-424.

**Muncie, Ind.**—New, Trustees of Indiana University, Bloomington, Ind. (47401). Channel B-1 at Riverside Ave. at Martin, Ball State University Campus (lat. 40° 12' 05", long. 85° 24' 23"); 10-w; 1100-ft. Equipment, Emcee transmitter & Alford antenna. Plant, \$43,750; yearly operating, \$1,250. Consulting engineer, John F. X. Browne & Assoc. File: BPIF-425.

**Richmond, Ind.**—New, Trustees of Indiana University, Bloomington, Ind. (47401). Channel D-1 at 0.67-km E of U.S. 27 & 0.1-km S of Interstate 70 North (lat. 39° 52' 18", long. 84° 52' 49"); 10-w; 250-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$36,500; yearly operating, \$1,000. Consulting engineer, John F. X. Browne & Assoc. File: BPIF-426.

**Trafalgar, Ind.**—New, Trustees of Indiana University, Bloomington, Ind. (47401). Channel D-1 at Junction of 250 West Rd. & State Hwy. 252 (lat. 39° 24' 26.5", long. 86° 08' 52"); 10-w; 2100-ft. Equipment: Anixter-Mark transmitter & Parabola antenna. Plant, \$30,300; yearly operating, \$1,250. Consulting engineer, John F. X. Browne & Assoc. File: BPIF-423.

**College Park, Md.**—New, University of Maryland, College Park (20740). Channels E-1-2 at Centreville Hall (lat. 38° 59' 32", long. 76° 56' 32"); 0.1-w, 132-ft. Equipment: Emcee transmitter & Andrew antenna. Plant, \$428,000; yearly operating, \$70,000. Counsel, Dow, Lohnes & Albertson; consulting engineer, Jules Cohen & Assoc. File: BPIF-416.

**Wheaton, Md.**—New, University of Maryland, see above. Channels A-1-2 at 2647 University Blvd. W., Wheaton (lat. 39° 02' 25.5", long. 77° 03' 19"); 10-w, 323-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$428,000; yearly operating, \$70,000. Counsel, Dow, Lohnes & Albertson; consulting engineer, Jules Cohen & Assoc. File: BPIF-417.

**Cincinnati, O.**—New, Greater Cincinnati TV Educational Foundation, see above. Channels B-1-2-3-4 & G-1-2-3-4 at 2046 Adams Rd., Cincinnati (lat. 39° 14' 14", long. 84° 33' 20"); 10-w each; 459-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$533,300; yearly operating, \$7,500. File: BPIF-392.

**Cincinnati, O.**—New, Greater Cincinnati TV Educational Foundation, see above. Channels C-1-2-3-4 & E-1-2-3-4 at Hartsborn & Calhoun Sts., Cincinnati (lat. 39° 07' 44", long. 84° 31' 02"); 10-w each; 310-ft. Equipment: Emcee transmitter & Alford antenna. Plant, \$978,200; yearly operating, \$108,000. File: BPIF-393.

**Columbus, O.**—New, Ohio State University College of Medicine, Columbus (43210). Channels A-1-2-3-4 at Ohio State University Hospital College of Medicine (lat. 39° 59' 45", long. 83° 01' 04"); 0.1-w; 132-ft. Equipment: Emcee transmitter & Anixter antenna. Plant, \$60,000; yearly operating, \$181,780. Consulting engineer, Willis J. McCord. File: BPIF-410.

**Columbus, O.**—New, Ohio State University College of Medicine, Columbus (43210). Channel D-1-2-3-4 at Ohio State University Hospital College of Medicine (lat. 39° 59' 45", long. 83° 01' 04"); 10-w, 632-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$60,000; yearly operating, \$181,780. Consulting engineer, Willis J. McCord. File: BPIF-411.

**Kent, O.**—New, ETV Assn. of Metropolitan Cleveland. Channels B-1-2 at Horning Rd. at E. Main, Kent (lat. 41° 09' 06", long. 81° 20' 13"); 10-w; 280-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$141,150; yearly operating, \$27,670. Counsel, Schwartz & Woods; consulting engineer, John F. X. Browne & Assoc. File: BPIF-407.

**Youngstown, O.**—New, ETV Assn. of Metropolitan Cleveland. Channels E-1-2 at County Sanitarium, West Kirk Rd., Handworks Corners, Youngstown (lat. 41° 04' 10", long. 80° 44' 54"); 10-w, 260-ft. Equipment: Emcee transmitter & Bogner antenna. Plant, \$144,125; yearly operating, \$27,670. Counsel, Schwartz & Woods; consulting engineer, John F. X. Browne & Assoc. File: BPIF-408.



- Micro-Link® ITFS/MDS Transmitters and Receivers
- Microwave Path Survey Equipment
- Low-Cost FM Microwave Receivers for Satellite Terminals

Beverly Division, Salem Road  
Beverly, Mass. 01915 (617) 922-6000



# Television Digest

... the only One-Stop Service for the Communications Industry.

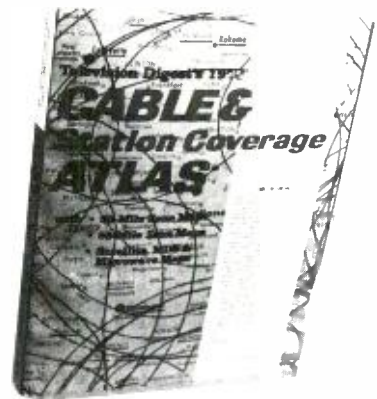
## Television Digest with Consumer Electronics

Since 1945, Television Digest has covered trends and developments of every phase of the broadcast and consumer electronics industries. In time-saving newsletter style—mailed **first class** every Saturday—no words are wasted to report precisely and concisely what's new and what's important each week in TV/Cable/Consumer Electronics and allied fields. **You're first on the scene with Television Digest.**



## Television Factbook

is the most authoritative reference in the broadcast and consumer electronics fields. Facts and figures on TV/Cable/Consumer Electronics and all allied phases are readily available in 115 directories. **Comes in two volumes and over 2,200 pages.**



## Cable & Station Coverage Atlas

contains everything needed for cable study, reference and operation. Each fact important to **Cable** is brought up to date, checked, cross-checked and indexed. New FCC Rules and latest Amendments, Grade B Contours of all TV Stations, Color-Coded Maps of their 35-Mile & 55-Mile Zone Areas showing locations of all Cable Systems and many more indispensable features are found only in the **Atlas**.

Use the convenient postage-paid order cards on the next pages for **Television Digest's publications and services.**

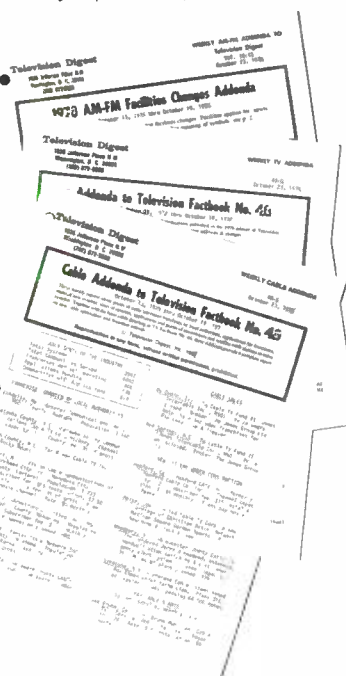
### FACTBOOK RESEARCH, INC.

Telecommunications Computerized Research in Cable and Cable-Related Areas. Special analyses tailored to meet specific needs. Extensive computerized data bank—**first ever offered to all organizations concerned with cable and broadcasting.**

- CARD 1** For ordering extra copies of this edition of **Television Factbook**. (Special group price for orders of 5 or more copies).
- CARD 2** For subscribing to our **Weekly Addenda Services**, to keep the facilities data of this **Television Factbook** current.
- CARD 3** For subscribing to The **Public Broadcasting Report**—the new biweekly newsletter of public TV, radio and related fields. Please see next page for more information.
- CARD 4** For ordering free 4-week **Television Digest** gift subscriptions to colleagues in your name.
- CARD 5** For obtaining information on how **Factbook Research, Inc.** can serve your needs for computerized data on cable and cable-related areas.
- CARD 6** For obtaining advertising rates and data for **Television Digest, Inc.** publications.
- CARD 7** For ordering the new **Cable and Station Coverage Atlas**. An essential reference.
- CARD 8** For subscribing to **Weekly Television Digest with Consumer Electronics**, including our **Weekly Addenda Services**, if desired.

## Weekly Addenda Services

keep subscribers on top of all FCC decisions, applications and changes in three separate weekly reports: **TV, Cable and AM-FM.**



# WHAT IS YOUR STAKE IN PUBLIC BROADCASTING?

Not since the early days of public broadcasting have national developments become so crucial to the system.

The **PUBLIC BROADCASTING REPORT**—the new biweekly newsletter of public TV, radio and related fields—published by Television Digest, probes the confusion and gives you crisp facts on subjects up to now only reported on the surface or not at all.

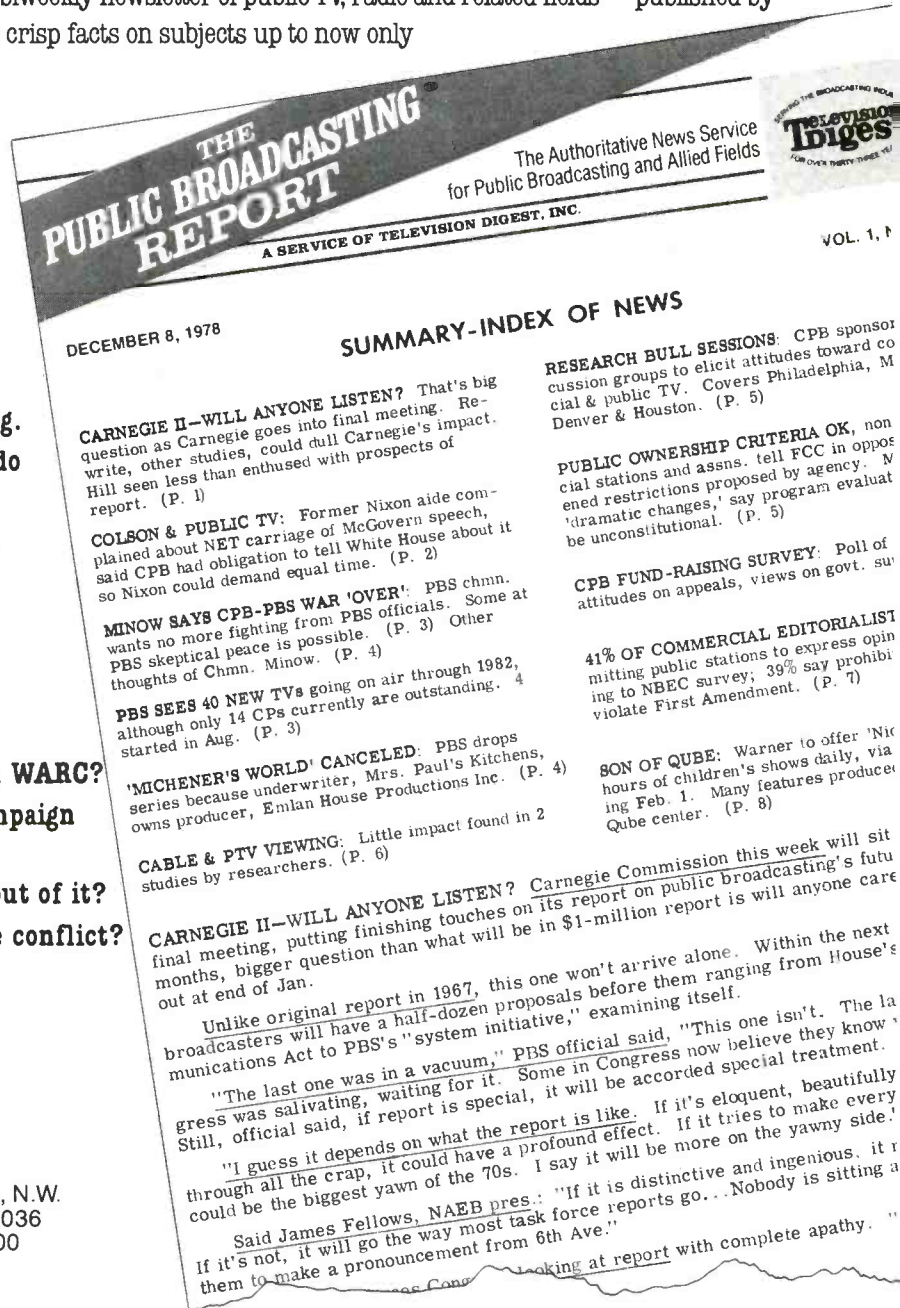
Subjects such as:

- **Carnegie II** — what has it done?
- **Will FCC really ban on-air funding?**
- **Will CPB and PBS ever be able to co-exist harmoniously?**
- **Just who gets HEW grants** — and how?
- **The dollars & cents of satellite networking.**
- **Who are all the underwriters** — and why do they underwrite?
- **Communications Act rewrite** — good, bad, indifferent — what leaders think.
- **The new breed of administrators at PBS.**
- **Cable TV's role** — boon, bane or ho-hum?
- **As regional networks grow, what happens to PBS?**
- **What's the public broadcasting position on WARC?**
- **Why does public broadcasting lead the campaign for improved audio?**
- **CPB board confusion** — is there any way out of it?
- **Station managers vs. PBS** — no end to the conflict?
- **Comparing public broadcasting and commercial salaries.**
- **Status of all new public TV & radio applications & CPs.**

## Television Digest

1836 Jefferson Place, N.W.  
Washington, D. C. 20036  
Phone: 202/872/9200

**PUBLIC BROADCASTING REPORT** is a purely private journalistic enterprise. It's not a house organ of any public broadcasting organization. Its reporting and editing are accomplished by the editors of Television Digest—for more than 33 years the authoritative weekly newsletter for broadcasting, consumer electronics and allied fields.



To begin reading fresh, full, unbiased and skilled reporting on the people, policies, plans and programs of this vital and growing force in American broadcasting, please complete and return **ORDER CARD #3** bound inside the **STATIONS VOLUME**.

# CANADIAN TELEVISION STATION DIRECTORY

Covering All Stations in Operation Sept. 1, 1978

**Note:** Coverage Maps and Detailed Data from BBM Bureau of Measurement Are Supplied for Stations in Major 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. Low-power repeater stations are listed at the end of each Province alphabetically by city of license, with call letters, channel number, licensee, station or network repeated (in parentheses) & power.

## 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, Alta. T5P 4B8.

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: Included as a bonus with CFRN-TV, Edmonton.

### CBXT-1

#### Athabasca

(Ch. 8)

Licensee: Canadian Bcstg. 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. 22, 1966.

Rates: Included as a bonus with CBXT, Edmonton.

### CBXFT-1

#### Bonnyville

(Ch. 6)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 586-ft. above av. terrain, lat. 54° 10' 55", long. 110° 51' 55".

Began Operation: July 14, 1975.

Rates: Included as a bonus with CBXFT, Edmonton.

### 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, 545-

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: Included as a bonus with CKSA-TV, Lloydminster.

### CBRT-8

#### Burmis

(Ch. 47)

(Satellite rebroadcasting station of CBRT, Calgary, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 588 watts visual, 58.8 watts aural. Antenna: 543-ft. above av. terrain, lat. 49° 33' 14", long. 114° 10' 37".

Rates: Included as a bonus with CBRT, Calgary.

### CBRFT

#### Calgary

(Ch. 16)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Calgary.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2.59-kw visual, 0.26-kw aural.

Began Operation: July 11, 1977.

Rates: Included as a bonus with CBXFT, Edmonton.

### 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: Included as a bonus with CKRD-TV, Red Deer.

### CBXFT

#### Edmonton

(Ch. 11)

French Outlet

(Repeated by CBXFT-4, Red Deer, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 8861 75th St.

Transmitter: 8-mi. SE of Edmonton.

(Continued on page 1032-b)

# Alberta—Calgary

## CBRT

(Ch. 9)

English Outlet

Technical Facilities: Channel No. 9  
(186-192 MHz). Authorized power:  
178-kw visual, 35.6-kw aural. An-  
tenna: 1135-ft. above av. terrain.

Latitude 51° 03' 54"  
Longitude 114° 12' 47"

Transmitter: Calgary.

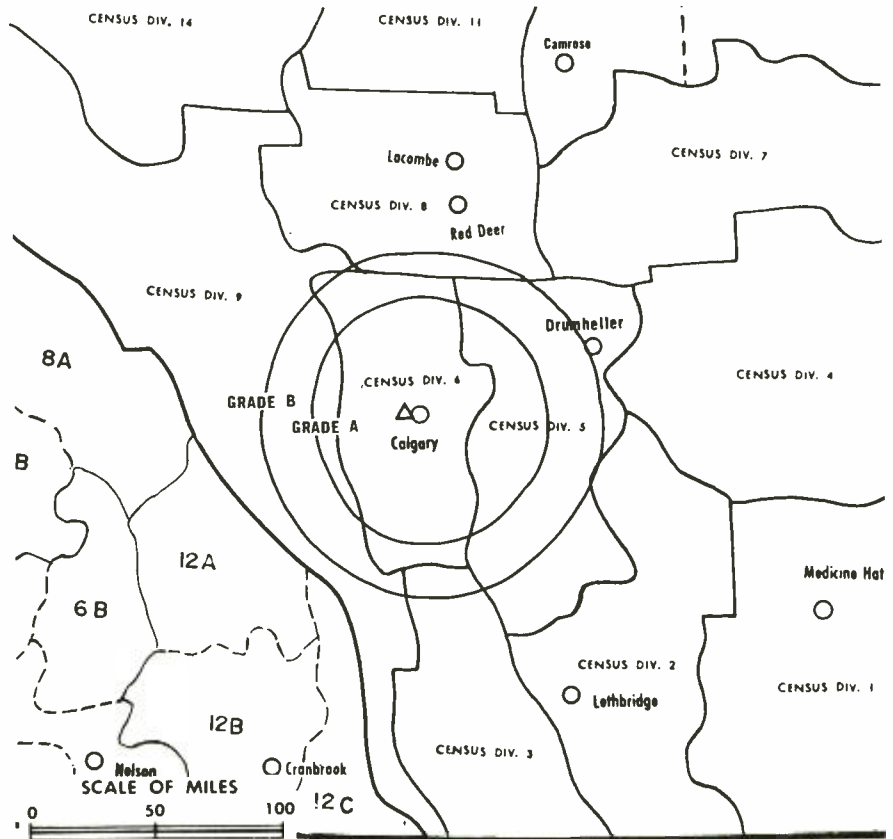
Color: Network, film & slide.

TV tape: Recording facilities.

AM Affiliate: CBR, 50-kw, 1010 kHz.

FM Affiliate: CBR-FM, 100-kw, 102.1  
MHz (No. 271).

Telephone: 403-283-8361.



Data on reach & persons reprinted by per-  
mission of BBM Bureau of Measurement.

CBRT Authorized: 9/26/75

## CBRT

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa,  
Ont.

Studio: 1724 Westmount Blvd., Box 2640, Calgary, Alta. T2P 2M7.

Began Operation: Sept. 1975.

Represented (sales) by CBC National Selective Television Sales  
(Canada); Canadian Standard Broadcast Sales (U.S.).

Personnel:

H. Elton, *director of television.*  
L. Hebert, *television production manager.*  
T. Snazel, *manager, television technical services.*  
P. LaGrave, *sales representative.*  
W. Watson, *public relations officer.*

Highest 30 Sec. Rate (June 1, 1978): \$135.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8070	Census Division 6	535,500
	8069	Calgary C.M.A.	438,380
	8020	Census Division 2	97,830
	8019	Lethbridge City	47,560
<b>Between 25-49%</b>	8090	Census Division 9	19,800
<b>Between 5-24%</b>	None Between 5-24%		
<b>CBRT Total Persons:</b>			<b>1,139,070</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>522,000</b>



# Alberta—Calgary

## CFAC-TV

(Ch. 2)

(Operates satellite rebroadcasting stations CFAC-TV-1, Drumheller; CFAC-TV-2, Banff; CFLL-TV-1, Lake Louise; CFAC-TV-8, Bassano, all Alta.; CFAC-TV-4, Field, B.C.)

**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.

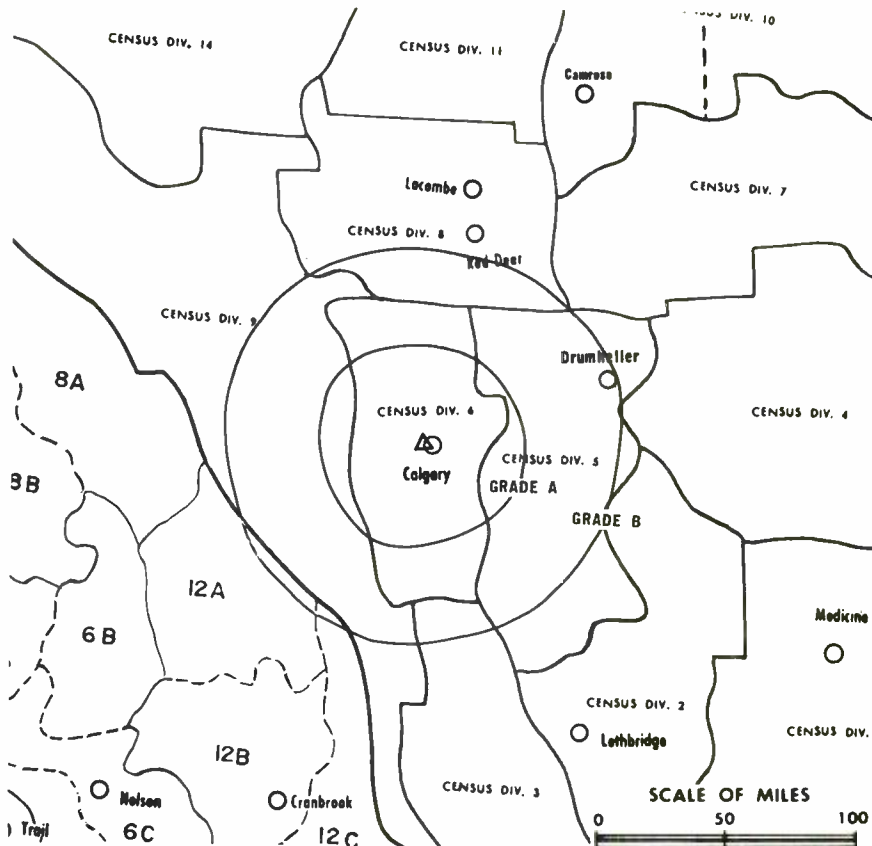
Latitude 51° 04' 24"  
Longitude 114° 15' 34"

**Transmitter:** Old Banff Coach Rd.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News, Canadian Press.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CFAC-TV Authorized: 7/19/54

## CFAC-TV

**Network Service:** None, independent.

**Licensee:** Calgary Television Ltd., 955 Rideau Rd. S.W., Calgary, Alta. T2S 0S4.

**Studio:** 955 Rideau Rd.

**Telephone:** 403-243-3491. **Telex:** 038-22549.

**Ownership:** Selkirk Holdings Ltd., Toronto.

**Began Operation:** Oct. 2, 1954.

**Represented (sales) by:** All-Canada Radio and Television Limited.

**Personnel:**

- Dave Penn, *president & general manager.*
- Dave Bates, *general sales manager.*
- Noel Wagner, *assistant general manager.*
- Wm. McCambly, *technical director.*
- Gordon Warner, *programming director.*
- Ed Whalen, *news & sports director.*

**Highest 30 Sec. Rate (Oct. 1, 1978):** \$400.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8070	Census Division 6	535,500
	8069	Calgary C.M.A.	478,380
	8020	Census Division 2	97,830
	8019	Lethbridge City	47,560
	8090	Census Division 9	19,800
	9010	East Kootenay	47,120
<b>Between 25-49%</b>	8080	Census Division 8	95,560
	8079	Red Deer City	32,830
<b>Between 5-24%</b>	9260	Columbia-Shuswap	36,190
	8010	Census Division 1	48,620
	9030	Central Kootenay	49,130
<b>CFAC-TV Total Persons:</b>			<b>1,488,520</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>639,000</b>

# Alberta—Calgary

## CFCN-TV

(Ch. 4)

(Repeated by CFCN-TV-1, Hand Hills; CFCN-TV-2, Banff; CFCN-TV-3, Brooks; CFCN-TV-4, Burmis; CKCP-TV, Coleman; CFCN-TV-5, Lethbridge; CFCN-TV-6, Drumheller; CFCN-TV-7, Bassano; CFCN-TV-8, Medicine Hat; CFON-TV, Oyen; CFLL-TV-1, Lake Louise; CFPC-TV-2, Pincher Creek; CFJL-TV-1, Sundre; CJWP-TV-1, Waterton Park; CHGR-TV-2, Exshaw, all Alta; CFY-TV-1, Field, B.C.; CFWL-TV-1, Invermere, 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, Calgary.

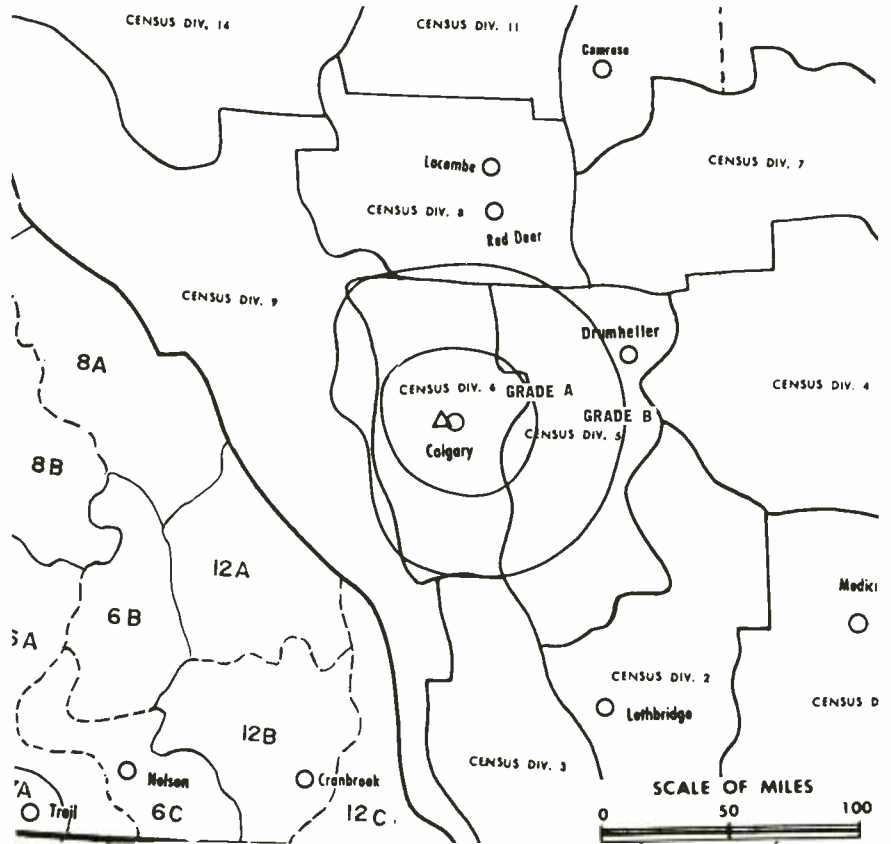
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** AP.

**AM Affiliate:** CFCN, 50-kw, 1060 kHz.

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.



CFCN-TV Authorized: 8/19/60

## CFCN-TV

**Network Service:** CTV.

**Licensee:** CFCN Television Ltd., Broadcast House.

**Studio:** Broadcast House, Calgary, Alta. T3C 3L9.

**Telephone:** 403-249-9101. Telex: 038-21637.

**Ownership:** CFCN Communications Ltd.

**Began Operation:** Sept. 9, 1960.

**Represented (sales) by:** Paul Mulvihill Ltd. (Toronto, Montreal); Stephens & Towndrow (Vancouver); Bolton Broadcasting Ltd. (U.S.).

**Personnel:**

E. W. (Ted) Chapman, *president*.  
Jack Ruttle, *vice president & general manager*.  
Glen Grice, *retail sales manager*.  
Mrs. Marion Rowat, *traffic manager*.  
Bruce Nelson, *program manager*.  
Ron Nordquist, *director of engineering*.  
Ken Degerness, *operations coordinator*.  
George Gonzo, *general sales manager*.

**Highest 30 Sec. Rate (Jan. 1, 1978):** \$350.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8070	Census Division 6	535,500
	8069	Calgary C.M.A.	478,380
	8020	Census Division 2	97,830
	8019	Lethbridge City	47,560
	8010	Census Division 1	48,620
	8009	Medicine Hat	38,010
	9010	East Kootenay	47,120
	8090	Census Division 9	19,800
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	9260	Columbia-Shuswap	36,190
<b>CFCN-TV Total Persons:</b>			<b>1,349,010</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>759,000</b>

# Alberta—Edmonton

## CBXT

(Ch. 5)

English Outlet

(Repeated by CBXT-1, Athabasca; CBXT-2, Whitecourt; CBXT-3, Hinton; CBXT-4, Jasper; CBXT-5, Lac La Biche; CBXT-6, Fort McMurray; CBXAT, Grand Prairie; CBXAT-1, Peace River; CBXAT-2, High Prairie, CBXAT-3, Manning; CBXAT-4, High Level; CBXAT-5, Fort Vermillion; CBXAT-6, Battle River; CBXAT-7, Chinchaga & CBXAT-8, Rainbow Lake, 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"

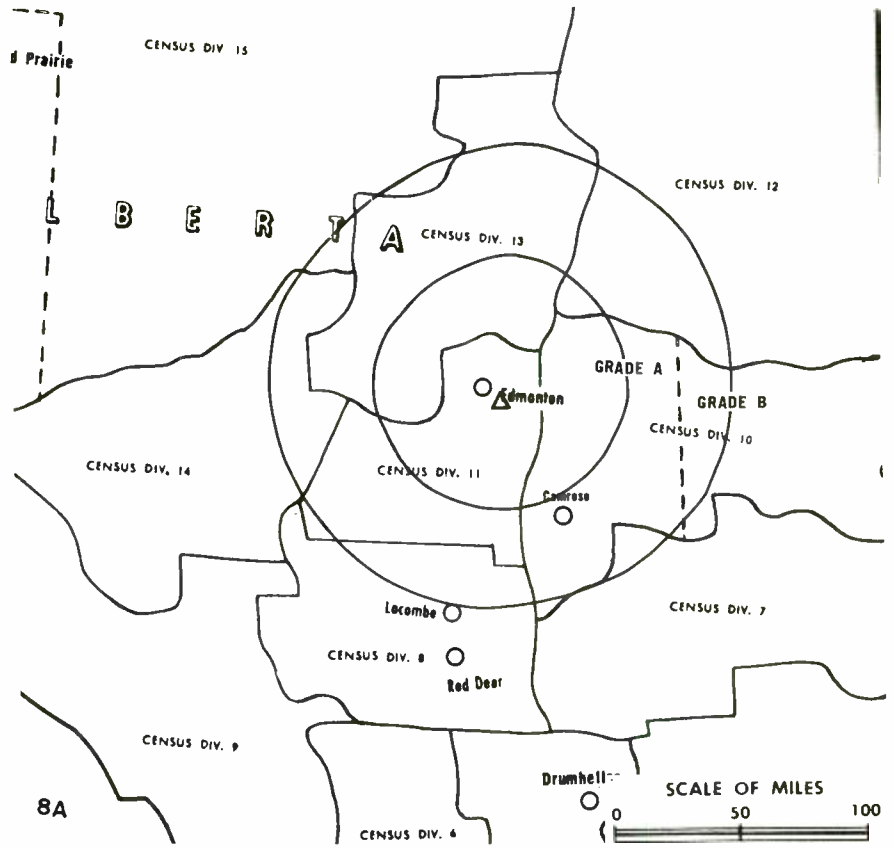
Transmitter: Hwy. 17, 8-mi. SW of Edmonton.

Color: Network, film & slide.

TV tape: Recording facilities.

AM Affiliate: CBX, 50-kw (DA-2). 740 kHz (CBC).

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.



CBXT Authorized: 8/19/60

## CBXT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 8861 75th St.

Office: 10454 Whyte Ave., Box 555 T5J 2P4.

Telephone: 403-469-2321.

Telex: 0372-287.

Began Operation: Oct. 1, 1961.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

W. Porth, *director for the Province of Alberta.*  
Gordon Hunt, *regional sales manager.*  
R. Dutka, *regional engineer.*  
Sandy Wright, *regional public relations manager.*  
B. O'Leary, *director of television.*  
J. Must, *dir., news & current affairs (TV).*  
J. Anderson, *TV production manager.*  
J. Gray, *manager, TV operations centre.*  
V. Wintoniak, *film operations manager.*

Highest 30 Sec. Rate (June 20, 1978): \$215.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8120	Census Division II	638,280
	8119	Edmonton C.M.A.	556,230
<b>Between 25-49%</b>	8090	Census Division 9	19,800
	8079	Red Deer City	32,830
<b>Between 5-24%</b>	8080	Census Division 8	95,560
	8101	Census Division 10 E.	25,700
	9371	Peace River-Laird (Div. B)	20,790
	9363	Dawson Creek	43,340
<b>CBXT Total Persons:</b>			<b>1,432,530</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>763,000</b>

Low-power repeaters are listed at the end of each Province

# 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; CFMH-TV-1, Rocky Mountain House; CFMH-TV-2, Crimson Lake; CFRN-TV-6, Red Deer, all Alta.)

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 250-kw visual, 90.43-kw aural. Antenna: 720-ft. above av. terrain, 800-ft. above ground, 3165.5-ft. above sea level.

Latitude 53° 23' 06"  
Longitude 113° 12' 48"

**Transmitter:** Looma, Alta., 7-mi. SE of Edmonton.

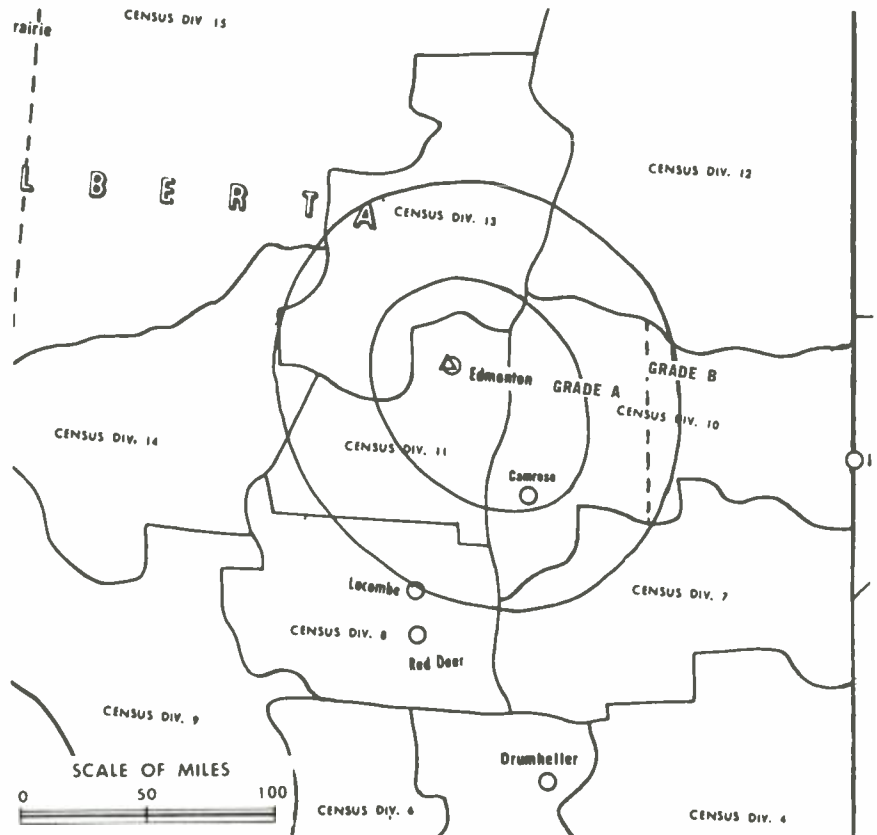
**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News, Canadian Press.

**AM Affiliate:** CFRN, 50-kw, 1260 kHz.

**FM Affiliate:** CFRN-FM, 100-kw, 100.3 MHz (No. 262), 1750-ft.



Data on reach & 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", Edmonton, Alta. T5P 4C2.

**Studio:** 18520 Stony Plain Rd., 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); Harlan G. Oakes & Assoc. (U.S. West Coast); Bolton Broadcasting Ltd. (New York, Chicago, San Francisco, Atlanta, Southfield).

### Personnel:

G. R. A. Rice, *president & general manager.*  
Bruce D. Alloway, *manager.*  
Jack Little, *sales manager.*  
R. W. Hogle, *news & public affairs manager.*  
G. T. Kidd, *program manager & film buyer.*  
Harry Wagter, *promotion director.*  
T. E. Wadson, *engineering director.*  
S. L. Knaga, *asst. director, engineering.*

**Highest 30 Sec. Rate (June 1, 1978):** \$400.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8120	Census Division 11	638,280
	8119	Edmonton C.M.A.	556,230
	8080	Census Division 8	95,560
	8079	Red Deer City	32,830
	9361	Peace River-Laird (Div. A)	22,560
<b>Between 25-49%</b>	9363	Dawson Creek	43,340
	8101	Census Division 10 East	25,700
	9371	Peace River-Laird (Div. B)	20,790
<b>Between 5-24%</b>	8090	Census Division 9	19,800
<b>CFRN-TV Total Persons:</b>			<b>1,455,090</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>963,000</b>

For Canadian Population Estimates,  
see Services Volume

# Alberta—Edmonton

## CITV-TV

(Ch. 13)

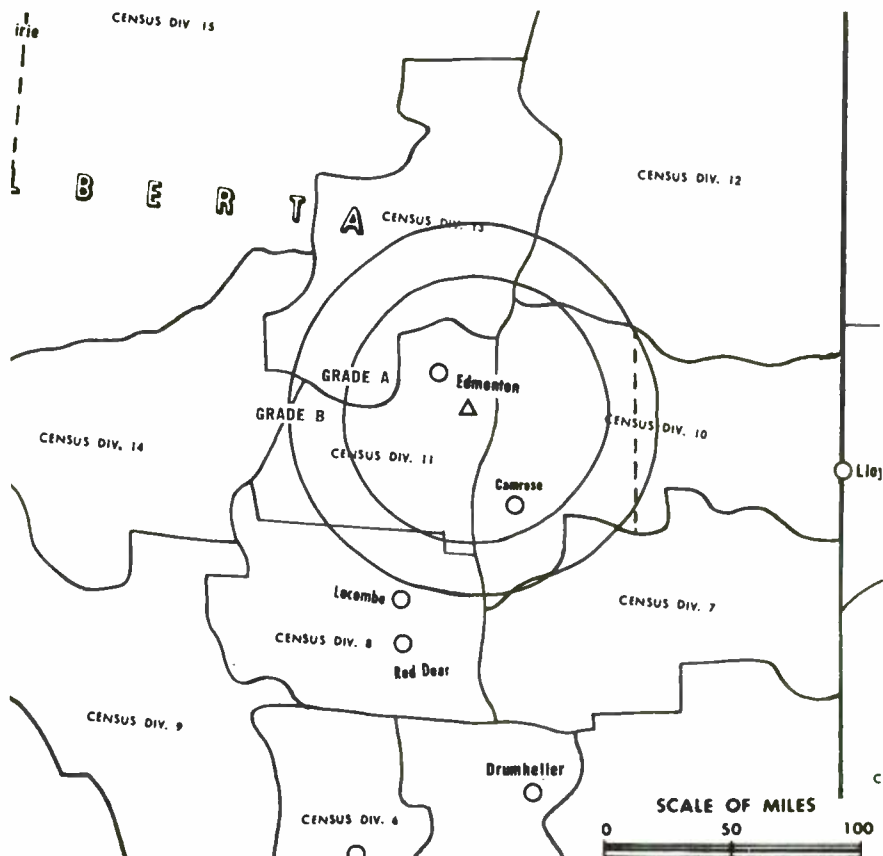
Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 32.5-kw aural. Antenna: 1115-ft. above av. terrain, 915-ft. above ground, 3390-ft. above sea level.

Latitude 53° 23' 06"

Longitude 113° 12' 48"

Color: Live, film, slide & tape.

TV tape: Recording facilities.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CITV-TV Authorized: 10/28/74

## CITV-TV

Network Service: None, independent.

Licensee: Edmonton Video Ltd.

Studio: 5325 104th St., Edmonton, Alta. T6H 5B8.

Telephone: 403-436-1250. Telex: 037-3780.

Ownership: Allarco Developments Ltd., 100%.

Began Operation: Sept. 1, 1974.

Represented (sales) by Alexander, Pearson & Dawson.

Personnel:

Douglas M. Holtby, general manager.

DIGEST OF RATE CARD NO. 5—(Sept. 1, 1977)

30 Min.	15 Min.	5 Min.	Min.	30 Sec.	
Class AA—6-11 p.m., Mon.-Fri.; 7-11 p.m., Sat.-Sun.					
Program rates on request				\$430	\$285

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	8120	Census Division 11	638,280
	8119	Edmonton C.M.A.	556,230
	8079	Red Deer City	32,830
<b>Between 25-49%</b>	8080	Census Division 8	95,560
	8101	Census Division 10 E.	25,700
<b>Between 5-24%</b>	None Between 5-24%		
<b>CITV-TV Total Persons:</b>			1,348,600
<b>BBM Weekly Reach (March 1978):</b>			697,000

# THE

Media Brokerage Specialist Radio and TV

# TED HEPBURN COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

# Alberta

CBXFT, Edmonton—(Continued)

Mailing Address: Box 555, Edmonton, Alta. T5J 2P4.

Telephone: 403-469-2321. Telex: 0372-287.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 90-kw visual, 9-kw aural. Antenna: Omnidirectional, 474-ft. above av. terrain, 385-ft. above ground, 2785-ft. above sea level, lat. 53° 30' 53", long. 113° 17' 07".

AM Affiliate: CHFA, 5-kw, 680 kHz (CBC).

Began Operation: March 1, 1970.

Personnel:

J. Boucher, *director of French TV in Alberta.*

G. Alarie, *public relations officer.*

Gordon Kent, *regional sales manager.*

Robert Bleasby, *mgr., TV technical services.*

Rates: No rate card available; carries network commercials.

BBM Weekly Reach (March 1978): 40,000

## CBCA-TV-1

Etzikom

(Ch. 12)

(Satellite rebroadcasting station of CHAT-TV, Medicine Hat, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 27-kw visual, 2.7-kw aural. Antenna: 482-ft. above av. terrain, lat. 49° 33' 59", long. 111° 07' 52".

Rates: Included as a bonus to CHAT-TV, Medicine Hat.

## CBXFT-2

Falher

(Ch. 6)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 3.274-kw visual, 0.655-kw aural.

Began Operation: June 27, 1975.

Rates: Included as a bonus with CBXFT, Edmonton.

## CBXAT Grande Prairie

(Ch. 10)

(Repeats CBXT, Edmonton, Alta.)

Licensee: Canadian Bcstg. 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.

Rates: Included as a bonus with CBXT, Edmonton.

## 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 Bcstg. Ltd., Broadcast House, Postal Station "E", Edmonton, Alta. T5P 4B8.

Transmitter: Grande Prairie.

For Canadian Cable Systems,  
see Services Volume

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: Included as a bonus with CFRN-TV, Edmonton.

## CFCN-TV-1

Hand Hills-Drumheller

(Ch. 12)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta., which is repeated by rebroadcasting satellite CFCN-TV-3, Brooks, Alta.)

Network Service: CTV, 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: Included as a bonus with CFCN-TV, Calgary.

## CBXAT-2 High Prairie

(Ch. 2)

Network Service: CBC, same as CBXT, Edmonton, Alta.

Licensee: Canadian Bcstg. 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: Included as a bonus with CBXT, Edmonton.

## CBXT-5 Lac La Biche

(Ch. 10)

Network Service: CBC.

Licensee: Canadian Bcstg. 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: Included as bonus with CBXT, Edmonton.

## CFRN-TV-5 Lac La Biche

(Ch. 2)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV.

Licensee: Sunwapta Bcstg. Ltd., Broadcast House, Postal Station "E", Edmonton, Alta. T5P 4B8.

Transmitter: Lac La Biche.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 1.225-kw visual. Antenna: 126-ft. above av. terrain, 157-ft. above ground, 2007-ft. above sea level, lat. 54° 45' 12", long. 111° 56' 40".

Began Operation: March 1968 on Ch. 6.

Rates: Included as a bonus with CFRN-TV, Edmonton.

## CBRT-6 Lethbridge

(Ch. 10)

(Satellite rebroadcasting station of CBRT, Calgary, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 123-kw visual, 12.3-kw aural. Antenna: 676-ft. above av. terrain, lat. 49° 44' 26", long. 112° 48' 06".

Rates: Included as a bonus with CBRT, Calgary.

**CBXFT-3  
Lethbridge**

(Ch. 23)  
French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 620 watts visual, 62 watts aural. Antenna: 498-ft. above av. terrain, lat. 49° 44' 26", long. 112° 48' 06".

Rates: Included as a bonus with CBXFT, Edmonton.

**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: 47-kw visual, 7.4-kw aural. Antenna: 593-ft. above av. terrain, lat. 49° 42' 55", long. 112° 47' 56".

Began Operation: Aug. 1968.

Rates: Included as a bonus with CFCN-TV, Calgary.

**CJOC-TV  
Lethbridge**

(Ch. 7)

(Repeated by CJOC-TV-1, Coleman, Alta.; CJOC-TV-2, Brooks, Alta.; CJOC-TV-3, Burmis, Alta.; CJWP-TV-1, Waterton Park, Alta.; CKVS-TV-1, Moyle, B.C.)

Network Service: None, independent.

Licensee: Lethbridge Television Ltd., Lethbridge.

Studio & Transmitter: 1401 28th St. N.

Mailing Address: Box 1120, Lethbridge, Alta.

Telephone: 403-327-1521.

Telex: 03-849-130.

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: Live, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CJOC, 10-kw (5-kw night), 1220 kHz (CBC).

Ownership: Selkirk Holdings Ltd.

Began Operation: Nov. 20, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Bob Johnson, *general manager.*  
Fred Filthaut, *operations manager.*  
Ron Joevenazzo, *chief engineer.*  
Roy Mullett, *general sales manager.*

Highest 30 Sec. Rate (Oct. 1, 1978): \$200.

Program Rates: On request.

Combination Rates: CFAC-TV, Calgary & CJOC-TV, Lethbridge.

CJOC-TV Total Persons: 310,060  
BBM Weekly Reach (March 1978): 134,000

**CITL-TV  
Lloydminster**

(Ch. 4)

(Operates satellite rebroadcasting stations CITL-TV-1, Wainright and CITL-TV-2, Provost, Alta.)

Network Service: CBC.

Licensee: Mid West Television Ltd., Radio-Television Bldg., 5026 50th St., Lloydminster.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 82-kw visual, 8.2-kw aural. Antenna: 707-ft. above av. terrain, lat. 53° 23' 47", long. 110° 00' 27".

Rates: On request.

1979 Edition

**CKSA-TV  
Lloydminster**

(Ch. 2)

(Operates satellite rebroadcasting stations CKSA-TV-1, Meadow Lake, Sask.; CKSA-TV-2, Bonnyville; CKSA-TV-3, Wainright; CKSA-TV-4, Provost, all Alta.)

Network Service: CBC.

Licensee: Mid West Television Ltd., Radio-Television Bldg., 5026 50th St.

Studio: 5026 50th St.

Telephone: 403-875-3321. Telex: 037-32511.

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° 23' 50", long. 110° 00' 40".

Color: Network, live & tape. AM Affiliate: CKSA, 10-kw, 1080 kHz.

News Wire Service: Canadian Press.

Ownership: Principal stockholders are: Sask.-Alta. Bcstrs. Ltd. (CKSA); Mary L. Shortell, pres.

Began Operation: Sept. 23, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Mary L. Shortell, *president & general manager.*  
Peter L. Senchuk, *v.p. & managing director.*  
Tony Stam, *chief engineer.*

**DIGEST OF RATE CARD**

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.	20 Sec.	10 Sec.
\$240.00	\$160.00	\$130.00	\$115.00	\$90.00	\$50.00	\$50.00	\$30.00

Class AA—6:30-11 p.m., daily.

**CBXAT-3  
Manning**

(Ch. 12)

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: 1,770-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: Included as a bonus with CBXT, Edmonton.

**CHAT-TV  
Medicine Hat**

(Ch. 6)

(Operates satellite rebroadcasting stations CBCA-TV-1, Etlzkorn, Alta.; CHAT-TV-1, Pivot, Alta.; CHAT-TV-2, Maple Creek, Sask.; CHAT-TV-3, Bow Island, Alta.; CHAT-TV-4, Oyen, Alta.)

Network Service: CBC.

Licensee: Monarch Broadcasting Co. Ltd., 520 First St., Box 760, Medicine Hat.

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, live, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CHAT, 10-kw, 1270 kHz (CBC).

Ownership: W. H. Yull, pres. and 100% owner. Also owns satellite CHAT-TV-1, Pivot, Alta.; CHAT-TV-2, Maple Creek, Sask.; CHAT-TV-3, Bow Island, Alta.; CHAT-TV-4, Oyen, Alta.

Began Operation: Sept. 14, 1957.

Represented (sales) by All-Canada Radio & Television Ltd. both Canada & United States.

Personnel:

Orville Kope, *general manager.*  
Sid Gaffney, *technical director.*

# Alberta

Doug MacArthur, *news director.*  
Dennis Mathews, *general sales manager.*  
Doug Cocks, *production, operations, & program manager.*

## DIGEST OF RATE CARD NO. 1 (Jan. 1, 1977)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Class AA—6-11 p.m., daily.					
				\$70.00	\$50.00
On request					

CHAT-TV Total Persons: 135,050  
BBM Weekly Reach (March 1978): 56,000

## CFCN-TV-8 Medicine Hat

(Ch. 8)

(Satellite rebroadcasting station of CFCN-TV, Calgary, Alta.)

Network Service: CTV.

Licensee: CFCN Television Ltd., Broadcast House, Calgary.

Transmitter: Near Redcliff, Alta.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 6.7-kw visual, 0.67-kw aural. Antenna: 341-ft. above av. terrain, lat. 50° 04' 36", long 110° 47' 40".

Began Operation: 1975.

Rates: Included as a bonus with CFCN-TV, Calgary.

## CFON-TV-1 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 No. 2 (54-60 MHz). Authorized power: 1.2-kw visual, .6-kw aural. Antenna: 365-ft. above av. terrain. Holds authorization to change to .540-kw visual, .270-kw aural.

Began Operation: Dec. 1969.

Rates: Included as a bonus with CFCN-TV, Calgary.

## CBXAT-1 Peace River

(Ch. 7)

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: Included as a bonus with CBXT, Edmonton.

## CFRN-TV-2 Peace River

(Ch. 3)

(Satellite rebroadcasting station of CFRN-TV-1, Grand Prairie, Alta.)

Network Service: CTV, same as CFRN-TV-1, Grande Prairie, Alta.

Licensee: Sunwapta Broadcasting Ltd., Broadcast House, Postal Station "E", Edmonton, Alta. T5P 4B8.

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: Included as a bonus with CFRN-TV Edmonton.

For Index to Contents,  
see Services Volume

## 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".

Began Operation: May 23, 1961.

Rates: Included as a bonus with CHAT-TV, Medicine Hat.

## CBXFT-4 Red Deer

(Ch. 31)

French Outlet

(Satellite rebroadcasting station of CBXFT, Edmonton, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 2.37-kw visual, 0.257-kw aural. Antenna: 449-ft. above av. terrain, lat. 52° 18' 43", long. 113° 57' 28".

Began Operation: June 16, 1977.

Rates: No rate card available.

## CFRN-TV-6 Red Deer

(Ch. 8)

(Satellite rebroadcasting station of CFRN-TV, Edmonton, Alta.)

Network Service: CTV, same as CFRN-TV, Edmonton.

Licensee: Sunwapta Bcstg. Ltd., Broadcast House, Postal Station "E", Edmonton, Alta. T5P 4B8.

Transmitter: Red Deer.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 24-kw visual, 2.8-kw aural. Antenna: 882-ft. above av. terrain, 588-ft. above ground, 3838-ft. above sea level, lat. 52° 17' 57", long. 113° 41' 47".

Began Operation: May 31, 1973.

Rates: Included as a bonus with CFRN-TV, Edmonton.

## 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., Box 5555, Red Deer, Alta. T4N 5H6.

Studio: CKRD Bldg., 5409 Gaetz Ave.

Telephone: 403-347-6681.

Transmitter: 4½-mi. E of city limits.

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, live, film, slide & tape.

News Wire Service: Broadcast News.

Facsimile Service: Broadcast News.

Ownership: Monarch Broadcasting Co. Ltd., W. H. Yuill, pres. Also operates CKRD AM & FM, Red Deer, all Alta.

Began Operation: Dec. 1, 1957.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (U.S.); Radio Television Representatives (Montreal & Toronto); Stephens & Towndrow (Vancouver); A. J. Messner (Winnipeg).

Personnel:

W. H. Yuill, *president.*  
M. G. Phillips, *vice president & general manager.*  
Bill Brown, *general sales manager.*  
Rick Davies, *operations manager.*  
Rudy Broemer, *technical director.*



30 Min.	15 Min.	10 Min.	5 Min.	Min.	30/20 Sec.
---------	---------	---------	--------	------	------------

Class AA—6-11 p.m., daily.

Rates on request

\$105

\$65

CKRD-TV Total Persons: 223,020

BBM Weekly Reach (March 1978): 156,000

## CBRT-5 Rosemary

(Ch. 11)

(Satellite rebroadcasting station of CBRT, Calgary, Alta.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 125.45-kw visual, 12.54-kw aural. Antenna: 619-ft. above av. terrain, lat. 50° 41' 11", long. 112° 27' 09".

Rates: Included as a bonus with CBRT, Calgary.

## CBXT-2 Whitecourt

(Ch. 9)

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: Included as a bonus with CBXT, Edmonton, Alta.

## 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, Alta. T5P 4B8.

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: Included as a bonus with CFRN-TV, Edmonton.

## LOW-POWER REPEATER STATIONS

Alcot Trail—New, Ch. 58, Mid West TV Ltd. (CITL-TV Lloydminster) 10 w.

Alger—CKAB-TV-3, Ch. 43, Alberta Bcstg. Corp. Ltd. (CBXT, Edmonton) 5 w.

Alger—CJAB-TV-3, Ch. 47, Alberta Bcstg. Corp. Ltd. (CFRN-TV, Edmonton) 20 w.

Banff—CBRT-1, Ch. 9, CBC (English network) 5 w.

Banff—CFCN-TV-2, Ch. 7, CFCN Television Ltd. (CFCN-TV, Calgary) 5 w.

Banff—CFAC-TV-2, Ch. 13, Calgary Television Ltd. (CFAC-TV, Calgary) 5 w.

Banff—CKRD-TV-2, Ch. 10, CHCA TV Ltd. (CKRD-TV, Red Deer) 5 w.

Bassano—CFAC-TV-3, Ch. 8, Bassano TV Assn. (CFAC-TV, Calgary) 8.9 w.

Bassano—CFCN-TV-7, Ch. 6, Bassano TV Assn. (CFCN-TV, Calgary) 8.9 w.

Battle River—CBXAT-6, Ch. 9, CBC (English network) 5 w.

Beaverlodge—New, Ch. 4, CBC (English network) 10 w.

Bellevue—New, Ch. 57, CBC (CBRT-6, Lethbridge) 10 w.

Bow Island—CHAT-TV-3, Ch. 2, Monarch Bcstg. Co. Ltd. (CHAT-TV, Medicine Hat) 5 w.

Brooks—CFCN-TV-3, Ch. 9, CFCN TV Ltd. (CFCN-TV, Calgary) 5 w.

Brooks—CJOC-TV-2, Ch. 3, Lethbridge TV Ltd. (CJOC-TV, Lethbridge) 5 w.

Burmis—CFCN-TV-4, Ch. 5, CFCN Television Ltd. (CFCN-TV-5, Lethbridge) 200 w.

Burmis—CJOC-TV-3, Ch. 3, Lethbridge TV Ltd. (CJOC-TV, Lethbridge) 225 w.

Cardston—New, Ch. 2, CBC (CBRT, Calgary) 5 w.

Chateh—New, Ch. 5, CBC (CBXT, Edmonton) 151 w.

Chinchaga—CBXAT-7, Ch. 5, CBC (English network) 5 w.

Coleman—CBRT-11, Ch. 17, CBC (English network) 10 w.

Coleman—CJOC-TV-1, Ch. 12, Lethbridge TV Ltd. (CJOC-TV, Lethbridge) 5 w.

Coleman—CKCP-TV-1, Ch. 8, Benevolent &amp; Protective Order of Elks of Canada (CFCN-TV-4, Burmis) 5 w.

Crimson Lake—CFMH-TV-1, Ch. 9, Rocky Mountain House Chamber of Commerce (CFRN-TV, Edmonton) 5 w.

Drumheller—CBRT-2, Ch. 5, CBC (English network) 5 w.

Drumheller—CFCN-TV-6, Ch. 10, CFCN TV Ltd. (CFCN-TV, Calgary) 5 w.

Drumheller—CFAC-TV-1, Ch. 8, Calgary TV Ltd. (CFAC-TV, Calgary) 5 w.

Exshaw—CBRT-3, Ch. 6, CBC (English network) 5 w.

Exshaw—CHGR-TV-1, Ch. 12, Royal Canadian Legion Branch 179 (CFAC-TV, Calgary) 5 w.

Exshaw—CHGR-TV-2, Ch. 7, Royal Canadian Legion Branch 179 (CFCN-TV, Calgary) 5 w.

Fort Chipewyan—CBXBT, Ch. 10, CBC (Northern service) 5 w.

Fort McMurray—CBXT-6, Ch. 9, CBC (CBXT, Edmonton) 33 w.

Fort Vermilion—CBXAT-5, Ch. 11, CBC (CBXT, Edmonton) 277 w.

Fox Creek—New, Ch. 5, CBC (CBXT-2, Whitecourt) 10 w.

Fox Lake—New, Ch. 9, CBC (CBXT, Edmonton) 10 w.

Gregoire—CJAB-TV-4, Ch. 7, Alberta Bcstg. Corp. Ltd. (CFRN-TV, Edmonton) 5 w.

Gregoire—CKAB-TV-4, Ch. 12, Alberta Bcstg. Corp. Ltd. (CBXT, Edmonton) 5 w.

Harvie Heights—New, Ch. 61, CBC (CBRT, Calgary) 10 w.

High Level—CBXAT-4, Ch. 8, CBC (CBXT, Edmonton) 468 w.

Hinton—CBXT-3, Ch. 8, CBC (CBXT, Edmonton) 350 w.

Hinton—New, Ch. 3, CBC (CBXT, Edmonton) 30 w.

Jasper—CBXT-4, Ch. 5, CBC (CBXT, Edmonton) 5 w.

Jean D'Or—CBXAT-9, Ch. 13, CBC (English network) 28 w.

Lake Louise—CBRT-4, Ch. 12, CBC (English network) 5 w.

Lake Louise—CFLI-TV-1, Ch. 7, Lake Louise Community Assn. (CFAC-TV, Calgary) 1 w.

Lake Louise—CFLI-TV-2, Ch. 6, Lake Louise Community Assn. (CFCN-TV, Calgary) 5 w.

Maple Creek—New, Ch. 10, Monarch Bcstg. Co. Ltd. (CHAT-TV, Medicine Hat) 5 w.

Meadow Lake—New, Ch. 3, Mid West TV Ltd. (CITL-TV Lloydminster) 10 w.

Mildred Lake—New, Ch. 6, The Muskeg Club (CBXT-6, Fort McMurray) 5 w.

Oyen—CFON-TV-2, Ch. 7, Oyen &amp; District TV Assn. (CHAT-TV, Medicine Hat) 5 w.

Pincher Creek—CBRT-9, Ch. 15, CBC (English network) 10 w.

Pincher Creek—CHPC-TV-1, Ch. 11, Pincher Creek Community Centre Hall Society (CFCN-TV, Calgary) 5 w.

Pincher Creek—CHPC-TV-2, Ch. 9, Pincher Creek Community Centre Hall Society (CJOC-TV, Lethbridge) 5 w.

Provost—CITL-TV-2, Ch. 5, Mid West TV Ltd. (CITL-TV, Lloydminster) 5 w.

Provost—CKSA-TV-4, Ch. 12, Mid West TV Ltd. (CKSA-TV, Lloydminster) 5 w.

Rainbow Lake—CBXAT-8, Ch. 11, CBC (English network) 5 w.

Rocky Mountain House—CFMH-TV-2, Ch. 12, Rocky Mountain House Chamber of Commerce (CFRN-TV, Edmonton) 5 w.

Sundre—CFJL-TV-1, Ch. 13, Sundre &amp; District Chamber of Commerce (CFCN-TV, Calgary) 5 w.

Wainwright—CITL-TV-1, Ch. 6, Mid West TV Ltd. (CITL-TV, Lloydminster) 5 w.

Wainwright—CKSA-TV-3, Ch. 8, Mid West TV Ltd. (CKSA-TV, Lloydminster) 5 w.

Waterton Park—CBRT-6, Ch. 4, CBC (CBRT-6, Lethbridge) 5 w.

Waterton Park—CJWP-TV-1, Ch. 12, Waterton Lakes TV Assn. (CJOC-TV, Lethbridge) 1 w.

Waterton Park—CJWP-TV-2, Ch. 6, Waterton Lakes TV Assn. (CFCN-TV-5, Lethbridge) 5 w.

## BRITISH COLUMBIA

### CBUBT-1 Canal Flats

(Ch. 12)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Canal Flats.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 0.51-kw visual. Antenna: 805-ft. above av. terrain, 132-ft. above ground, 3326-ft. above sea level, lat. 50° 11' 41", long. 115° 49' 25".

Began Operation: Dec. 13, 1968.

Rates: Included as a bonus with CBUBT, Cranbrook.

### CBUT-2 Chilliwack

(Ch. 3)

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: Included as a bonus with CBUT, Vancouver.

### CBUT-1 Courtenay

(Ch. 9)

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: Included as a bonus with CBUT, Vancouver.

### 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: 17-kw visual, 340-kw aural. Antenna: 1941-ft. above av. terrain, 87-ft. above ground, 2887-ft. above sea level, lat. 49° 44' 22", long. 125° 14' 11".

Began Operation: Aug. 1968.

Rates: Included as a bonus with CHAN-TV, Vancouver.

### CBUBT Cranbrook

(Ch. 10)

(Repeated by CBUBT-1, Canal Flats, B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: 2¾-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: Aug. 6, 1962.

Rates: Included as 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 Mountain, B.C.)

Network Service: CBC.

Licensee: Radio Station CJDC Ltd., 102nd Ave. & 9th St.

Studio: 901 102nd Ave. Transmitter: Bear Mountain.

Telephone: 604-782-3341. Telex: 036-77127.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10-kw visual, 5-kw 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, live, film, slide & tape.

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); Canadian Standard Broadcast Sales (U.S.).

Personnel:

H. L. Michaud, *general manager & film buyer.*

W. R. (Bill) Duncan, *manager.*

Davey Leung, *engineer.*

M. Van Berkel, *traffic manager.*

DIGEST OF RATE CARD NO. 10—(April 1, 1978)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
------	---------	---------	---------	--------	------	---------

Class AAA—6-11 p.m., daily.

Program rates on request				\$90.00		\$45.00
--------------------------	--	--	--	---------	--	---------

CJDC Total Persons: 43,350

BBM Weekly Reach (March 1978): 35,000

### 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: 0.365-kw 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.

Rates: Included as bonus with CKPG-TV, Prince George.

### CFJC-TV Kamloops

(Ch. 4)

(Repeated by CFJC-TV-1, Lillooet; CFJC-TV-3, Merritt; CFJC-TV-4, Clinton; CFJC-TV-5, Williams Lake; CFJC-TV-6, Mount Timothy; CFJC-TV-8, Chase (Adams Hill); CFJC-TV-10, Clearwater; CFJC-TV-11, Quesnel; CFJC-TV-12, Promontory Mountain; CFJC-TV-13, Blue River; CFJC-TV-14, Valemont; CFJC-TV-15, Gold Bridge; CFJC-TV-16, Boss Mountain; CFJC-TV-17, Mission Ridge; CJNA-TV-1, Spences Bridge; CFJC-TV-18, Pine Valley; CFJC-TV-19, Pritchard; CKRR-TV-2, Rimrock; 8 additional repeaters, all B.C.)

Network Service: CBC.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops, B.C. V2C 1T5.

Studio: 460 Pemberton Terrace.

Transmitter: Dufferin Hill.

Telephone: 604-372-3322.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 4-kw visual, 0.4-kw aural. Antenna: 501-ft. above av. terrain, 100-ft. above ground, 2900-ft. above sea level, lat. 50° 40' 15", long. 120° 23' 50".

Color: Network, live, film, slide & tape.

Ownership: David Clark, pres., 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:

Jack Pollard, *managing director.*

Bill Reith, *national sales manager.*

Combination rate: See CHBC-TV, Kelowna, B.C.

BBM Weekly Reach: See CHBC-TV, Kelowna.

## CHKM-TV

### Kamloops

(Ch. 6)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Dufferin Mtn.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 4-kw visual, 0.4-kw aural. Antenna: 501-ft. above av. terrain, 2520-ft. above sea level, lat. 50° 40' 15", long. 120° 23' 50".

Began Operation: Sept. 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## 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, Canoe; CFBI-TV-1, Malakwa; CFWS-TV-1, Falkland; CFZQ-TV-1, Mica Creek; CFZQ-TV-2, Mica Creek Village; 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; CJNP-TV-1, Nakusp; CHRP-TV-2, Revelstoke/Begbie; CHRP-TV-4, Glacier Camp.; CHKC-TV-1, Keremeos, all B.C.).

Network Service: CBC.

Licensee: Okanagan Valley Television Co. Ltd.

Studio: 342 Leon Ave. V1Y 6J2.

Transmitter: Blue Grouse Mtn.

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, live, film, slide & tape.

News Wire Service: Broadcast News.

Ownership: Radio CKOV, Kelowna (J. H. B. Browne & Mrs. J. W. B. Browne), 33.33%; British Columbia Bcstg. 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:

R. (Dick) Sharp, *executive vice president & general manager*.  
Ron Evans, *general sales manager*.  
Russ Richardson, *program director & film buyer*.  
Tom Wyatt, *chief engineer*.

Highest 30 Sec. Rate (April 17, 1978): \$135.

Combination Rates (B.C. Interior Television): CHBC-TV, Kelowna & CFJC-TV, Kamloops, B.C.

CHBC-TV & CFJC-TV Total Persons: 438,440

BBM Weekly Reach (March 1978): 338,000

## CHKL-TV

### Kelowna

(Ch. 5)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Blue Grouse Mtn.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 4-kw visual, 0.4-kw aural. Antenna: 1672-ft. above av. terrain, 132-ft. above ground, 4348-ft. above sea level, lat. 49° 58' 00", long. 119° 31' 40".

Began Operation: Sept. 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## CBUBT-7 Mount Baker

(Ch. 10)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Mount Baker, B.C.

1979 Edition

## British Columbia

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 0.900-kw visual, 0.090-kw aural. Antenna: Directional, 3443-ft. above av. terrain, lat. 49° 27' 30", long. 115° 37' 45".

Began Operation: June 19, 1975.

Rates: Included as a bonus with CBUT, Vancouver.

## CFJC-TV-6 Mt. Timothy

(Ch. 5)

(Satellite rebroadcasting station of CFJC-TV Kamloops, B.C.)

Network Service: Same as CFJC-TV, Kamloops.

Licensee: Inland Broadcasters (1969) Ltd., 460 Pemberton Terrace, Kamloops.

Transmitter: Timothy Mt.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 980 watts visual, 98 watts aural. Antenna: 1871-ft. above av. terrain, 75-ft. above ground, 5454-ft. above sea level, lat. 51° 54' 00", long. 121° 15' 30".

Began Operation: Dec. 10, 1961.

Rates: Included as a bonus with CFJC-TV, Kamloops.

## CITM-TV Mt. Timothy

(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: Mt. Timothy.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 0.72-kw visual, 0.072-kw aural. Antenna: 1917-ft. above av. terrain, 172-ft. above ground, 3577-ft. above sea level, lat. 51° 54' 10", long. 121° 15' 37".

Began Operation: January 1973.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## CBUCT Nelson

(Ch. 9)

(Repeated by CBUCT-1, Crawford Bay, B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. 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, 168-ft. above ground, 5759-ft. above sea level, lat. 49° 30' 50", long. 117° 17' 58".

Began Operation: Nov. 26, 1960.

Rates: Included as a bonus to the CBC network rate.

## CKKM-TV Oliver-Osoyoos

(Ch. 3)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver.

Transmitter: Kobau Mtn.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 930 watts visual, 93 watts aural. Antenna: 3164-ft. above av. terrain, lat. 49° 08' 15", long. 119° 40' 10".

Began Operation: Dec. 1976.

Rates: Included as a bonus with CHAN-TV, Vancouver.

# British Columbia

## CHKL-TV-1

### Pentiction

(Ch. 10)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Chute Lake Mtn.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1080 watts visual, 216 watts aural. Antenna: 1173-ft. above av. terrain, lat. 49° 39' 34", long. 119° 34' 18".

Began Operation: Sept. 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## 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 V2L 3M8.

Transmitter: Tabor Mtn.

Telephone: 604-564-8861.

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, live, film, slide & tape.

AM Affiliate: CKPG, 10-kw, 550 kHz.

News Wire Service: Broadcast News, Canadian Press, News Radio.

Ownership: Q Bcstg. Ltd.

Began Operation: Aug. 20, 1961.

Represented (sales) by Paul Mulvihill Co.; Stephens & Towndrow Co.; A. J. Messner & Co. Ltd. (Winnipeg); Canadian Standard Broadcast Sales (U.S.).

Personnel:

G. Leighton, *station manager*.  
Doug Hoover, *operations manager*.

Rates: 60% of Great West package.

Note: For combination rates (Great West Television), see CFTK-TV, Terrace, B.C.

CKPG-TV Total Persons: 175,980

BBM Weekly Reach (March 1978): 102,000

## CIFG-TV

### Prince George

(Ch. 12)

(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.

Transmitter: Tabor Mtn.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1.9-kw visual, 0.19-kw aural. Antenna: 1556-ft. above av. terrain, 51-ft. above ground, 4156-ft. above sea level, lat. 53° 54' 48", long. 122° 27' 10".

Began Operation: Jan. 1973.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## CBUBT-5

### Radium Hot Springs

(Ch. 77)

(Satellite rebroadcasting station of CBUBT-1, Canal Flats, B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Radium Hot Springs, B.C.

1038-b

Technical Facilities: Channel No. 77 (848-854 MHz). Authorized power: 1.56-kw visual, 0.156-kw aural. Antenna: 1488-ft. above av. terrain, 90-ft. above ground, 2790-ft. above sea level, lat. 50° 36' 40", long. 116° 04' 58".

Began Operation: Feb. 3, 1973.

Rates: Included as a bonus to the CBC network rate.

## CKKM-TV-1

### Santa Rosa

(Ch. 83)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver.

Transmitter: Santa Rosa Summit.

Technical Facilities: Channel No. 83 (884-890 MHz). Authorized power: 10-kw visual, 1-kw aural. Antenna: Directional, lat. 49° 01' 30", long. 118° 03' 30".

Began Operation: Dec. 1976.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## CBUBT-6

### Spillimacheen

(Ch. 69)

(Satellite rebroadcasting station of CBUBT-5, Radium Hot Springs, B.C.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Spillimacheen, B.C.

Technical Facilities: Channel No. 69 (800-806 MHz). Authorized power: 1.84-kw visual, 0.184-kw aural. Antenna: 1337-ft. above av. terrain, 50-ft. above ground, 3250-ft. above sea level, lat. 50° 53' 59", long. 116° 20' 35".

Began Operation: Feb. 3, 1973.

Rates: Included as a bonus to the CBC network rate.

## 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, Aristazabal Island; CFTK-TV-9, Ocean Falls; CFTK-TV-10, Houston; CKTK-TV-11, Hudson Bay Mtn.; CKCC-TV-1, Kwinatahl, all B.C.)

Network Service: CBC.

Licensee: Skeena Broadcasters Ltd., 4625 Lazelle Ave., Terrace, B.C. V8G 1S4.

Studio: 4625 Lazelle Ave., Terrace, B.C. V8G 1S4.

Telephone: 604-635-6316. 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".

Color: Network, film, slide & tape.

News Wire Service: Broadcast News.

Began Operation: Nov. 1, 1962.

Represented (sales) by Paul Mulvihill Co. (Toronto & Montreal); Stephens & Towndrow (Vancouver); A. J. Messner & Co. Ltd. (Winnipeg); Canadian Standard Broadcast Sales (U.S.).

Personnel:

J. Fred Weber, *president & managing director*.  
Michael Tindall, *retail sales manager*.  
Walt Liimatainen, *program director*.  
Tony Jones, *chief engineer*.

DIGEST OF RATE CARD NO. 4—(Sept. 2, 1976)\*

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Class AA—6-11 p.m., daily.					
Program rates on request				\$180.00	\$90.00

\*Combination rates: CFTK-TV, Terrace & CKPG-TV, Prince George, B.C.

CFTK-TV Total Persons: 93,770

BBM Weekly Reach (March 1978): 74,000

## CBUAT

### Trail

(Ch. 11)

(Repeated by CBUAT-2, Castlegar & CBUAT-1, Grand Forks, 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, 0.668-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: Included as a bonus to the CBC network rate.

## CKTN-TV Trail-Rosland

(Ch. 8)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia Television Broadcasting System Ltd., Box 4700, Vancouver.

Transmitter: Red Mtn.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 4.4-kw visual, 0.400-kw aural. Antenna: 1544-ft. above av. terrain, lat. 49° 05' 30", long. 117° 49' 10".

Began Operation: Dec. 1976.

Rates: Included as a bonus with CHAN-TV, Vancouver.

## CBUFT Vancouver

(Ch. 26)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Mailing Address: Box 4600, Vancouver, B.C. V6B 4A2.

Telephone: 604-665-8000. Telex: 04-51207.

Studio: 700 Hamilton St.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 105.5-kw visual, 21.5-kw aural. Antenna: 2011-ft. above av. terrain, lat. 49° 21' 12", long. 122° 57' 18".

FM Affiliate: CBUF-FM, 50-kw, 97.7 MHz (No. 249).

Personnel:

J. D. Landry, *dir. of French services.*  
J. Baillaut, *public relations officer.*

Rates: Included as a bonus to the CBC French network rate.

## 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".

Began Operation: Oct. 12, 1957.

Rates: Included as a bonus with CHBC-TV, Kelowna.

## CHKL-TV-2 Vernon

(Ch. 12)

(Satellite rebroadcasting station of CHAN-TV, Vancouver, B.C.)

Network Service: CTV.

Licensee: British Columbia TV Bcstg. System Ltd., Box 4700, Vancouver.

Transmitter: Vernon Mtn.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 564 watts visual, 56 watts aural. Antenna: 578-ft. above av. terrain, lat. 50° 16' 58", long. 119° 19' 09".

1979 Edition

## British Columbia

Began Operation: Sept. 1970.

Rates: Included as a bonus with CHAN-TV, Vancouver.

### LOW-POWER REPEATER STATIONS

Alert Bay—CBUT-16, Ch. 11, CBC (CBUT, Vancouver) 5 w.

Alexis Creek—CHIL-TV-1, Ch. 8, Alexis Creek Community Club (CFJC-TV, Kamloops) 5 w.

Alexis Creek—CHIL-TV-2, Ch. 11, Alexis Creek Community Club (CHAN-TV, Vancouver) 70 w.

Alta Lake—CHWN-TV-1, Ch. 7, Whistler Mountain TV Society (CHEK-TV, Victoria) 1 w.

Aristazabal Island (Mt. Parizeau)—CFTK-TV-8, Ch. 5, Skeena Broadcasters Ltd. (CFTK-TV, Terrace) 10 w.

Ashcroft—CJAC-TV-2, Ch. 10, Ash Creek TV Society (CFJC-TV, Kamloops) 25 w.

Ashcroft—CHAC-TV-2, Ch. 2, Ash Creek TV Society (CHAN-TV, Vancouver) 60 w.

Avola—New, Ch. 11, Avola TV Assn. (CFJC-TV-6, Mt. Timothy) 1 w.

Avola—New, Ch. 13, Avola TV Assn. (CHAN-TV, Vancouver) 10 w.

Barrier/Littlefort—CKTV-TV-1, Ch. 7, Barrier/Littlefort TV Improvement Society (CHAN-TV, Vancouver) 10 w.

Barrier/Littlefort—CKTV-TV-2, Ch. 12, Barrier/Littlefort TV Improvement Society (CFJC-TV, Kamloops) 10 w.

Beaverfoot Range—CBUT-11, Ch. 40, CBC (English network) 5 w.

Bella Bella—CKDI-TV-1, Ch. 9, Bella Coola Valley TV Society (CFTK-TV, Terrace) 5 w.

Bella Coola—CHVT-TV-1, Ch. 3, Bella Coola Valley TV Society (CFTK-TV, Terrace) 1 w.

Bella Coola—CHVT-TV-2, Ch. 13, Bella Coola Valley TV Society (CHVT-TV-1, King Island) 5 w.

Blue River—CFJC-TV-13, Ch. 3, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 5 w.

Bonnington—CBUDT, Ch. 13, CBC (English network) 22 w.

Boss Mountain—CFJC-TV-16, Ch. 7, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 5.2 w.

Boston Bar—CJFC-TV-1, Ch. 5, Fraser Canyon TV Assn. (CFJC-TV, Kamloops) 50 w.

Boston Bar—CJFC-TV-2, Ch. 3, Fraser Canyon TV Assn. (CHAN-TV, Vancouver) 35 w.

Bowen Island—CBUT-4, Ch. 13, CBC (CBUT, Vancouver) 5 w.

Bowen Island—CHAN-TV-2, Ch. 3, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 5 w.

Brackendale—CHAN-TV-5, Ch. 9, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 5 w.

Bullhead Mountain—CJDC-TV-2, Ch. 8, Radio Station CJDC Ltd. (CJDC-TV, Dawson Creek) 5 w.

Burns Lake—CFTK-TV-3, Ch. 4, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 40 w.

Cache Creek—CJAC-TV-1, Ch. 5, Ash Creek TV Society (CFJC-TV, Kamloops) 5 w.

Cache Creek—CJAC-TV-1, Ch. 2, Ash Creek TV Society (CHAN-TV, Vancouver) 20 w.

Campbell River—CBUT-8, Ch. 3, CBC (CBUT, Vancouver) 5 w.

Campbell River—CBUT-9, Ch. 82, CBC (CBUT, Vancouver) 5 w.

Camp Woss—CFNV-TV-1, Ch. 3, Nimpkish Valley TV Society (CHEK-TV, Victoria) 5 w.

Canoe—CHBC-TV-8, Ch. 6, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 5 w.

Cassiar—CBUET, Ch. 7, CBC (English network) 5 w.

Castlegar—CBUAT-2, Ch. 3, CBC (CBUAT, Trail) 5 w.

Castlegar—CKTN-TV-1, Ch. 5, BCTV (CHAN-TV, Vancouver) 10 w.

Cathedral Point—CFSB-TV-3, Ch. 13, South Bentinck & District TV Society (CFSB-TV-1, Lalakata Point) 1 w.

Cawston—CHKC-TV-3, Ch. 13, Keremeos-Cawston TV Society (CHBC-TV, Kelowna) 5 w.

Celista—CHBC-TV-6, Ch. 3, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 5 w.

Chase (Adams Hill)—CFJC-TV-8, Ch. 8, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 25 w.

Chase (Adams Hill)—CHSH-TV-2, Ch. 13, Shuswap Lakes TV Society (CHAN-TV, Vancouver) 40 w.

Chase (White Lake)—CHSH-TV-1, Ch. 7, Shuswap Lakes TV Society (CHAN-TV, Vancouver) 71 w.

Cherryville—CJCC-TV-1, Ch. 13, Cherryville Community Club (CHAN-TV, Vancouver) 10 w.

Cherryville—CJWR-TV-1, Ch. 10, Cherryville Community Club (CHBC-TV, Kelowna) 8.9 w.

(Continued on page 1045-b)

# British Columbia—Vancouver

## CBUT

(Ch. 2)

English Outlet

(Also operates 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.; 28 others)

**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' 12"  
Longitude 122° 57' 18"

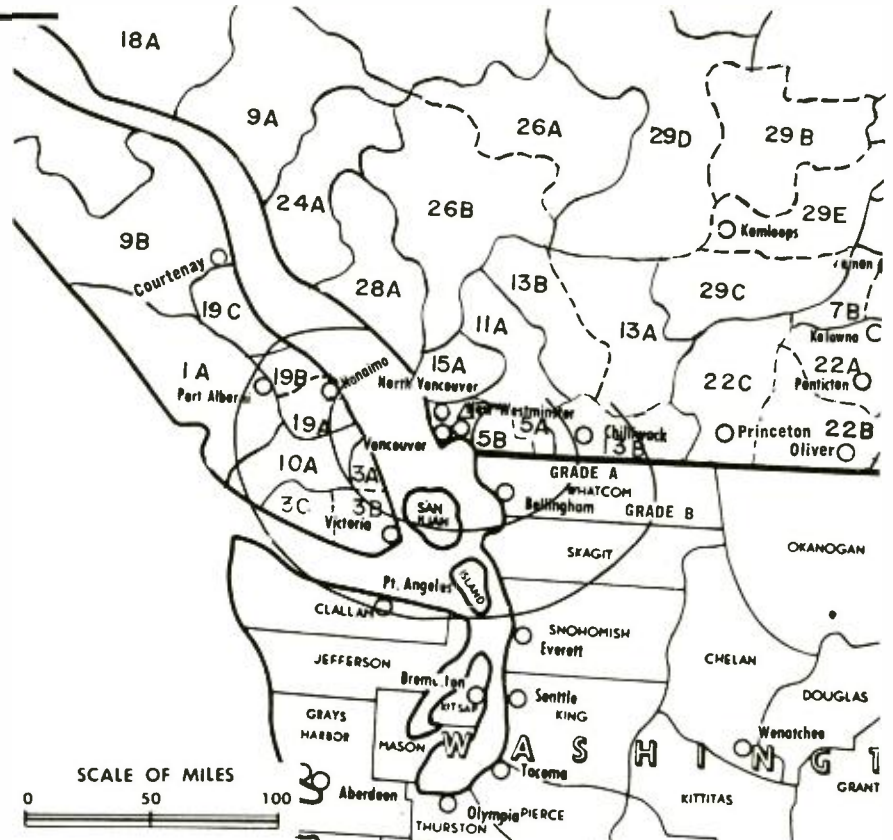
**Transmitter:** Mt. Seymour, North Vancouver.

**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.



CBUT Authorized: 12/8/53

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CBUT

**Network Service:** CBC.

**Licensee:** Canadian Ecstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 700 Hamilton St.

**Telephone:** 604-665-8000.

**Telex:** 04-51207.

**Mailing Address:** P.O. Box 4600, Vancouver, B.C. V6B 4A2.

**Began Operation:** Dec. 16, 1953.

**Represented (sales) by:** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales (U.S.).

**Personnel:**

Len Lauk, *director for the Province of British Columbia.*

A. Sommerfeld, *regional sales manager.*

J. J. Wighton, *regional engineer.*

R. G. Jessup, *regional public relations officer.*

G. Craig, *director of TV.*

Bill Sheehan, *program director.*

W. Skelcher, *manager, operations centre.*

F. Engel, *TV production manager.*

A. Martens, *manager, TV technical services.*

M. Baardsnes, *film services manager.*

R. Chester, *TV news supervisor.*

**Highest 30 Sec. Rate (June 1, 1978):** \$360.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9109	Vancouver C.M.A.	1,168,430
	9110	Greater Vancouver	1,079,300
	9120	Capital	234,760
	9119	Victoria C.M.A.	221,430
	9140	Nanaimo R.D.	65,580
	9010	East Kootenay	47,120
	9030	Central Kootenay	49,130
	9150	Alberni-Clayoquot	31,130
	9171	Comox-Strathcona (Div. C)	30,250
	9161	Comox-Strathcona (Div. AB)	28,630
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	9260	Columbia-Shuswap	36,190
<b>CBUT Total Persons:</b>			2,991,950
<b>BBM Weekly Reach (March 1978):</b>			1,400,000

**British Columbia Low Power Repeaters  
Begin on page 1039-b**



# British Columbia—Vancouver

## CKVU-TV

(Ch. 21)

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 880-kw max. & 88-kw av. visual, 244-kw max. aural. Antenna: 2187-ft. above av. terrain, 367-ft. above ground, 2392-ft. above sea level.

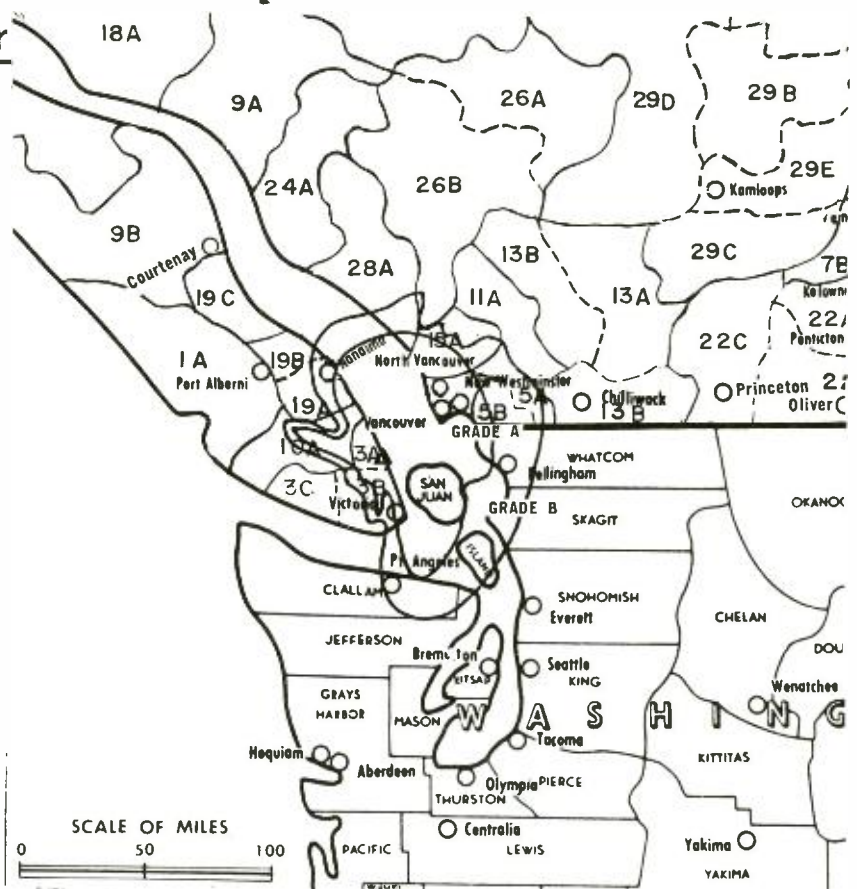
Latitude 48° 45' 06"  
Longitude 123° 29' 26"

Transmitter: Salt Spring Island.

TV tape: Recording facilities.

Color: Live, film, slide & tape.

Studio: 180 W. Second Ave.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKVU-TV Authorized: 1976.

## CKVU-TV

Network Service: None, independent.

Licensee: Western Approaches Ltd., 180 W. Second Ave., Vancouver, B.C. V5Y 1C2.

Telephone: 604-876-1344. Telex: 04-508641.

Ownership: Western Approaches Ltd. Daryl Duke, pres.

Began Operation: Sept. 1976.

Represented (sales) by Alexander, Pearson & Dawson Inc.

Personnel:

Daryl Duke, *president & general manager.*  
Norman Klenman, *v.p., programming & production.*  
Paul Nattall, *general sales manager.*  
Barry Duggan, *controller.*  
Bud Marce, *production manager.*  
Charles Lau, *commercial production manager.*

Highest 30 Sec. Rate (Sept. 6, 1977): \$450.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9109	Vancouver C.M.A.	1,168,430
	9110	Greater Vancouver	1,079,300
	9120	Capital	234,760
	9119	Victoria C.M.A.	221,430
<b>Between 25-49%</b>	9140	Nanaimo R.D.	65,580
	9171	Comox-Strathcona (Div. C)	30,250
	9161	Comox-Strathcona (Div. AB)	28,630
<b>Between 5-24%</b>	None Between 5-24%		
<b>CKVU-TV Total Persons:</b>			<b>2,828,380</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>976,000</b>



# British Columbia—Vancouver (Bellingham, Wash.)

## KVOS-TV

(Ch. 12)

**Technical Facilities:** Channel No. 12 (204-210 MHz). Authorized power: 229-kw visual, 46-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"

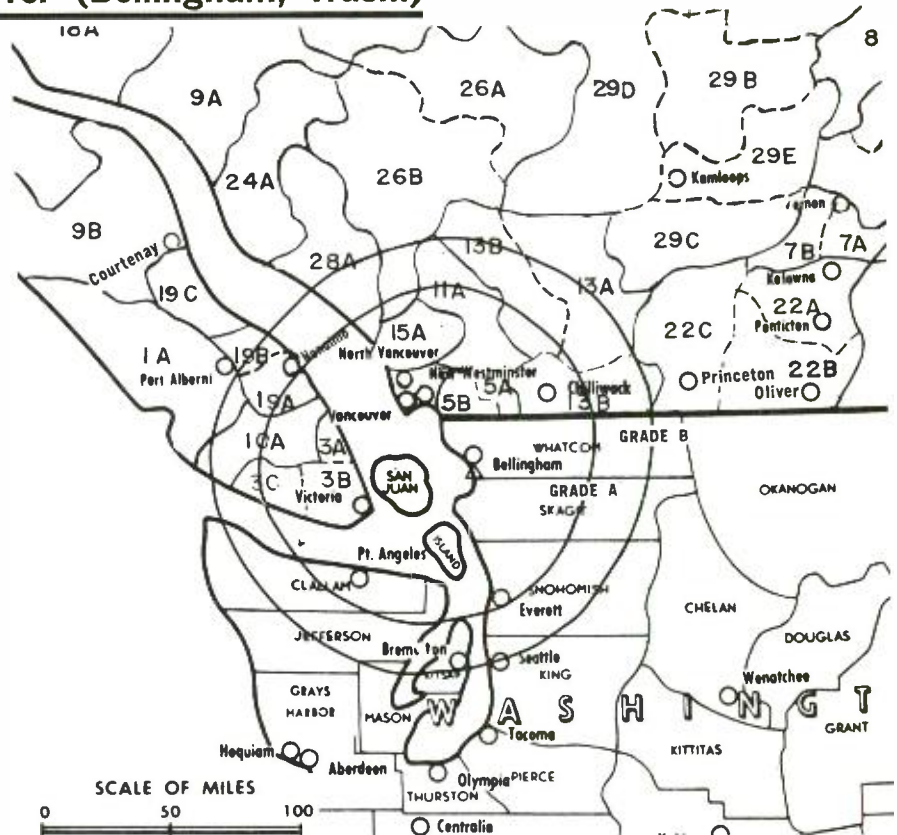
**Transmitter:** Mt. Constitution, Orcas Island, Wash.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, Canadian Press.

**Represented (sales)** by Metropot Sales (Toronto-Montreal); Metro Marketing West (Vancouver); Bolton Broadcasting Ltd. (U.S.)

**Represented (legal)** by Cohn & Marks.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

KVOS-TV Ref: FCC File No. BMPCT-3999 Granted 7/24/56

## KVOS-TV

**Network Service:** CBS.

**Licensee:** KVOS Television Corporation.

**Studio:** 1345 Burrard St., Vancouver 1, B.C.; 1151 Ellis St., Bellingham, Wash.

**Telephones:** 604-681-1212, Vancouver; 206-734-4101, 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).

**Personnel:**

David Mintz, *vice president & general manager.*  
Frank Jank, *station manager.*  
Fred Elsethagen, *sales manager.*  
John Price, *chief engineer.*  
R. H. Anderson, *news & public affairs director.*

**Highest 30 Sec. Rate (Jan. 1, 1975):** \$300.

**NETWORK BASE HOURLY RATE:** \$125.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9109	Vancouver C.M.A.	1,168,430
	9110	Greater Vancouver	1,079,300
	9120	Capital	234,760
	9119	Victoria C.M.A.	221,430
	9150	Alberni-Clayoquot	31,130
	9140	Nanaimo R.D.	65,580
	9161	Comox-Strathcona (Div. AB)	28,630
	9171	Comox-Strathcona (Div. C)	30,250
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	None	Between 5-24%	
<b>KVOS-TV Total Persons:</b>			2,859,510
<b>BBM Weekly Reach (March 1978):</b>			1,100,000

**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; CFKY-TV-1, Holberg, CHWM-TV-1, Alta Lake; CHPV-TV-1, Pemberton, all B.C. & 8 additional low-power repeaters).

**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.

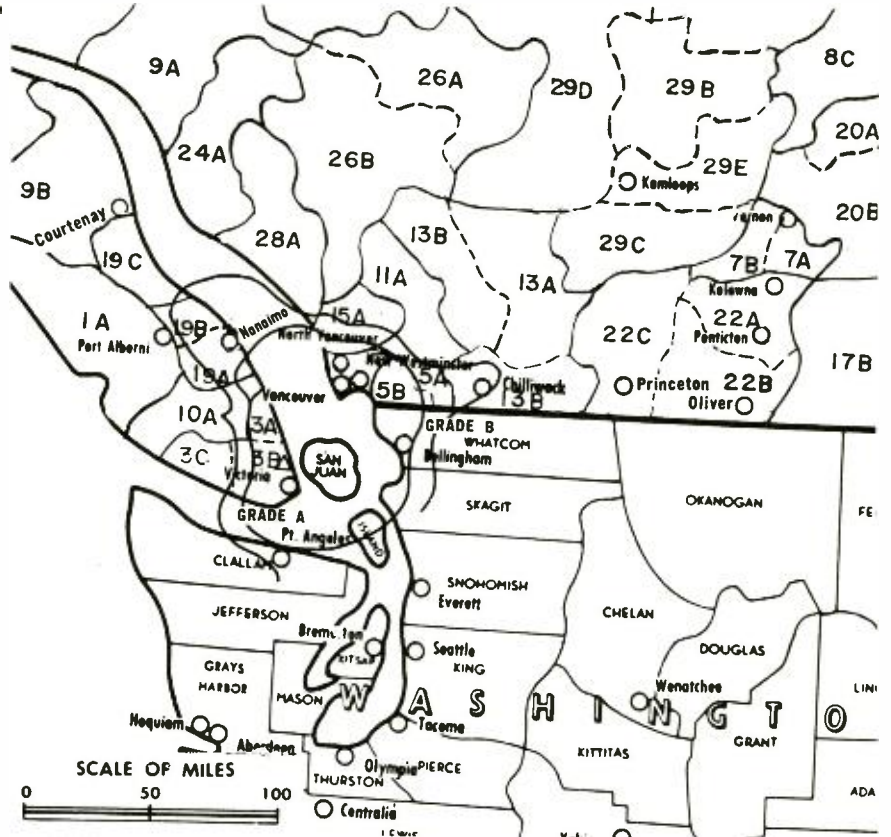
Latitude 48° 46' 28"  
Longitude 123° 10' 10"

**Transmitter:** Saturna Island, B.C.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News & Canadian Press.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CHEK-TV Authorized: 2/23/60

**CHEK-TV**

**Network Service:** CBC, CTV.

**Licensee:** CHEK-TV, Ltd., 3693 Epsom Drive, Victoria, B.C. V8P 3S6.

**Telephone:** 604-477-1821.

**Studio:** 3693 Epsom Drive, Victoria, B.C.

**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, *station manager.*
- Lloyd Colthorp, *vice president, programming.*
- William Elliott, *vice president, production.*
- Ernie Rose, *vice president, engineering.*
- Don Smith, *vice president, sales.*
- A. H. Collins, *vice president, finance.*
- Roy Gardiner, *production manager.*
- Ed Sjostrand, *retail sales manager.*
- Tony Cox, *news director.*
- Dave Tidbury, *chief engineer.*

**Highest 30 Sec. Rate (Dec. 27, 1976):** \$180.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	9120	Capital	234,760
	9119	Victoria C.M.A.	221,430
	9140	Nanaimo R.D.	65,580
	9150	Alberni-Clayoquot	31,130
<b>Between 25-49%</b>	9109	Vancouver C.M.A.	1,168,430
	9110	Greater Vancouver	1,079,300
	9171	Comox-Strathcona (Div. C)	30,250
	9161	Comox-Strathcona (Div. AB)	28,630
<b>Between 5-24%</b>	9209	Kamloops C.A.	60,600
<b>CHEK-TV Total Persons:</b>			<b>2,920,110</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>891,000</b>

**B.C. Low-power Repeaters Begin on page 1039-b**

- Chilliwack—CHAN-TV-1, Ch. 11, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 5 w.
- Clearwater—CHCW-TV-1, Ch. 2, Clearwater Business Assn. (CFJC-TV, Kamloops) 55 w.
- Clearwater—CHCW-TV-2, Ch. 10, Clearwater Business Assn. (CHAN-TV, Vancouver) 5 w.
- Clinton—CFJC-TV-4, Ch. 9, Inland Broadcasters (1969) Ltd. (CFJC-TV, Kamloops) 204 w.
- Clinton—CHTS-TV-1, Ch. 13, Clinton & District TV Society (CHAN-TV, Vancouver) 80 w.
- Coal Harbour—CBUT-20, Ch. 8, CBC (CBUT-19, Port Hardy) 1 w.
- Coal Harbour—CHEK-TV-4, Ch. 10, BCTV (CHEK-TV, Victoria) 5 w.
- Crawford Bay—CBUCT-1, Ch. 5, CBC (CBUCT, Nelson) 468 w.
- Crescent Valley—CHMS-TV-1, Ch. 5, Mount Sentinel TV Cooperative (KXLY-TV, Spokane) 5 w.
- Creston—CKTN-TV-4, Ch. 12, B.C. TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 10 w.
- Creston—CBUCT-2, Ch. 3, CBC (CBUCT, Nelson) 142 w.
- Donald Station—CBUBT-4, Ch. 3, CBC (English network) 5 w.
- East Georlie—CKHF-TV-1, Ch. 9, Stewart Community Club (CFTK-TV, Terrace) 1 w.
- Elk Falls Lookout—CJGR-TV-1, Ch. 49, Gold River TV Assn. (CHAN-TV, Vancouver) 10 w.
- Enderby—CFEN-TV-1, Ch. 4, Enderby & District TV Syndicate (CHBC-TV, Kelowna) 20 w.
- Enderby—CFEN-TV-2, Ch. 11, Enderby & District TV Syndicate (CHAN-TV, Vancouver) 47 w.
- Enderby—CHBC-TV-5, Ch. 72, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 70 w.
- Falkland—CFWS-TV-1, Ch. 10, Falkland-Westwold TV Society (CHBC-TV, Kelowna) 5 w.
- Fernie—CBUBT-9, Ch. 8, CBC (English network) 58.5 w.
- Field—CBUBT-13, Ch. 11, CBC (English network) 5 w.
- Field—CFY-TV-1, Ch. 4, Field TV Society (CFLL-TV-1, Lake Louise, Alta.) 1 w.
- Field—CFY-TV-2, Ch. 2, Field TV Society (CFLL-TV-2, Lake Louise, Alta.) 1 w.
- Fort Fraser—CKPG-TV-3, Ch. 6, CKPG Television (CKPG-TV, Prince George) 294 w.
- Fort Nelson—CBUGT, Ch. 8, CBC (English network) 50 w.
- Fort St. James—CFSJ-TV-1, Ch. 10, Fort St. James TV Society (CHAN-TV, Vancouver) 5.6 w.
- Fort St. James—CKPG-TV-5, Ch. 5, CKPG TV Ltd. (CKPG-TV, Prince George) .56 w.
- Fort St. James—New, Ch. 3, Fort St. James TV Society (CIFG-TV, Prince George) 10 w.
- Fort St. John—CFPV-TV-1, Ch. 2, Second Signal TV Society (CFRN-TV, Edmonton) 146 w.
- Fountain—CFDF-TV-1, Ch. 5, Camelsfoot TV Assn. (CHAN-TV, Vancouver) 32 w.
- Fraser Lake—New, Ch. 9, Fraser Lake & District Rebroadcasting Society (CHAN-TV, Vancouver) 10 w.
- Fruitvale/Montrose—CBUAT-3, Ch. 9, CBC (CBUAT, Trail) 5 w.
- Glacier Camp—CHRP-TV-3, Ch. 11, Dept. of Indian & Northern Affairs (CHAN-TV, Vancouver) 1 w.
- Glacier Camp—CHRP-TV-4, Ch. 13, Rogers Pass Community TV Assn. (CHBC-TV, Kelowna) 5 w.
- Gold Bridge (Mints)—CFJC-TV-15, Ch. 3, Howard F. Johnston (CFJC-TV-4, Clinton) 45 w.
- Gold Bridge—New, Ch. 6, Bridge River Community Recreational Society (CHAN-TV, Vancouver) 5 w.
- Gold Bridge—New, Ch. 3, Bridge River Community Recreational Society (CFJC-TV, Kamloops) 5 w.
- Golden—CBUBT-2, Ch. 13, CBC (CBUBT, Cranbrook) 11.4 w.
- Gold River—CBUT-12, Ch. 7, CBC (CBUT-11, Wokas Lake) 5 w.
- Gold River—CJGR-TV-3, Ch. 2, Gold River TV Assn. (CHAN-TV, Vancouver) 10 w.
- Grand Forks—CBUAT-1, Ch. 5, CBC (CBUAT, Trail) 5 w.
- Grand Forks—CKKM-TV-2, Ch. 7, BCTV (CHAN-TV, Vancouver) 10 w.
- Granisle (Snowshoe Island)—CHTL-TV-2, Ch. 6, Fulton River Recreation Commission (CFTK-TV, Terrace) 1 w.
- Gribbell Island—New, Ch. 12, Skeena Broadcasters Ltd. (CFTK-TV, Terrace) 5 w.
- Hendrix Lake—New, Ch. 12, Hendrix Lake TV Society (CHAN-TV, Vancouver) 8.4 w.
- Holberg—CBUT-21, Ch. 2, CBC (CBUT-19, Port Hardy) 5 w.
- Holberg—CFKY-TV-1, Ch. 4, The West Quatsino Radio & TV Society (CHEK-TV, Victoria) 5 w.
- Holberg—CFSH-TV-1, Ch. 8, Canadian Forces Station (CHEK-TV, Victoria) 5 w.
- Hope—CBUT-6, Ch. 9, CBC (CBUT, Vancouver) 5 w.
- Houston—CFTK-TV-10, Ch. 2, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 38 w.
- Houston—New, Ch. 8, Houston-Smithers Rebroadcasting Society (CIFG-TV, Prince George) 10 w.
- Hudson Bay Mountain—CFTK-TV-11, Ch. 7, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 1 w.
- Hudson Hope—CJDC-TV-1, Ch. 11, Radio Station CJDC Ltd. (CJDC-TV, Dawson Creek) 5 w.
- Invermere—CBUBT-3, Ch. 2, CBC (English network) 5 w.
- Invermere—CFWL-TV-1, Ch. 6, Invermere District TV Co. Ltd. (CFCN-TV, Calgary) 5 w.
- Jubilee Mountain—CFWL-TV-2, Ch. 8, Invermere District TV Co. Ltd. (CFWL-TV-1, Invermere) 5 w.
- Juskatla—CFTK-TV-7, Ch. 2, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 2.5 w.
- Kelly Mountain—CBUAT-4, Ch. 13, CBC (CBUAT, Trail) 1 w.
- Kemano—CFTK-TV-5, Ch. 2, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 10 w.
- Keremeos—CHKC-TV-1, Ch. 9, Keremeos-Cawston TV Society (CHBC-TV, Kelowna) 2.8 w.
- Kildala—CFTK-TV-4, Ch. 5, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 4.7 w.
- King Island—CHVT-TV-1, Ch. 9, Bella Coola Valley TV Society (CFTK-TV, Terrace) 1 w.
- Kitwano—New, Ch. 10, Vernon Smith (CFTK-TV, Terrace) 1 w.
- Kitwanga—New, Ch. 11, Kitwanga Community Assn. (CFTK-TV, Terrace) 5 w.
- Kitwanga—New, Ch. 6, Vernon Smith (CFTK-TV, Terrace) 10 w.
- Klemtu—CFKK-TV-1, Ch. 2, Klemtu TV Society (CFTK-TV, Terrace) 1 w.
- Kokish—CFKB-TV-2, Ch. 9, Alert Bay & District TV Society (CHEK-TV, Victoria) 5 w.
- Kwatna Bay—CKKB-TV-1, Ch. 12, Allison Logging Co. Ltd. (CFTK-TV-8, Terrace) 1 w.
- Kwinatahl—CKCC-TV-1, Ch. 7, Stewart Community Club (CFTK-TV, Terrace) 1 w.
- Kwinitsa—New, Ch. 7, Crowder Communications Ltd. (CFTK-TV, Terrace) 1 w.
- Lalakata Point—CFSB-TV-1, Ch. 11, South Bentinck & District TV Society (CFTK-TV, Terrace) 1 w.
- Legate Creek—New, Ch. 7, Kitwango Community Assn. (CFTK-TV, Terrace) 5 w.
- Lillooet—CFDF-TV-2, Ch. 13, Camelsfoot TV Assn. (CFDF-TV-1, Fountain) 5 w.
- Lillooet—CFMZ-TV-1, Ch. 2, Lillooet & District TV Assn. (CHAN-TV, Vancouver) 5 w.
- Logan Lake—CHLK-TV-1, Ch. 11, Logan Lake Recreational Society (CHAN-TV, Vancouver) 5 w.
- Logan Lake—CHLK-TV-2, Ch. 13, Logan Lake Recreational Society (CHBC-TV, Kelowna) 18 w.
- Loos—CBUHT-2, Ch. 6, CBC (CBUT, Vancouver) 8.4 w.
- Louise Island—New, Ch. 3, Beattie Anchorage Community Assn. (CFTK-TV, Terrace) 1 w.
- Lumby—CHID-TV-1, Ch. 4, Lumby & District TV Assn. (CHBC-TV, Kelowna) 25 w.
- Lumby—CHID-TV-2, Ch. 9, Lumby & District TV Assn. (CHAN-TV, Vancouver) 37 w.
- Lytton—CILY-TV-1, Ch. 8, Lytton & District TV Assn. (CHAN-TV, Vancouver) 20 w.
- Lytton—CHWS-TV-1, Ch. 11, Lytton & District TV Assn. (CFJC-TV, Kamloops) 55 w.
- Mabel Lake—CHPP-TV-1, Ch. 8, Kingfisher Community Club (CHBC-TV, Kelowna) 5 w.
- Mabel Lake/Hupel—CHPL-TV-1, Ch. 13, Kingfisher Community Club (CHAN-TV, Vancouver) 10 w.
- MacKenzie—New, Ch. 9, MacKenzie Communications Committee (CHAN-TV, Vancouver) 10 w.
- MacKenzie—CKPG-TV-4, Ch. 6, CKPG TV Ltd. (CKPG-TV, Prince George) 5 w.
- Malakwa—CFFI-TV-1, Ch. 4, Malakwa Farmers' Institute (CHBC-TV, Kelowna) 5 w.
- Malakwa—CFFI-TV-2, Ch. 11, Malakwa Farmers' Institute (CHAN-TV, Vancouver) 34 w.
- McBride—CBUHT-3, Ch. 2, CBC (CBUT, Vancouver) 8.4 w.
- Merritt—CFJC-TV-3, Ch. 8, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 40 w.
- Mica Creek—CHMC-TV-1, Ch. 7, Mica Creek Community TV Assn. (CHAN-TV, Vancouver) 11 w.

## British Columbia

- Mica Creek—CHMC-TV-2, Ch. 4, Mica Creek Community TV Assn. (CHAN-TV, Vancouver) 66 w.
- Mica Creek—CFZQ-TV-1, Ch. 9, Mica Creek Community Club (CHBC-TV, Kelowna) 5 w.
- Mica Creek Village—CFZQ-TV-2, Ch. 5, Mica Creek Community Club (CHBC-TV, Kelowna) 5 w.
- Midway—CKMY-TV-1, Ch. 7, Midway Community Club (CBUAT-1, Grand Forks) .14 w.
- Mission Ridge—CFJC-TV-17, Ch. 5, Howard F. Johnston (CFJC-TV-4, Clinton) 62 w.
- Mission Ridge—CJBT-TV-1, Ch. 11, Bridge River TV Society (CHAN-TV, Vancouver) 10 w.
- Monte Lake—CJML-TV-1, Ch. 8, The Monte Lake TV Satellite Assn. (CFJC-TV, Kamloops) 1 w.
- Morrissey Ridge—CBUBT-8, Ch. 21, CBC (English network) 29.5 w.
- Mt. Dolly—CKHF-TV-2, Ch. 11, Stewart Community Club (CFTK-TV, Terrace) 1 w.
- Mt. Hamilton—New, Ch. 7, Douglas Lake TV Society (CFJC-TV, Kamloops) 5 w.
- Mt. Hamilton—New, Ch. 9, Douglas Lake TV Society (CHAN-TV, Vancouver) 10 w.
- Mt. Hunter—CBUBT-12, Ch. 53, CBC (English network) 5 w.
- Mt. McDonald—New, Ch. 59, CBC (English network) 10 w.
- Mt. Poole—CHQC-TV-1, Ch. 4, Sandspit & District TV Society (CFTK-TV, Terrace) 5.2 w.
- Moyie—CBUBT-14, Ch. 14, CBC (English network) 76.5 w.
- Moyie & Creston—CKVS-TV-1, Ch. 5, Kootenay Valley TV Society (CJOC-TV, Lethbridge) 5 w.
- Nakusp—CJNP-TV-1, Ch. 2, Arrow Lakes TV Society (CHBC-TV, Kelowna) .033 w.
- Nakusp—CJNP-TV-2, Ch. 4, Arrow Lakes TV Society (KXLY-TV, Spokane) .033 w.
- Nakusp—CJNP-TV-3, Ch. 7, Arrow Lakes TV Society (CHAN-TV, Vancouver) 2.75 w.
- Nass Camp—CFTK-TV-6, Ch. 5, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 1.26 w.
- Natal—CBUBT-10, Ch. 11, CBC (English network) 64 w.
- Nelson—CKTN-TV-3, Ch. 3, B.C. TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 330 w.
- Newcastle Ridge—CFKB-TV-1, Ch. 7, Alert Bay & District TV Society (CHEK-TV, Victoria) 5 w.
- New Denver—CHSL-TV-1, Ch. 6, New Denver-Silverton Cooperative TV Society (KREM-TV, Spokane) 5 w.
- Nimpkish—CBUT-16, Ch. 9, CBC (CBUT-13, Woss Camp) 5 w.
- Nimpkish—CFNV-TV-2, Ch. 6, Nimpkish Valley TV Society (CHEK-TV, Victoria) 5 w.
- Nine Mile Mountain—CFST-TV-1, Ch. 9, Skeena TV Assn. (CFTK-TV, Terrace) 5 w.
- Ocean Falls—New, Ch. 11, Mrs. F. A. Danshin (Northern service) 5 w.
- Ocean Falls—CFTK-TV-9, Ch. 2, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 76 w.
- Olalla—CHKC-TV-2, Ch. 6, Keremeos-Cawston TV Society (CHBC-TV, Kelowna) 2.8 w.
- Oliver/Osoyoos—CHBC-TV-3, Ch. 8, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 110 w.
- Passmore—CHMS-TV-2, Ch. 7, Mount Sentinel TV Cooperative (KXLY-TV, Spokane) 5 w.
- Peachland—New, Ch. 9, Corp. of the District of Peachland (CHAN-TV, Vancouver) 10 w.
- Peachland—CHPT-TV-1, Ch. 4, Harold J. Williamson (CHBC-TV, Kelowna) 5 w.
- Pearse Island—New, Ch. 4, Kincolith Band Council Development Ltd. (CFTK-TV-1, Prince Rupert) 5 w.
- Pemberton—CHPV-TV-1, Ch. 9, Pemberton TV Society (CHEK-TV, Victoria) 2 w.
- Penticton—CHBC-TV-1, Ch. 13, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 300 w.
- Pine Valley (Williams Lake)—CFJC-TV-18, Ch. 2, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 28 w.
- Port Alberni—CBUT-3, Ch. 4, CBC (CBUT, Vancouver) 5 w.
- Port Alberni—CHEK-TV-3, Ch. 11, BCTV (CHEK-TV, Victoria) 5 w.
- Port Alice—CBUT-17, Ch. 10, CBC (CBUT-19, Port Hardy) 5 w.
- Port Alice—CKPA-TV-1, Ch. 2, H. V. Hartford (CHEK-TV, Victoria) .14 w.
- Port Alice—CKPA-TV-2, Ch. 7, Rayonier Canada (CHEK-TV, Victoria) 10 w.
- Port Hardy—CBUT-19, Ch. 6, CBC (CBUT, Vancouver) 29.2 w.
- Port Hardy—CFKB-TV-3, Ch. 3, Alert Bay & District TV Society (CHEK-TV, Victoria) 5 w.
- Port McNeill—CBUT-18, Ch. 2, CBC (CBUT-16, Alert Bay) 5 w.
- Port Renfrew—CJTV-TV-1, Ch. 11, Port Renfrew Community Assn. (CHAN-TV, Vancouver) 5 w.
- Prince Rupert—CFTK-TV-1, Ch. 6, Skeena Broadcasters Ltd. (CFTK-TV, Terrace) 480 w.
- Princeton—CHGP-TV-1, Ch. 5, Princeton TV Ltd. (CHBC-TV, Kelowna) 40 w.
- Princeton—CHGP-TV-2, Ch. 11, Princeton TV Ltd. (CHAN-TV, Vancouver) 10 w.
- Pritchard—CHKM-TV-1, Ch. 9, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 7.25 w.
- Pritchard—CFJC-TV-19, Ch. 2, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 2 w.
- Promontory Mountain—CFJC-TV-12, Ch. 10, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 60 w.
- Puntzi—New, Ch. 2, Puntzi TV Assn. (CHAN-TV, Vancouver) 10 w.
- Purden—CBUHT-1, Ch. 7, CBC (CBUT, Vancouver) 8.4 w.
- Quesnel—CFJC-TV-11, Ch. 7, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 25 w.
- Quesnel—CITM-TV-2, Ch. 8, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 32 w.
- Quesnel—CKCQ-TV-1, Ch. 13, CKPG TV Ltd. (CKPG-TV, Prince George) 5 w.
- Revelstoke/Begbie—CHRP-TV-2, Ch. 9, Dept. of Indian & Northern Affairs (CHBC-TV Kelowna) 10 w.
- Revelstoke/Begbie—CHRP-TV-1, Ch. 7, Dept. of Indian & Northern Affairs (CHAN-TV, Vancouver) 10 w.
- Rimrock—CKRR-TV-1, Ch. 9, E. J. Bourdon (CFJC-TV-6, Mt. Timothy) 5 w.
- Rimrock—CKRR-TV-2, Ch. 11, E. J. Bourdon (CITM-TV, Kamloops) 5 w.
- Salmo—CBUAT-5, Ch. 8, CBC (CBUAT, Trail) 5 w.
- Salmon Arm—CFSA-TV-1, Ch. 13, Salmon Arm & District Chamber of Commerce (CHAN-TV, Vancouver) 40 w.
- Salmon Arm—CHBC-TV-4, Ch. 9, Okanagan Valley TV Co. Ltd. (CHBC-TV-5, Grinrod) 199 w.
- Sandspit/Queen Charlotte—See Mt. Poole.
- San Josef/CFS Holberg—CFSH-TV-1, Ch. 8, Lt. Col. W. J. Read (CFKY-TV-1, Holberg) 1 w.
- Savona—CFSC-TV-1, Ch. 13, Savona Community Assn. (CHAN-TV, Vancouver) 4.4 w.
- Savona—CFSC-TV-2, Ch. 8, Savona Community Assn. (CFJC-TV, Kamloops) 5 w.
- Sayward—CBUT-10, Ch. 4, CBC (CBUT, Vancouver) .56 w.
- Shalath—New, Ch. 11, Bridge River Community Recreational Society (CHAN-TV, Vancouver) 5 w.
- Shalath—New, Ch. 5, Bridge River Community Recreational Society (CFJC-TV Kamloops) 5 w.
- Shalath/Minto—CJGB-TV-1, Ch. 6, Bridge River TV Society (CHAN-TV, Vancouver) 10 w.
- Sheringham Point—CHEK-TV-2, Ch. 11, BCTV (CHEK-TV, Victoria).
- Sixteen Mile House—New, Ch. 7, Sixteen Mile TV Society (CHAN-TV, Vancouver) 10 w.
- Skaha Lake—CHBC-TV-7, Ch. 7, Okanagan Valley TV Co. Ltd. (CHBC-TV, Kelowna) 5 w.
- Smithers—CFTK-TV-2, Ch. 5, Skeena Bcstrs. Ltd. (CFTK-TV, Terrace) 20 w.
- Smithers—New, Ch. 13, Houston-Smithers Rebroadcasting Society (CIFG-TV, Prince George) 10 w.
- Soda Creek—CKSC-TV-1, Ch. 7, McLeese Lake Recreation Commission (CFJC-TV-6, Mt. Timothy) 1 w.
- Soda Creek—CKCS-TV-2, Ch. 10, McLeese Lake Recreation Commission (CHAN-TV, Vancouver) 1 w.
- Sointula—CFKB-TV-4, Ch. 5, Alert Bay & District TV Society (CHEK-TV, Victoria) 5 w.
- Sooke—CHEK-TV-1, Ch. 13, BCTV (CHEK-TV, Victoria) 5 w.
- Sooke—New, Ch. 3, CBC (English network) 10 w.
- South Bentinck Arm—CFSB-TV-2, Ch. 13, South Bentinck & District TV Society (CFSB-TV-1, Lalakata Point) 1 w.
- Spences Bridge—CJNA-TV-1, Ch. 3, Spences Bridge Community Club (CFJC-TV, Kamloops) 1 w.
- Spences Bridge—CJNA-TV-2, Ch. 7, Spences Bridge Community Club (CHAN-TV, Vancouver) 35 w.
- Squamish—CBUT-5, Ch. 11, CBC (CBUT, Vancouver) 5 w.
- Squamish—CHAN-TV-3, Ch. 7, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 5 w.
- Tabor Mountain—CBUHT, Ch. 78, CBC (CBUT, Vancouver) 8.4 w.

Taghum—CKTN-TV-2, Ch. 23, BCTV (CHAN-TV, Vancouver) 10 w.  
 Tahsis—CBUT-14, Ch. 9, CBC (CBUT-13, Woss Camp) 5 w.  
 Tasu—CFAL-TV-1, Ch. 11, Tasu TV Society (CFTK-TV-1, Prince Rupert) 1 w.  
 Tatla Lake—New, Ch. 9, Anahim Lake Community Assn. (CHAN-TV, Vancouver) 10 w.  
 Tete Jaune—CBUHT-4, Ch. 7, CBC (CBUT, Vancouver) 1 w.  
 Tofino—CBUT-22, Ch. 10, CBC (CBUT-7, Ucluelet) 5 w.  
 Topley Landing (Shoulder Mtn.)—CHTL-TV-1, Ch. 9, Fulton River Recreation Commission (CFTK-TV, Terrace) 1 w.  
 Trail—CBUAT-6, Ch. 52, CBC (English network) 5 w.  
 Ucluelet—CBUT-7, Ch. 7, CBC (CBUT, Vancouver) 5 w.  
 Ucluelet—CKUP-TV-1, Ch. 6, West Coast Community TV Assn. (CHAN-TV, Vancouver) 5 w.  
 Valemont (Canoe Mountain)—CFJC-TV-14, Ch. 8, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 5 w.  
 Valemont—CBUHT-5, Ch. 4, CBC (CBUT, Vancouver) 1 w.  
 Vanderhoof—CKIN-TV-1, Ch. 8, Kinsmen Club of Vanderhoof (CHAN-TV, Vancouver) 5 w.  
 Vavenby—CKVA-TV-1, Ch. 8, Vavenby Community Club (CHAN-TV, Vancouver) .56 w.  
 Wells/Barkerville—New, Ch. 11, Wells TV Committee (CHAN-TV, Vancouver) 10 w.  
 Williams Lake—CFJC-TV-5, Ch. 8, Inland Bcstrs. (1969) Ltd. (CFJC-TV, Kamloops) 50 w.  
 Williams Lake—CITM-TV-1, Ch. 13, British Columbia TV Bcstg. System Ltd. (CHAN-TV, Vancouver) 32 w.  
 Wokas Lake—CBUT-11, Ch. 60, CBC (CBUT-9, Campbell River) 32.4 w.  
 Wokas Lake—CJGR-TV-2, Ch. 11, Gold River TV Assn. (CHAN-TV, Vancouver) 10 w.  
 Woss Camp—CBUT-13, Ch. 12, CBC (CBUT, Vancouver) 155 w.  
 Yale—CHYT-TV-1, Ch. 4, The Yale Ratepayers Assn. (CBUT, Vancouver) 1 w.

## MANITOBA

### CBWST Baldy Mountain

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Regional Sales Office: Dauphin. Telephone: 638-3810.

Transmitter: Baldy Mtn.

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".

Color: Network, live, film, slide, tape.

Began Operation: June 19, 1960.

Rates: Included as a bonus to the CBC network.

### 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: Included as bonus with CKX-TV, Brandon.

### 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.

1979 Edition

## British Columbia—Manitoba

Licensee: Western Manitoba Bcstrs. Ltd., 2940 Victoria Ave., Brandon, Man. R7B 0N2.

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: 1254-ft. above av. terrain, 1335-ft. above ground, 2651-ft. above sea level, lat. 49° 44' 33", long. 100° 07' 84".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

AM Affiliate: CKX, 10-kw, 1150 kHz (CBC).

Began Operation: Jan. 28, 1955.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Stuart Craig, *president & managing director.*

Albert Trotter, *sales manager.*

Lawrence Dubois, *engineer.*

#### DIGEST OF RATE CARD

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: 261,990

BBM Weekly Reach (March 1978): 152,000

### CKYB-TV Brandon

(Ch. 4)

(Satellite rebroadcasting station of CKY-TV, Winnipeg, Man.)

Network Service: CTV.

Licensee: Relay Communications Ltd., Polo Park, Winnipeg, Man.

Transmitter: 10-mi. SW of Brandon.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1444-ft. above av. terrain, 1332-ft. above ground, 2882-ft. above sea level, lat. 49° 40' 05", long. 100° 00' 40".

Began Operation: Sept. 1972.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

Rates: Included as a bonus with CKY-TV, Winnipeg.

### CKYD-TV Dauphin

(Ch. 12)

(Satellite rebroadcasting station of CKY-TV, Winnipeg, Man.)

Network Service: CTV.

Licensee: Relay Communications, Brandon, Man.

Transmitter: Baldy Mountain.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 63-kw visual, 6.3-kw aural. Antenna: 1092-ft. above av. terrain, lat. 51° 28' 14", long. 100° 43' 10".

Began Operation: 1975.

Rates: Included as a bonus with CKY-TV, Winnipeg.

## BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO	333 N. Michigan Ave.	(312) 346-6460
WASHINGTON, D.C.	1725 K. Street, N.W.	(202) 331-9270
ATLANTA	400 Colony Sq., #1004	(404) 892-4655
BEVERLY HILLS	9465 Wilshire Blvd.	(213) 274-8151

# Manitoba

## CBWGT Fisher Branch

(Ch. 10)

Network Service: CBC.

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: Included as a bonus to the CBC network.

## CKYA-TV Fisher Branch

(Ch. 8)

Network Service: CTV.

Licensee: MTV Ltd., Polo Park, Winnipeg, Man. R3G 0L7.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 31-kw visual, 3.1-kw aural. Antenna: 449-ft. above av. terrain, lat. 51° 04' 50", long. 97° 38' 55".

Began Operation: 1977.

Rates: Included as a bonus with CKY-TV, Winnipeg.

## 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: Included as a bonus to the CBC network rate.

## CBWFT-2 Flin Flon

(Ch. 3)

French Outlet

Licensee: Canadian Broadcasting Corp., Ottawa, Ont.

Transmitter: Flin Flon, Man.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 0.68-kw visual, 0.068-kw aural. Antenna: 238-ft. above av. terrain.

Began Operation: April 9, 1976.

Rates: Included as a bonus with CBWFT, Winnipeg.

## CKYF-TV Flin Flon

(Ch. 13)

(Satellite rebroadcasting station of CKY-TV, Winnipeg, Man.)

Network Service: CTV.

Licensee: MTV Ltd., Polo Park, Winnipeg, Man.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 1.04-kw visual, 0.104-kw aural. Antenna: 197-ft. above av. terrain, lat. 54° 47' 10", long. 101° 50' 37".

Began Operation: 1975.

Rates: Included as a bonus with CKY-TV, Winnipeg.

## CBWXT Gods Lake Narrows

(Ch. 13)

(Satellite rebroadcasting station of CBWT, Winnipeg, Man.)

Network Service: CBC.

1048-b

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 2.4-kw visual, 0.24-kw aural. Antenna: 125-ft. above av. terrain, lat. 54° 32' 55", long. 94° 27' 40".

Rates: Included as a bonus with CBWT, Winnipeg.

Note: Additional information not available.

## CBWGT-1 Jackhead

(Ch. 5)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Jackhead.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 3.4-kw visual, 0.34-kw aural.

Began Operation: June 7, 1977.

Rates: Included as a bonus with CBWT, Winnipeg.

## CBWT-2 Lac du Bonnet

(Ch. 4)

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.

Rates: Included as a bonus with CBWT, Winnipeg.

## CBWUT McCusker Lake

(Ch. 10)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 0.24-kw visual, 0.024-kw aural. Antenna: 317-ft. above av. terrain, lat. 56° 04' 24", long. 95° 50' 36".

Began Operation: March 21, 1975.

Rates: Included as a bonus with the CBC English network rate.

Note: Additional information not available.

## 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: Included as a bonus with CKX-TV, Brandon.

## CBWFT-6 Pine Falls

(Ch. 11)

French Outlet

(Satellite rebroadcasting station of CBWFT, Winnipeg, Man.)

Network Service: CBC (French).

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 1.5-kw visual, 0.15-kw aural. Antenna: 362-ft. above av. terrain, lat. 50° 36' 58", long. 96° 22' 48".

Rates: Included as a bonus with CBWFT, Winnipeg.

Note: Additional information not available.

(Continued on page 1053-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; CBWAT, Kenora; CBWDT-1, Sioux Lookout; CBWCT, Fort Frances; CBWCT-1, Atikokan; CBWDT, Dryden; CBWET, Red Lake; CBWJT, Ear Falls; CBWXT, Gods Lake Narrows; 10 others, all Man.)

**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° 48' 15"  
Longitude 97° 30' 35"

Transmitter: 6-mi. E of Starbuck. Man. on Hwy. 2.

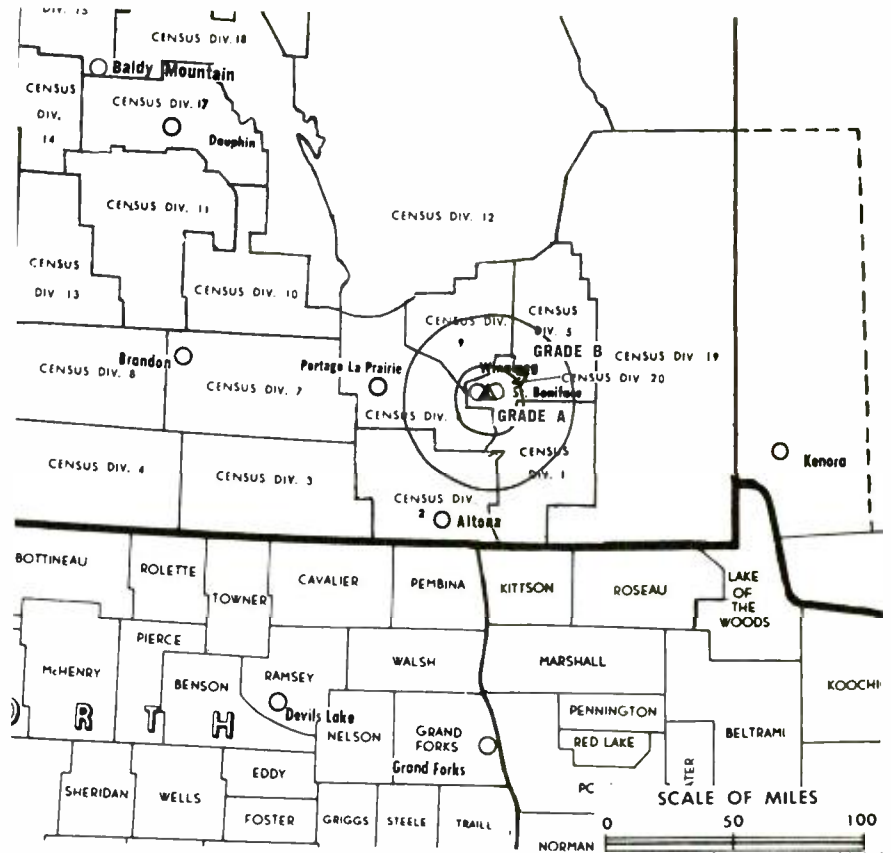
Color: Network, film, slide & tape.  
TV tape: Recording facilities.

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 reach & persons reprinted by permission of BBM Bureau of Measurement.



## CBWT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: 204-774-8351. Telex: 07-57780.

Studio: 541 Portage Ave. W., Box 160, Winnipeg, Man. R3C 2H1.

Began Operation: May 31, 1954.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales (U.S.).

Personnel:

D. L. Bennett, *director for the Prairie Provinces.*  
M. Simovitch, *regional sales director.*  
R.D. Fairley, *regional engineer.*  
N. Cowan, *regional public relations officer.*  
J. Lyttle, *TV production manager.*  
W. Terry, *TV program director.*  
G. Gillespie, *manager, TV film service.*  
H. Decuyper, *manager, television technical services.*  
S. Halinda, *news director.*

Highest 30 Sec. Rate (June 1, 1978): \$300.

Program Rates: On request.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	6119	Winnipeg C.M.A.	570,390
	6170	Census Division 17	28,050
	5550	Rainy River	23,680
	5562	Kenora West	19,090
	6180	Census Division 18	20,270
	6165	Census Divisions 16 & 20	24,030
	6090	Census Division 9	11,550
6010	Census Division 1	15,800	
<b>Between 25-49%</b>	6080	Census Division 8	14,060
<b>Between 5-24%</b>	7060	Census Division 5	39,870
	6045	Census Divisions 4 & 5	28,890
<b>CBWT Total Persons:</b>			<b>795,680</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>831,000</b>

# Manitoba—Winnipeg

## CBWFT

(Ch. 3)

French Outlet

(Repeated by CBWFT-6, Pine Falls, Man.)

**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.

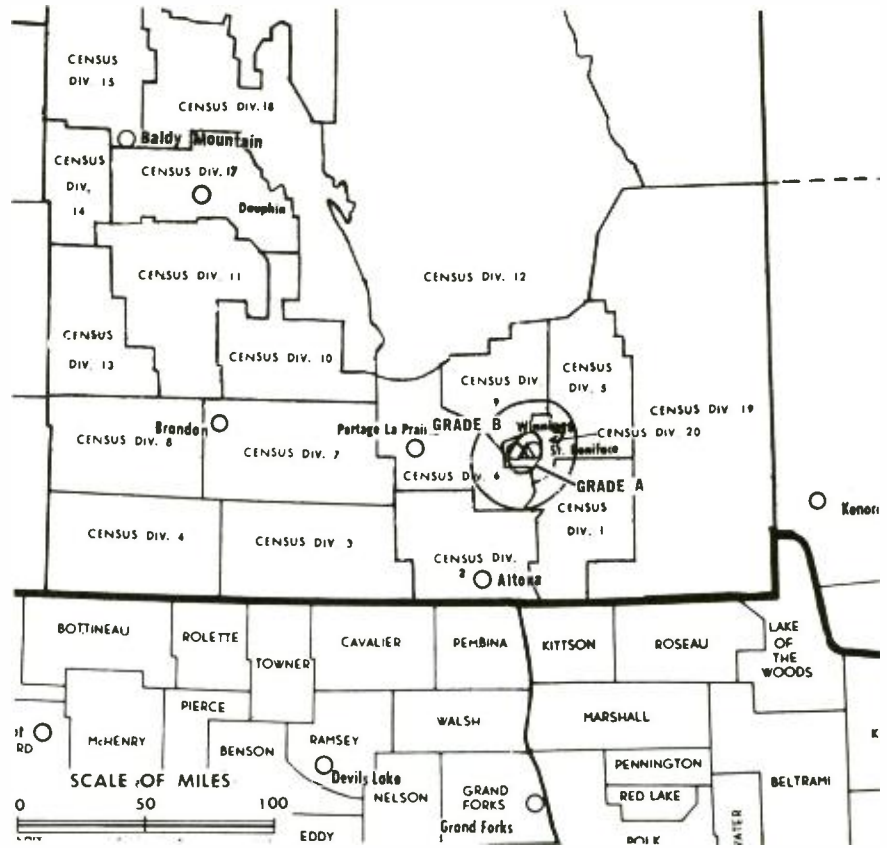
**Studio:** 541 Portage Ave., P.O. Box 160 R3C 2H1.

**Telephone:** 204-774-8351. Telex: 07-57780.

**TV tape:** Recording facilities.

**Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.A.)**

**AM Affiliate:** CKSB, St. Boniface, 10-kw, 1050 kHz (CBC).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CBWFT

**Network Service:** CBC (French).

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Began Operation:** April 24, 1960.

**Personnel:**

L. Remillard, *director of French services (Prairies & Alberta).*

M. Simovitch, *regional sales director.*

R. D. Fairley, *regional engineer.*

Maryse Lalrot, *public relations officer.*

P. Dumaine, *director of French TV in Manitoba.*

H. Decuyper, *manager, television technical services.*

J. Rochon, *news supervisor.*

### DIGEST OF RATE CARD NO. 12—(June 1, 1971)

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

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
50% & Over	None	50% & Over	
Between 25-49%	None	Between 25-49%	
Between 5-24%	6119	Winnipeg C.M.A.	570,390
	6010	Census Division 1	15,800
	6080	Census Division 8	14,060
	6170	Census Division 17	28,050
	6090	Census Division 9	22,180
<b>CBWFT Total Persons:</b>			<b>650,480</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>45,000</b>



# Manitoba—Winnipeg

## CKND-TV

(Ch. 9)

Technical Facilities: Channel No. 9  
(186-192 MHz). Authorized power:  
325-kw visual, 48.75-kw aural.  
Antenna: 907-ft. above av. terrain,  
1064-ft. above ground, 785-ft. above  
sea level.

Latitude 49° 46' 15"  
Longitude 97° 30' 35"

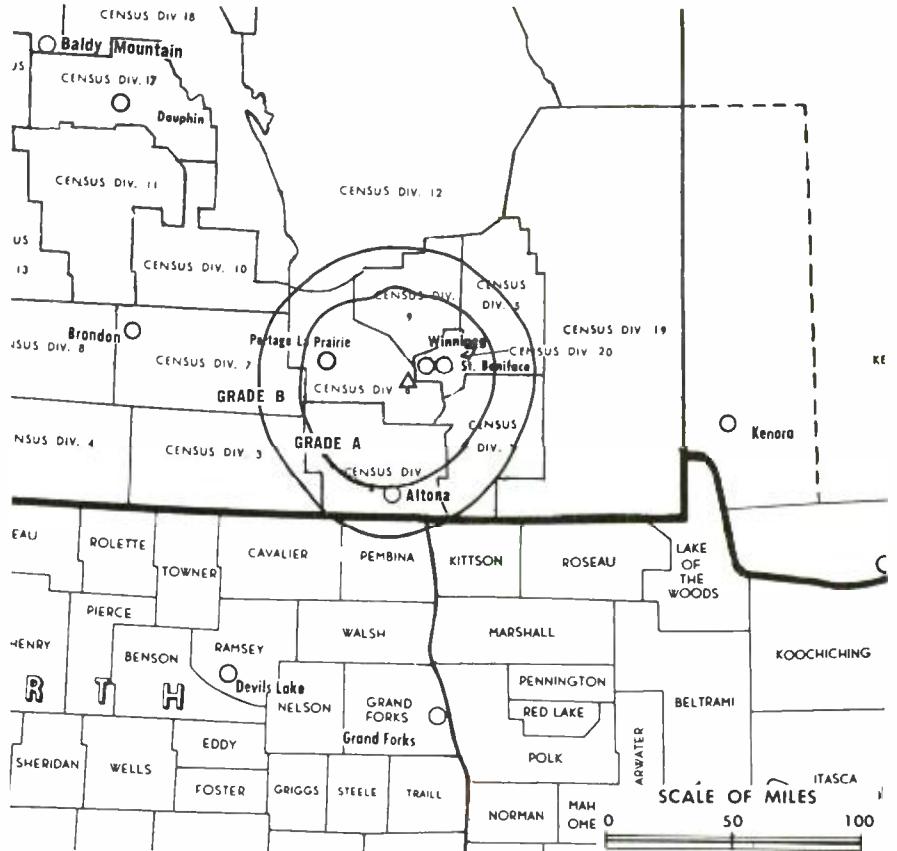
Transmitter: 4.5-mi. E of Starbuck,  
Man.

Color: Live, film, slide & tape.

TV tape: Recording facilities.

Telephone: 204-233-3304.

Telex: 07-55270.



Data on reach & persons reprinted by per-  
mission of BBM Bureau of Measurement.

CKND-TV Authorized: 9/19/74

## CKND-TV

Network Service: None, independent.

Licensee: CanWest Broadcasting Ltd., 603 St. Mary's Rd., Winnipeg,  
Man. R2M 4A5.

Studio: 603 St. Mary's Rd.

Ownership: CanWest Bcstg. Ltd.

Began Operation: Aug. 31, 1975.

Represented (sales) by Paul Mulvihill Ltd. (Toronto & Montreal);  
Metro Marketing West (Vancouver); Bolton Broadcasting Ltd.  
(U.S.).

### Personnel:

Paul G. Morton, *president*.  
D. C. Brinton, *exec. vice president & general manager*.  
Peter M. Liba, *vice president & assistant general manager*.  
Mac Cheater, *general sales manager*.  
Richard Vincent, *operations manager*.  
Robert Hall, *chief engineer*.

Highest 30 Sec. Rate (Feb. 8, 1976): \$210.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	6119	Winnipeg C.M.A.	570,390
	6090	Census Division 9	22,180
	6010	Census Division 1	15,800
	6080	Census Division 8	14,060
<b>Between 25-49%</b>	6045	Census Divisions 4 & 5	28,890
	5562	Kenora West	19,090
<b>Between 5-24%</b>	6170	Census Division 17	28,050
	6070	Census Division 7	53,050
	6165	Census Divisions 16 & 20	24,030
<b>CKND-TV Total Persons:</b>			<b>775,540</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>688,000</b>

# Manitoba—Winnipeg

## CKY-TV

(Ch. 7)

(Repeated by CKYB-TV, Brandon; CKYD-TV, Dauphin; CKYP-TV, The Pas; CKYF-TV, Flin Flon; CKYT-TV, Thompson; CKYS-TV, Snow Lake; CKYA-TV, Fisher Branch; all Man.)

**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.

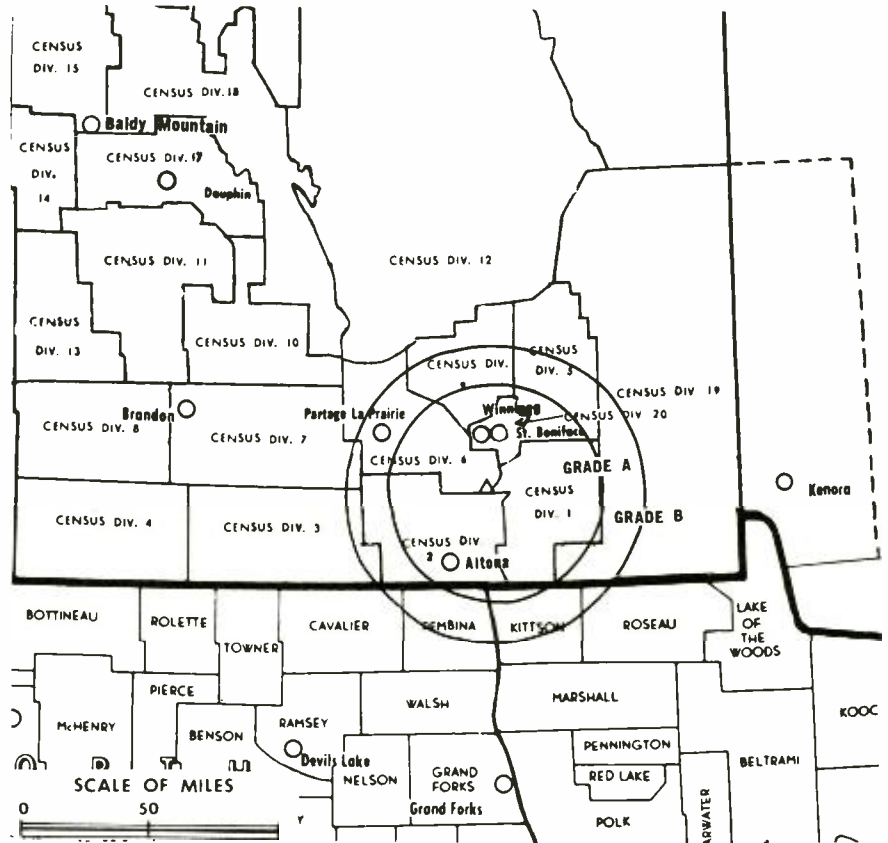
Latitude 49° 34' 46"  
Longitude 97° 10' 17"

**Transmitter:** St. Agathe.

**Color:** Network, live, film & tape.

**News Wire Service:** Broadcast News.

**TV tape:** Recording facilities.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKY-TV Authorized: 2/17/80

## CKY-TV

**Network Service:** CTV.

**Licensee:** MTV Ltd., Polo Park, Winnipeg, Man. R3G OL7.

**Studio:** Polo Park.

**Telephone:** 204-775-0371. **Telex:** 07-57745.

**Ownership:** MTV Limited.

**Began Operation:** Nov. 12, 1960.

**Represented (sales) by:** All-Canada Radio and Television Ltd.

**Personnel:**

J. R. Mitchell, *president*.  
W. A. Davis, *treasurer*.  
J. S. Purvis, *general manager*.  
I. M. Lillie, *general sales manager*.  
D. F. Dennis, *engineering manager*.  
J. C. Armstrong, *program manager*.  
J. S. Gibson, *operations manager*.  
S. Fawcett, *director of news & current affairs*.

**Highest 30 Sec. Rate:** \$330.

For CTV Network Listing,  
see Services Volume

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	6119	Winnipeg C.M.A.	570,390
	6070	Census Division 7	53,050
	6069	Brandon C.A.	34,740
	6170	Census Division 17	28,050
	6045	Census Divisions 4 & 5	28,890
	6150	Census Division 15	25,030
	6165	Census Divisions 16 & 20	24,030
	6090	Census Division 9	22,180
	6010	Census Division 1	15,800
	6180	Census Division 18	20,270
<b>Between 25-49%</b>	6060	Census Division 6	10,730
	6080	Census Division 8	14,060
<b>Between 5-24%</b>	5562	Kenora West	19,090
	7010	Census Division 1	31,590
	7060	Census Division 5	39,870
<b>CKY-TV Total Persons:</b>			<b>937,770</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>884,000</b>

**CBWFT-3**

**St. Lazare**

(Ch. 13)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: St. Lazare, Man.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 189 watts. Antenna: 150-ft. above av. terrain.

Began Operation: May 14, 1976.

Rates: Included as a bonus with CBWFT, Winnipeg.

**CBWFT-4**

**Ste. Rose du Lac**

(Ch. 3)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Ste. Rose du Lac, Man.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 1.209-kw visual, 0.129-kw aural. Antenna: 120-ft. above av. terrain, lat. 51° 04' 15", long. 99° 31' 16".

Began Operation: May 13, 1976.

Rates: Included as a bonus with CBWFT, Winnipeg.

**CBWFT-1**

**The Pas**

(Ch. 6)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: The Pas, Man.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 0.68-kw visual, 0.068-kw aural. Antenna: 185-ft. above av. terrain.

Began Operation: April 9, 1976.

Rates: Included as a bonus to the CBC English network rate.

**CBWIT**

**The Pas**

(Ch. 7)

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: Included as a bonus to the CBC English network rate.

**CKYP-TV**

**The Pas**

(Ch. 12)

(Satellite rebroadcasting station of CKY-TV, Winnipeg, Man.)

Network Service: CTV.

Licensee: MTV Ltd., Polo Park, Winnipeg, Man.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 1.07-kw visual, 0.107-kw aural. Antenna: 172.5-ft. above av. terrain, lat. 53° 50' 09", long. 101° 15' 10".

Began Operation: 1975.

Rates: Included as a bonus with CKY-TV, Winnipeg.

**CKYT-TV**

**Thompson**

(Ch. 9)

(Satellite rebroadcasting station of CKY-TV, Winnipeg, Man.)

Network Service: CTV.

Licensee: MTV Ltd., Polo Park, Winnipeg, Man.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 1.1-kw visual, .11-kw aural. Antenna: 142-ft. above av. terrain, lat. 55° 43' 43", long. 97° 51' 48".

Began Operation: 1976.

Rates: Included as a bonus with CKY-TV, Winnipeg.

1979 Edition

**LOW-POWER REPEATER STATIONS**

Cormorant—CICM-TV-1, Ch. 4, Cormorant TV Assn. (CBWIT, The Pas) 1 w.

Cross Lake—CBWNT, Ch. 12, CBC (English network) 5 w.

Easterville—CBWHT-2, Ch. 11, CBC (English network) 5 w.

Fairford—CBWGT-2, Ch. 7, CBC (English network) 2 w.

Fort Churchill—CHFC-TV, Ch. 8, CBC (English network) 110 w.

Gillam—CBWLT, Ch. 8, CBC (English network) 5 w.

Grand Rapids—CBWHT, Ch. 8, CBC (English network) 39 w.

Grand Rapids—CBWHT-1, Ch. 15, CBC (English network) 10 w.

Jenpeg—New, Ch. 8, Gary H. Shapera (CBWNT, Cross Lake) 5 w.

Leaf Rapids—CBWQT, Ch. 13, CBC (English network) 260 w.

Limestone—New, Ch. 10, Gary H. Shapera (CBWLT, Gillam) 5 w.

Lone Spruce—New, Ch. 12, Gary H. Shapera (CBWLT, Gillam) 5 w.

Lynn Lake—CBWRT, Ch. 8, CBC (English network) 5 w.

Manitotagan—CBWGT-3, Ch. 22, CBC (CBWT, Winnipeg) 151 w.

Moose Lake—CBWIT-1, Ch. 12, CBC (English network) 5 w.

Nelson House—CBWPT, Ch. 11, CBC (English network) 5 w.

Norway House—CBWOT, Ch. 9, CBC (English network) 5 w.

Oxfor. House—CBWVT, Ch. 8, CBC (CBWT, Winnipeg) 5 w.

Pikwitonei—CFPM-TV-1, Ch. 12, PIK TV Assn. (CBWTT, Thompson) 1 w.

Pukatawagan—CBWBT-2, Ch. 11, CBC (CBWT, Winnipeg) 5 w.

St. Lazare—CBWFT-3, Ch. 13, CBC (CBWFT, Winnipeg) 5 w.

Sherridon—CJSM-TV-1, Ch. 5, Sherridon TV Committee (CBWBT, Flin Flon) 1 w.

Snow Lake—CBWKT, Ch. 8, CBC (English network) 5 w.

Snow Lake—CKYS-TV, Ch. 11, MTV Ltd. (CKY-TV, Winnipeg) 5 w.

South Indian Lake—CBWQT-1, Ch. 10, CBC (English network) 28.5 w.

Thicket Portage—CJTM-TV, Ch. 4, Thicket Portage TV Assn. (CBWTT, Thompson) 1 w.

Thompson—CBWFT-5, Ch. 5, CBC (French Network) 72 w.

Thompson—CBWTT, Ch. 8, CBC (English network) 52 w.

Wabowden—CBWMT, Ch. 10, CBC (English network) 5 w.

**MARITIME PROVINCES**

**CHCR-TV**

**Bathurst-Campbellton-Dalhousie, N.B.**

(Ch. 4)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: CBC.

Licensee: New Brunswick Broadcasting Co. Ltd., 335 Union St., Saint John, N.B.

Transmitter: Carleton, P.Q.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 13.83-kw visual, 3.71-kw aural. Antenna: 1354-ft. above av. terrain, 1779-ft. above sea level, lat. 48° 08' 07", long. 66° 07' 00".

Began Operation: Nov. 1, 1976.

Rates: Included as a bonus with CHSJ-TV, Saint John.

**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., Saint 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: Included as a bonus with CHSJ-TV, Saint John.

# Maritime Provinces

## CKCD-TV Campbellton, N.B.

(Ch. 7)

(Satellite rebroadcasting station of CKAM-TV, North Shore, N.B.)

Licensee: ATV New Brunswick Ltd., P.O. Box 5004, 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: Included as a bonus with CKAM-TV, North Shore.

## CJBR-TV-1 Edmundston, N.B.

(Ch. 13)

(Satellite rebroadcasting station of CJBR-TV, Rimouski, P.Q.)

Network Service: Same as CJBR-TV, Rimouski.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

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: Included as a bonus with CJBR-TV, Rimouski.

## CKLT-TV-1 Florenceville/Woodstock, N.B.

(Ch. 3)

(Satellite rebroadcasting station of CKCW-TV, Moncton, N.B.)

Network Service: CTV.

Licensee: ATV New Brunswick Ltd., Box 5004, Moncton, N.B. E1C 8R6.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 19-kw visual, 1.9-kw aural. Antenna: 639-ft. above av. terrain, lat. 46° 25' 12", long. 67° 33' 34".

Rates: Included as a bonus with CKCW-TV, Moncton.

## CBAFT-1 Fredericton/Saint John, N.B.

(Ch. 5)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 33.75-kw visual, 3.75-kw aural. Antenna: 640.5-ft. above av. terrain, lat. 45° 34' 57", long. 65° 47' 41".

Began Operation: May 5, 1975.

Rates: Included as a bonus with CBAFT, Moncton.

## CBAFT Moncton, N.B.

(Ch. 11)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 250 Archibald St., P.O. Box 950, Moncton, N.B. E1C 8N8.

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.

1054-b

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, *location manager*.

Y. Bruchesi, *technical director*.

A. Landry, *sales representative*.

R. Savoie, *program director*.

G. Bradet, *news supervisor*.

R. Beaulieu, *publicity representative*.

Highest 30 Sec. Rate (June 1, 1978): \$30.

CBAFT Total Persons: 442,660

BBM Weekly Reach (March 1978): 96,000

## 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 Bcstg. 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: Included as a bonus with CHSJ-TV, Saint John.

## CKCW-TV Moncton, N.B.

(Ch. 2)

(Repeated by CKLT-TV-1, Florenceville/Woodstock, N.B.; 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: ATV New Brunswick Ltd., P.O. Box 5004, Moncton, N.B. E1C 8R6.

Studio: 191 Halifax St.

Telephone: 506-855-1224.

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° 51' 07", long. 64° 48' 47".

Color: Network, film, slide & tape.

Facsimile Service: CP & BN.

News Film Service: ABC & Geoff Scott Communications.

Ownership: Atlantic Television System Ltd. 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 Alexander, Pearson & Dawson Ltd.

Personnel:

Fred G. Sherratt, *president*.

J. Marven Nathanson, *vice president, operations*.

John Wood, *vice president, sales*.

Joe Irvine, *general manager*.

Jim Patterson, *retail sales supervisor*.

Harry McLellan, *retail sales supervisor*.

### DIGEST OF RATE CARD

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Class AA—6:30-11 p.m., daily.					
.....*	.....*	.....*	.....*	\$150.00	\$90.00

\*On request.

Combination rates: Sold with CJCH-TV, Halifax & CJCB-TV, Sydney as Atlantic Television System.

CKCW-TV Total Persons: 1,096,070

BBM Weekly Reach (March 1978): 743,000

## CBAFT-3 Neguac, N.B.

(Ch. 3)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: .55-kw visual, 0.11-kw aural. Antenna: 557-ft. above av. terrain, lat. 47° 15' 40", long. 65° 06' 24".

Began Operation: April 25, 1975.

Rate: Included as a bonus with CBAFT, Moncton.

●

**CHCN-TV**  
**Newcastle-Chatham, N.B.**

(Ch. 6)

(Satellite rebroadcasting station of CHSJ-TV, Saint John, N.B.)

Network Service: CBC.

Licensee: New Brunswick Broadcasting Co. Ltd., 335 Union St., Saint John, N.B.

Transmitter: Patterson Station, N.B.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 7.66-kw visual, 0.766-kw aural. Antenna: 348-ft. above av. terrain, 350-ft. above sea level, lat. 47° 03' 32", long. 65° 34' 38".

Began Operation: Nov. 1, 1976.

Rates: Included as a bonus with CHSJ-TV, Saint John.

●

**CKAM-TV**  
**North Shore, N.B.**

(Ch. 12)

(Repeated by CKCD-TV, Campbellton, N.B.; CFGW-TV-1, Gaspe West; CFGW-TV-2, Gaspe South; CKMU-TV, Murdochville, all P.Q.)

Network Service: CTV.

Licensee: ATV New Brunswick Ltd., P.O. Box 5004, 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 Alexander, Pearson & Dawson.

Rates: Available on request.

●

**CHSJ-TV**  
**Saint John, N.B.**

(Ch. 4)

(Operates satellite rebroadcasting stations CHCR-TV Bathurst-Campbellton-Dalhousie; CHSJ-TV-1, Bon Accord; CHMT-TV, Moncton, & CHCN-TV Newcastle-Chatham, N.B.)

Network Service: CBC.

Licensee: New Brunswick Bcstg. Co. Ltd., 335 Union St., Saint John, N.B. E2L 1B3.

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, live, film, slide & tape.

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 Paul Mulvihill & Co. Ltd. (Toronto & Montreal); Western Broadcast Sales (Vancouver & Winnipeg); Canadian Standard Broadcast Sales (U.S.).

Personnel:

Gary Murphy, *advertising manager*.  
William Plekarski, *chief engineer*.  
J. G. Gormley, *operations manager*.  
David Buckle, *comptroller*.

Highest 30 Sec. Rate: \$125.

Program Rates: On request.

---

CHSJ-TV Total Persons: 1,138,360

BBM Weekly Reach (March 1978): 735,000

1979 Edition

## Maritime Provinces

●

**CKLT-TV**  
**Saint John, N.B.**

(Ch. 9)

(Rebroadcasting station of CKCW-TV, Moncton, N.B.)

Network Service: CTV.

Licensee: ATV New Brunswick Ltd., P.O. Box 5004, Moncton.

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: Atlantic Television Systems Ltd.

Began Operation: Sept. 19, 1969.

Represented (sales) by Alexander, Pearson & Dawson.

Personnel: See CKCW-TV, Moncton.

Rates: See CKCW-TV, Moncton.

●

**CJCB-TV-2**  
**Antigonish, N.S.**

(Ch. 9)

(Satellite rebroadcasting station of CJCB-TV-1, Inverness, N.S.)

Network Service: CTV.

Licensee: ATV Cape Breton Ltd.

Transmitter: Box 469, Sydney, N.S. B1P 6H5.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 140-kw visual, 28-kw aural. Antenna: Directional, 902-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.; Alexander, Pearson & Dawson.

Rates: Included as a bonus with CJCB-TV, Sydney.

●

**CJCH-TV-6**  
**Caledonia, N.S.**

(Ch. 6)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV/ATV, same as CJCH-TV.

Licensee: CJCH/TV, 2885 Robie St., Halifax.

Transmitter: West Caledonia.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 633-ft. above av. terrain, 468-ft. above ground, 968-ft. above sea level, lat. 44° 20' 26", long. 65° 06' 34".

Ownership: See CJCH-TV, Halifax, N.S.

Began Operation: Dec. 15, 1970.

Rates: Same as CJCH-TV, Halifax.

●

**CJCH-TV-1**  
**Canning, N.S.**

(Ch. 10)

(Satellite rebroadcasting station of CJCH-TV, Halifax, N.S.)

Network Service: CTV/ATV, same as CJCH-TV.

Licensee: CJCH/TV, 2885 Robie St., Halifax.

Transmitter: The New Look-off.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 18-kw visual, 9-kw aural. Antenna: 886-ft. above av. terrain, 318-ft. above ground, 993-ft. above sea level, lat. 45° 12' 12", long. 64° 24' 06".

Began Operation: Dec. 17, 1961.

Rates: Same as CJCH-TV, Halifax.

●

**CBIT-2**  
**Cheticamp, N.S.**

(Ch. 2)

(Satellite rebroadcasting station of CBIT, Sydney, N.S.)

Network Service: CBC.

1055-b

## Maritime Provinces

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Cheticamp, N.S.

Technical Facilities: Channel 2 (54-60 MHz). Authorized power: 2.47-kw visual, 49-kw aural. Antenna: 611-ft. above average terrain, 150-ft. above ground, 1300-ft. above sea level, lat. 60° 59' 10", long. 46° 34' 39".

Began Operation: Sept. 30, 1972.

Rates: Included as a bonus with CBIT, Sydney.

### CBHFT-4 Cheticamp, N.S.

(Ch. 10)

French Outlet

(Repeated by CBIMT, 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' 41", long. 60° 59' 04".

Began Operation: Nov. 2, 1964.

Rates: Included as a bonus to the CBC French network rate.

### CBHFT Halifax, N.S.

(Ch. 13)

French Outlet

Network Service: CBC French Network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Halifax, N.S.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 135 watts visual, 13.5 watts aural. Antenna: 525-ft. above av. terrain, 650-ft. above ground, 450-ft. above sea level, lat. 44° 39' 03", long. 63° 39' 28".

Began Operation: Dec. 20, 1971.

Rates: Included as a bonus to the CBC French network rate.

CBHFT Total Persons: 41,910

BBM Weekly Reach (March 1978): 26,000

### CJCB-TV-1 Inverness, N.S.

(Ch. 6)

(Satellite rebroadcasting station of CJCB-TV, Sydney, N.S.)

Network Service: CTV.

Licensee: ATV Cape Breton Ltd., P.O. Box 469, Sydney, N.S. B1P 6H5.

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".

Began Operation: Nov. 8, 1959.

Represented (sales) by All-Canada Radio & Television Ltd.; Alexander, Pearson & Dawson.

Personnel: Same as CJCB-TV, Sydney, N.S.

Rates: Included as a bonus with CJCB-TV, Sydney.

### CBHT-1 Liverpool, N.S.

(Ch. 12)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: New Glasgow.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 970 watts visual, 97 watts aural. Antenna: Directional, 647-ft. above av. terrain, 472-ft. above ground, 772-ft. above sea level, lat. 44° 03' 59", long. 64° 43' 00".

1056-b

Began Operation: Nov. 24, 1958.

Rates: Included as a bonus with the CBC network rate.

### CBIT-1 Mulgrave, N.S.

(Ch. 12)

(Satellite rebroadcasting station of CBIT, Sydney, N.S.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Mulgrave, N.S.

Technical Facilities: Channel 12 (204-210 MHz). Authorized power: 12.9-kw visual, 2.6-kw aural. Antenna: 611-ft. above average terrain, 395-ft. above ground, 895-ft. above sea level, lat. 61° 24' 47", long. 45° 35' 56".

Began Operation: Sept. 30, 1972.

Rates: Included as a bonus to the CBC network rate.

### CBHFT-2 Mulgrave, N.S.

(Ch. 7)

French Outlet

(Satellite rebroadcasting station of CBHFT, Halifax, N.S.)

Network Service: CBC French network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Mulgrave, N.S.

Technical Facilities: Channel 7 (174-180 MHz). Authorized power: 106-kw visual, 21-kw aural. Antenna: 665-ft. above average terrain, 449-ft. above ground, 949-ft. above sea level, lat. 61° 24' 47", long. 45° 35' 56".

Began Operation: Oct. 1, 1972.

Rates: Included as a bonus to the CBC French network rate.

### CBHT-4 Sheet Harbour, N.S.

(Ch. 11)

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: Included as a bonus with CBHT, Halifax.

### CBHFT-3 Sydney, N.S.

(Ch. 13)

French Outlet

(Satellite rebroadcasting station of CBHFT-2, Mulgrave, N.S.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Sydney, N.S.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 4.5-kw visual, 0.9-kw aural. Antenna: 515-ft. above average terrain, 389-ft. above ground, 689-ft. above sea level, lat. 60° 08' 55", long. 46° 05' 40".

Began Operation: Oct. 2, 1972.

Rates: Included as a bonus to the CBC French network rate.

### CBHT-3 Yarmouth, N.S.

(Ch. 11)

Network Service: CBC, same as CBHT, Halifax.

Licensee: Canadian Bcstg. 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° 55' 55", long. 66° 06' 10".

Began Operation: Dec. 20, 1958.

Rates: Included as a bonus with the CBC network.

# Maritime Provinces—Halifax, N.S.

## CBHT

(Ch. 3)

English Outlet

(Operates rebroadcasting stations CBHT-1, Liverpool; CBHT-2, Shelburne; CBHT-3, Yarmouth; CBHT-4, Sheet Harbour & CBHT-5, New Glasgow, all N.S.)

**Technical Facilities:** Channel No. 3 (60-66 MHz). Authorized power: 56-kw average visual, 11.2-kw average aural. Antenna: 866-ft. above av. terrain, 650-ft. above ground, 1100-ft. above sea level.

Latitude 44° 39' 03"  
Longitude 63° 39' 28"

**Transmitter:** Getzer's Hill, NW of city.

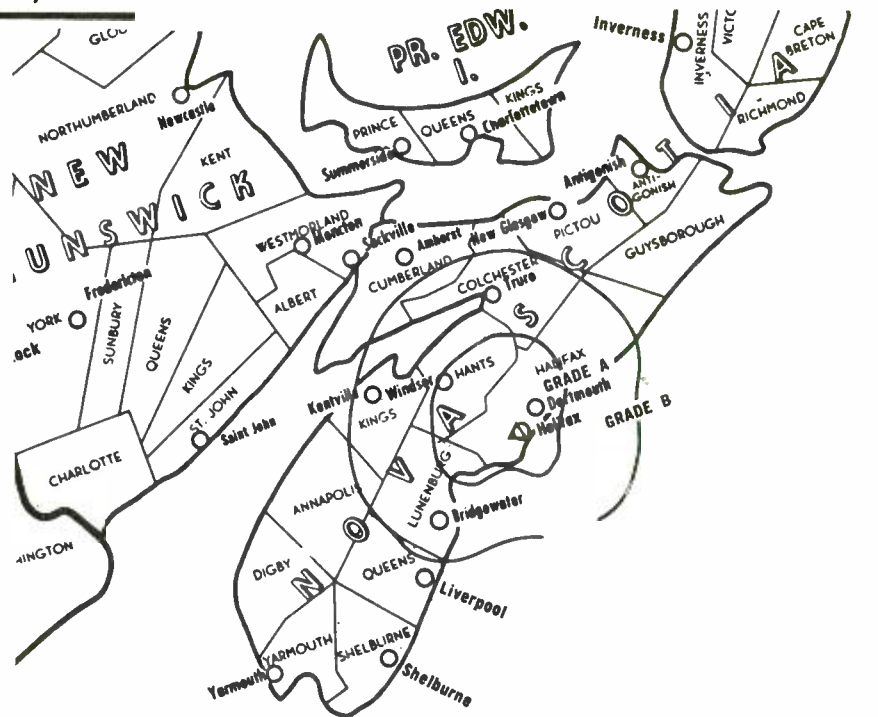
**Color:** Network, film & slide.

**TV tape:** Recording facilities.

**News Wire Service:** Canadian Press, Broadcast News, UPI.

**AM Affiliate:** CBH, 10-kw, 860 kHz. (CBC).

**FM Affiliate:** CBH-FM, 100-kw, 102.7 MHz.



Data on reach & 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.

**Mailing Address:** P.O. Box 3000, Halifax, N.S. B3J 3E9.

**Telephone:** 902-422-8311.

**Telex:** 019-21618.

**Began Operation:** Dec. 20, 1954.

**Represented (sales) by:** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

A. K. Morrow, *director for the Maritime Provinces.*  
G. Smith, *regional public relations officer.*  
D. G. Leblanc, *regional sales manager.*  
H. K. Urbach, *regional engineer.*  
Jim Byrd, *TV production manager.*  
G. F. Fardy, *director of television.*  
M. Rothery, *program director.*  
E. Williamson, *manager, TV operations centre.*  
G. Cudmore, *film operations manager.*  
R. Blom, *manager, TV technical services.*

**Highest 30 Sec. Rate (June 1, 1978):** \$160.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2080	Halifax County	275,990
	2079	Halifax C.M.A.	265,790
	2090	Lunenburg, Queens	55,260
	2070	Pictou	48,700
	2150	Hants	32,580
2170	Colchester	41,920	
<b>Between 25-49%</b>	2160	Kings	47,500
<b>Between 5-24%</b>	2180	Cumberland	35,430
	2055	Antigonish, Guysborough	29,640
<b>CBHT Total Persons:</b>			<b>832,810</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>485,000</b>

For Canadian Network Listings, see Services Volume

# Maritime Provinces—Halifax, N.S.

## CJCH-TV

(Ch. 5)

(Operates rebroadcasting stations CJCH-TV-1, Canning; CJCH-TV-6, Caledonia; CJCH-TV-7, Yarmouth, all N.S.)

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: Directional, 822-ft. above av. terrain, 575-ft. above ground, 1025-ft. above sea level.

Latitude 44° 39' 01"  
Longitude 63° 39' 27"

Transmitter: Geizer's Hill, Halifax County.

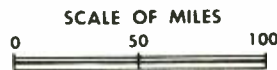
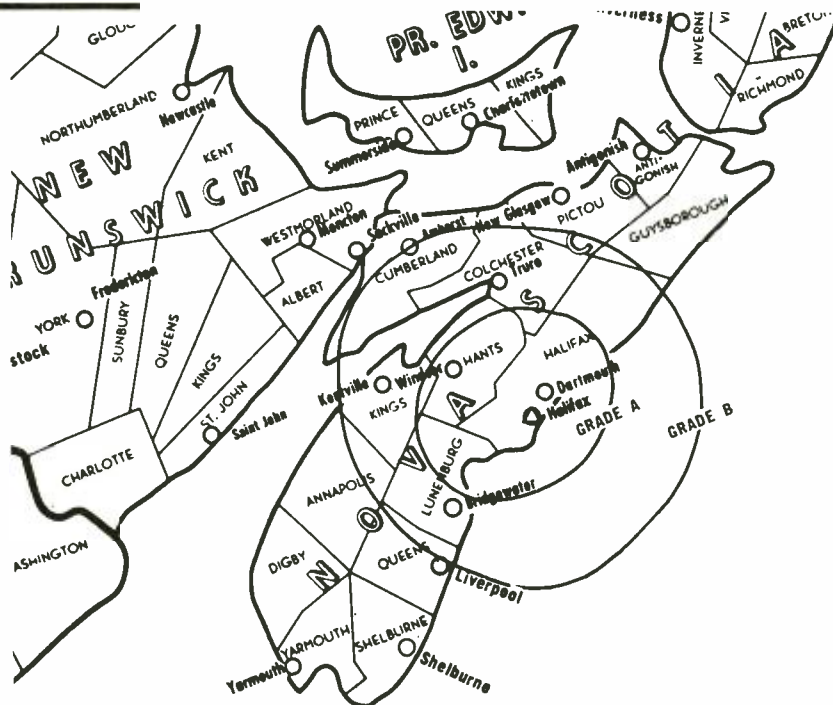
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press.

News Film Service: London Film Service.

AM Affiliate: CJCH, 10-kw (5-kw night), 920 kHz.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CJCH-TV Authorized: 8/10/60

## CJCH-TV

Network Service: CTV.

Licensee: CJCH Ltd., 2885 Robie St.

Studio: 2885 Robie St. Telephone: 902-453-4000.

Ownership: Atlantic Television System Ltd.

Began Operation: Jan. 1, 1961.

Represented (sales) by Alexander, Pearson, Dawson Ltd. (Canada).

Personnel:

Fred G. Sherratt, *president & general manager.*  
J. Marvin Nathanson, *vice president, operations.*  
Gordon A. Johns, *station manager.*  
Laura Hllchey, *promotion.*  
Vic Perry, *operations & production manager.*  
W. A. Robert, *director of engineering.*  
Dick Prat, *news director.*

### DIGEST OF RATE CARD NO. 4

Hour	30 Min.	15 Min.	Min.	30 Sec.
Class AA—6:30-11 p.m., daily.				
Program rates on request.		\$700.00		\$350.00

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2080	Halifax County	275,990
	2079	Halifax C.M.A.	265,790
	2090	Lunenburg Queens	55,260
	2160	Kings	47,500
	2150	Hants	32,580
	2170	Colchester	41,920
<b>Between 25-49%</b>	2180	Cumberland	35,430
<b>Between 5-24%</b>	2070	Pictou	48,700
	2055	Antigonish, Guysborough	29,640
<b>CJCH-TV Total Persons:</b>			<b>832,810</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>531,000</b>



# Maritime Provinces—Sydney, N.S.

## CBIT

(Ch. 5)  
English Outlet

(Operates rebroadcasting stations  
CBIT-1, Mulgrave; CBIT-2 Cheticamp;  
CBIT-3 Pleasant Bay; CBIT-4, Mabou & CBIT-5, Margaree, all N.S.).

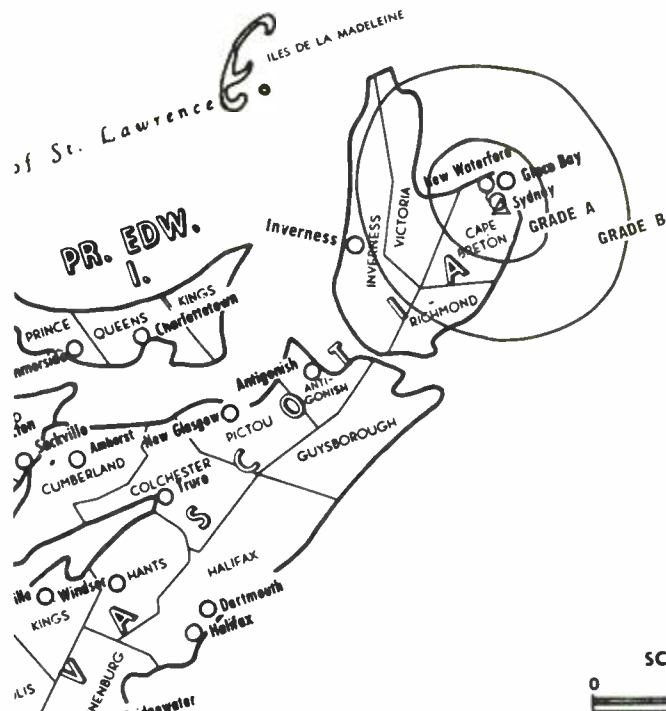
**Technical Facilities:** Channel No. 5 (76-82 MHz). Authorized power: 54-kw visual; 10.8-kw aural. Antenna: 468-ft. above average terrain, 342-ft. above ground, 642-ft above sea level.

Latitude 60° 08' 55"  
Longitude 46° 05' 40"

**Transmitter:** 3½ miles N.E. of Sydney, N.S.

**Color:** Network.

**AM Affiliate:** CBI, 10-kw, 1140 kHz (CBC).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CBIT-TV Authorized

## CBIT

**Network Service:** CBC.

**Licensee:** Canadian Broadcasting Corporation, 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 285 Alexandria St., Box 700, Sydney, N.S. B1P 6H7.

**Telephone:** 902-539-5050.

**Telex:** 019-35109.

**Began Operation:** Sept. 26, 1972.

**Represented (sales) by:** CBC National Selective Television Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

F. Nicholson, *location manager*.  
T. Wood, *program operations officer*.  
H. Tobin, *assistant to location manager*.  
J. Columbus, *senior news editor*.

**Highest 30 Sec. Rate (June 1, 1978):** \$60.

**Program Rates:** On request.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2010	Cape Breton	124,610
	2009	Sydney-Glace Bay, Sydney Mines	120,480
	2025	Inverness, Richmond, Victoria	41,910
	2055	Antigonish, Guysborough	29,640
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	None Between 5-24%		
<b>CBIT Total Persons:</b>			<b>316,640</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>163,000</b>

# Maritime Provinces—Sydney, N.S.

## CJCB-TV

(Ch. 4)

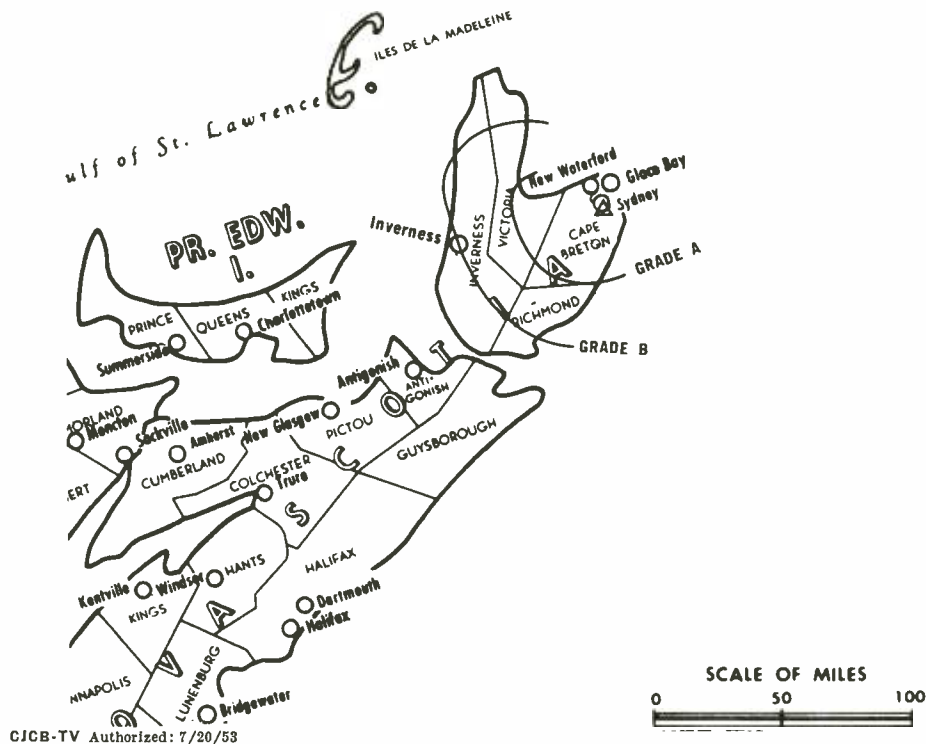
(Repeated by CJCB-TV-1, Inverness; CJCB-TV-2, Antigonish; CJCB-TV-3, Dingwall; CJCB-TV-4, New Glasgow; CJCB-TV-5, Bay St. Lawrence, all N.S.)

**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.

Latitude 46° 07' 19"  
Longitude 60° 10' 26"

Transmitter: 1283 George St., Sydney, N.S.

Color: Network, live, film, slide & tape.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CJCB-TV Authorized: 7/20/53

## CJCB-TV

Network Service: CTV.

Licensee: ATV (Cape Breton) Ltd.

Studio: Hardwood Hill, P.O. Box 469, B1P 6H5.

Telephone: 902-562-5511. Telex: 019-35195.

Ownership: ATV (Cape Breton) Ltd.

Began Operation: Sept. 30, 1954.

Represented (sales) by All-Canada Radio & Television Ltd. (U.S. and western Canada); Alexander, Pearson & Dawson Inc. (eastern Canada).

### Personnel:

F. G. Sherratt, *president*.

Ken Boyce, *station manager*.

Mrs. M. C. MacQuarrie, *traffic & continuity*.

Roy MacPherson, *chief engineer*.

Mrs. E. K. Williams, *commercial*.

Bill Holmes, *director of operations*.

Rates: On request.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	2010	Cape Breton	124,610
	2009	Sydney-Glace Bay, Sydney Mines	120,480
	2025	Inverness, Richmond, Victoria	41,910
	2055	Antigonish, Guysborough	29,640
2070	Pictou	48,700	
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	1010	Kings	18,130
<b>CJCB-TV Total Persons:</b>			<b>383,470</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>236,000</b>

## CBHFT-1 Yarmouth, N.S.

(Ch. 3)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Approx. 6-mi. N of Yarmouth.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 1.9-kw visual, 0.19-kw aural. Antenna: 558-ft. above av. terrain, 568-ft. above ground, 718-ft. above sea level, lat. 43° 55' 55", long. 66° 06' 10".

Began Operation: Oct. 20, 1970.

Rates: Included as a bonus with the CBC French network.

## CBCT Charlottetown, P. E. I.

(Ch. 13)

English Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Studio: 430 University Ave., Box 2230, Charlottetown C1A 8B9.

Transmitter: Churchill, P.E.I.

Telephone: 902-892-3591.

Telex: 014-44176.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 35.8-kw aural. Antenna: Directional, 918-ft. above av. terrain, 580-ft. above ground, 935-ft. above sea level, lat. 46° 12' 44", long. 63° 20' 32".

TV tape: Recording facilities.

Began Operation: July 1, 1956. Purchased by CBC Aug. 1, 1968.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

D. Gunn, *location manager*.  
C. M. Quinton, *sales representative*.  
W. Cooper, *news reporter/editor*.  
C. W. Adams, *supervisor of technical operations*.  
John A. Stewart, *supervisor, program operations*.

Highest 30 Sec. Rate (June 1, 1978): \$60.

CBCT Total Persons: 201,230  
BBM Weekly Reach (March 1978): 137,000

## CKCW-TV-1 Charlottetown, P.E.I.

(Ch. 8)

(Satellite rebroadcasting station of CKCW-TV, Moncton, N.B.)

Network Service: CTV.

Licensee: ATV New Brunswick Ltd., P.O. Box 5004, Moncton, N.B. E1C 8R6.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 14.5-kw visual, 1.45-kw aural. Antenna: Directional.

Rates: Included as a bonus with CKCW-TV, Moncton.

Note: No additional information available.

## LOW-POWER REPEATER STATIONS

Bay St. Lawrence, N.S.—CJCB-TV-5, Ch. 7, ATV Cape Breton Ltd. (CJCB-TV, Sydney) 1 w.

Blackville, N.B.—New, Ch. 9, ATV New Brunswick Ltd. (CKAM-TV, North Shore) 5 w.

Blue Mountain, N.S.—New, Ch. 5, CBC (CBIT-1, Mulgrave) 5 w.

Boiseton, N.B.—New, Ch. 7, ATV New Brunswick Ltd. (CKAM-TV, North Shore) 5 w.

Boiseton, N.B.—CHSJ-TV-3, Ch. 13, New Brunswick Bcstg. Co. Ltd. (CHSJ-TV, Saint John) 5 w.

Chatham, N.B.—New, Ch. 10, ATV New Brunswick Ltd. (CKLT-TV-2, St. John) 5 w.

Dingwall, N.S.—CJCB-TV-3, Ch. 9, ATV Cape Breton Ltd. (CJCB-TV, Sydney) 5 w.

Doaktown, N.B.—New, Ch. 10, ATV New Brunswick Ltd. (CKAM-TV, North Shore) 5 w.

Doaktown, N.B.—CHSJ-TV-2, Ch. 8, New Brunswick Bcstg. Co. Ltd. (CHSJ-TV, Saint John) 5 w.

Kedgwick, N.B.—CHAU-TV-10, Ch. 2, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton, P.Q.) 5 w.

Mabou, N.S.—CBIT-4, Ch. 3, CBC (English network) 5 w.

Margaree, N.S.—CBIT-5, Ch. 8, CBC (English network) 5 w.

## Maritime—Newfoundland

Newcastle, N.B.—CKAM-TV-1, Ch. 10, ATV New Brunswick Ltd. (CKCW-TV Moncton) 5 w.

New Glasgow, N.S.—CBHT-5, Ch. 7, CBC (English network) 209 w.

New Glasgow, N.S.—CJCB-TV-4, Ch. 2, ATV Cape Breton Ltd. (CJCB-TV, Sydney) 5 w.

Northeast Margaree, N.S.—CBIT-6, Ch. 13, CBC (English network) 5 w.

Parker Ridge, N.B.—CHSJ-TV-4, Ch. 69 New Brunswick Bcstg. Co. Ltd. (CHSJ-TV, Saint John) 1 w.

Pleasant Bay, N.S.—CBIT-3, Ch. 8, CBC (English network) 5 w.

St. Martin de Restigouche, N.B.—CHAU-TV-12, Ch. 9, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton, P.Q.) 5 w.

St. Quentin, N.B.—CHAU-TV-2, Ch. 9, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton, P.Q.) 5 w.

Shelburne, N.S.—CBHT-2, Ch. 8, CBC (English network) 423 w.

Sunnybrae, N.S.—New, Ch. 6, CBC (CBIT-1, Mulgrave) 5 w.

Yarmouth, N.S.—CJCH-TV-7, Ch. 13, Atlantic TV System Ltd. (CJCH-TV, Halifax) 5 w.

## NEWFOUNDLAND

### CJAP-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, 3.5-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 All-Canada Radio & Television Ltd.

Personnel:

Geoff Stirling, *chairman & president*.

Rates: Included as a bonus with CJON-TV, St. John's.

### CBNAT-1 Baie Verte

(Ch. 3)

(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, 0.68-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: Sept. 16, 1969.

Rates: Included as a bonus to the CBC network rate.

### CJWB-TV Bonavista

(Ch. 10)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Bcstg. Ltd., Prince of Wales St., St. John's.

Transmitter: Bonavista.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 20.65-kw visual, 2.06-kw aural. Antenna: 724-ft. above av. terrain, lat. 48° 37' 30", long. 53° 03' 45".

Began Operation: 1978.

Rates: Included as a bonus with CJON-TV, St. John's.

(Continued on next page)

## Newfoundland

### CBYT-3 Bonne Bay

(Ch. 2)

(Rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Bonne Bay.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 1.848-kw visual, 0.185-kw aural. Antenna: 110-ft. above av. terrain, lat. 49° 33' 12", long. 57° 53' 24".

Began Operation: March 12, 1971.

Rates: Included as a bonus with CBYT, Corner Brook.

### CBNAT-2 Buchans

(Ch. 7)

(Rebroadcasting station of CBNAT, Grand Falls, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Buchans.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 3.4-kw visual, .34-kw aural. Antenna: Directional, 24-ft. above av. terrain, 240-ft. above ground, 930-ft. above sea level, lat. 48° 48' 40", long. 56° 48' 27".

Began Operation: Sept. 29, 1970.

Rates: Included as a bonus with CBNT, St. John's.

### CBNT-10 Clareville

(Ch. 7)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 0.35-kw visual, 0.070-kw aural. Antenna: 377-ft. above av. terrain, lat. 48° 07' 40", long. 53° 56' 35".

Rates: Included as a bonus with CBNT, St. John's.

### CBYT Corner Brook

(Ch. 5)

English Outlet

(Repeated by CBYT-1, Stephenville; CBYAT, Deer Lake; CBYT-2, Irishtown; CBYT-3, Bonne Bay; CBYT-4, Port aux Basques; CBYT-5, St. Andrews; CBYT-6, Cow Head, all Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Hospital Hill.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 10.6-kw visual, 2.12-kw aural. Antenna: 490-ft. above av. terrain, 239-ft. above ground, 1229-ft. above sea level, lat. 48° 58' 01", long. 57° 58' 04".

AM Affiliate: CBY, 10-kw, 990 kHz (CBC).

Studio: 162 Premier Dr.

Mailing Address: Box 610, Corner Brook, Nfld. A2H 6G1.

Telephone: 709-634-3141. Telex: 016-44222.

Began Operation: June 18, 1959.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

A. Greer, *location manager*.  
C. Mardel, *manager TV operations*.  
G. Kenny, *sales representative*.  
P. O'Brien, *technical supervisor*.  
G. B. Basha, *news editor*.

Rates: See CBNT, St. John's, Nfld.

CBYT Total Persons: 124,220

BBM Weekly Reach (March 1978): 86,000

### CJWN-TV 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.

Studio: Cornerbrook, Nfld.

Telephone: 634-4752. Telex: 44291.

Transmitter: The Hill, Corner Brook, West.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1-kw visual, .25-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, 1974.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

Bob Hicks, *station manager*

Highest 30 Sec. Rate: \$39.

CJWN-TV Total Persons: 99,770

BBM Weekly Reach (March 1978): 63,000

### CBYT-6 Cow Head

(Ch. 8)

(Satellite rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 4.337-kw visual, 0.434-kw aural. Antenna: 206-ft. above av. terrain, lat. 49° 55' 11", long. 57° 48' 58".

Began Operation: May 12, 1977.

Rates: Included as a bonus with CBYT, Corner Brook.

### CFLA-TV Goose Bay

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Telephone: 709-896-2466. Telex: 016-2236.

Transmitter: 5-mi. W of Happy Valley, Nfld.

Mailing Address: Box 39, Station "A", Goose Bay, Labrador A0P 1S0.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 6.4-kw visual, 0.64-kw aural. Antenna: 62.4-ft. above av. terrain, lat. 53° 18' 12", long. 60° 25' 22".

Began Operation: October 29, 1956 as an American Forces station. Acquired by CBC July 1, 1973.

Personnel:

B. M. Dawe, *manager, Labrador operations*.

Rates: Included as a bonus to the CBC network.

BBM Weekly Reach (March 1978): 7,000

### CJOX-TV-1 Grand Bank

(Ch. 2)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Bcstg. Co. Ltd., Box 2020, St. John's, Nfld. A1C 5S2.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 7.4-kw visual, .74-kw aural. Antenna: Directional, 499-ft. above av. terrain.

Rates: Included as a bonus with CJON-TV, St. John's.

### 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 a bonus to the CBC network.

●

## 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: St. John's.

Telex: 4237.

Transmitter: Norris Arm, Newfoundland.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 26-kw visual, 7-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".

Ownership: Same as CJON-TV, St. John's, Newfoundland.

Began Operation: March 1, 1960.

Represented (sales) by All-Canada Radio & Television Ltd.

Highest 30 Sec. Rate: \$39.

●

## CBYT-9 Hawkes Bay

(Ch. 5)

(Rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 1.1-kw visual, 0.11-kw aural. Antenna: 215-ft. above av. terrain, lat. 50° 38' 58", long. 57° 17' 51".

Rates: Included as a bonus with CBYT, Corner Brook.

●

## CBNT-24 Hermitage

(Ch. 4)

(Satellite rebroadcasting station of CBNT, St. John's Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 6.48-kw visual, 0.648-kw aural. Antenna: 797-ft. above av. terrain, lat. 47° 33' 36", long. 55° 56' 16".

Rates: Included as a bonus with CBNT, St. John's, Nfld.

Note: No additional information available.

●

## CBNLT Labrador City

(Ch. 13)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio & Transmitter: Amherst St., Labrador City; P.O. Box 576, Labrador City, Nfld. A2V 2L3.

Telephone: 709-944-3616. Telex: 01-62245.

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: Aug. 22, 1965. Acquired by CBC Nov. 7, 1973.

Personnel:

C. Gregerson, location manager.

Rates: Included as a bonus to the CBC English network rate.

BBM Weekly Reach (March 1978): 25,000

## CBNT-3 Marystown

(Ch. 5)

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, lat. 51° 01' 05", long. 56° 48' 47". lat. 47° 08' 39", long. 55° 08' 52".

Began Operation: Nov. 29, 1965.

Rates: Included as a bonus with CBNT, St. John's, Nfld.

●

## CBNAT-9 Mount St. Margaret

(Ch. 9)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Mount St. Margaret, Nfld.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 29-kw visual, 2.9-kw aural. Antenna: Directional, 931-ft. above av. terrain, lat. 51° 01' 05", long. 56° 48' 47".

Began Operation: Nov. 30, 1973.

Rates: Included as bonus with CBNT, St. John's, Nfld.

●

## CBNT-2 Placentia

(Ch. 12)

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: Included as bonus with CBNT, St. John's.

●

## CBFNT Port-au-Port

(Ch. 13)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Port-au-Port, Nfld.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 0.504-kw visual, 0.101-kw aural. Antenna: Directional, 1134-ft. above av. terrain.

Began Operation: Spring 1974.

Rates: Included as a bonus to the CBC French network rate.

●

## CBYT-8 Portland

(Ch. 13)

(Satellite rebroadcasting station of CBYT, Corner Brook, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 1.9-kw visual, 0.2-kw aural. Antenna: 378-ft. above av. terrain, lat. 50° 08' 41", long. 57° 37' 32".

Rates: Included as a bonus with CBYT, Corner Brook, Nfld.

For Newfoundland Cable Systems,  
see Services Volume

# Newfoundland

## CBNT-1

### Port Rexton

(Ch. 13)

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: Included as a bonus with CBNT, St. John's, Nfld.

## CBNT-25

### Ramea

(Ch. 13)

(Satellite rebroadcasting station of CBNT, St. John's, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 1.283-kw visual, 0.128-kw aural. Antenna: 221-ft. above av. terrain, lat. 47° 31' 07", long. 57° 23' 31".

Rates: Included as a bonus with CBNT, St. John's, Nfld.

## CBNAT-22

### Roddickton

(Ch. 11)

(Satellite rebroadcasting station of CBNT St. John's, Nfld.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 0.883-kw visual, 0.085-kw aural. Antenna: 56-ft. above av. terrain, lat. 50° 50' 18", long. 56° 06' 28".

Began Operation: May 12, 1977.

Rates: Included as a bonus with CBNT, St. John's, Nfld.

## CBYT-5

### St. Andrews

(Ch. 6)

Network Service: CBC.

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: Included as a bonus with CBYT, Corner Brook, Nfld.

## CBNT-6

### St. Mary's

(Ch. 10)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: St. Mary's, Nfld.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 0.67-kw visual, 0.13-kw aural. Antenna: Directional, 382 ft. above av. terrain, lat. 47° 03' 12", long. 53° 27' 38".

Began Operation: Jan. 4, 1974.

Rates: Included as a bonus with CBNT St. John's, Nfld.

## CBNT-26

### St. Vincent's

(Ch. 7)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

1064-b

Transmitter: St. Vincent's.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 4.537-kw visual, 0.454-kw aural.

Began Operation: July 15, 1977.

Rates: Included as a bonus with CBNT, St. John's.

## CBYT-1

### Stephenville

(Ch. 8)

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".

Color: Network.

Began Operation: January 1968.

Rates: Included as a bonus with CBYT, Corner Brook, Nfld.

## CJSV-TV

### Stephenville

(Ch. 4)

(Satellite rebroadcasting station of CJON-TV, St. John's, Nfld.)

Network Service: CTV.

Licensee: Newfoundland Bcstg. Co. Ltd., Box 2020, St. John's. A1C 5S2.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 775 watts visual, 77.5 watts aural. Antenna: 437-ft. above av. terrain, lat. 48° 31' 09", long. 58° 31' 00".

Rates: Included as a bonus with CJWN-TV, Corner Brook.

## LOW-POWER REPEATER STATIONS

Belleoram—CBNT-23, Ch. 7, CBC (English network) 5 w.

Cape Broyle—CHCB-TV-1, Ch. 3, The Cape Broyle TV Improvement Assn. (CBNT, St. John's) 5 w.

Cape Broyle—CJBL-TV, Ch. 13, The Cape Broyle TV Improvement Assn. (CJON-TV, St. John's) 5 w.

Cartwright—CBNT-21, Ch. 9, CBC (English network) 5 w.

Churchill Falls—CBNLT-1, Ch. 9, CBC (English network) 5 w.

Churchill Falls—CBST-4, 13, CBC (French network) 5 w.

Clarenville—CJCV-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.

Come-by-Chance—New, Ch. 11, Come-by-Chance Community TV Assn. (CBNT, St. John's) 5 w.

Come-by-Chance—CJCO-TV, Town Council of Come-by-Chance (CJON-TV, St. John's) 5 w.

Conche—CBNAT-8, Ch. 13, CBC (CBNAT-1, Baie Verte) 144 w.

Deer Lake—CBYAT, Ch. 12, CBC (English network) 246 w.

Deer Lake—CJLW-TV, Ch. 7, Newfoundland Bcstg. Co. Ltd. (CJWN-TV, Corner Brook) 5 w.

Elliston—CBNT-7, Ch. 4, CBC (CBNT, St. John's) 5 w.

Fermeuse—CJFR-TV, Ch. 13, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.

Fermeuse—CBNT-5, Ch. 11, CBC (CBNT, St. John's) 5 w.

Ferryland—New, Ch. 12, Jerome Curran (CJON-TV, St. John's) 8.9 w.

Fogo Island—CBNAT-6, Ch. 2, CBC (CBNT, St. John's) 5 w.

Fox Harbour—CBNAT-10, Ch. 7, CBC (CBNT, St. John's) 496 w.

Gambo/Middle Brook—CBNT-14, Ch. 8, CBC (English network) 5 w.

Gander—CJGN-TV, Ch. 2, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.

Glovertown—CBNT-13, Ch. 3, CBC (English network) 5 w.

Harbour Breton—CBNT-22, Ch. 13, CBC (English network) 5 w.

Hickmans Harbour—CBNT-18, Ch. 4, CBC (English network) 5 w.

Irishtown—CBYT-2, Ch. 7, CBC (CBYT, Corner Brook) 5 w.

Irishtown—CJWN-TV-6, Ch. 3, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.

Labrador City—CBST-3, Ch. 9, CBC (French network) 214 w.

La Scie—CJLT-TV, Ch. 7, La Scie TV Improvement Assn. (CJON-TV, St. John's) 5 w.

Lawn—CJLN-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 60 w.

Little Hearts Ease—CBNT-8, Ch. 11, CBC (CBNT, St. John's) 5 w.  
 Lumsden—CBNT-20, Ch. 12, CBC (English network) 5 w.  
 Marystown—CJMA-TV, Ch. 11, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 400 w.  
 Millertown—CBNAT-5, Ch. 7, CBC (English network) 5 w.  
 Musgrave—CBNAT-11, Ch. 9, CBC (English network) 5 w.  
 Musgrave Harbour—CBNAT-7, Ch. 7, CBC (CBNAT, Great Falls) 135 w.  
 Musgravetown—CBNT-17, Ch. 9, CBC (English network) 5 w.  
 Nain—CBNBT, Ch. 9, CBC (English network) 5 w.  
 North West Brook—CBNT-11, Ch. 4, CBC (CBNT, St. John's) 5 w.  
 Pasadena—CJWN-TV-5, Ch. 8, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 Petty Harbour—CJPH-TV, Ch. 11, Petty Harbour TV Improvement Assn. (CJON-TV, St. John's) 5 w.  
 Port-aux-Basques—CBYT-4, Ch. 3, CBC (CBYT-1, Stephenville) 470 w.  
 Port-aux-Basques—CJPQ-TV, Ch. 7, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 Port Hope Simpson—New, Ch. 12, CBC (CBNAT-10, Fox Harbour) 5 w.  
 Ramea—CJRA-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 Ramea—CFRT-TV-1, Ch. 13, Ramea TV Ltd. (CBNT, St. John's) 5 w.  
 Random Island—CBNT-19, Ch. 43, CBC (English network) 10 w.  
 Red Rocks—CJRR-TV, Ch. 11, Newfoundland Bcstg. Co. Ltd. (CJWN-TV, Corner Brook) 400 w.  
 St. Albans—CBNT-4, Ch. 9, CBC (CBNT, St. John's) 5 w.  
 St. Albans—CJST-TV, Ch. 13, Newfoundland Bcstg. Co. Ltd. (CJCN-TV, Grand Falls) 72 w.  
 St. Anthony—CBNAT-4, Ch. 12, CBC (English network) 5 w.  
 St. Jone's Within—CBNT-12, Ch. 9, CBC (English network) 5 w.  
 St. Lawrence—CJXL-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 St. Shotts—CJSH-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 St. Vincents—CJSI-TV, Ch. 13, St. Vincents TV Improvement Assn. (CJON-TV, St. John's) 5 w.  
 Signal Hill—CJON-TV-4, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 South Side Hill—CJON-TV-5, Ch. 2, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 Springdale—CBNAT-13, Ch. 13, CBC (CBNT, St. John's) 290 w.  
 Swift Current—CJSC-TV, Ch. 10, Newfoundland Bcstg. Co. Ltd. (CJON-TV, St. John's) 5 w.  
 Terrenceville—CJNF-TV, Ch. 10, Terrenceville TV Improvement Assn. (CJAP-TV, Argentia) 5 w.  
 Terrenceville—CFTV-TV-1, Ch. 12 Terrenceville TV Improvement Assn. (CBNT, St. John's) 5 w.  
 Trepassey—CJTA-TV-2, Ch. 4, Trepassey TV Assn. Ltd. (CBNT, St. John's) 5 w.  
 Trepassey—CJTP-TV, Ch. 10, Trepassey TV Assn. Ltd. (CJON-TV, St. John's) 5 w.  
 Trinity/Wareham—CBNT-16, Ch. 2, CBC (English network) 5 w.  
 Wellington—CBNT-15, Ch. 24, CBC (English network) 10 w.  
 Wesleyville—CBNT-9, Ch. 5, CBC (English network) 204 w.

## NORTHWEST TERRITORIES

### CBEBT-1 Hay River

(Ch. 7)

(Satellite rebroadcasting station of CBEBT, Pine Point, N.W.T.)  
 Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa.  
 Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 0.540-kw visual, 0.054-kw aural. Antenna: 176-ft. above av. terrain, lat. 60° 48' 28", long. 115° 47' 10".  
 Rates: Included as a bonus to the CBC English network rate.

### CHAK-TV Inuvik

(Ch. 6)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

1979 Edition

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: Aug. 22, 1969.

Rates: Included as a bonus with the CBC English network rate.

### CBEBT-2 Lake Desmarais

(Ch. 13)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Lake Desmarais.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 143 watts visual.

Began Operation: Sept. 30, 1976.

Rates: Included as a bonus to the CBC English network rate.

### CBEBT Pine Point

(Ch. 4)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Pine Point, N.W.T.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 7.1-kw visual, 1.4-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: Aug. 8, 1969.

Rates: Included as a bonus to the CBC English network rate.

### CFYK-TV Yellowknife

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 2.4-kw visual, 0.24-kw aural. Antenna: 205-ft. above av. terrain, lat. 62° 26' 50", long. 114° 21' 32".

Rates: Included as a bonus to the English network rate.

### LOW-POWER REPEATER STATIONS

Baker Lake—CBEIT, Ch. 9, CBC (English network) 59 w.  
 Cambridge Bay—CBENT, Ch. 9, CBC (English network) 5 w.  
 Camsell River/Silver Bear Mine—New, Ch. 12, R. A. Evans (Northern service) 5 w.  
 Cape Dorset—CBEJT, Ch. 9, CBC (English network) 5 w.  
 Coppermine—CBEOT, Ch. 9, CBC (English network) 5 w.  
 Eskimo Point—CBEHT, Ch. 9, CBC (English network) 44.8 w.  
 Fort McPherson—CHAK-TV-1, Ch. 13, CBC (English network) 5 w.  
 Fort Providence—CBEET-3, Ch. 9, CBC (English network) 5 w.  
 Fort Simpson—CBEGT, Ch. 9, CBC (English network) 5 w.  
 Fort Smith—CBEAT, Ch. 8, CBC (English network) 12.2 w.  
 Frobisher—CFFB-TV, Ch. 8, CBC (English network) 10.3 w.  
 Lake Desmarais—CBEBT-2, Ch. 13, CBC (CBEBT, Pine Point) 143 w.  
 Norman Wells—CBEDT, Ch. 9, CBC (English network) 5 w.  
 Pangnirtung—CBEKT, Ch. 9, CBC (English network) 5 w.  
 Parsons Lake—CKPL-TV-1, Ch. 9, The Tuktoyaktuk Bcstg. Society (CHAKT, Inuvik) 5 w.  
 Pond Inlet—CBELT, Ch. 9, CBC (English network) 35.6 w.  
 Pont Point—CBELT, CBC (English network) 5 w.

(Continued on page 1068-b)

# Newfoundland—St. John's

## CBNT

(Ch. 8)

English Outlet

(Repeated by CBNT-1, Port Rexton; CBNT-2, Placentia; CBNT-3, Marys-town; CBNT-4, St. Albans; CBNT-10, Clarenville; CBNAT, Grand Falls; CBNAT-1, Baie Verte; CBNAT-2, Buchans; CBNAT-4, St. Anthony; CBNAT-5, Millertown; others, all Nfld.)

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 196-kw av. visual, 39.2-kw av. aural. Antenna: Directional, 855-ft. above av. terrain, 340-ft. above ground, 831-ft. above sea level.

Latitude 47° 32' 04"  
Longitude 52° 47' 25"

Transmitter: Kenmount Hill, W of St. John's.

Color: Network, film & slide.

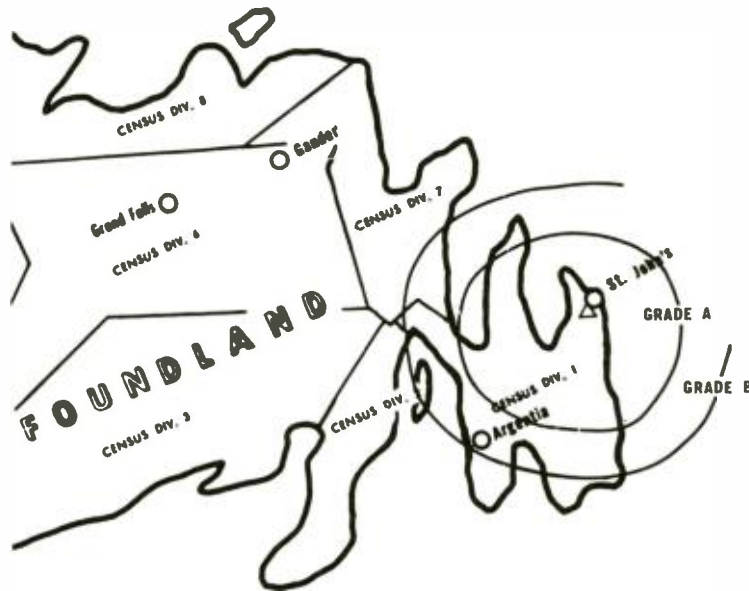
TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News, UPI.

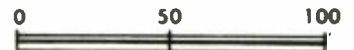
AM Affiliate: CBN, 10-kw, 640 kHz.

FM Affiliate: CBN-FM, 100-kw, 106.9 MHz.

Studio: 95 University Ave.



SCALE OF MILES



Data on reach & 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.

Mailing Address: Box 12010, Kenmount Rd., St. John's, Nfld. A1B 3T8.

Telephone: 709-753-1300. Telex: 016-4590.

Began Operation: Oct. 1, 1964

Represented (sales) by CBC National Selective TV Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.)

Personnel:

L. Harvey, regional sales manager.  
D. E. Nicolle, regional public relations officer.  
J. Power, director of television.  
F. H. Holm, regional engineer.  
E. Coady, TV production manager.  
M. Fitzpatrick, manager, TV technical services.  
R. Ross, supervisor, news operations & production.

Highest 30 Sec. Rate (June 1, 1978): \$145.\*

\*Combination rates: CBNT, St. John's; CBNAT, Grand Falls; CBYT, Corner Brook, all Nfld.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
50% & Over	10	Census Division 1	225,640
	9	St. John's C.M.A.	142,870
	70	Census Division 7	42,750
	90	Census Division 9	24,450
	60	Census Division 6	42,150
	30	Census Division 3	25,040
Between 25-49%		None Between 25-49%	
Between 5-24%		None Between 5-24%	
CBNT Total Persons:			502,700
BBM Weekly Reach (March 1978):			386,000



# Newfoundland—St. John's

## CJON-TV

(Ch. 6)

(Repeated by CJWB-TV, Bonavista; CJAP-TV, Argentia; CJOX-TV-1, Grand Bank; CJMA-TV, Marystown; CJCN-TV, Grand Falls; CJWN-TV, Corner Brook; CJSV-TV, Stephenville; CJRR-TV, Red Rocks & other additional low-power stations, all Nfld.)

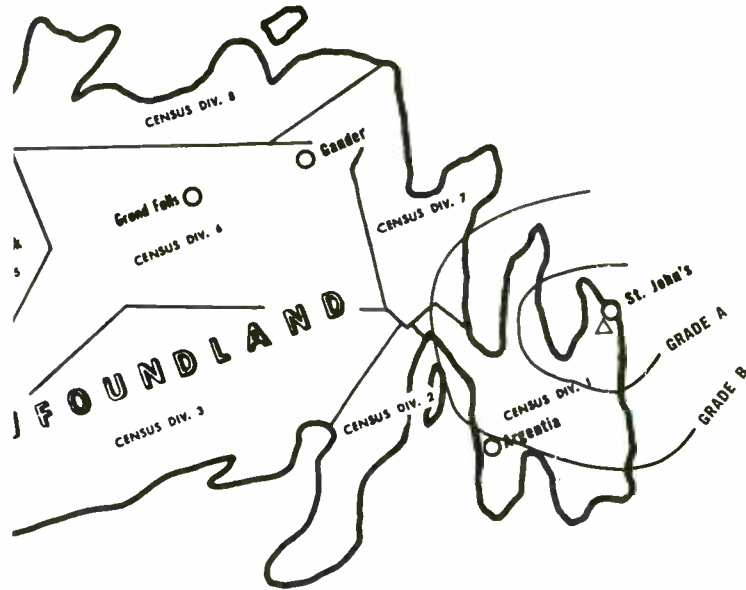
**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 110-kw visual, 22.5-kw aural. Antenna: Directional, 594-ft. above av. terrain, 300-ft. above ground, 980-ft. above sea level.

Latitude 47° 32' 08"  
Longitude 52° 48' 41"

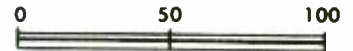
**Transmitter:** Kenmount Rd., 2-mi. from city.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News, CTV News, FM News, NBC News.



SCALE OF MILES



Data on reach & 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 2020.

**Studio:** CJON Television Bldg., Prince of Wales St.

**Telephone:** 709-579-5015. **Telex:** 016-3155.

**Ownership:** G. W. Stirling, chmn. & pres.

**Represented (sales) by:** Western Broadcast Sales (Vancouver); All-Canada Radio & Television Ltd.

### Personnel:

G. W. Stirling, *chairman of the board & president.*  
William Grant, *vice-president, finance.*  
Tim Forsythe, *operations manager.*  
Jack Heaney, *director of engineering.*  
Ralph Purchase, *traffic manager.*  
Ray Greentree, *general sales manager.*

**Highest 30 Sec. Rate:** \$250.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	10	Census Division 1	225,640
	9	St. John's C.M.A.	142,670
	60	Census Division 6	42,150
	70	Census Division 7	42,750
	50	Census Division 5	45,180
	40	Census Division 4	29,550
	30	Census Division 3	25,040
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	None Between 5-24%		
<b>CJON-TV Total Persons:</b>			<b>552,980</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>438,000</b>

## Northwest Territories—Ont.

Port Radium—New, Ch. 9, J. Zigarlick (Northern service) 1 w.  
Rae/Edzo—CFYK-TV-1, Ch. 10, CBC (English network) 72 w.  
Rankin Inlet—CBECT, Ch. 9, CBC (English network) 5 w.  
Resolute—CBEMT, Ch. 9, CBC (English network) 63.4 w.  
Spence Bay—New, Ch. 9, CBC (Northern service) 8.9 w.  
Strathcona Sound—New, Ch. 12, G. Farquharson (Northern service) 5 w.  
Strathcona Sound—New, Ch. 9, G. Farquharson (French network) 5 w.  
Tuktoyaktuk—New, Ch. 8, CBC (Northern service) 5 w.  
Tuktoyaktuk—CKPL-TV-2, Ch. 5, The Tuktoyaktuk Bcstg. Society (CHAKT, Inuvik) 5 w.

## ONTARIO

### CBWCT-1

#### Atikokan

(Ch. 7)

(Rebroadcasting station 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° 48' 18", long. 91° 36' 50".

Began Operation: Nov. 3, 1964.

Rates: Included as a bonus to the CBC English network.

### CKGN-TV-2

#### Bancroft

(Ch. 2)

(Satellite rebroadcasting station of CKGN-TV, Paris, Ont.)

Network Service: None, independent.

Licensee: Global Communications Ltd., 81 Barber Greene Rd., Don Mills, Ont. M3C 2A2.

Transmitter: E of Bancroft.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 67.2-kw visual, 10.1-kw aural. Antenna: 949-ft. above av. terrain, lat. 45° 03' 34", long. 77° 12' 00".

Began Operation: 1974.

Rates: Included as a bonus with CKGN-TV, Paris.

### CBLFT-11

#### Barrie

(Ch. 55)

French Outlet

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 7-kw visual, 1.4-kw aural. Antenna: 620-ft. above av. terrain, lat. 44° 21' 05", long. 79° 41' 55".

Rates: Included as a bonus to the CBC French network rate.

### CKVR-TV

#### Barrie

(Ch. 3)

(Operates satellite rebroadcasting stations CKVR-TV-1, Parry Sound; CKVR-TV-2, Huntsville, both Ont.)

Network Service: CBC.

Licensee: CKVR Channel 3 Ltd., P.O. Box 519, Barrie, Ont. L4M 4T9.

Studio & Transmitter: Highway 27, 2-mi. S of city.

Telephone: 705-726-9711. Telex: 0687-5520.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 12.5-kw aural. Antenna: 1118-ft. above av. terrain,

1068-b

1002-ft. above ground, 2002-ft. above sea level, lat. 44° 21' 05", long. 79° 41' 55".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News, Canadian Press.

Ownership: CHUM Ltd., Toronto.

Began Operation: Sept. 28, 1955.

Represented (sales) by CKVR National Sales, Toronto.

Personnel:

Jack Mattenley, *vice president & general manager.*

John Wood, *vice president, sales.*

Doug Garraway, *promotion director.*

Gord Cochran, *retail sales manager.*

Dennis Watson, *general sales manager.*

Peggy Hebden, *traffic director.*

Ron Reid, *chief engineer.*

Highest 30 Sec. Rate: \$120.

CKVR-TV Total Persons: 7,448,010

BBM Weekly Reach (March 1978): 895,000

### CBLFT-13

#### Belleville

(Ch. 15)

French Outlet

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 180-kw visual, 36-kw aural. Antenna: 558-ft. above av. terrain, lat. 44° 18' 45", long. 77° 12' 25".

Rates: Included as a bonus to the CBC French network rate.

### CFCL-TV-6

#### Chapleau

(Ch. 7)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Licensee: J. Conrad Lavigne Ltd., P.O. Box 620, Timmins, Ont.

Transmitter: Chapleau.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 959 watts visual, 96 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: Included as a bonus with CFCL-TV, Timmins.

### CBLFT-10

#### Chatham

(Ch. 48)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Chatham, Ont.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 14-kw visual, 2.8-kw aural. Antenna: 634-ft. above av. terrain, lat. 42° 27' 00", long. 82° 05' 00".

Began Operation: July 17, 1976.

Rates: Included as a bonus with CBLFT, Toronto.

### CICO-TV-59

#### Chatham

(Ch. 59)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

Transmitter: Chatham.

Technical Facilities: Channel No. 59 (740-746 MHz). Authorized power: 17.1-kw visual, 1.7-kw aural. Antenna: 707-ft. above av. terrain, 706-ft. above ground, 1315-ft. above sea level, lat. 42° 27' 00", long. 82° 05' 00".

### CJOH-TV-8

#### Cornwall

(Ch. 8)

(Satellite rebroadcasting station of CJOH-TV, Ottawa, Ont.)

Network Service: CTV.

**Licensee:** Ottawa-Cornwall Broadcasting Ltd., 1500 Merivale Rd., City View, Ottawa, Ont.

**Transmitter:** Glen Gordon Station, Lancaster, Ont.

**Technical Facilities:** Channel No. 8 (180-186 MHz). Authorized power: 130-kw visual, 78-kw aural. Antenna: 615-ft. above av. terrain, 680-ft. above ground, 855-ft. above sea level, lat. 45° 11' 01", long. 74° 32' 01".

**Began Operation:** Oct. 18, 1959.

**Rates:** Included as a bonus with CJOH-TV, Ottawa.

●

**CJOH-TV-6**

**Deseronto**

(Ch. 6)

(Satellite rebroadcasting station of CJOH-TV, Ottawa, Ont.)

**Network Service:** CTV.

**Licensee:** Ottawa-Cornwall Bcstg. Ltd., P.O. Box 5813, Station 'F', Ottawa, Ont. K2C 3G6.

**Transmitter:** Deseronto.

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 55-kw visual, 5.55-kw aural. Antenna: 671-ft. above av. terrain, lat. 44° 08' 30", long. 77° 04' 34".

**Began Operation:** Sept. 27, 1972.

**Rates:** Included as a bonus with CJOH-TV, Ottawa.

●

**CBLFT-16**

**Driftwood**

(Ch. 74)

French Outlet

**Network Service:** CBC French network.

**Licensee:** Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

**Technical Facilities:** Channel No. 74 (830-836 MHz). Authorized power: 1.22-kw visual. Additional technical information not available.

**Rates:** Included as a bonus to the CBC French network rate.

●

**CBWDT**

**Dryden**

(Ch. 9)

**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° 41' 01".

**Began Operation:** March 26, 1963.

**Rates:** Included as a bonus to the CBC English network rate.

●

**CBLFT-6**

**Elliot Lake**

(Ch. 12)

French Outlet

**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:** Included as a bonus to the CBC French network.

●

**CKNC-TV-1**

**Elliot Lake**

(Ch. 7)

(Satellite rebroadcasting station of CKNC-TV, Sudbury, Ont.)

**Network Service:** CBC.

**Licensee:** J. Conrad Lavigne Ltd., P. O. Box 620, Timmins, Ont.

**Transmitter:** Elliot Lake, Ont.

**Technical Facilities:** Channel No. 7 (174-180 MHz). Authorized power: 24.8-kw visual, 2.5-kw aural. Antenna: Directional, 577-ft. above av. terrain, 1715-ft. above sea level, lat. 46° 23' 21", long. 82° 37' 06".

**Began Operation:** Oct. 4, 1971.

**Rates:** Included as a bonus with CKNC-TV, Sudbury.

●

**CKSO-TV-1**

**Elliot Lake**

(Ch. 3)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)

**Network Service:** CTV.

**Licensee:** Cambrian Broadcasting Ltd., 336 Ash St., Sudbury.

**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' 50", long. 82° 40' 21".

**Color:** Network.

**Ownership:** See CKSO-TV.

**Began Operation:** Oct. 26, 1957.

**Personnel:**

W. B. Plaunt, *president*.  
G. Lund, *manager*.

**Rates:** Included as a bonus with CKSO-TV, Sudbury, Ont.

●

**CBWCT**

**Fort Frances**

(Ch. 5)

**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:** Included as a bonus to the CBC English network.

●

**CKCO-TV-2**

**Georgian Bay (Warton)**

(Ch. 2)

(Rebroadcasting station of CKCO-TV, Kitchener, Ont.)

**Network Service:** CTV, same as CKCO-TV, Kitchener.

**Licensee:** Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.

**Transmitter:** Warton, Ont.

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 13.5-kw aural. Antenna: 985-ft. above av. terrain, 789-ft. above ground, 1629-ft. above sea level, lat. 44° 56' 41", long. 81° 07' 55".

**Began Operation:** 1971.

**Rates:** This is a repeater of CKCO-TV, Kitchener (with some news & special events separate programming) and is included in the rates for that station.

●

**CBLAT**

**Geraldton**

(Ch. 13)

(Repeated by CBLAT-1, Manitowadge; CBLAT-2, White River; CBLAT-3, Wawa; CBLAT-4, Marathon; CBLAT-5, Beardmore, 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. 49° 43' 50", long. 86° 43' 21".

## Ontario

Began Operation: Oct. 15, 1967.

Rates: Included as a bonus to the CBC English network rate.

### CBLFT-5

**Hearst**

(Ch. 7)

French Outlet

Network Service: CBC French Network, same as CBFOT, Timmins.

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, 1.68-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 to the CBC French network rate.

### CFCL-TV-4

**Hearst**

(Ch. 4)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Licensee: J. Conrad Lavigne Ltd., P.O. Box 620, Timmins.

Transmitter: Highway 583.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 1.013-kw visual, 201 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".

Began Operation: Dec. 1, 1965.

Rates: Included as a bonus with CFCL-TV, Timmins.

### CBLFT-4

**Kapuskasing**

(Ch. 12)

French Outlet

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, 3.4-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: Included as a bonus to the CBC French network rate.

### CFCL-TV-3

**Kapuskasing**

(Ch. 2)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Licensee: J. Conrad Lavigne Ltd., Box 620, Timmins.

Transmitter: Kapuskasing.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 959 watts visual, 96 watts aural. Antenna: 363-ft. above av. terrain, 380-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: Included as a bonus with CFCL-TV, Timmins.

For Canadian Assns., see  
Services Volume

### CKSO-TV-4

**Kapuskasing**

(Ch. 10)

(Satellite rebroadcasting station of CKSO-TV-2, Sudbury, Ont.)

Network Service: Same as CKSO-TV, Sudbury.

Licensee: Cambrian Broadcasting Ltd., 336 Ash St., Sudbury, Ont.

Transmitter: Kapuskasing, Ont.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 0.9-kw visual, 0.18-kw aural. Antenna: 155-ft. above av. terrain, lat. 49° 24' 51", long. 82° 25' 26".

Rates: Included as a bonus with CKSO-TV, Sudbury.

### CFCL-TV-2

**Kearns**

(Ch. 2)

(Satellite rebroadcasting station of CFCL-TV, Timmins, Ont.)

Licensee: J. Conrad Lavigne Ltd., Box 620, Timmins, Ont.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 70-kw visual, 7-kw aural. Antenna: Directional, 736-ft. above av. terrain, 400-ft. above ground, 1750-ft. above sea level, lat. 48° 08' 12", long. 79° 33' 12".

Ownership: See CFCL-TV.

Began Operation: July 1, 1958.

Rates: Included as a bonus with CFCL-TV, Timmins.

### CKSO-TV-3

**Kearns**

(Ch. 11)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)

Network Service: Same as CKSO-TV, Sudbury.

Licensee: Cambrian Bcstg. Ltd., 336 Ash St., Sudbury.

Transmitter: Kearns.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 65-kw visual, 13-kw aural. Antenna: 734-ft. above av. terrain, lat. 48° 08' 12", long. 79° 33' 12".

Rates: Included as a bonus with CKSO-TV, Sudbury.

### CBWAT

**Kenora**

(Ch. 8)

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: 8-kw visual, 0.8-kw aural. Antenna: 433-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: Included as a bonus to the CBC English network rate.

### CBWFT-7

**Kenora**

(Ch. 7)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 3.8-kw visual, 0.38-kw aural. Antenna: 391-ft. above av. terrain, lat. 49° 46' 06", long. 94° 30' 16".

### CBLFT-14

**Kingston**

(Ch. 32)

French Outlet

Network Service: CBC French network.

(Continued on page 1080-b)

# Ontario—Hamilton

## CHCH-TV

(Ch. 11)

(Also Serves Toronto, Ont.)

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 325-kw visual, 23-kw aural. Antenna: 1500-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.

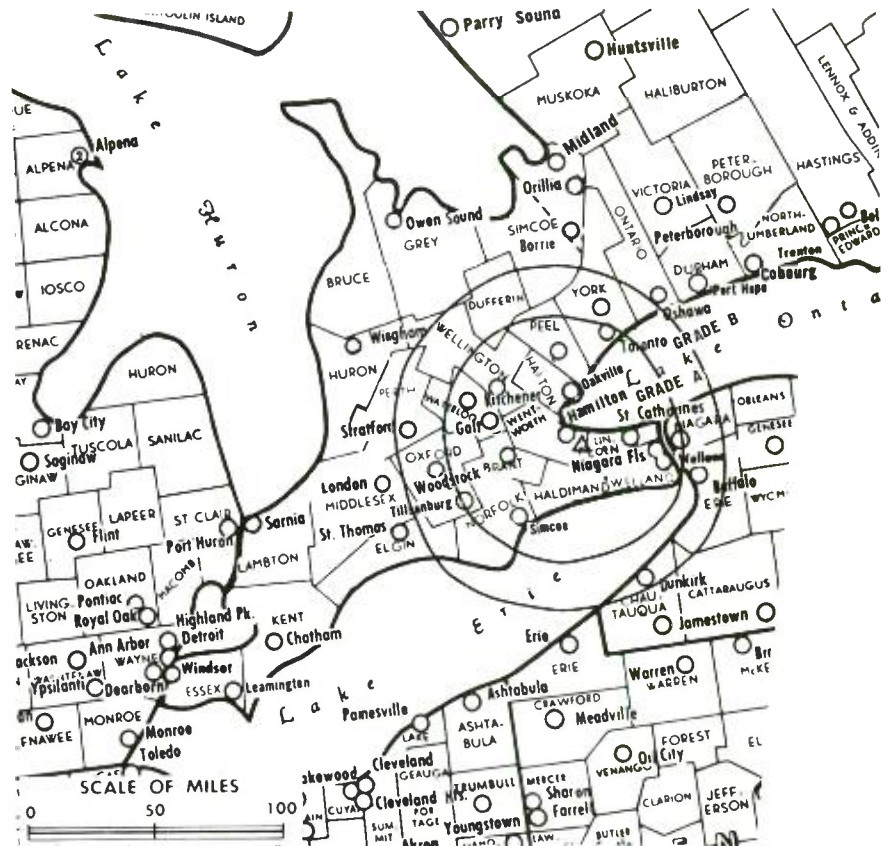
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: Visnews.

Facsimile Service: AP.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CHCH-TV Authorized: 5/19/81

## CHCH-TV

Network Service: Independent.

Licensee: Niagara Television Ltd., Box 11-11.

Studio: 163 Jackson St. W. Telephone: 416-522-1101.

Sales Office: 1000 Yonge St., Toronto. Telephone: 416-925-2909.

Ownership: Selkirk Holdings Ltd.

Began Operation: June 7, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

D. C. Gale, *president*.  
F. P. DeNardis, *vice president & general manager*.  
G. R. Buss, *vice president, director of sales*.

Highest 30 Sec. Rate (Sept. 25, 1978): \$600.

# Hogan-Feldmann, Inc.

MEDIA BROKERS • CONSULTANTS

16255 Ventura Boulevard, Suite 219  
Encino, California 91436  
(213) 986-3201

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5269	Hamilton C.M.A.	524,560
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5330	Niagara Reg. Mun.	54,290
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5299	St. Catharines-Niagara C.M.A.	299,190
	5190	Durham Reg. Mun.	250,340
	5270	Halton	235,300
	5200	York Reg. Mun.	211,580
	5189	Oshawa C.M.A.	136,080
	5320	Brant	97,270
	5360	Wellington	125,210
	5350	Oxford	84,600
	5310	Haldimand	34,220
5239	Barrie C.A.	51,880	
<b>Between 25-49%</b>	5369	London C.M.A.	268,530
	5242	Simcoe Bal., Barrie	135,890
	5241	Simcoe E. Election Dist.	81,560
	5420	Perth	65,610
	5160	Peterborough	99,810
	5170	Victoria	44,850
5450	Grey	72,340	
5159	Peterborough C.A.	65,180	
<b>Between 5-24%</b>	5440	Bruce	59,640
	5150	Northumberland	64,640
<b>CHCH-TV Total Persons:</b>			<b>9,321,080</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>3,710,900</b>

# Ontario—Kingston

## CKWS-TV

(Ch. 11)

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 325-kw visual, 32.5-kw aural. Antenna: 851-ft. above av. terrain, 826-ft. above ground, 1110-ft. above sea level.

Latitude 44° 10' 02"  
Longitude 76° 25' 40"

**Transmitter:** Wolfe Island, 3-mi. off Kingston mainland.

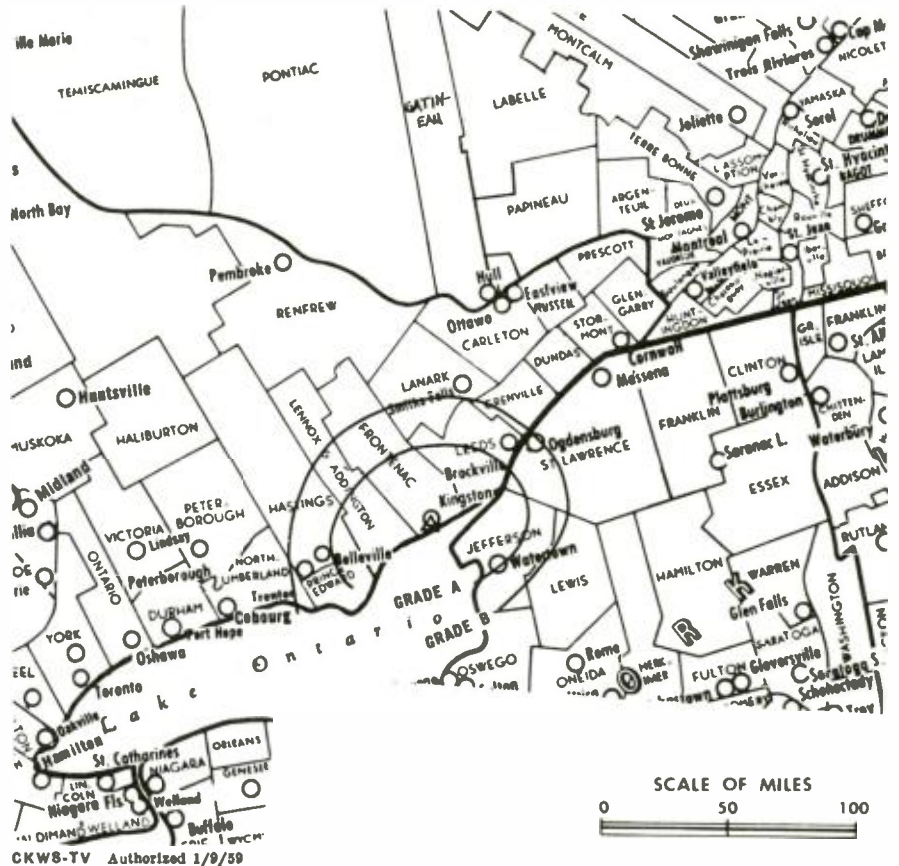
**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News.  
**AM Affiliate:** CKWS, 10-kw, 960 kHz (CBC).

**FM Affiliate:** CFMK, 2.7-kw, 96.3 MHz (No. 242), 500-ft. antenna height.

**Facsimile Service:** CBC.

**News Film Service:** CBC.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKWS-TV Authorized 1/9/59

## CKWS-TV

**Network Service:** CBC.

**Licensee:** The Frontenac Bcstg. Co. Ltd., 170 Queen St.

**Studio:** 170 Queen St.

**Telephone:** 544-2340. **Telex:** 066-3256.

**Ownership:** Claude Pratte, pres. & Paul Desmarais, v.p. They also own Kawartha Bcstg. Co. Ltd., licensee of CHEX-TV, Peterborough, Ont.

**Began Operation:** Dec. 9, 1954.

**Represented (sales) by:** Stephens & Towndrow Co. Ltd. (Toronto, Montreal & Vancouver); All-Canada Radio & Television Ltd. (U.S.).

### Personnel:

A. J. Brooks, *manager*.  
Bill Hurding, *local sales manager*.  
Larry Cameron, *chief engineer*.  
Lorne Freed, *program director*.  
Max Jackson, *sports director*.  
Mike Butler, *news director*.

**Highest 30 Sec. Rate (June 18, 1978):** \$110.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5110	Frontenac	107,260
	5109	Kingston C.A.	89,730
	5140	Hastings	105,340
	5080	Leeds	51,980
	5120	Lennox, Addington	33,210
	5130	Prince Edward	22,650
<b>Between 25-49%</b>		None Between 25-49%	
<b>Between 5-24%</b>	5069	Ottawa-Hull, C.M.A.	699,390
	5150	Northumberland	64,640
<b>CKWS-TV Total Persons:</b>			1,174,200
<b>BBM Weekly Reach (March 1978):</b>			399,000

# Ontario—Kingston-Watertown, N.Y.

## WWNY-TV

(Ch. 7)

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft. above sea level.

Latitude 43° 57' 16"  
Longitude 75° 43' 45"

Transmitter: Champion Rd.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

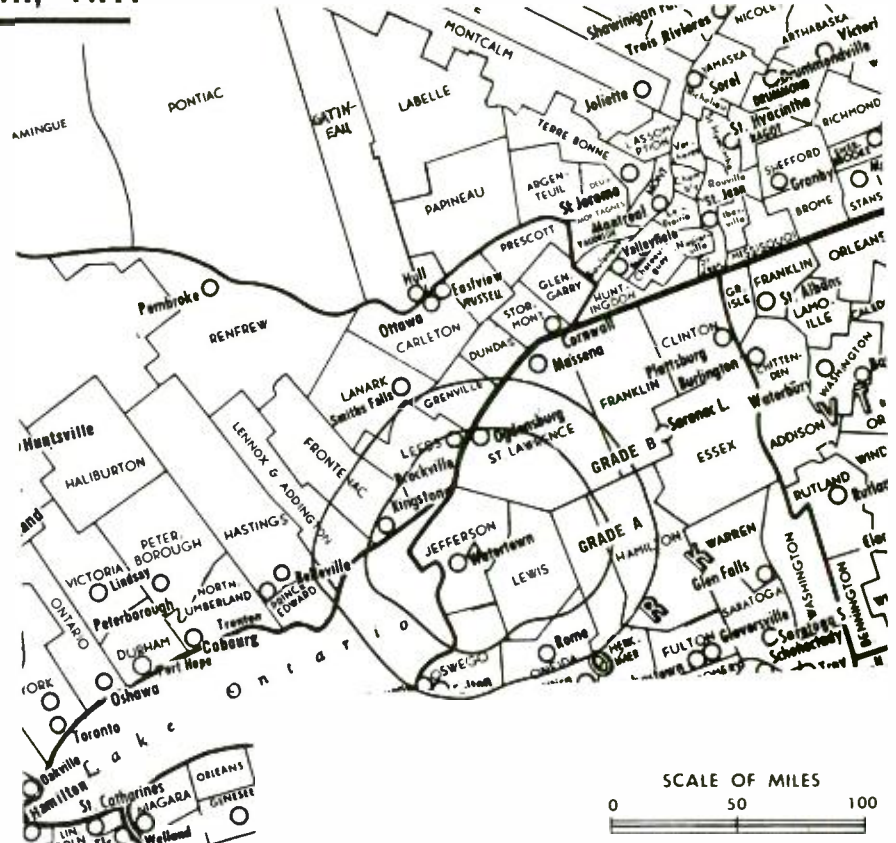
News Wire Service: UPI.

News Film Service: CBS.

AM Affiliate: WWNY, Watertown, 1-kw, 790 kHz (CBS).

Telephone: Watertown, 315-788-3800.

TWX No.: 510-257-4650.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WWNY-TV Ref: FCC File No. BMPCT-2140 Granted 6/10/54

## WWNY-TV

Network Service: ABC, CBS, NBC.

Licensee: Johnson Newspaper Corp., 260 Washington St., Watertown, N.Y.

Studio: 120 Arcade St., Watertown, N.Y. (13601).

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 Radio-Television Representatives Ltd. (Toronto & Montreal); Avery-Knodel Inc. (U.S.).

Represented (legal) by Fisher, Wayland, Southmayd & Cooper.

Represented (engineering) by Cohen & Dippell.

### Personnel:

- James W. Higgins, *general manager.*
- David G. Propeck, *sales manager.*
- David M. Graves, *program manager & film buyer.*
- Glenn H. Hall, *director of operations.*
- Lois T. Dempster, *dir. of community services & promotion.*
- Robert Tompkins, *news director.*
- Michael R. Yonkovic, *director of engineering.*
- Donald C. Morehouse, *chief engineer.*

Highest 30 Sec. Rate (May 1, 1978): \$280.

NETWORK BASE HOURLY RATE: \$584.

Station accepts payment in Canadian funds.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5110	Frontenac	107,260
	5080	Leeds	51,980
	5109	Kingston C.A.	89,730
	5120	Lennox, Addington	33,210
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	5140	Hastings	105,340
	5100	Renfrew	86,270
	5130	Prince Edward	22,650
	5010	Stormont	59,780
	5030	Prescott	28,810
<b>WWNY-TV Total Persons:</b>			<b>585,030</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>278,000</b>

# Ontario—Kitchener

## CKCO-TV

(Ch. 13)

(Repeated by CKCO-TV-2, Georgian Bay; CKCO-TV-3, Sarnia/Chatham & CKCO-TV-4, The Muskokas, all Ont.)

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 1015-ft. above av. terrain, 715-ft. above ground, 2140-ft. above sea level.

Latitude 43° 24' 15"  
Longitude 80° 38' 05"

**Transmitter:** Baden Hill, Ont.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Canadian Press. Broadcast News.

**AM Affiliate:** CKKW, 10-kw, 1090 kHz.

**FM Affiliate:** CFCA-FM, 105.3 MHz (No. 287), 100-kw.

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.



## CKCO-TV

**Network Service:** CTV.

**Licensee:** Central Ontario Television Ltd., 864 King St. W.

**Studio:** 864 King St. W.

**Telephones:** 519-578-1313; Toronto, 416-366-0852; Toronto TV Sales, 416-363-9539.

**Telex No.:** 069-55432.

**Ownership:** Electrohome Communications Ltd., wholly-owned subsidiary of Electrohome Ltd.

**Began Operation:** March 1, 1954.

**Represented (sales) by:** Stephens & Towndrow Co. Ltd. (Toronto, Montreal, Winnipeg, Vancouver); Bolton Broadcasting Ltd. (New York).

### Personnel:

Howard W. Main, *chairman of the board.*

W. D. McGregor, *president.*

R. H. McKeown, *manager, television.*

John B. German, *national sales supervisor.*

Reg Sellner, *publicity director.*

Don Willcox, *program manager & film buyer.*

Paul Turchan, *director of engineering.*

**Highest 30 Sec. Rate (April 3, 1978):** \$300.

**Program Rates:** On request.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5369	London C.M.A.	268,530
	5360	Wellington	125,210
	5440	Bruce	59,640
	5450	Grey	72,340
	5280	Wentworth	401,790
	5255	Haliburton, Muskoka	48,680
	5420	Perth	65,610
	5350	Oxford	84,600
5320	Brant	97,270	
5390	Lambton	119,110	
<b>Between 25-49%</b>	5269	Hamilton C.M.A.	524,560
	5241	Simcoe E. Election Dist.	81,560
	5460	Perry Sound	32,750
	5400	Kent	104,880
	5270	Halton	235,300
5310	Haldimand	34,220	
<b>Between 5-24%</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro. Mun.	2,081,700
	5242	Simcoe Bal., Barrie	135,890
	5220	Peel Reg. Mun.	407,740
	5300	Niagara Reg. Mun.	361,570
	5200	York Reg. Mun.	211,580
5515	Algoma East	30,220	
<b>CKCO-TV Total Persons:</b>			<b>8,952,030</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,931,000</b>



**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.

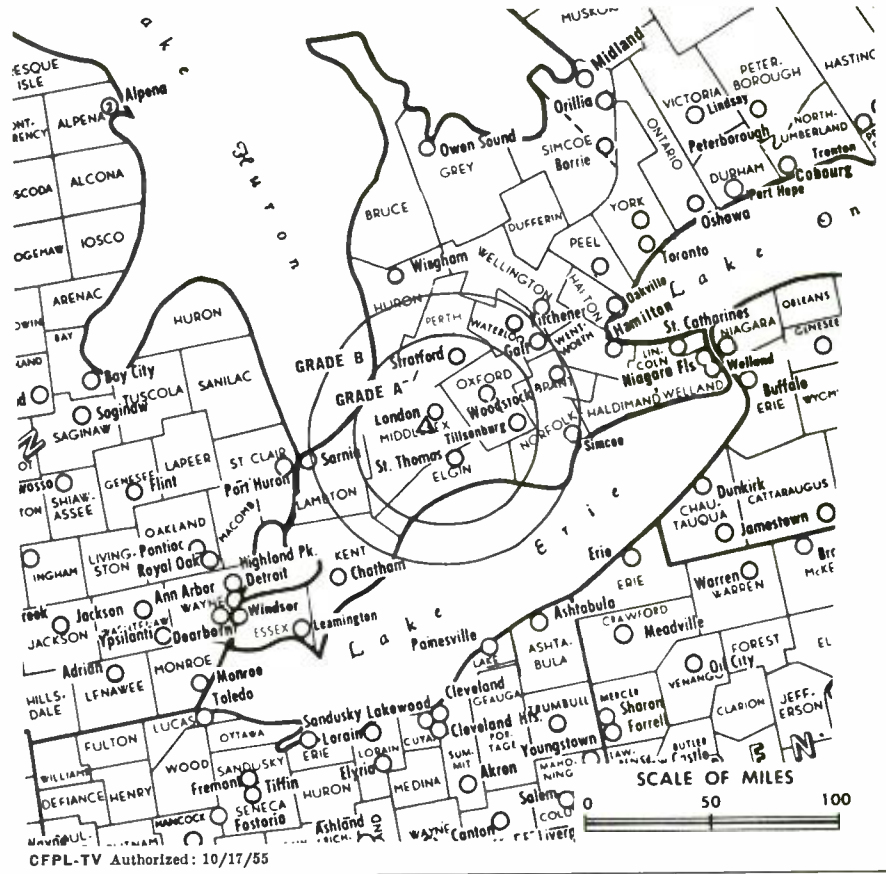
**News Film Service:** CBC.

**AM Affiliate:** CFPL, 10-kw (5-kw night), 980 kHz (CBC).

**FM Affiliate:** CFPL-FM, 200-kw, 95.9 MHz (No. 240), 870-ft.

**Represented (engineering)** by D. E. M. Allen, Winnipeg, Man.

**Represented (sales)** by All-Canada Radio & Television Ltd.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.  
CFPL-TV Authorized: 10/17/85

**CFPL-TV**

**Network Service:** CBC.

**Licensee:** CFPL Bcstg. Ltd., Box 2880.

**Studio:** Commissioners Road, Box 2880, Terminal 'A', London N6A 4H9.

**Telephone:** 519-686-8810. **Telex:** 024-846.

**Ownership:** CFPL Bcstg. Ltd.; W. J. Blackburn, chmn.

**Began Operation:** Nov. 28, 1953.

**Personnel:**

- Murray T. Brown, *president & general manager.*
- Robert V. Elsdon, *dir. of industry, mktg.-community relations.*
- G. Robitaille, *director of engineering.*
- James A. Plant, *director of operations.*
- Tom Bird, *sales manager.*
- Ron Laidlaw, *news director.*
- H. Warren Blahout, *traffic supervisor.*
- W. T. Daley, *manager, marketing services-community relations.*
- W. T. Percival, *art supervisor.*
- L. J. Shaunessy, *promotion supervisor.*

**Highest 30 Sec. Rate (June 5, 1978):** \$360.\*

\*Combination rates: CFPL-TV, London & CKNX-TV, Wingham.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5369	London C.M.A.	268,530
	5340	Waterloo	291,320
	5390	Lambton	119,110
	5339	Kitchener C.M.A.	274,680
	5350	Oxford	84,600
	5420	Perth	65,610
	5320	Brant	97,270
<b>Between 25-49%</b>	5400	Kent	104,880
<b>Between 5-24%</b>	5280	Wentworth	401,790
	5360	Wellington	125,210
	5440	Bruce	59,640
	5310	Haldimand	34,220
<b>CFPL-TV Total Persons:</b>			<b>1,926,860</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,023,000</b>

# Ontario—Niagara Falls (Buffalo, N.Y.)

## WIVB-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.

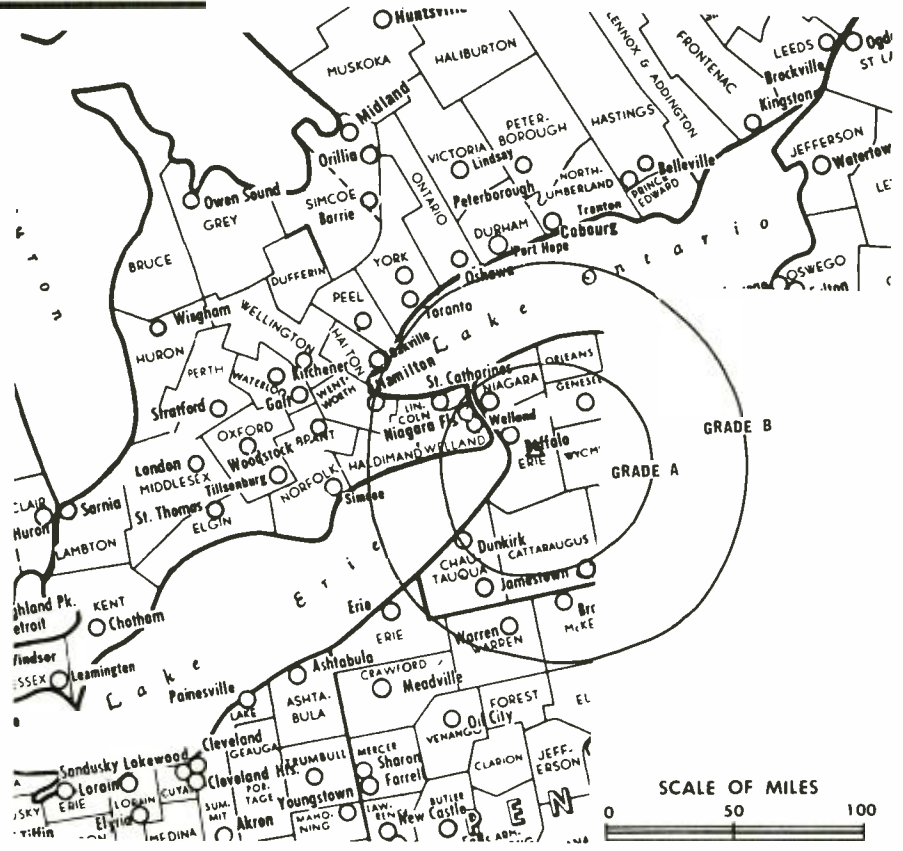
TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: UPI.

News Film Service: CBS.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WIVB-TV Ref: FCC File No. BPCT-2075 Granted 2/13/54

## WIVB-TV

Licensee: Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, N.Y. (14207).

Studio: 2077 Elmwood Ave.

Telephone: 716-874-4410.

TWX No.: 710-522-1719.

Ownership: Howard Publications Inc. Robert S. Howard, chmn., 63%; Wendell Marshall, 18.4%; M. T. Deaton, 17.4%; John E. Tompkins, 1.2%. Buffalo Bcstg. officers: Robert S. Howard, chmn.; Leslie G. Arries Jr., pres.; Thomas W. Howard, v.p.; Wendell Marshall, secy.; Elvah Dixon, asst. secy.-treas.

Began Operation: May 14, 1948. Sale to present owner by Buffalo Evening News approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22).

Represented (sales) by Harrington, Righter & Parsons Inc. (U.S.); Stephens & Towndrow Co. Ltd. (Canada).

Represented (engineering) by A. Earl Cullum Jr. Consulting Engineers.

Represented (legal) by Cordon & Jacob.

### Personnel:

Leslie G. Arries Jr., *president & general manager.*  
George D. Lilly, *station manager.*  
Raymond K. Coleman, *general sales manager.*  
Quintin E. Renner, *program director.*  
Sarah L. Lewis, *community services director.*  
Howard Glassroth, *news director.*  
Frank A. Maser, *director of engineering.*  
Jim Chirumbolo, *manager of creative services.*

### DIGEST OF RATE CARD NO. 32 (Sept. 19, 1978)

Hour	30 Min.	Min.	30 Sec.
Class AA—8-11:00 p.m., daily.			
\$7000	\$3500	\$1500	\$1500

NETWORK BASE HOURLY RATE: \$1800.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5300	Niagara Reg. Mun.	361,570
	5269	Hamilton C.M.A.	524,560
	5299	St. Catharines-Niagara C.M.A.	299,190
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5270	Halton	235,300
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5190	Durham Reg. Mun.	250,340
	5200	York Reg. Mun.	211,580
	5189	Oshawa C.M.A.	136,080
5320	Brant	97,270	
5310	Haldimand	34,220	
<b>Between 25-49%</b>	5480	Sudbury County	187,320
	5479	Sudbury C.M.A.	151,390
	5360	Wellington	125,210
	5242	Simcoe Bal., Barrie	135,890
	5470	Nipissing	80,320
	5501	Cochrane South	64,850
	5469	North Bay C.A.	51,030
5499	Timmins	44,060	
5241	Simcoe E. Election Dist.	81,560	
5239	Barrie C.A.	51,880	
5170	Victoria	44,850	
5150	Northumberland	64,640	
<b>Between 5-24%</b>	5450	Grey	72,340
	5255	Haliburton, Muskoka	48,680
	5420	Perth	65,610
	5440	Bruce	59,640
	5350	Oxford	84,600
	5160	Peterborough	99,810
	5460	Parry Sound	32,750
5159	Peterborough C.A.	65,180	
<b>WIVB-TV Total Persons:</b>			10,020,230
<b>BBM Weekly Reach (March 1978):</b>			3,187,000

# 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, 982-ft. above ground, 2314-ft. above sea level.

Latitude 42° 43' 06"  
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, N.Y.

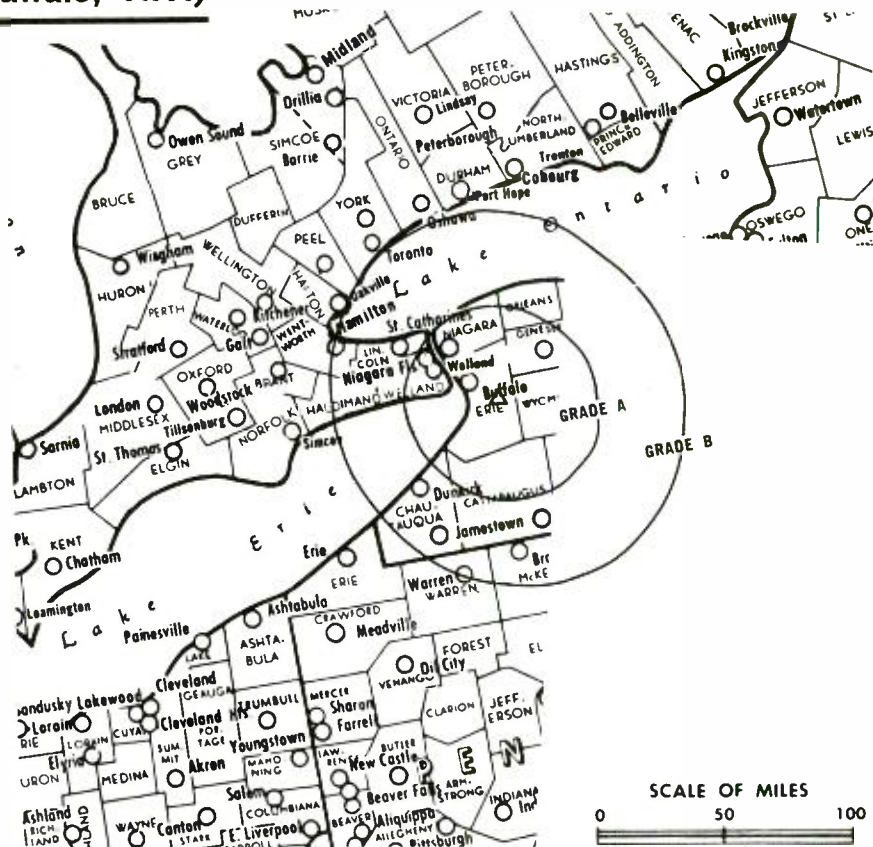
TV tape: Recording facilities.

AM Affiliate: WGR, 5-kw, 550 kHz.

FM Affiliate: WGRQ, 12.6-kw, 96.9 MHz (No. 245). 889-ft. antenna height.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WGR-TV Ref: FCC File No. BPCT-3826 Granted 12/13/66

## WGR-TV

Licensee: Taft Broadcasting Co., 259 Delaware Ave., Buffalo (14202).

Studio: 259 Delaware Ave.

Telephone: 716-856-1414.

TWX No.: 710-522-1729.

Ownership: See WKRC-TV, Cincinnati, Ohio.

Began Operation: Aug. 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 TeleRep; Radio-Television Representatives Ltd. (Canada).

Represented (legal) by Koteen & Burt.

### Personnel:

- Phil Jones, *general manager*.
- Michael Fisher, *sales manager*.
- Gene R. Kirshenstein, *business manager*.
- Richard Westlund, *manager of engineering*.
- Betty Seeberg, *traffic manager*.
- Edward Herbert, *operations manager*.
- Stewart Dan, *news director*.
- Carol Zulewski, *promotion manager*.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1800.

## INSTANT FACTBOOK

Factbook Research, Inc.

1836 Jefferson Place, N.W.

Washington, D.C. 20036

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5300	Niagara Reg. Mun.	361,570
	5299	St. Catharines-Niagara C.M.A.	299,190
	5269	Hamilton C.M.A.	524,560
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5270	Halton	235,300
	5189	Oshawa C.M.A.	136,080
	5310	Haldimand	34,220
<b>Between 25-49%</b>	5190	Durham Reg. Mun.	250,340
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5479	Sudbury C.M.A.	151,390
	5480	Sudbury	187,320
	5200	York Reg. Mun.	211,580
	5320	Brant	97,270
	5360	Wellington	125,210
<b>Between 5-24%</b>	5501	Cochrane South	64,850
	5499	Timmins	44,060
	5469	North Bay C.A.	51,030
	5242	Simcoe Bal., Barrie	135,890
	5470	Nipissing	80,320
	5450	Grey	72,340
	5241	Simcoe E. Election Dist.	81,560
	5160	Peterborough	99,810
	5255	Haliburton, Muskoka	48,680
	5440	Bruce	59,640
5350	Oxford	84,600	
5150	Northumberland	64,640	
5239	Barrie C.A.	51,880	
5159	Peterborough C.A.	65,180	
5420	Perth	65,610	
5460	Perry Sound	32,750	
<b>WGR-TV Total Persons:</b>			<b>9,975,380</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>2,675,000</b>

# 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' 15"  
Longitude 78° 37' 12"

**Transmitter:** E of Center St., Colden, N.Y.

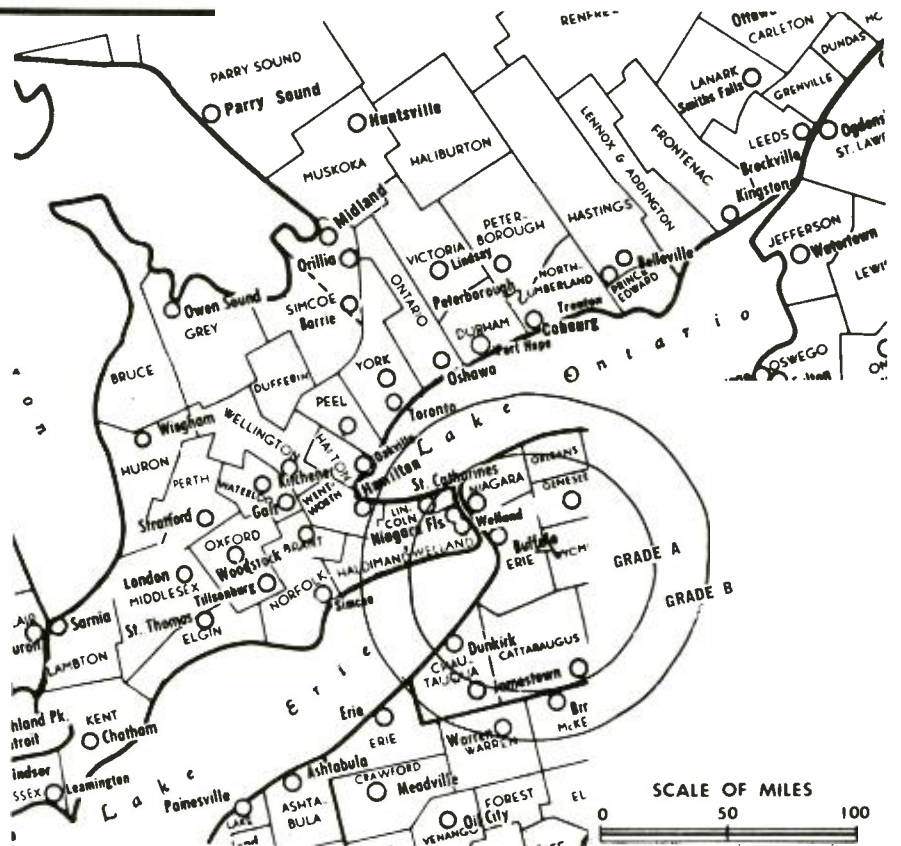
**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.

**Facsimile Service:** UPI.

**AM Affiliate:** WKBW, 50-kw, 1520 kHz.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WKBW-TV Ref: FCC File No. BPCT-2677 Granted 9/9/59

## WKBW-TV

**Network Service:** ABC.

**Licensee:** Capital Cities Communications Inc., 485 Madison Ave., New York (10022).

**Studio:** 7 Broadcast Plaza, Buffalo, N.Y. (14202).

**Telephone:** 716-845-6100.

**TWX No.:** 710-522-1846.

**Ownership:** Capital Cities Communications Inc., 100%. (For other interests see Group Ownership of U.S. Television Stations).

**Began Operation:** Nov. 30, 1958.

**Represented (sales) by:** Blair TV (U.S.); Metrosport Television Ltd. (Canada).

**Represented (legal) by:** Wilmer, Cutler & Pickering.

**Personnel:**

Philip R. Beuth, *vice president & general manager.*  
Richard Shepard, *general sales manager.*  
Cliff Fisher, *local sales manager.*  
Dick Bales, *regional sales manager.*  
Ron Martzolf, *program manager.*  
Don Holland, *chief engineer.*  
Will Mebane, *promotion manager.*  
Ken Koller, *business manager.*  
Steve Zappia, *production manager.*  
Bill Applegate, *news director.*

**Highest 30 Sec. Rate (April 15, 1977):** \$1800.

**NETWORK BASE HOURLY RATE:** \$1900.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5300	Niagara Reg. Mun.	361,570
	5269	Hamilton C.M.A.	524,560
	5299	St. Catharines-Niagara C.M.A.	299,190
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5190	Durham Reg. Mun.	250,340
	5270	Halton	235,300
	5340	Waterloo	291,320
	5200	York Reg. Mun.	211,580
	5339	Kitchener C.M.A.	274,680
	5189	Oshawa C.M.A.	136,080
	5320	Brant	97,270
5160	Peterborough	99,810	
5159	Peterborough C.A.	65,180	
5310	Haldimand	34,220	
5150	Northumberland	64,640	
<b>Between 25-49%</b>	5360	Wellington	125,210
	5350	Oxford	84,600
	5242	Simcoe Bal., Barrie	135,890
	5170	Victoria	44,850
	5241	Simcoe E. Election Dist.	81,560
5239	Barrie C.A.	51,880	
<b>Between 5-24%</b>	5420	Perth	65,610
<b>WKBW-TV Total Persons:</b>			9,227,850
<b>BBM Weekly Reach (March 1978):</b>			3,354,000

# Ontario—Niagara Falls (Buffalo, N.Y.)

## WUTV (Ch. 29)

**Technical Facilities:** Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft above ground, 1549-ft. above sea level.

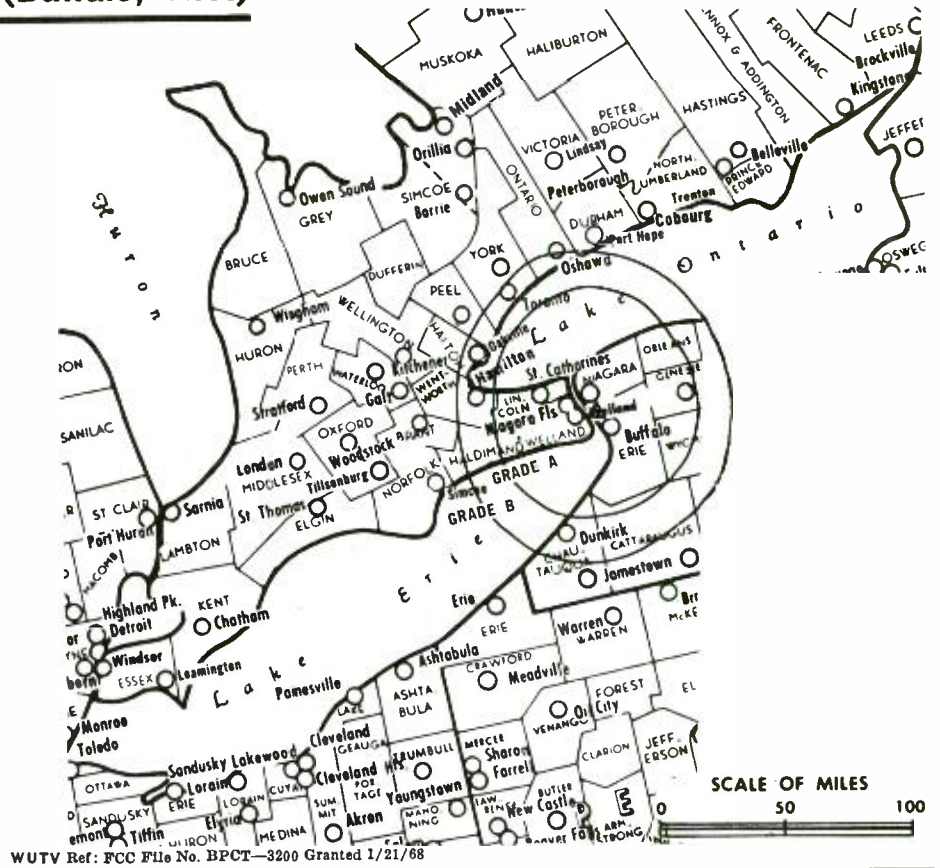
Latitude 43° 01' 27"  
Longitude 78° 55' 40"

**Transmitter:** 951 Whitehaven Rd., Grand Island, N.Y.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** UPI.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## WUTV

**Network Service:** None, independent.

**Licensee:** Whitehaven Entertainment Corp., 951 Whitehaven Rd., Grand Island, N.Y. (14072).

**Studio:** 951 Whitehaven Rd., Grand Island, N.Y. (14072).

**Telephone:** 716-773-7531. **TWX No.:** 710-260-1359.

**Ownership:** Herman Pease, pres.-treas., 54.2%; William D. Schulz, secy.; Charles River Resources Inc., 11.4%; First Capital Corp. of Boston, 9.9%; Devonshire Capital Corp., 19.4%; William P. Egan, Craig L. Burr & James F. Carlin, 1.1% each; C. Kevin Landry, 0.8%; David C. Croll, 0.9%. First Capital Corp. & Devonshire Capital Corp. have multiple communications interests.

**Began Operation:** Dec. 21, 1970. Sale to present owner by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved by FCC Feb. 10, 1978 (Television Digest, Vol. 17:31).

**Represented (sales)** by Bolton Broadcasting Ltd. (U.S.); Target Broadcast Sales (Canada).

**Represented (legal)** by Pierson, Ball & Dowd.

### Personnel:

Herman Pease, *president & general manager.*  
Albert M. Benz, *dir. of sales & administration.*  
Robert Jay, *general sales manager.*  
Rand Dular, *director of engineering.*  
Denise Krumm, *program director.*  
Darrell Moen, *production manager.*  
Kath Frohaska, *news director.*

**Highest 30 Sec. Rate (May 1, 1978):** \$150.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5300	Niagara Reg. Mun.	361,570
	5299	St. Catherine's-Niagara C.M.A.	299,190
<b>Between 25-49%</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5220	Peel Reg. Mun.	407,740
	5270	Halton	235,300
	5189	Oshawa C.M.A.	136,080
	5310	Haldimand	34,220
<b>Between 5-24%</b>	5269	Hamilton C.M.A.	524,560
	5280	Wentworth	401,790
	5190	Durham Reg. Mun.	250,340
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5200	York Reg. Mun.	211,580
	5320	Brant	97,270
	5150	Northumberland	64,640
	5360	Wellington	125,210
	5242	Simcoe Bal., Barrie	135,890
	5160	Peterborough	99,810
5159	Peterborough C.A.	65,180	
5170	Victoria	44,850	
<b>WUTV Total Persons:</b>			<b>8,944,200</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,371,000</b>

## Ontario

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 32 (578-584 MHz). Authorized power: 48-kw visual, 9.6-kw aural. Antenna: 557-ft. above av. terrain, lat. 44° 17' 22", long. 76° 28' 50".

Rates: Included as a bonus to the CBC French network rate.

### CICO-TV-28 Kitchener-Paris

(Ch. 28)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

Transmitter: Ayr, Ont.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 170-kw max. visual, 17-kw aural. Antenna: 972-ft. above av. terrain, 910-ft. above ground, 1910-ft. above sea level, lat. 43° 15' 39", long. 80° 26' 39".

### CBLFT-8 Kitchener

(Ch. 76)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: Kitchener, Ont.

Technical Facilities: Channel No. 76 (842-848 MHz). Authorized power: 166-kw visual, 32-kw aural. Antenna: 750-ft. above av. terrain, lat. 43° 27' 00", long. 80° 36' 08".

Began Operation: July 17, 1976.

Rates: Included as a bonus with CBLFT, Toronto.

### CBLFT-9 London

(Ch. 40)

French Outlet

Licensee: Canadian Bcstg. Corp., Ottawa, Ont.

Transmitter: London, Ont.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 24.4-kw visual, 4.9-kw aural. Antenna: 953-ft. above av. terrain, lat. 42° 57' 20", long. 81° 21' 20".

Began Operation: July 17, 1976.

Rates: Included as a bonus with CBLFT, Toronto.

### CICO-TV-18 London

(Ch. 18)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont.

Transmitter: London, Ont.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 17.6-kw visual, 1.7-kw aural. Antenna: 1022-ft. above av. terrain, 980-ft. above ground, 1864-ft. above sea level, lat. 42° 57' 20", long. 81° 21' 20".

### CBLAT-1 Manitouwadge

(Ch. 8)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 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: Included as a bonus to the CBC English Network.

### CBLAT-4 Marathon

(Ch. 11)

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: Included as a bonus with CBLAT-1, Manitouwadge.

### CHNB-TV North Bay

(Ch. 4)

Network Service: CBC, Mid-Canada TV.

Licensee: J. Conrad Lavigne Ltd., P. O. Box 620, Timmins, Ont.

Transmitter: Powassan, Ont.

Studio: 755 Main St. E., North Bay. Telephone: 705-472-2221.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 730-ft. above av. terrain, 500-ft. above ground, 1715-ft. above sea level, lat. 46° 03' 46", long. 79° 26' 05".

Began Operation: Oct. 11, 1971.

Personnel:

J. Conrad Lavigne, *president*.

Terry Coles, *vice president*.

Al Brooks, *director of programming*.

Jacques de Courville Nicol, *director of corporate affairs*.

Larry H. Wing, *director of marketing*.

Gaston Boullianne, *director of finance*.

Ron Goswell, *director of corporate development*.

Norm Brown, *chief engineer*.

Bob Hartwell, *operations manager*.

Jim Cooper, *sales manager*.

Zella Dawkins, *executive marketing asst.*

Rates: See Mid-Canada Television System, CFCL-TV, Timmins, CKNC-TV, Sudbury, CHNB-TV, North Bay & CHRO-TV Pembroke, Ont.

CHNB-TV Total Persons: 229,010

BBM Weekly Reach (March 1978): 128,000

### CKNY-TV North Bay

(Ch. 10)

(Repeated by separately-owned satellite rebroadcasting station CJTK-TV, Temiscaming, Que.)

Network Service: CTV.

Licensee: Cambrian Broadcasting Ltd., Box 1050, North Bay, Ont. P1B 8K3.

Transmitter: Hwy. 11, 1-mi. S of Callander, Ont.

Studio: 245 Oak St., North Bay, Ont. P1B 1A2.

Telephone: 705-476-3111.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 119-kw visual, 23.8-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, film & slide.

News Wire Service: Broadcast News, Canadian Press.

Ownership: Cambrian Bcstg. Ltd., 100%.

Began Operation: Dec. 19, 1955.

Represented (sales) by Glen-Warren Broadcast Sales.

Personnel:

George Lund, *manager*.

Remy Gagne, *station manager*.

Tim Haskins, *news director*.

CKNY-TV Total Persons: 519,040

BBM Weekly Reach (March 1978): 110,000

### CICO-TV-24 Ottawa

(Ch. 24)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

(Continued on page 1085-b)

# 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.

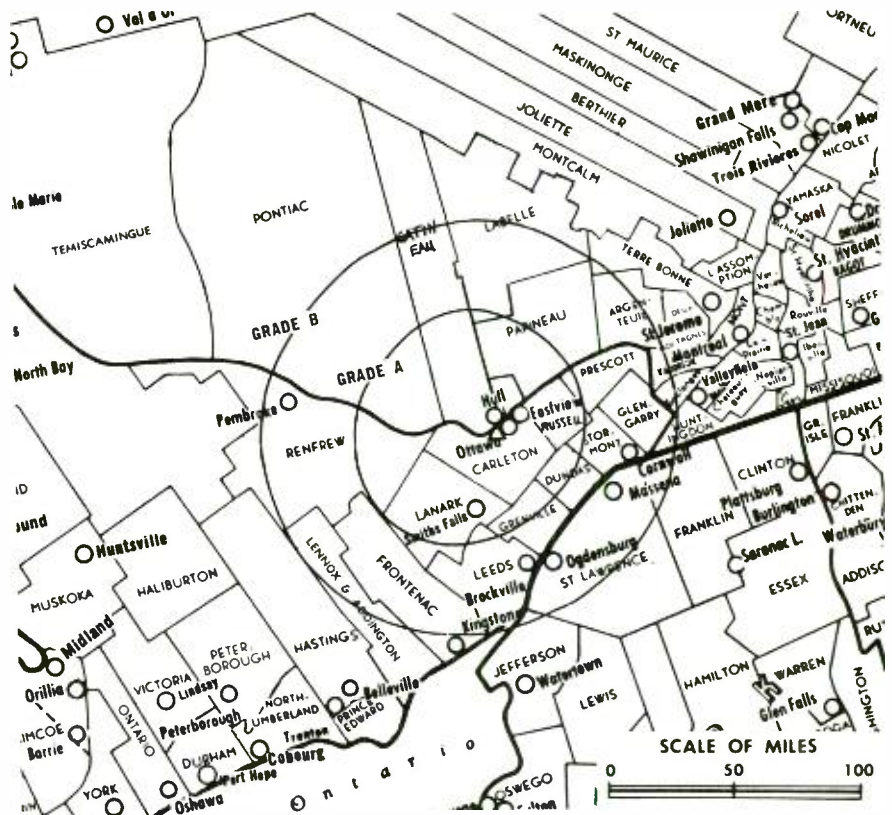
**AM Affiliate:** CBO, 5-kw, 910 kHz (CBC).

**FM Affiliate:** CBO-FM, 70-kw, 103.3 MHz (No. 277), 345-ft.

**Studio:** Lanark Ave.

**Telephone:** 613-725-3511. **Telex:** 053-4820.

**Represented (sales) by** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).



Data on reach & 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.

**Mailing Address:** Box 3220, Station 'C', Ottawa, Ont. K1Y 1E4.

**Began Operation:** June 2, 1953.

**Personnel:**

- G. Bruce, *director, Ottawa area.*
- P. E. Parent, *director of public relations.*
- J. M. Cleary, *area operations director.*
- P. Gaffney, *program manager, CBOT.*
- D. Mackenzie, *news supervisor.*
- L. M. O'Neill, *area sales manager.*
- L. E. Webb, *engineering services director.*
- C. Fresco, *supervisor of publicity.*

**Highest 30 Sec. Rate (June 1, 1978):** \$225.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5069	Ottawa-Hull C.M.A.	699,390
	5100	Renfrew	86,270
	5010	Stormont	59,780
	4740	Pontiac	20,150
<b>Between 25-49%</b>	5080	Leeds	51,980
	5030	Prescott	28,810
<b>Between 5-24%</b>	4700	LaBelle	30,550
	5110	Frontenac	107,260
	5109	Kingston	89,730
<b>CBOT Total Persons:</b>			<b>1,173,920</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>792,000</b>

## 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.

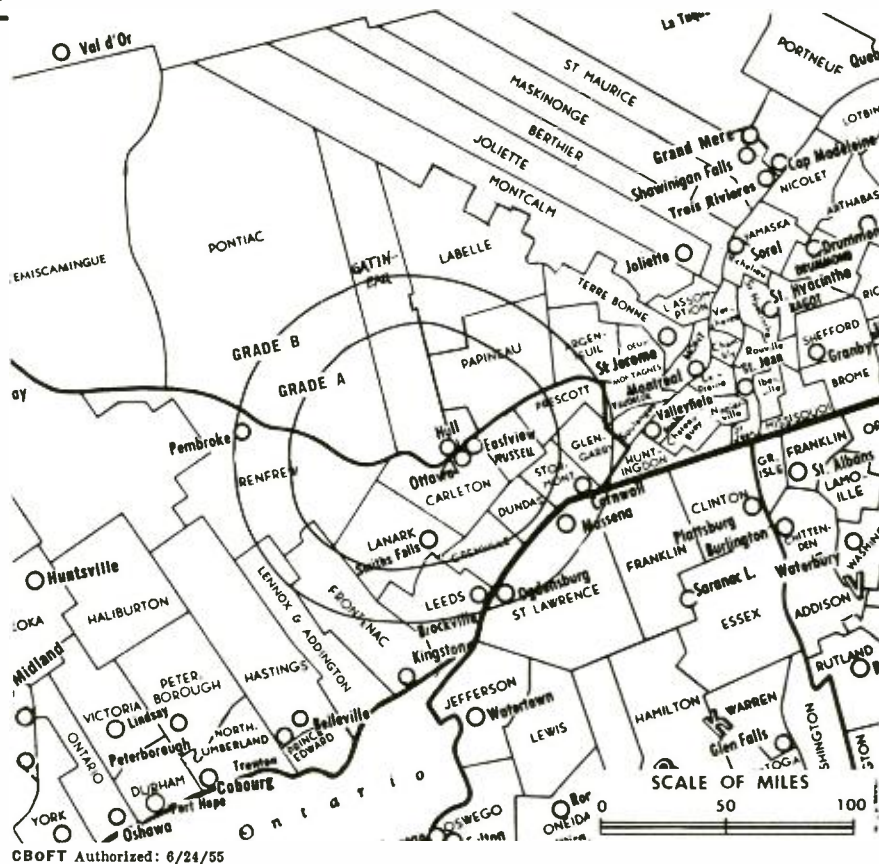
**AM Affiliate:** CBOF, 10-kw, 1250 kHz (CBC).

**FM Affiliate:** CBOF-FM, 70-kw, 102.5 MHz.

**Studio:** Lanark Ave. Telephone: 613-725-3511. Telex: 053-4820.

**Represented (sales) by:** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.



## CBOFT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Mailing Address:** Box 3220, Station 'C', Ottawa, Ont. K1Y 1E4.

**Began Operation:** June 24, 1955.

**Personnel:**

G. Bruce, *director, Ottawa area.*

L. M. O'Neill, *area sales manager.*

J. M. Cleary, *area operations director.*

G. Huard, *program director.*

P. Monette, *program manager, CBOFT.*

H. Cruzene, *news supervisor.*

P. E. Parent, *director of public relations.*

L. E. Webb, *area engineering services director.*

J. G. Marinier, *supervisor of publicity.*

**Highest 30 Sec. Rate (June 1, 1978):** \$100.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	None	50% & Over	
<b>Between 25-49%</b>	5069	Ottawa-Hull C.M.A.	699,390
	5030	Prescott	28,810
<b>Between 5-24%</b>	4700	LaBelle	30,550
	4740	Pontiac	20,150
	5010	Stormont	59,780
	5080	Leeds	51,980
<b>CBOFT Total Persons:</b>			<b>890,660</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>282,000</b>



# Ontario—Ottawa

## CJOH-TV

(Ch. 13)

(Also operates satellites CJOH-TV-8, Cornwall & CJOH-TV-6, Deseronto, Ont.)

**Technical Facilities:** Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: Directional, 1150-ft. above av. terrain.

Latitude 45° 30' 01"  
Longitude 75° 51' 02"

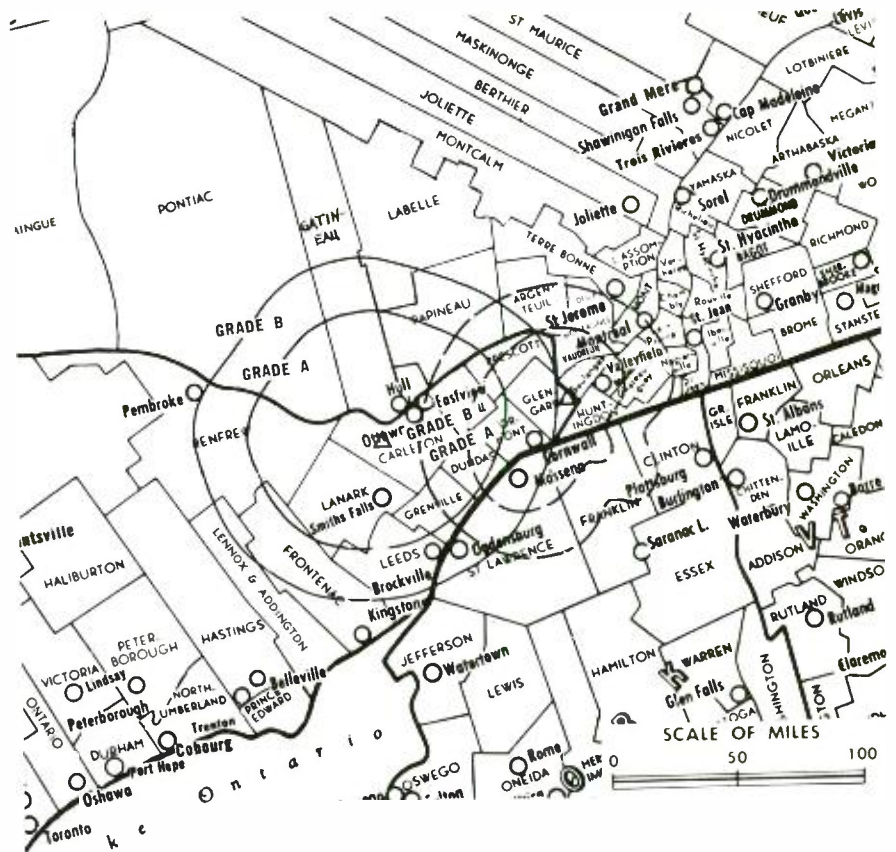
**Transmitter:** Camp Fortune, P.Q.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, Canadian Press.

**News Film Service:** CTV, ABC.



CJOH-TV Authorized: 12/19/80

Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CJOH-TV

**Network Service:** CTV.

**Licensee:** Ottawa-Cornwall Bcstg. Ltd., 1500 Merivale Rd., Ottawa.

**Studio:** 1500 Merivale Rd., City View, Ottawa.

**Mailing Address:** P.O. Box 5813, Station 'F', Ottawa, Ont. K2C 3G6.

**Telephone:** 613-224-1313. Telex: 053-4294.

**Ownership:** Bushnell Communications Ltd., 1500 Merivale Rd., Ottawa. Also owns satellites CJOH-TV-8, Cornwall & CJOH-TV-6, Deseronto, Ont.

**Began Operation:** March 12, 1961.

**Represented (sales) by:** Bolton Broadcasting Ltd. (for U.S.); Standard Broadcast Sales Co. Ltd./Television (Toronto, Ottawa & Montreal); Western Broadcast Sales (Winnipeg & Vancouver).

### Personnel:

- H. T. McCurdy, chairman of the board.
- L. Nichols, president.
- E. J. Billo, vice president & general manager.
- R. R. Lucas, vice president, sales.
- Gerald Nixon, director of operations.
- W. J. McKee, director of production services.
- B. Matthews, executive producer.
- W. J. Beveridge, programming & promotion manager.

Highest 30 Sec. Rate (June 1, 1978): \$425.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5069	Ottawa-Hull C.M.A.	699,390
	5100	Renfrew	86,270
	5010	Stormont	59,780
	5110	Frontenac	107,260
	5140	Hastings	105,340
	5109	Kingston C.A.	89,730
	5080	Leeds	51,980
	4740	Pontiac	20,150
	5120	Lennox, Addington	33,210
	5130	Prince Edward	22,650
5030	Prescott	28,810	
<b>Between 25-49%</b>	5160	Peterborough	99,810
	5150	Northumberland	64,640
	4650	Argenteuil	31,080
<b>Between 5-24%</b>	4565	Montreal, Jesus	2,049,880
	4700	LaBelle	30,550
<b>CJOH-TV Total Persons:</b>			<b>3,580,530</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,382,000</b>

For Ottawa CATV Systems, see Services Volume

# Ontario—Paris

## CKGN-TV

(Ch. 6)

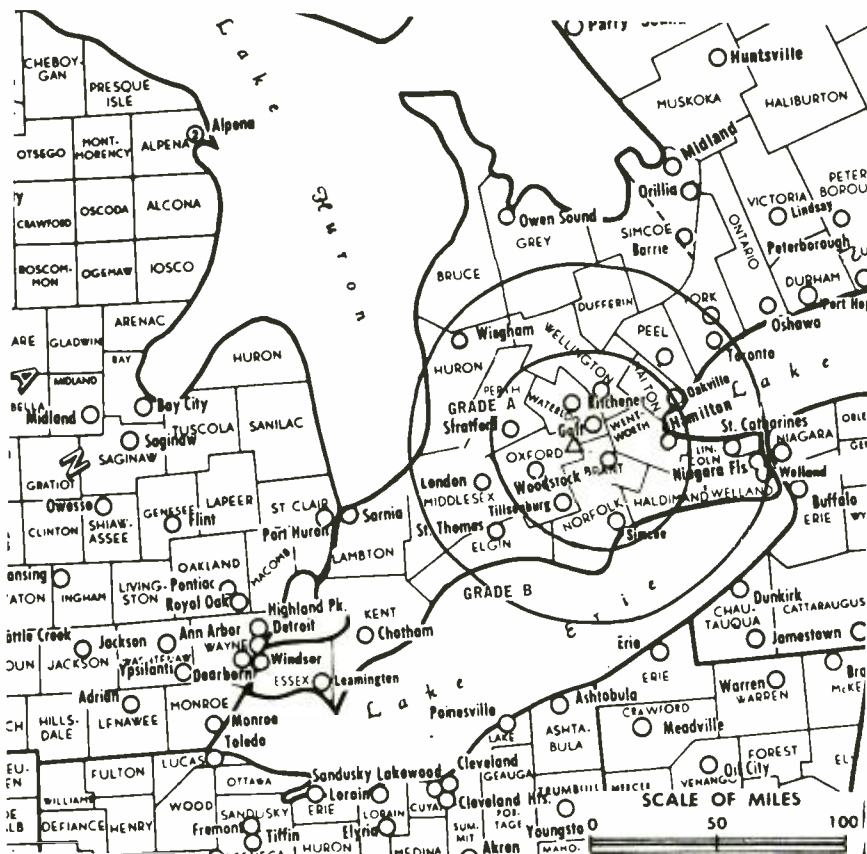
(Repeated by CKGN-TV-1, Windsor; CKGN-TV-2, Bancroft; CKGN-TV-6, Ottawa; CKGN-TV-22, Uxbridge; CKGN-TV-29, Sarnia, all Ont.)

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1037-ft. above av. terrain. Latitude 43° 15' 39" Longitude 80° 26' 39"

Transmitter: SW of Paris.

Color: Network, live, film, slide & tape.

News Film Service: ABC.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKGN-TV Authorized: 7/21/72

## CKGN-TV

Network Service: None, independent.

Licensee: Global Communications Ltd., 81 Barber Greene Rd., Toronto, Ont. M3C 2A3.

Telephone: 416-446-5311.

Ownership: Global Ventures Western Ltd., 100%.

Began Operation: Jan. 6, 1974.

Represented (sales) by Harlan G. Oakes (U.S.); E. S. Sumner Corp. (U.S.).

Personnel:

Paul G. Morton, *president*.

William R. Cunningham, *v.p., news & public affairs*.

Peter Viner, *v.p., sales & marketing*.

John Craig, *v.p., finance & administration*.

Bill Stewart, *v.p. programming*.

Gerald Rochon, *v.p., production & facilities*.

Rates: Not available.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5069	Ottawa-Hull C.M.A.	699,390
	5269	Hamilton C.M.A.	524,560
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5369	London C.M.A.	268,530
	5190	Durham Reg. Mun.	250,340
	5270	Halton	235,300
	5200	York Reg. Mun.	211,580
	5360	Wellington	125,210
	5350	Oxford	84,600
	5189	Oshawa C.M.A.	136,080
	5242	Simcoe Bal., Barrie	135,890
	5241	Simcoe E. Election Dist.	81,560
	5140	Hastings	105,340
	5320	Brant	97,270
	<b>Between 25-49%</b>	5100	Renfrew
5390		Lambton	119,110
5160		Peterborough	99,810
5420		Perth	65,610
5170		Victoria	44,850
5159		Peterborough C.A.	65,180
5239		Barrie C.A.	51,880
5310		Haldimand	34,220
4740		Pontiac	20,150
5300		Niagara Reg. Mun.	361,570
5299		St. Catharines-Niagara	299,190
5480		Sudbury	187,320
5479	Sudbury C.M.A.	151,390	
5110	Frontenac	107,260	
5255	Haliburton, Muskoka	48,680	
5109	Kingston C.A.	89,730	
5470	Nipissing	80,320	
5501	Cochrane South	64,850	
5400	Kent	104,880	
5450	Grey	72,340	
5469	North Bay C.A.	51,030	
5499	Timmins	44,060	
5120	Lennox, Addington	33,210	
5150	Northumberland	64,640	
5440	Bruce	59,640	
5080	Leeds	51,980	
<b>Between 5-24%</b>	5010	Stormont	59,780
	5460	Parry Sound	32,750
	5130	Prince Edward	22,650

CKGN-TV Total Persons: 11,788,510  
BBM Weekly Reach (March 1978): 4,826,000

# Repetition breeds

## • REMEMBRANCE •

For details on multi-position ads in next year's Factbook, Use Order Card #6 Stations Volume

Transmitter: Camp Fortune, P.Q.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1495-kw max. visual, 879-kw max. aural. Antenna: 1092-ft. above av. terrain, 400-ft. above ground, 1550-ft. above sea level, lat. 45° 30' 11", long. 75° 01' 02".

**CKGN-TV-6**

**Ottawa**

(Ch. 6)

(Satellite rebroadcasting station of CKGN-TV, Paris, Ont.)

Network Service: None, independent.

Licensee: Global Communications Ltd., 81 Barber Greene Rd., Don Mills, Ont. M3C 2A2.

Transmitter: N of Farmer Rapids, Ont.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 2.8-kw visual, 0.4-kw aural. Antenna: 149-ft. above av. terrain, lat. 45° 31' 05", long. 75° 44' 48".

Began Operation: 1974.

Rates: Included as a bonus with CKGN-TV, Paris, Ont.

**CHRO-TV**

**Ottawa-Pembroke**

(Ch. 5)

Network Service: CBC, Mid-Canada TV.

Licensee: Ottawa Valley Television Co. Ltd., 319 Pembroke St. E., Pembroke, Ont. K8A 3K5; 200 Isabella St., Ottawa.

Telephone: 735-1036. Telex: 053-34515.

Studios: Forest Lea Rd., Pembroke; 200 Isabella St., Ottawa.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 51.8-kw visual, 25.9-kw aural. Antenna: 496-ft. above av. terrain, 580-ft. above ground, 1042-ft. above sea level, lat. 45° 50' 02", long. 77° 09' 50".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

Ownership: J. Conrad Lavigne Ltd., 100%.

Began Operation: Aug. 19, 1961.

Represented (sales) by All-Canada TV Sales (U.S.; Winnipeg: Vancouver); Paul Mulvihill & Co. Ltd. (Toronto: Montreal).

Personnel:

- J. Conrad Lavigne, *president*.
- Terry Coles, *vice president*.
- Al Brooks, *director of programming*.
- Jacques de Courville Nicol, *director of corporate affairs*.
- Larry H. Wing, *director of marketing*.
- Gaston Boullianne, *director of finance*.
- Ron Goswell, *director of corporate development*.
- Gerry Clifford, *operations manager*.
- Don Elvidge, *chief engineer*.
- Bruce Vallance, *sales manager*.

**DIGEST OF RATE CARD NO. 6**

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

Class AA—6:30-11 p.m., daily.

CHRO-TV Total Persons: 805,810

BBM Weekly Reach (March 1978): 292,000

**CBLFT-15**

**Penetanguishene**

(Ch. 34)

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 34 (590-596 MHz). Authorized power: 11.3-kw visual, 2.25-kw aural. Antenna: 596-ft. above av. terrain, lat. 44° 46' 10", long. 79° 59' 25".

Rates: Included as a bonus to the CBC French network rate.

**CBLFT-12**

**Peterborough**

(Ch. 44)

French Outlet

Network Service: CBC French network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

1979 Edition

Technical Facilities: Channel No. 44 (650-656 MHz). Authorized power: 48.6-kw visual, 9.72-kw aural. Antenna: 878-ft. above av. terrain, lat. 44° 07' 11", long. 78° 08' 12".

Rates: Included as a bonus to the CBC French network rate.

**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, Peterborough, Ont. K9J 6Z9.

Transmitter: 1-mi. NE of Peterborough in Douro Twp.

Studio: Douro Twp. Telephone: 705-742-0451.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 163-kw visual, 16.3-kw aural. Antenna: 771-ft. above av. terrain, 772-ft. above ground, 1590-ft. above sea level, lat. 44° 19' 45", long. 78° 18' 03".

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC.

AM Affiliate: CHEX, 10-kw (5-kw night), 980 kHz (CBC).

FM Affiliate: CFMP, 31.4-kw, 101.5 MHz (No. 268), 500-ft.

Ownership: See CKWS-TV, Kingston, Ont.

Began Operation: March 28, 1955.

Represented (sales) by Stephens & Towndrow Co. Ltd.; All-Canada Radio & Television Ltd. (U.S.).

Personnel:

- Wally Rewegan, *manager*.
- Ben Wilke, *chief engineer*.
- Jean Dolan, *traffic director*.
- Ian McFarlane, *local sales manager*.
- Bruce Anderson, *program director*.
- Alan Simmons, *promotion manager*.

Highest 30 Sec. Rate (June 18, 1978): \$110.

CHEX-TV Total Persons: 6,098,780

BBM Weekly Reach (March 1978): 573,000

**CBWET**

**Red Lake**

(Ch. 10)

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: Included as a bonus to CBC English network.

**CBLFT-17**

**Sarnia**

(Ch. 68)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 39.7-kw visual, 3.97-kw aural. Antenna: 438-ft. above av. terrain, lat. 42° 54' 31", long. 82° 20' 19".

**CKCO-TV-3**

**Sarnia-Chatham**

(Ch. 42)

(Rebroadcasting station of CKCO-TV, Kitchener, Ont.)

Network Service: CTV.

Licensee: Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.

(Continued on next page)

## Ontario

Transmitter: Near Wallaceburg, Ont.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 1263-kw max. visual, 126.3-kw max. aural. Antenna: 994-ft. above av. terrain, lat. 42° 42' 53", long. 82° 08' 12".

Began Operation: Nov. 1975.

Rates: This is a repeater of CKCO-TV, Kitchener (with some news & special events separate programming) and is included in the rates for that station.

### CKGN-TV-29 Sarnia

(Ch. 29)

(Satellite rebroadcasting station of CKGN-TV, Paris, Ont.)

Network Service: None, independent.

Licensee: Global Communications Ltd., 81 Barber Greene Rd., Don Mills, Ont. M3C 2A2.

Transmitter: SW of Oil Springs.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 162-kw visual, 24.3-kw aural. Antenna: 685-ft. above av. terrain, lat. 42° 43' 21", long. 82° 10' 00".

Began Operation: 1974.

Rates: Included as a bonus with CKGN-TV, Paris, Ont.

### CJIC-TV Sault Ste. Marie

(Ch. 5)

Network Service: CBC, CBS, NBC, ABC.

Licensee: Huron Bcstg. Ltd., Box 370, 119 East St. P6A 5M2.

Studio & Transmitter: 119 East St.

Telephone: 705-254-7111.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 10-kw visual. Antenna: Directional, 600-ft. above av. terrain, 500-ft. above ground, 835-ft. above sea level, lat. 46° 30' 32", long. 84° 19' 36".

Holds CRTC permission to increase power to 37.9-kw visual.

Color: Network, live, film, slide & tape.

News Wire Service: Canadian Press.

AM Affiliate: CKCY, 10-kw (5-kw night), 940 kHz.

Ownership: Huron Broadcasting Ltd., 100%.

Began Operation: Nov. 28, 1954.

Represented (sales) by All-Canada Radio & Television Ltd.

Personnel:

R. H. Ramsay, *general manager*.

Frank Gardl, *manager*.

Wayne Turner, *national & retail sales manager*.

Karl Sepkowski, *news editor*.

Stan Corbett, *chief engineer*.

Highest 30 Sec. Rate (Jan. 2, 1978): \$60.

CJIC-TV Total Persons: 209,550

BBM Weekly Reach (March 1978): 88,000

### CICO-TV-20 Sault Ste. Marie

(Ch. 20)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

Transmitter: Koraw Twp., Sault Ste. Marie.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 6-kw max. visual, 1.6-kw max. aural. Antenna: 650-ft. above av. terrain, 515-ft. above ground, 1590-ft. above sea level, lat. 46° 35' 40", long. 84° 21' 00".

Began Operation: October 4, 1978.

### CBWDT-1 Sioux Lookout

(Ch. 12)

Network Service: CBC.

1086-b

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 30-kw visual, 3-kw aural. Antenna: 664-ft. above av. terrain, lat. 50° 04' 31", long. 92° 01' 40".

Rates: Not available.

### CBLFT-1 Sturgeon Falls

(Ch. 7)

French Outlet

(Repeated by CBFST-1, Sudbury, Ont.; CBFST-2, Temiscaming, Que.; CBFST-3, Elliot Lake, Ont.)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. 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, 1.95-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.

### CBLFT-2 Sudbury

(Ch. 13)

French Outlet

(Rebroadcasting station of CBFST, Sturgeon Falls)

Network Service: CBC, French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sudbury.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 8.6-kw visual, 1.72-kw aural. Antenna: 478-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: Included as a bonus to the CBC French network rate.

### CICO-TV-19 Sudbury

(Ch. 19)

Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

Transmitter: Silver Lake, Sudbury.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 270-kw max. visual, 27-kw max. aural. Antenna: 564-ft. above av. terrain, 497-ft. above ground, 1467-ft. above sea level, lat. 46° 25' 29", long. 81° 00' 54".

Began Operation: June 30, 1978.

### CKCO-TV-4 The Muskokas

(Ch. 11)

(Rebroadcasting station of CKCO-TV, Kitchener, Ont.)

Network Service: CTV.

Licensee: Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.

Transmitter: Dwight, Ont.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 37.35-kw max. visual, 3.715-kw max. aural. Antenna: 641-ft. above av. terrain, lat. 45° 19' 44", long. 78° 57' 56".

Began Operation: Feb. 1976.

Rates: This is a repeater of CKCO-TV, Kitchener (with some news & special events separate programming) and is included in the rates for that station.

Additional Ont. stations on page 1089-b

# Ontario—Sudbury

## CKNC-TV (Ch. 9)

(Repeated by CKNC-TV-1, Elliot Lake, Ont.)

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 293-kw visual, 29.3-kw aural. Antenna: 550-ft. above av. terrain, 550-ft. above ground, 1600-ft. above sea level.

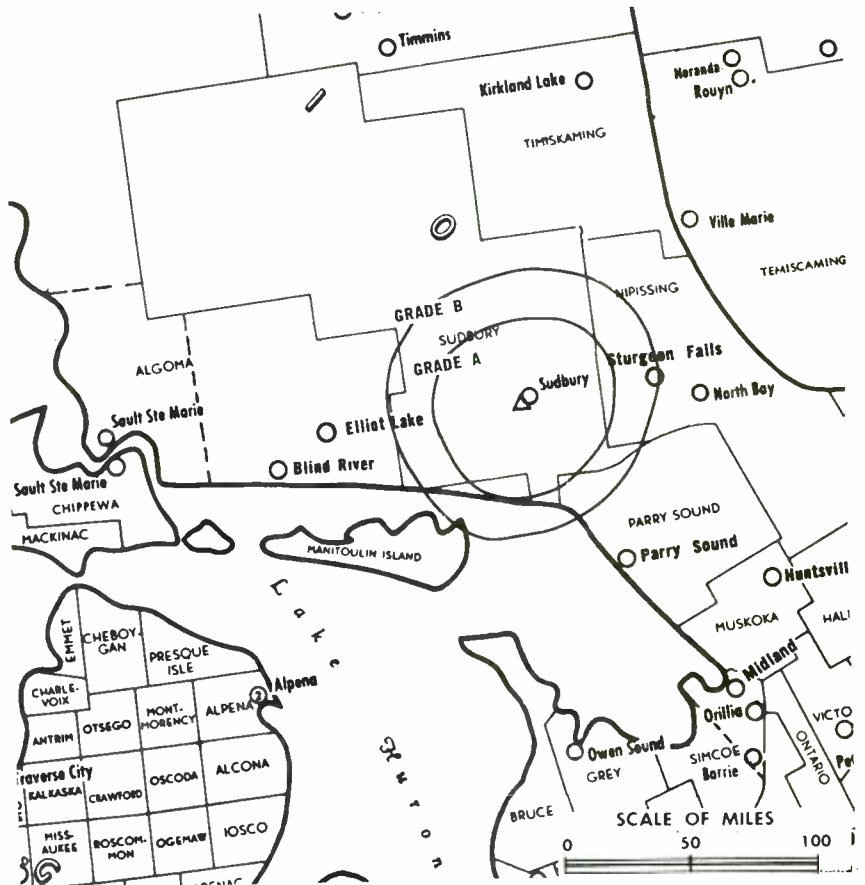
Latitude 46° 30' 44"  
Longitude 81° 00' 19"

Transmitter: 699 Froot Rd.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

News Film Service: CBC, Mid-Canada TV.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKNC-TV Authorized: 1971

## CKNC-TV

Network Service: CBC, Mid-Canada TV.

Licensee: J. Conrad Lavigne Ltd., P.O. Box 620, Timmins, Ont.

Studio: 699 Froot Rd., Sudbury, Ont.

Telephone: 705-674-8301.

Ownership: J. Conrad Lavigne Ltd.

Began Operation: Oct. 4, 1971.

Represented (sales) by Paul Mulvihill & Co. Ltd. (Montreal & Toronto); All-Canada TV Sales (Winnipeg, Vancouver & U.S.)

### Personnel:

J. Conrad Lavigne, *president*.

Terry Coles, *vice president*.

Larry Wing, *director of marketing*.

Al Brooks, *program director*.

Jacques de Courville Nicol, *director of corporate management*.

Gaston Boulianne, *director of finance*.

Ron Goswell, *director of corporate affairs*.

Bob Hartwell, *operations manager*.

Bill Nadeau, *sales manager*.

Detlef Krumbacher, *chief engineer*.

Zella Dawkins, *exec. marketing assistant*.

Highest 30 Sec. Rate (Feb. 1, 1975): \$160.

Combination rates: CKNC-TV, Sudbury; CFCL-TV, Timmins; CHNB-TV, North Bay & CHRO-TV, Pembroke, all Ont.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5480	Sudbury	187,320
	5479	Sudbury C.M.A.	151,390
	5515	Algoma E.	30,220
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	5470	Nipissing	80,320
<b>CKNC-TV Total Persons:</b>			<b>449,250</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>196,000</b>

# Ontario—Sudbury

## CKSO-TV

(Ch. 5)

(Also operates satellite rebroadcasting stations CKSO-TV-1, Elliot Lake; CKSO-TV-2, Timmins; CKSO-TV-3, Kearns, CKSO-TV-4, Kapuskasing, all Ont.)

**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.

Latitude 46° 30' 02"  
Longitude 81° 01' 16"

**Transmitter:** 336 Ash St.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** Canadian Press, Broadcast News.

**News Film Service:** CTV.

**TV tape:** Recording facilities.

**AM Affiliate:** CKSO, 10-kw (5-kw night), 790 kHz.

**FM Affiliate:** CIGM-FM, 92.7 MHz (No. 224), 100-kw.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CKSO-TV

**Network Service:** CTV, CBS, NBC, ABC.

**Licensee:** Cambrian Broadcasting Ltd., 336 Ash St.

**Studio:** 336 Ash St., Box 400.

**Telephone:** 705-674-0711.

**Ownership:** Cambrian Broadcasting Ltd.

**Began Operation:** Oct. 20, 1953.

**Represented (sales) by:** Glen-Warren Broadcast Sales Division (Canada); Bolton Broadcasting Ltd. (U.S.)

**Personnel:**

W. B. Plaunt, *president*.  
George Lund, *manager*.

**Rates:** Not available.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5480	Sudbury	187,320
	5479	Sudbury C.M.A.	151,390
	5501	Cochrane South	64,850
	5499	Timmins	44,060
	5515	Algoma E.	30,220
<b>Between 25-49%</b>	4731	Temiscamingue N.	34,690
	5531	Algoma W.	99,630
	5519	Sault Ste. Marie C.M.A.	79,700
<b>Between 5-24%</b>	5470	Nipissing	80,320
	4722	Abitibi S.	85,760
	5460	Parry Sound	32,750
	4732	Temiscamingue S.	16,230
<b>CKSO-TV Total Persons:</b>			906,920
<b>BBM Weekly Reach (March 1978):</b>			413,000

**CHFD-TV  
Thunder Bay**  
(Ch. 4)

Network Service: CTV.  
Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St.  
Studio: 87 N. Hill St.  
Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 56-kw visual, 10-kw aural. Antenna: 1395-ft above av. terrain, lat. 48° 31' 30", long. 89° 06' 50".  
Color: Network, live, film, slide & tape.  
Telephone: 807-344-9685. Telex: 073-4521.  
Represented (sales) by All Canada Radio & Television Ltd. (U.S.); Paul Mulvihill Ltd. (Canada); Group One Radio Ltd. (Winnipeg); J. W. Stovin Media Representation (Vancouver).  
Began Operation: Nov. 5, 1973.  
Personnel: See CKPR-TV, Thunder Bay.  
Rates: See CKPR-TV, Thunder Bay.

CHFD-TV Total Persons: 265,530  
BBM Weekly Reach (March 1978): 123,000

**CICO-TV-9  
Thunder Bay**  
(Ch. 9)  
Educational Station

Licensee: The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.  
Transmitter: Gorham Twp., Thunder Bay.  
Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 32.1-kw visual, 3.2-kw aural. Antenna: 780-ft. above av. terrain, 522-ft. above ground, 2032-ft. above sea level, lat. 48° 33' 02", long. 89° 13' 25".  
Began Operation: June 19, 1978.

**CKPR-TV  
Thunder Bay**  
(Ch. 2)

Network Service: CBC.  
Licensee: Thunder Bay Electronics Ltd., 87 N. Hill St., Thunder Bay, Ont. P7A 5V6.  
Studio: 87 N. Hill St. Telephone: 807-344-9685.  
Transmitter: Mount Baldy, 6-mi, NE of Port Arthur.  
Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 56-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, live, film, slide & tape.  
News Wire Service: Broadcast News.  
Began Operation: Sept. 17, 1954. Call letters changed from CFCJ-TV, Feb. 15, 1962.  
Represented (sales) by All Canada Radio & Television Ltd. (U.S.); Paul Mulvihill Ltd. (Canada); Group One Radio Ltd. (Winnipeg); J. W. Stovin Media Representation (Vancouver).  
Personnel:  
H. Fraser Dougall, *president*.  
A. H. Seuret, *vice president & general manager*.  
M. A. Zablocki, *vice president of finance & development*.  
Gerhard Buetow, *director of engineering*.  
R. Symons, *operations manager*.  
Highest 30 Sec. Rate (Jan. 1, 1977): \$90.  
Note: Combination rates for CKPR-TV & CHFD-TV, Thunder Bay.

CKPR-TV Total Persons: 265,530  
BBM Weekly Reach (March 1978): 135,000

**CBLFT-3  
Timmins**  
(Ch. 9)  
French Outlet

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, 3.2-kw aural. Antenna: 706-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: Included as a bonus to the CBC French network.

**CFCL-TV  
Timmins**  
(Ch. 6)

(Repeated by CFCL-TV-2, Kearns; CFCL-TV-3, Kapuskasing; CFCL-TV-4, Hearst; CFCL-TV-7, Chapleau; CFCL-TV-8, Moosonee, all Ont.; CFCL-TV-5, Malartic, Que.)  
Network Service: CBC, Mid-Canada TV.  
Licensee: J. Conrad Lavigne Ltd., P.O. Box 620, Timmins, Ont. P4N 7G3.  
Studio & Transmitter: Mont Sacre Coeur.  
Telephone: 705-264-4211.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-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, live, film, slide & tape.  
News Wire Service: Broadcast News, Canadian Press.  
AM Affiliate: CFCL, 10-kw (5-kw night), 620 kHz.  
Ownership: J. Conrad Lavigne Ltd., 100%.  
Began Operation: June 24, 1956.  
Represented (sales) by All-Canada TV Sales (U.S., Winnipeg, Vancouver); Paul Mulvihill & Co., Ltd. (Toronto, Montreal).  
Personnel:

- J. Conrad Lavigne, *president*.
- Terry Coles, *vice president*.
- Al Brooks, *director of programming*.
- Rudy Fauteux, *director of engineering*.
- Jacques de Courville Nicol, *director of corporate affairs*.
- Larry H. Wing, *director of marketing*.
- Gaston Boulianne, *director of finance*.
- Ron Goswell, *director of corporate development*.
- Mel Wallingford, *operations manager*.
- Ray Boucher, *sales manager*.
- Zella Dawkins, *exec. mktg. assistant*.

Highest 30 Sec. Rate (Jan. 1, 1976): \$160.\*  
\*Combination rate: CFCL-TV, Timmins, CKNC-TV, Sudbury, CHNB-TV, North Bay, CHRO-TV, Pembroke, Ont.

CFCL-TV Total Persons: 245,590  
BBM Weekly Reach (March 1978): 186,000

**CKSO-TV-2  
Timmins**  
(Ch. 3)

(Satellite rebroadcasting station of CKSO-TV, Sudbury, Ont.)  
Network Service: Same as CKSO-TV, Sudbury.  
Licensee: Cambrian Bcstg. Ltd., 336 Ash St., Sudbury.  
Transmitter: Timmins.  
Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 55-kw visual, 11-kw aural. Antenna: 544-ft. above av. terrain, lat. 43° 29' 30", long. 81° 19' 45".  
Rates: Included as a bonus with CKSO-TV Sudbury.

**CBLFT  
Toronto**  
(Ch. 25)

French Outlet  
Network Service: CBC French network.  
Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: CN Tower, Toronto, Ont.  
Studio: 100 Carlton St., Toronto, Ont.  
Mailing Address: Box 500, Station "A", Toronto, Ont. M5W 1E6.

# Ontario—Toronto

## CBLT

(Ch. 5)

English Outlet

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 84-kw visual, 16.8-kw aural. Antenna: 1780-ft. above av. terrain, 474-ft. above ground, 814-ft. above sea level.

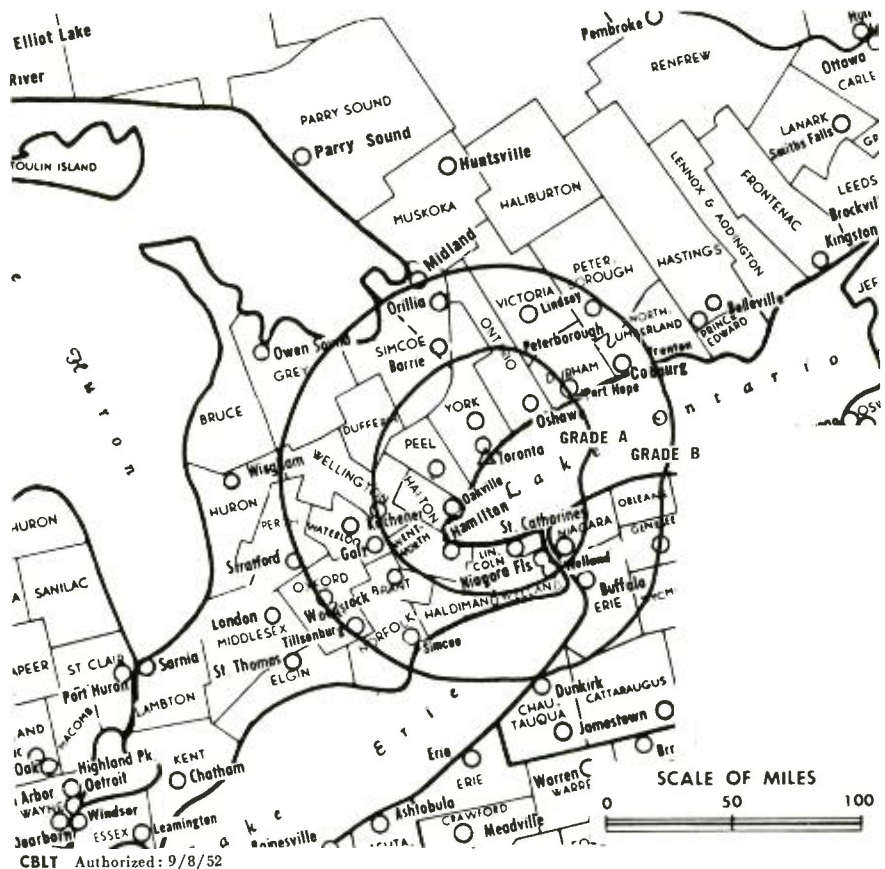
Latitude 43° 38' 33"  
Longitude 79° 23' 15"

Transmitter: CN Tower.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: CBS, NBC, ABC, ITV, BBC, AFP, Reuters.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CBLT

Network Service: CBC.

Licensee: Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 354 Jarvis St., Box 500, Station 'A', Toronto, Ont. M5W 1E6.

Telephone: 416-925-3311. Telex: 062-17796.

AM Affiliate: CBL, 740 kHz & 50-kw (CBC).

FM Affiliate: CBL-FM, 55.7-kw, 94.1 MHz (No. 231), 422-ft.

Began Operation: Sept. 8, 1952.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

- R. Devion, *program director, CBLT.*
- C. Cathcart, *exec. producer, news & current affairs.*
- R. Service, *manager television plant, Ontario region.*
- B. S. Stewart, *manager, Toronto region public relations.*
- F. Phillips, *television production manager.*
- S. Sulewski, *manager, television film service.*
- J. Hawkins, *manager, technical services.*

Highest 30 Sec. Rate (Jan. 1, 1979): \$600.

# INSTANT FACTBOOK

Factbook Research, Inc.  
1836 Jefferson Place, N.W.  
Washington, D.C. 20036

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5269	Hamilton C.M.A.	524,560
	5220	Peel Reg. Mun.	407,740
	5280	Wentworth	401,790
	5300	Niagara Reg. Mun.	361,570
	5299	St. Catharines-Niagara	299,190
	5190	Durham Reg. Mun.	250,340
	5270	Halton	235,300
	5200	York Reg. Mun.	211,580
	5189	Oshawa C.M.A.	136,080
	5360	Wellington	125,210
	5170	Victoria	44,850
<b>Between 25-49%</b>	5340	Waterloo	291,320
	5242	Simcoe Bal., Barrie	135,890
	5339	Kitchener C.M.A.	274,680
	5320	Brant	97,270
	5241	Simcoe E. Election Dist.	81,560
	5239	Barrie C.A.	51,880
	5150	Northumberland	64,640
	5310	Haldimand	34,220
5159	Peterborough C.A.	65,180	
<b>Between 5-24%</b>	5540	Thunder Bay	148,060
	5531	Algoma W.	99,630
	5160	Peterborough	99,810
	5350	Oxford	84,600
	5255	Haliburton, Muskoka	48,680
	5450	Grey	72,340
5420	Perth	65,610	
<b>CBLT Total Persons:</b>			<b>9,596,560</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>3,322,000</b>



# Ontario—Toronto

## CFTO-TV

(Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 280-kw visual, 37.5-kw aural. Antenna: 1532-ft. above av. terrain, 1613-ft. above ground, 1882-ft. above sea level.

Latitude 43° 38' 33"  
Longitude 79° 23' 15"

**Transmitter:** CN Tower.

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Broadcast News, Canadian Press.

**News Film Service:** ABC, NBC, Visnews.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CFTO-TV

**Network Service:** CTV.

**Licensee:** CFTO-TV Limited, Box 9, Toronto, Ontario M4A 2M9.

**Studio:** 9 Channel Nine Court, Agincourt.

**Sales Office:** 2 Bloor St. W., Toronto. Telex: 06-219696.

**Telephone:** 416-291-9111.

**Ownership:** Baton Broadcasting Inc., 100%. Officers: J. W. Bassett, chmn. & pres.; Foster Hewitt, v.p.; E. J. Delaney, v.p. & secy.; J. J. Garwood, v.p. & treas. Baton Bcstg. also owns CKLW Radio Bcstg. Ltd., CFQC Bcstg. Ltd., Confederation Broadcasting (Ottawa) Ltd.

**Began Operation:** Jan. 1, 1961.

**Represented (sales) by** Bolton Broadcasting Ltd. (U.S.); Glen Warren Broadcast Sales Division (Canada).

### Personnel:

John W. Bassett, *president & chairman of the board.*  
E. J. Delaney, *vice president & general manager.*  
J. J. Garwood, *vice president, finance.*  
D. H. Davis, *vice president, production.*  
E. J. Stuebing, *vice president, news & public affairs.*  
E. Richardson, *executive producer.*  
W. H. Cox, *general sales manager.*  
D. C. Ferguson, *national sales manager.*  
T. Smith, *program manager.*  
J. P. Beswick, *director of research.*  
P. F. Reesor, *promotion manager.*

**Highest 30 Sec. Rate (June 19, 1977):** \$745.

For CTV Network Listing, see Services Volume

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5220	Peel Reg. Mun.	407,740
	5269	Hamilton C.M.A.	524,560
	5190	Durham Reg. Mun.	250,340
	5280	Wentworth	401,790
	5200	York Reg. Mun.	211,580
	5300	Niagara Reg. Mun.	361,570
	5270	Halton	235,300
	5242	Simcoe Bal., Barrie	135,890
	5189	Oshawa C.M.A.	136,080
	5299	St. Catharines-Niagara	299,190
	5241	Simcoe E. Election Dist.	81,560
	5170	Victoria	44,850
<b>Between 25-49%</b>	5160	Peterborough	99,810
	5150	Northumberland	64,640
	5239	Barrie C.A.	51,880
	5159	Peterborough C.A.	65,180
<b>Between 5-24%</b>	5360	Wellington	125,210
	5140	Hastings	105,340
	5320	Brant	97,270
	5310	Haldimand	34,220
	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5255	Haliburton, Muskoka	48,680
	5350	Oxford	84,600
	5450	Grey	72,340

**CFTO-TV Total Persons:** 9,388,600  
**BBM Weekly Reach (March 1978):** 3,674,000

# Ontario—Toronto

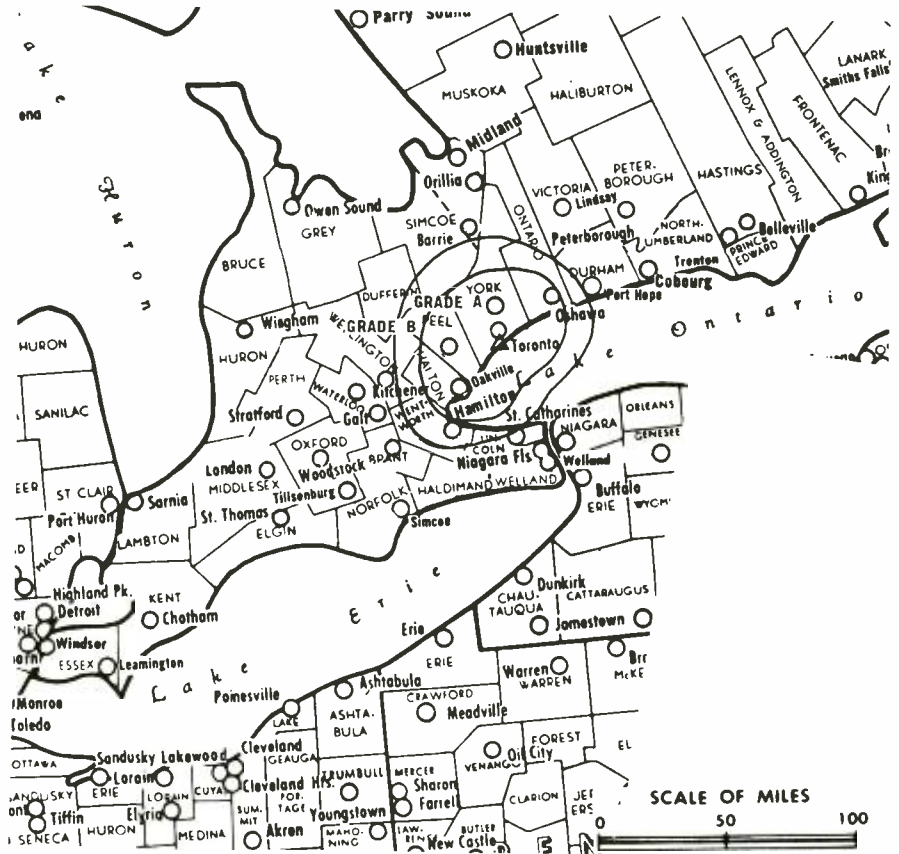
## CITY-TV

(Ch. 79)

Technical Facilities: Channel No. 79 (860-866 MHz). Authorized power: 280-kw visual, 28-kw aural. Antenna: 1650-ft. above av. terrain.

Latitude 43° 38' 33"  
Longitude 79° 23' 15"

Transmitter: CN Tower.  
Color: Live, film, slide & tape.  
TV tape: Recording facilities.  
News Wire Service: Canadian Press.  
Broadcast News, Visnews.  
Facsimile Service: UPI.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CITY-TV Authorized: 9/26/72

## CITY-TV

Licensee: Channel 79 Ltd., 99 Queen St. East, Toronto, Ont.  
Studio: 99 Queen St. East.  
Telephone: 416-867-7979.  
Ownership: CHUM Ltd., 67.2%; Moses Znaimer, Gerry Grafstein, Phyllis Switzer & Edgar Cowan, 28.2%.  
Began Operation: Sept. 28, 1972.  
Represented (sales) by Alexander, Pearson & Dawson Inc. (Toronto, Vancouver).  
Personnel:  
M. Znaimer, *president*.  
P. Switzer, *vice president, community affairs*.  
J. West, *vice president, sales*.  
Fred Klinkhammer, *vice president, station manager*.  
Ron Reid, *dir. of engineering & operations*.  
Rates: On request.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5199	Toronto C.M.A.	2,801,280
	5210	Toronto Metro	2,081,700
	5268	Hamilton Mkt. & Cat.	524,560
	5280	Wentworth	401,790
	5220	Peel Reg. Mun.	407,740
	5270	Halton	235,300
	5190	Durham Reg. Mun.	250,340
	5200	York Reg. Mun.	211,580
	5189	Oshawa C.M.A.	136,080
	5239	Barrie C.A.	51,880
<b>Between 25-49%</b>	5340	Waterloo	291,320
	5339	Kitchener C.M.A.	274,680
	5300	Niagara Reg. Mun.	361,570
	5242	Simcoe Bal., Barrie	135,890
	5299	St. Catherines-Niagara C.M.A.	299,190
	5320	Brant	97,270
	5170	Victoria	44,850
	5241	Simcoe E. Election Dist.	81,560
	5160	Peterborough	99,810
	5159	Peterborough C.A.	65,180
<b>Between 5-24%</b>	5420	Perth	65,610
	5310	Haldimand	34,220
<b>CITY-TV Total Persons:</b>			<b>8,953,400</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,604,000</b>

CABLE TELEVISION MANAGEMENT AND ENGINEERING CONSULTANTS

# MALARKEY TAYLOR AND ASSOCIATES

CALL TOLL FREE 800-424-8036

Telephone: 416-925-3311.

Telex: 062-17796.

**Technical Facilities:** Channel No. 25 (536-542 MHz). Authorized power: 2140-kw visual, 428-kw aural. Antenna: 1605-ft. above av. terrain, 1721-ft. above ground, 2049-ft. above sea level, lat. 43° 38' 33", long. 79° 23' 15".

**Color:** Network.

**AM Affiliate:** CJBC, 50-kw, 860 kHz (CBC).

**Began Operation:** March 23, 1973.

**Personnel:**

P. Larose, *director, French Services.*  
L. Forestier, *director of television.*  
R. Tetrault, *news supervisor.*  
J.-M. Papirchuk, *public relations officer.*

**Rates:** No rate card available. Carries network commercials only.

**CBLFT Total Persons:** 108,910

**BBM Weekly Reach (March 1978):** 138,000

**CICA-TV  
Toronto**

(Ch. 19)

**Educational Station**

**Licensee:** The Ontario Educational Communications Authority, Box 200, Station Q, Toronto, Ont. M4T 2T1.

**Studio:** Trans-America Bldg., 2180 Yonge St., Toronto, Ont.

**Transmitter:** CN Tower, Toronto.

**Technical Facilities:** Channel No. 19 (500-506 MHz). Authorized power: 1080-kw visual, 216-kw aural. Antenna: 1640-ft. above av. terrain, 1721-ft. above ground, 1990-ft. above sea level, lat. 43° 38' 33", long. 79° 23' 15".

**Began Operation:** Sept. 27, 1970.

**CKGN-TV-22  
Uxbridge**

(Ch. 22)

(Satellite rebroadcasting station of CKGN-TV, Paris, Ont.)

**Network Service:** None, independent.

**Licensee:** Global Communications Ltd., 81 Barber Greene Rd., Don Mills, Ont. M3C 2A2.

**Transmitter:** S of Uxbridge, near Goodwood.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 3120-kw visual, 468-kw aural. Antenna: 598-ft. above av. terrain, lat. 44° 01' 54", long. 79° 08' 13".

**Began Operation:** 1974.

**Rates:** Included as a bonus with CKGN-TV, Paris, Ont.

**CBLAT-3  
Wawa**

(Ch. 9)

(Rebroadcasting station of CBLAT, Geraldton, Ont.)

**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.

**CBEFT  
Windsor**

(Ch. 78)

**French Outlet**

**Licensee:** Canadian Bcstg. Corp., Ottawa, Ont.

**Transmitter:** McGregor, Ont.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 78.7-kw visual, 15.7-kw aural. Antenna: 635-ft. above av. terrain, lat. 42° 09' 09", long. 82° 57' 05".

**Began Operation:** 1974.

**Rates:** Included as a bonus with CKGN-TV, Paris, Ont.

1979 Edition

**CICO-TV-32  
Windsor**

(Ch. 32)

**Educational Station**

**Licensee:** The Ontario Educational Communications Authority, P.O. Box 200, Station Q, Toronto, Ont. M4T 2T1.

**Transmitter:** McGregor, Ont.

**Technical Facilities:** Channel No. 32 (578-584 MHz). Authorized power: 180-kw visual, 18-kw aural. Antenna: 703-ft. above av. terrain, 730-ft. above ground, 1313-ft. above sea level, lat. 42° 09' 09", long. 82° 57' 05".

**CKGN-TV-1  
Windsor**

(Ch. 22)

(Satellite rebroadcasting station of CKGN-TV, Paris, Ont.)

**Network Service:** None, independent.

**Licensee:** Global Communications Ltd., 81 Barber Greene Rd., Don Mills, Ont. M3C 2A2.

**Transmitter:** NW of Cottam.

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 218-kw visual, 33-kw aural. Antenna: 396-ft. above av. terrain, lat. 42° 08' 00", long. 82° 45' 42".

**Began Operation:** 1974.

**Rates:** Included as a bonus with CKGN-TV, Paris, Ont.

**CKNX-TV  
Wingham**

(Ch. 8)

**Network Service:** CBC.

**Licensee:** CKNX Broadcasting 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, live, film, slide & tape.

**News Wire Service:** Canadian Press.

**AM Affiliate:** CKNX, 10-kw (1-kw night), 920 kHz.

**Ownership:** CKNX Broadcasting Ltd.

**Began Operation:** Nov. 18, 1955.

**Represented (sales) by:** All-Canada Radio & Television Ltd.

**Personnel:**

Murray T. Brown, *president.*  
Ross Hamilton, *general manager.*  
Ray Baynton, *news director.*  
Scott Reid, *chief engineer.*  
Al Skelton, *production & program supervisor.*  
Jean Thynne, *traffic supervisor.*

**Rates:** For combination rates, see CFPL-TV, London, Ont.

**CKNX-TV Total Persons:** 888,800

**BBM Weekly Reach (March 1978):** 263,000

**LOW-POWER REPEATER STATIONS**

**Bancroft—CHEX-TV-1, Ch. 4, Kawartha Bcstg. (CHEX-TV, Peterborough) 8.9 w.**

**Beardmore—CBLAT-5, Ch. 9, CBC (English network) 5 w.**

**Big Trout Lake—New, Ch. 13, CBC (English network) 5 w.**

**Ear Falls—CBWJT, Ch. 13, CBC (English network) 5 w.**

**Espanola—CBFST-4, Ch. 11, CBC (French network) 5 w.**

**Fort Hope—New, Ch. 12, CBC (English network) 10 w.**

**Hornepayne—CBLAT-6, Ch. 13, CBC (English network) 5 w.**

**Huntsville—CKVR-TV-2, Ch. 8, CKVR Channel 3 Ltd. (CKVR-TV Barrie) 115 w.**

**Ignace—CBWDT-2, Ch. 13, CBC (English network) 5 w.**

**Minden—CHEX-TV-2, Ch. 7, Kawartha Bcstg. (CHEX-TV, Peterborough) 8.9 w.**

**Moosonee—CBCO-TV-1, Ch. 9, CBC (English network) 5 w.**

(Continued on page 1100)

# Ontario—Windsor

## CBET (Ch. 9)

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 178-kw visual, 35.6-kw aural. Antenna: Directional, 631-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.

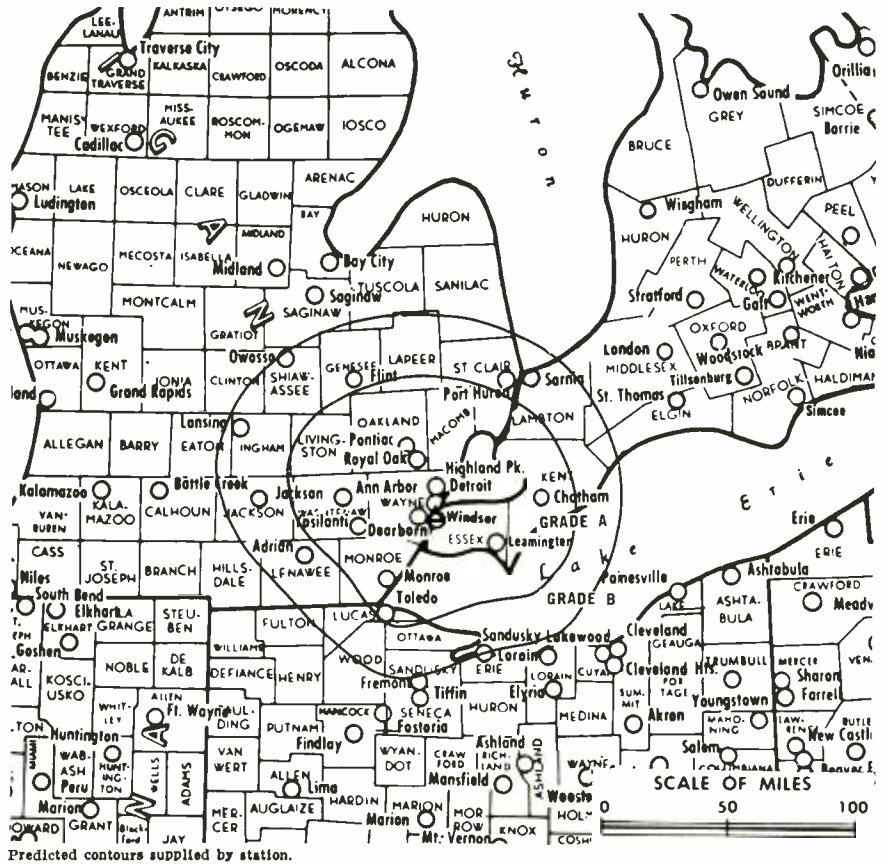
**TV tape:** Recording facilities.

**News Wire Service:** UPI, Canadian Press.

**Facsimile Service:** UPI.

**News Film Service:** CBC.

**AM Affiliate:** CBE, 10-kw, 1550 kHz (CBC).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

Predicted contours supplied by station.

## CBET

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont. K1G 3J5.

**Telephone:** 519-254-2831. **Telex:** 064-77619.

**Ownership:** Canadian Broadcasting Corporation.

**Began Operation:** Sept. 16, 1954 as CKLW-TV. Transferred from RKO General Inc. July 24, 1970 in accordance with CRTC's directions on Canadian ownership. Purchased by CBC Sept. 1, 1975.

**Represented (sales) by:** Canadian Standard Broadcast Sales (U.S.); CBC National Selective Television Sales (Canada).

**Detroit Sales Office:** The Neil Group Inc., 2855 Coolidge, Troy, Mich. (48084).

### Personnel:

- H. L. Hackney, *general manager.*
- D. E. West, *program director.*
- R. J. Kryger, *manager, technical services.*
- F. J. Quinn, *production manager.*
- R. Podvin, *sales manager.*
- W. Wrye, *executive producer, news.*
- F. Stecher, *supervisor, film operations.*
- N. T. Addison, *manager, public relations.*

**Highest 30 Sec. Rate (June 1, 1978):** \$170.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5410	Essex	302,510
	5409	Windsor C.M.A.	240,080
<b>Between 25-49%</b>	5400	Kent	104,880
	5390	Lambton	119,110
<b>Between 5-24%</b>	None Between 5-24%		
<b>CBET Total Persons:</b>			766,580
<b>BBM Weekly Reach (March 1978):</b>			302,000

For CBC Network Rates,  
see Services Volume

# 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.

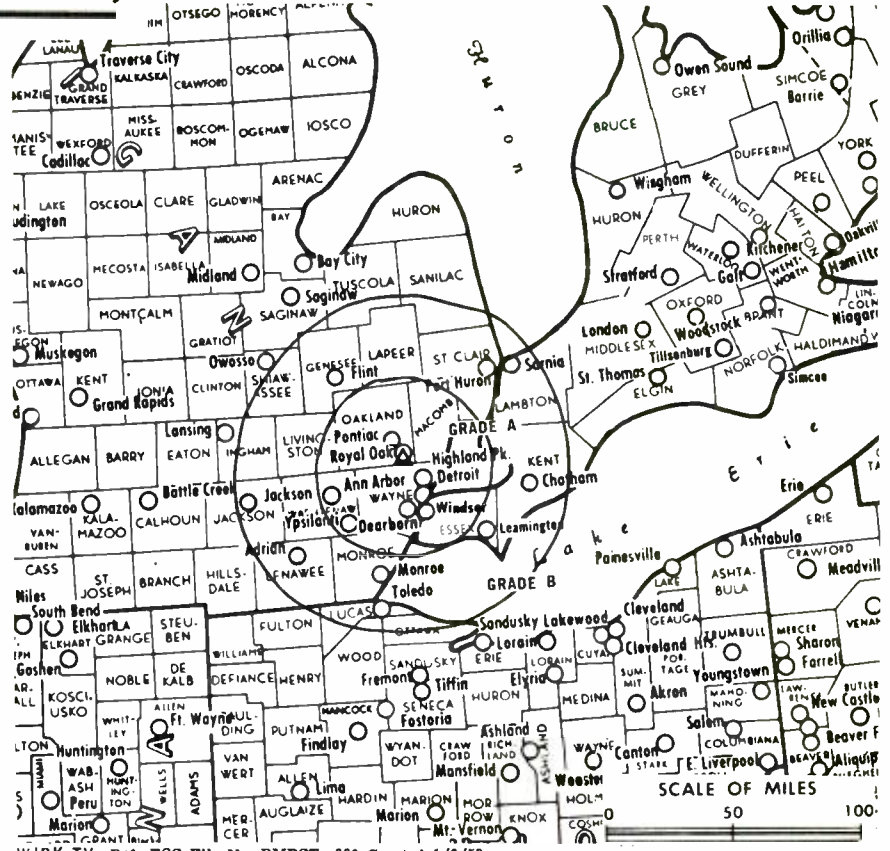
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.

News Film Service: CBS.

Represented (legal) by Warren Zwicky.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WJBK-TV Ref: FCC File No. BNPCT-880 Granted 1/2/53

## WJBK-TV

Licensee: Storer Broadcasting Co., 2 Storer Pl., Southfield, Mich. (48075).

Studio: 2 Storer Pl., Southfield, Mich. (48075).

Telephone: 313-557-9000. TWX No.: 810-224-4876.

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.

### Personnel:

- Bob McBride, vice president & general manager.
- Don Hamlin, station manager.
- Ronald P. Kaufman, national sales manager.
- George Crandall, local sales manager.
- James Major, program manager.
- Tim Rocha, director of advertising & promotion.
- Mike Von Ende, news director.
- Harry Owen, chief engineer.
- Tom Fox, director of community affairs.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3311.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5410	Essex	302,510
	5409	Windsor C.M.A.	240,080
	5390	Lambton	119,110
	5400	Kent	104,880
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	5369	London C.M.A.	268,530
<b>WJBK-TV Total Persons:</b>			<b>1,035,110</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>462,000</b>

# Ontario—Windsor (Detroit, Mich.)

## WKBD-TV

(Ch. 50)

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

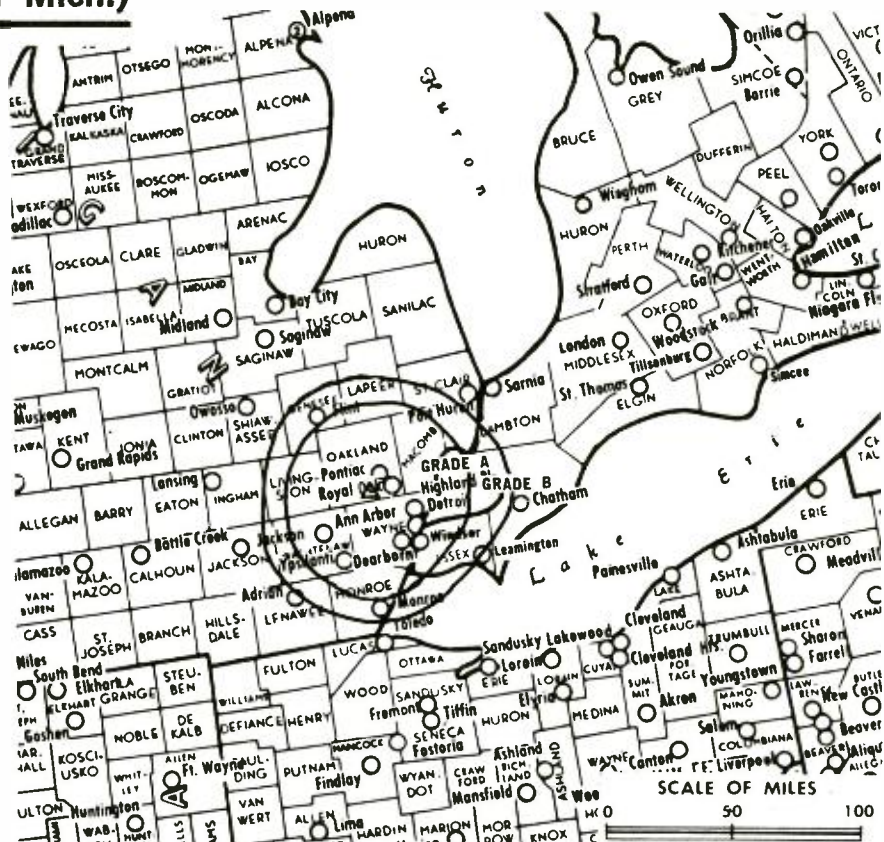
Latitude 42° 29' 01"  
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Road, Southfield, Mich.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: AP.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WKBD-TV Ref: FCC File No. BPCT-4849 Granted 12/11/70

## WKBD-TV

Network Service: None, independent.

Licensee: Field Communications Corp., 3 Embarcadero Center, San Francisco, Cal. (94111).

Studio: 26955 West 11 Mile Rd., Southfield, Mich. (48034).

Mailing Address: Box 359, Southfield, Mich. (48037).

Telephone: 313-444-8500.

Ownership: Field Enterprises Inc., 100%. For other interests, see Group Ownership.

Began Operation: Jan. 10, 1965. Sale of 77.5% interest to present owner by Kaiser Industries Corp. approved by FCC June 22, 1977.

Represented (sales) by Field Spot Sales.

Represented (legal) by Sidley & Austin.

Represented (engineering) by John F.X. Browne & Associates Inc.

### Personnel:

George H. Williams, vice president & general manager.  
George J. Kapel, general sales manager.  
Robert L. Protter, sales manager.  
David L. Simon, program manager.  
Al Martin, director of engineering.

Bill Saltzgeber, production manager.  
Bob Fitzgerald, business manager.  
Audrey Eisman, promotion manager.

Highest 30 Sec. Rate (Sept. 4, 1978): \$1500.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5410	Essex	302,510
	5409	Windsor C.M.A.	240,080
	5400	Kent	104,880
	5519	Sault Ste. Marie C.A.	79,700
<b>Between 25-49%</b>	5390	Lambton	119,110
	5531	Algoma W.	99,630
<b>Between 5-24%</b>	None Between 5-24%		
<b>WKBD-TV Total Persons:</b>			945,910
<b>BBM Weekly Reach (March 1978):</b>			462,000

# Ontario—Windsor (Detroit, Mich.)

## WDIV

(formerly 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., Southfield, Mich.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP, UPI.

**Facsimile Service:** UPI.

**News Film Service:** NBC.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WDIV Ref. FCC Doc. No.—14407 Granted 2/1/54

## WDIV

**Licensee:** Post-Newsweek Station, Michigan, Inc. 622 Lafayette Blvd., Detroit (48231).

**Studio:** 622 Lafayette Blvd.

**Telephone:** 313-222-0400. TWX No.: 810-221-1623.

**Ownership:** Post-Newsweek Stations, 100%. For other interests, see Group Ownership of TV Stations.

**Began Operation:** June 3, 1947.

**Represented (sales) by:** Top Market Television.

**Represented (legal) by:** Covington & Burling.

**Represented (engineering) by:** Steel, Andrus & Associates.

### Personnel:

James T. Lynch, *vice president & general manager.*

Jack Allen, *assistant general manager.*

James Snyder, *vice president & news director.*

William Ford, *vice president-operations.*

Jim Corno, *operations manager.*

John Garwood, *general sales manager.*

J. Nicholls Spain, *national sales manager.*

Michael Dorsey, *local sales manager.*

Robert VanCleave, *retail development manager.*

Leonard Eden, *director of engineering & chief engineer.*

Charles Swilling, *research director.*

Highest 30 Sec. Rate (Jan. 14, 1977): \$3500.

NETWORK BASE HOURLY RATE: \$3550.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5410	Essex	302,510
	5409	Windsor C.M.A.	240,080
	5390	Lambton	119,110
	5400	Kent	104,880
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	5369	London C.M.A.	268,530
<b>WDIV Total Persons:</b>			<b>1,035,110</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>479,000</b>

# Ontario—Windsor (Detroit, Mich.)

## WXON

(Ch. 20)

**Technical Facilities:** Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"  
Longitude 83° 18' 44"

**Transmitter:** 26935 W. 11 Mile Rd.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.



## WXON

**Licensee:** WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, Mich. (48034).

**Studio:** 26935 W. 11 Mile Rd., Southfield, Mich. (48075).

**Mailing Address:** Box 2020, Southfield, Mich. (48037).

**Telephone:** 313-355-2901.

**Ownership:** WXON-TV Inc., Aben E. Johnson Jr., 57%.

**Began Operation:** Sept. 15, 1968 on Ch. 62. Began operation on Ch. 20 Dec. 9, 1972. Granted subscription television authorization June 22, 1977.

**Represented (legal)** by Fletcher, Heald & Hildreth.

**Represented (engineering)** by E. H. Munn Jr.

### Personnel:

Aben E. Johnson, *general manager.*  
Cliff Beresh, *general sales manager.*  
A. J. Schweizer, *operations manager.*  
Al Evans, *chief engineer.*

**Highest 30 Sec. Rate (Feb. 1977):** \$115.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume



# 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, 1737-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: WRFM, 27.2-kw, 101.1 MHz (No. 266), 880-ft.

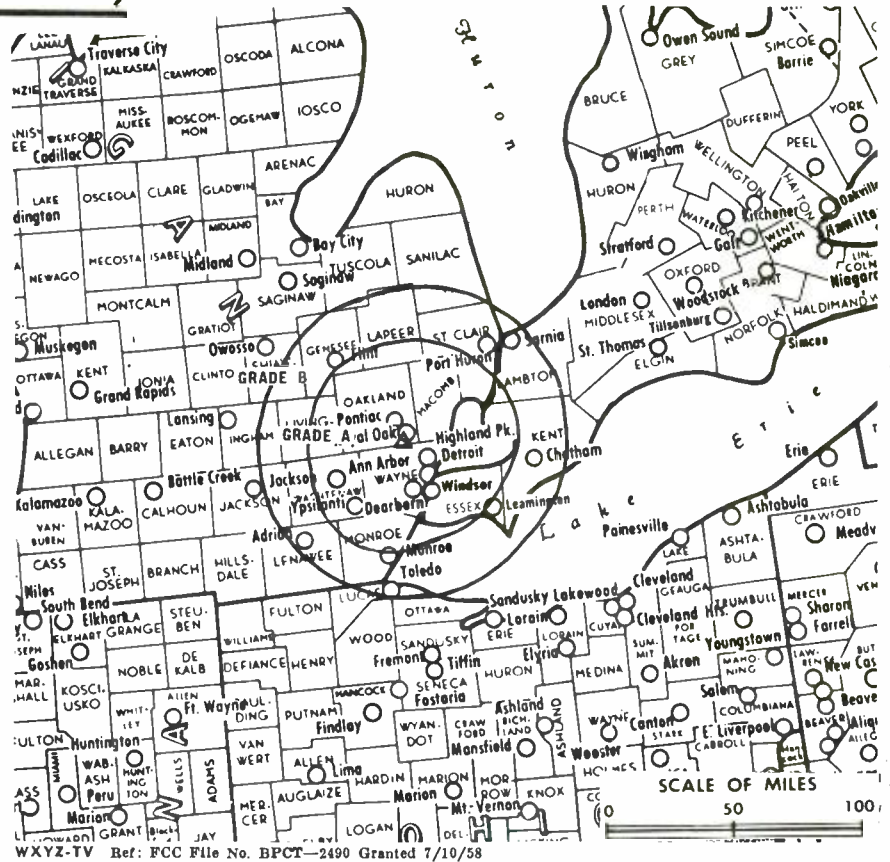
Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI, ABC.

Facsimile Service: UPI.

News Film Service: ABC.

Represented (legal) by McKenna, Wilkinson & Kittner.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WXYZ-TV Ref: FCC File No. BPCT-2490 Granted 7/10/58

## WXYZ-TV

Licensee: WXYZ Inc., Detroit, Mich. (48231).

Telephone: 313-444-1111. TWX No.: 313-357-4605.

Ownership: American Bcstg. Cos., 100%; see WABC-TV, New York.

Began Operation: Oct. 9, 1948.

Represented (sales) by ABC Television Spot Sales Inc.

### Personnel:

James Osborn, vice president & general manager.  
Francis Lee Gannon, general sales manager.  
Philip Sweeney, national sales manager.  
Keith McClellan, local sales manager.  
Jan Coll, sales traffic manager.  
Dave Kenworthy, director of advertising & press information.  
Jeanne Findlater, program manager & film buyer.  
John Reynolds, business manager.  
Wally Rodammer, chief engineer.  
Charles Kocher, engineering project manager.  
Philip Nye, news director.  
Lowell Newton, editorial director.

Rates: On request.

NETWORK BASE HOURLY RATE: \$3393.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5410	Essex	302,510
	5409	Windsor C.M.A.	240,080
	5400	Kent	104,880
	5390	Lambton	119,110
<b>Between 25-49%</b>	None Between 25-49%		
<b>Between 5-24%</b>	5369	London C.M.A.	268,530
<b>WXYZ-TV Total Persons:</b>			1,035,110
<b>BBM Weekly Reach (March 1978):</b>			513,000

## Ontario-Quebec

Osnaburgh—New, Ch. 13, CBC (English network) 5 w.  
Parry Sound—CKVR-TV-1, Ch. 12, CKVR Channel 3 Ltd. (CKVR-TV, Barrie) 6.7 w.  
Pickle Lake—New, Ch. 9, CBC (English network) 5 w.  
Pikangikum—CBWDT-6, Ch. 7, CBC (English network) 5 w.  
Sandy Lake—CBWDT-7, Ch. 10, CBC (English network) 5 w.  
Savant Lake—New, Ch. 8, CBC (English network) 5 w.  
Sioux Narrows—New, Ch. 4, CBC (English network) 5 w.  
Vermillion Bay—New, Ch. 74, CBC (French network) 10 w.  
White River—CBLAT-2, Ch. 12, CBC (CBLAT-1, Manitowadge) 384 w.

---

---

## QUEBEC

---

---

### CKRN-TV-3 Bearn/Fabre

(Ch. 3)

(Satellite rebroadcasting station of CKRN-TV, Rouyn-Noranda, P.Q.)

Network Service: CBC.

Licensee: Northern Radio-Radio Nord Inc., Box 70, 380 Murdoch Ave., Noranda, P.Q.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 1.733-kw visual. Additional technical information not available.

Rates: Included as a bonus with CKRN-TV, Rouyn-Noranda.

---

---

### CHAU-TV Carleton

(Ch. 5)

French Outlet

(Repeated by CHAU-TV-1, Ste. Marguerite-Marie, P.Q.; CHAU-TV-2, 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, Rivière-au-Renard, P.Q.; CHAU-TV-8, Cloridorme, P.Q.; CHAU-TV-9, L'Anse à Valteau, P.Q.; CHAU-TV-10, Kedgwick, N.B.; CHAU-TV-11, Murdochville, P.Q.; CHAU-TV-12, St. Martin de Restigouche, N.B.)

Network Service: CBC.

Licensee: Television de la Baie des Chaleurs Inc.

Studio & Transmitter: Carleton, Bonaventure County, P.Q. G0C 1J0.

Telephone: 418-364-3344. Telex: 014-43126.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 2012-ft. above av. terrain, 232-ft. above ground, 2162-ft. above sea level.

Color: Network, live, film, slide & tape.

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); E. S. Sumner Corp. (U.S.).

Personnel:

Andre Lecomte, *director general*.  
M. Chabot, *assistant director general & manager*.  
Yvon Chouinard, *program director & national sales manager*.

Highest 30 Sec. Rate (June 6, 1978): \$121.

---

CHAU-TV Total Persons: 276,010

BBM Weekly Reach (March 1978): 170,000

---

### CBGAT-5 Causapscal

(Ch. 9)

French Outlet

Network Service: CBC, French.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 11.3 watts. Additional technical information not available.

Rates: Included as a bonus to the CBC French network rates.

1100-b

## CJPM-TV-1 Chambord-Roberval

(Ch. 10)

(Satellite rebroadcasting station of CJPM-TV, Chicoutimi, P.Q.)

Licensee: CJPM-TV Inc., P.O. Box 600, Chicoutimi, P.Q.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 13-kw visual, 2.6-kw aural. Antenna: 538-ft. above av. terrain, lat. 48° 23' 20", long. 72° 05' 22".

Rates: Included as a bonus with CJPM-TV, Chicoutimi.

---

---

### CBOFT-1 Chapeau

(Ch. 11)

French Outlet

(Satellite rebroadcasting station of CBOFT, Ottawa, Ont.)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Chapeau, P.Q.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: .55-kw visual, .06-kw aural. Antenna: 361-ft. above av. terrain, lat. 45° 55' 15", long. 77° 04' 10".

Began Operation: 1974.

Rates: Included as a bonus to the CBC French network rate.

---

---

### CBFAT Chibougamau

(Ch. 5)

French Outlet

(Repeated by CBFAT-1, Chapais, P.Q.)

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Chibougamau, P.Q.

Color: Network.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 665 watts visual, 66.5 watts aural. Antenna: 483-ft. above av. terrain, lat. 49° 52' 29", long. 74° 23' 00".

Began Operation: Oct. 29, 1970.

Rates: Included as a bonus to the CBC French network rate.

---

BBM Weekly Reach (March 1978): 10,000

---

### CBJET Chicoutimi

(Ch. 58)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 58 (734-740 MHz). Authorized power: 10-kw visual, 1-kw aural. Antenna: 525-ft. above av. terrain, lat. 48° 25' 29", long. 71° 06' 32".

Rates: Included as a bonus to the CBC English network rate.

---

---

### CBGAT-3 Grande Vallée

(Ch. 6)

French Outlet

Network Service: CBC, French.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 0.587-kw visual. Antenna: 796-ft. above av. terrain. Additional technical information not available.

Rates: Included as a bonus to the CBC French network rate.

---

---

### CIVO-TV Hull

(Ch. 30)

French Educational Station

Network Service: Réseau Radio-Quebec.

(Continued on page 1106-b)

# Quebec—Chicoutimi

## CJPM-TV

(Ch. 6)

French Outlet

**Technical Facilities:** Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual 10-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"

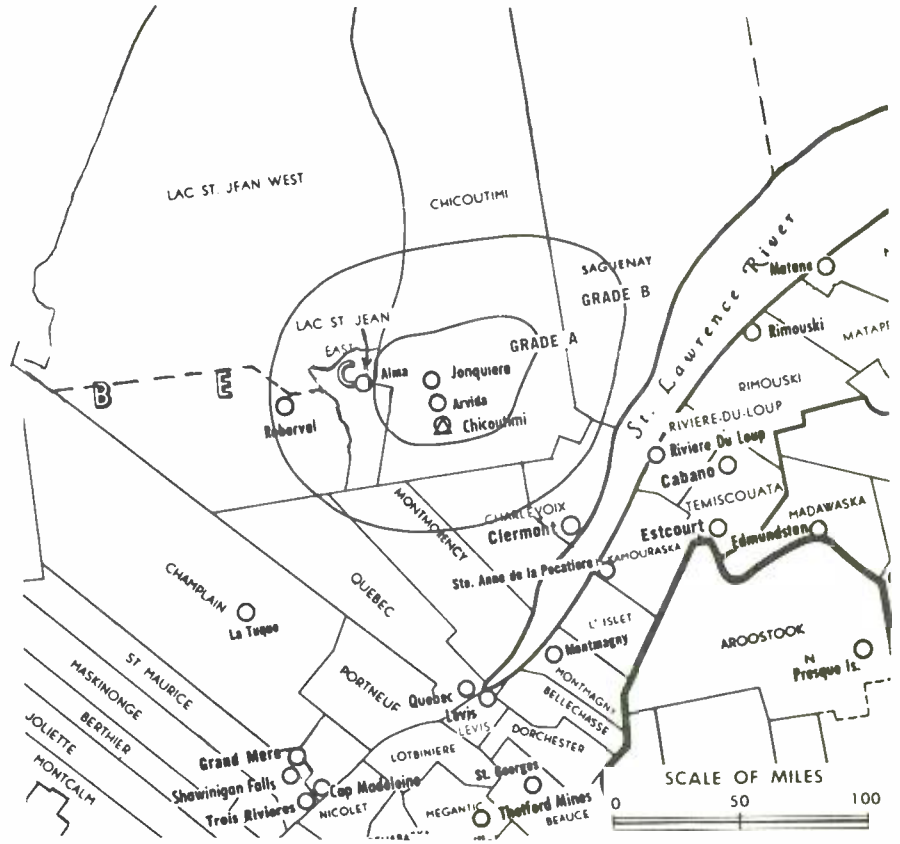
**Transmitter:** Mt. Ste. Claire Rd.

**TV tape:** Recording facilities.

**Color:** Network, film, slide & tape.

**News Wire Service:** Broadcast News.

**Telephone:** 549-2576. Telex: 051-36132.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CJPM-TV Authorized 7/18/62

## CJPM-TV

**Licensee:** CJPM-TV Inc., P.O. Box 600, Chicoutimi.

**Studio:** Mount Ste. Claire Rd., Chicoutimi.

**Ownership:** CJPM-TV Inc.

**Began Operation:** April 14, 1963.

**Represented (sales) by:** E. S. Sumner Corp. (U.S.); Paul L'Anglais Inc. (Montreal & Toronto); J. W. Stovin Ltd. (Vancouver & Winnipeg).

**Personnel:**

Roger Hudon, *general manager*.  
Yves Champagne, *chief engineer*.

**DIGEST OF RATE CARD NO. 12—(Sept. 4, 1978)**

30 Min.	15 Min.	10 Min.	5 Min.	30 Sec.
Class A—6-11 p.m., daily.				
\$350	\$240	\$190	\$165	\$85*

\*Class AA—4:30-5:30 p.m., Mon.-Fri.; 7:30-9:00 p.m., Mon.; 7:00-8:30 p.m., Wed. & Fri.; 7:00-7:30 p.m., Thurs.; 7:00-8:00 p.m., Sun.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4120	Chicoutimi	162,790
	4119	Chicoutimi-Jonquiere C.M.A.	126,540
	4130	Lac St. Jean E.	44,630
	4142	Lac St. Jean N.	29,110
	4148	Lac St. Jean S.	27,190
	4081	Saguenay E.	56,750
	4070	Rimouski	63,480
4069	Rimouski C.A.	29,940	
<b>Between 25-49%</b>	4092	Saguenay W.	42,200
	4040	Matane	27,960
	4100	Riviere du Loup	38,420
<b>Between 5-24%</b>	4050	Matapedia	22,770
	4150	Charlevoix	30,040
	4160	Kamouraska	26,750
<b>CJPM-TV Total Persons:</b>			<b>728,570</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>380,000</b>

# New York—Plattsburgh

## WPTZ

(Ch. 5)

(Also serves part of Quebec)

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"

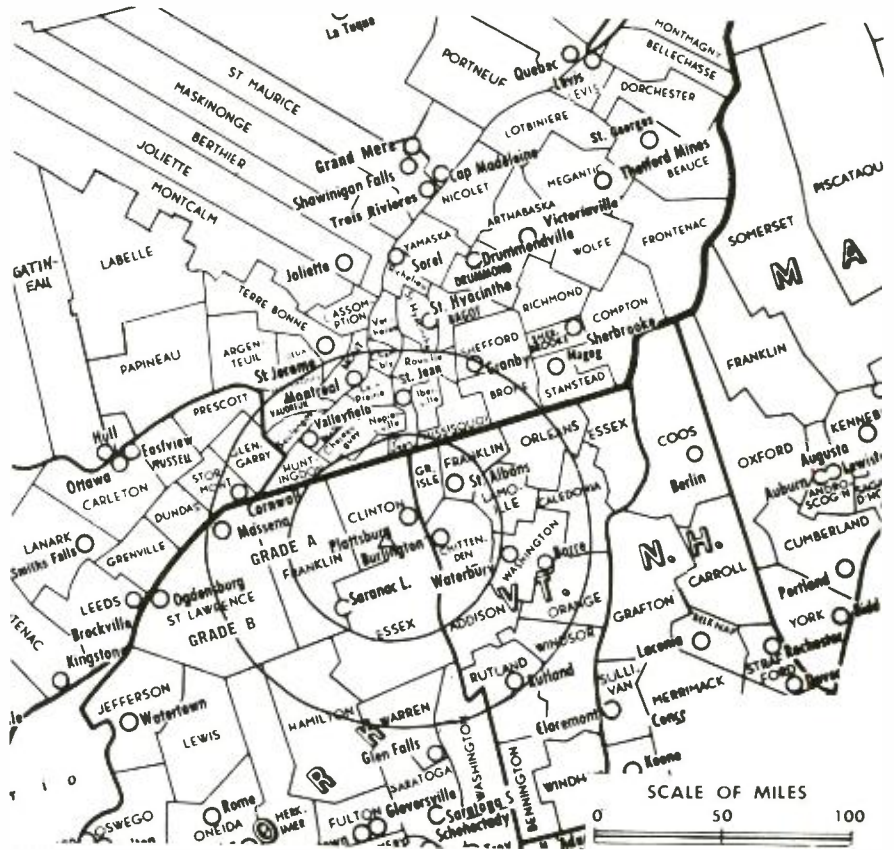
Transmitter: Terry Mountain.

Color: Network. live, film, slide & tape.

News Wire Service: UPI.

Represented (legal) by Smith & Pepper.

Telephone: 514-842-0844 (Montreal Sales Office).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## WPTZ

Network Service: NBC.

Licensee: Rollins Telecasting Inc., P.O. Box 647, Atlanta, Ga. (30301).

Studio: Old Mofitt Rd., Plattsburgh, N.Y. (12901).

Telephone: 518-561-5555. TWX No.: 510-251-6707.

Ownership: Rollins Inc., 100%. O. Wayne Rollins, chairman of the board. Rollins also owns WEAR-TV, Pensacola, Fla.-Mobile, Ala.; WCHS-AM-TV & WBES(FM), Charleston, W.Va.; WAMS, Wilmington, Del.; WRAP, Norfolk, Va.; WBEE, Harvey, Ill.; KDAY, Santa Monica, Cal. Rollins owns Rollins Outdoor Advertising, Orkin Exterminating Co., Rollins Services, Dettlebach Pesticide Corp. & Patterson Services.

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 (U.S.); Andy McDermott Sales Ltd. (Canada).

Personnel:

John Janas, group vice president, media.

Robert Paxson, general manager.

M. J. (Bob) Groothand, general sales manager.

Carl Leahy, operations manager.

Tom Bradshaw, chief engineer.

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	10 Sec.
Class AA—8-11 p.m., daily.			
\$900	\$540	\$250	\$125

\*Highest rate: \$250.

NETWORK BASE HOURLY RATE: \$700.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5010	Stormont	59,780
<b>Between 25-49%</b>	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4395	Brome, Missisquoi	50,800
	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4340	Stanstead	35,970
	5030	Prescott	28,810
<b>Between 5-24%</b>	4659	Trois Rivieres C.A.	96,790
	4672	Champlain Sud	91,280
	4360	Shefford	64,810
	4660	St. Maurice	103,450
	4380	Richmond	38,720
	4370	Drummond	65,190
	4669	Shawinigan C.A.	53,450
4450	St. Hyacinth	51,820	
4330	Compton	19,790	
4470	Beauharnois	52,260	
4410	Iberville	21,100	
<b>WPTZ Total Persons:</b>			<b>5,897,550</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,117,000</b>

For NBC Network Listing,  
see Services Volume

# Vermont—Burlington

## WCAX-TV

(Ch. 3)

(Also serves part of Quebec)

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"

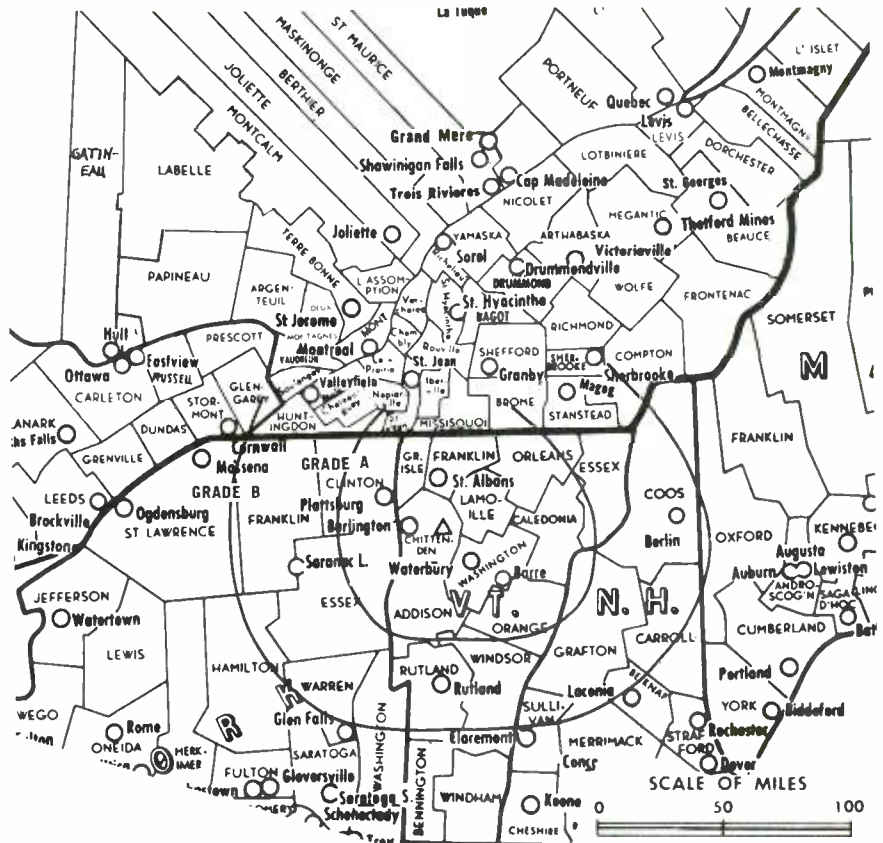
Transmitter: Atop Mt. Mansfield.

Color: Network, live, film, slide & tape.

News Wire Service: AP, UPI.

Facsimile Service: AP.

Represented (engineering) by Carl T. Jones Associates.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

WCAX-TV Ref: FCC File No. BPCT-3188 Granted 11/20/64

## WCAX-TV

Licensee: Mt. Mansfield Television Inc., Joy Drive, South Burlington, Vt. (05401).

Studio: Joy Drive, South Burlington, Vt. (05401).

Telephone: 802-658-6300. TWX No.: 510-299-0026.

Ownership: S. T. Martin, pres., dir. & gen. mgr., 53.5%; C. P. Hasbrook, 34%; John A. Dobson, 12.5%; A. Pearley Feen, dir., .125%; H. Ransom, dir., .125%.

Began Operation: Sept. 3, 1954.

Represented (sales) by Avery-Knodel Inc. (U.S.).

Represented (legal) by Wilmer, Cutler & Pickering.

### Personnel:

Stuart T. Martin, *president & general manager.*  
Philip Waterman, *vice president & gen. sales manager.*  
Stuart Hall, *vice president & production manager.*  
Peter Martin, *vice president, public affairs & news.*  
Richard Gallagher, *news editor.*  
Reid Loudon, *film manager & buyer.*  
Charles Liese, *chief engineer.*

### DIGEST OF RATE CARD

Hour	30 Min.	30 Sec.	ID
Class A—7-11 p.m., Mon.-Fri.; 7:30-10:30 p.m., Sat.-Sun.			
\$1500	\$750	\$400	\$200

NETWORK BASE HOURLY RATE: \$986.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	5010	Stormont	59,780
<b>Between 25-49%</b>	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4395	Broome, Missisquoi	50,800
	4340	Stanstead	35,970
	4650	Argenteuil	31,080
	4330	Compton	19,790
<b>Between 5-24%</b>	4380	Richmond	38,720
	5030	Prescott	28,810
	4199	Quebec C.M.A.	541,340
	4370	Drummond	65,190
	4659	Trois Rivières C.A.	96,790
	4360	Shefford	64,810
	4672	Champlain Sud	91,280
4260	Megantic	55,140	
4470	Beauharnois	52,260	
4280	Arthabaska	53,610	
4610	Joliette	55,460	
4440	Richelieu	49,600	

WCAX-TV Total Persons: 6,422,880  
BBM Weekly Reach (March 1978): 1,287,000

# Vermont—Burlington—Plattsburgh, N.Y.

## WEZF-TV

(Ch. 22)

(Also serves part of Quebec)

**Technical Facilities:** Channel No. 22 (518-524 MHz). Authorized power: 537-kw max. visual, 309-kw max. aural. Antenna: 2740-ft. above av. terrain, 309-ft. above ground, 4172-ft. above sea level.

Latitude 44° 31' 40"  
Longitude 72° 48' 58"

**Transmitter:** Mt. Mansfield.

**TV tape:** Recording facilities.

**Color:** Network, live, film, slide & tape.

**News Wire Service:** AP.

**FM Affiliate:** WEZF, 36-kw, 92.9 MHz (No. 225), 2700-ft.

**Represented (legal)** by Fowler & Meyers.

**Telephone:** 802-655-3663. **TWX No.:** 510-299-0022.



WEZF-TV Ref: FCC File No. BPCT—4927 Granted 8/12/76

## WEZF-TV

**Network Service:** ABC.

**Licensee:** International Television Corp., Box 22, Burlington, Vt. (05401).

**Studio:** 1500 Hegeman Ave., Ft. Ethan Allen, Winooski, Vt. (05404).

**Ownership:** Donald G. Martin, pres., 60.84%; Donald G. Martin, Trustee for Kimberly Martin, 12%; Nancy M. La Plan & Cynthia M. Rumley, 8% each; John R. Hughes, William G. Evans & Johnny Mack Bramlett, 3.72% each.

**Began Operation:** Aug. 19, 1968. Left air April 2, 1971; resumed operation Sept. 17, 1971.

**Represented (sales)** by H-R Television Inc.; Creed Assoc. (regional); Tele-Capital/Unicom Ltd. (Canada).

**Personnel:**

Donald G. Martin, *president*.  
John R. Hughes, *general manager*.  
George Rousseau, *station manager*.  
Sargent Cathrall, *director of engineering*.

**DIGEST OF RATE CARD NO. 4—(April 1, 1977)**

Hour 30 Min. 15 Min. 5 Min. Min. 30 Sec. 20 Sec. 10 Sec.  
Class AA—7-11 p.m., daily.

\$475 \$350 \$350 \$135 Graded rates apply\*

\*Highest rate: \$150.

**NETWORK BASE HOURLY RATE:** \$175.

# ON TOP

... a position in the industry  
maintained by those who read  
**Television Digest** regularly.

For Details Use Order Card #8 Stations Volume

# Quebec—Jonquiere

## CKRS-TV

(Ch. 12)

French Outlet

(Also operates satellite rebroadcasting station CKRS-TV-3, Roberval, P.Q.)

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 208-kw visual, 4.2-kw aural. Antenna: 311.5-ft. above av. terrain, 250-ft. above ground, 790-ft. above sea level.

Latitude 48° 24' 29"  
Longitude 71° 14' 52"

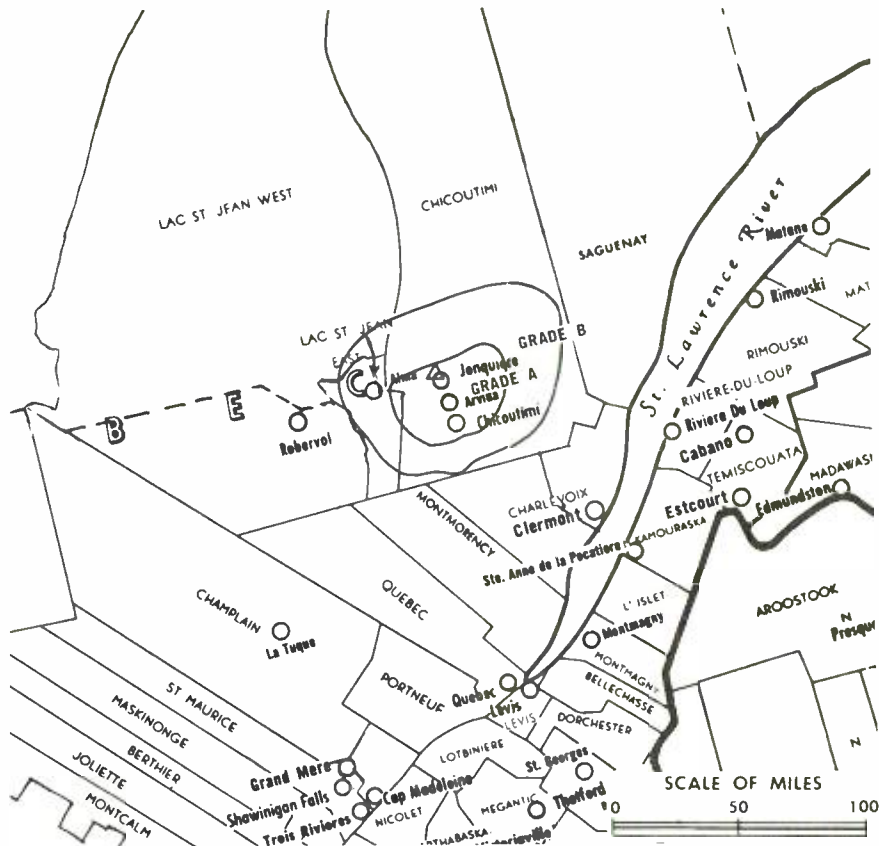
Transmitter: 175 Sir Wilfrid Laurier St., Jonquiere.

AM Affiliate: CKRS, 10-kw, 590 kHz.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.

Represented (sales) by Tele-Capitale/Unicom Ltd. (Canada); Canadian Standard Broadcast Sales (U.S.).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKRS-TV Authorized 5/11/55

## CKRS-TV

Network Service: CBC.

Licensee: Radio Saguenay Limitee, 175 Sir Wilfrid Laurier.

Studio: 175 Sir Wilfrid Laurier St., Jonquiere, P.Q. G7X 7X3.

Telephone: 418-542-4551. Telex: 051-36117.

Ownership: Radio Saguenay Limitee.

Began Operation: Dec. 1, 1955.

Personnel:

Tom Burham, *general manager*.  
Eugene Michaud, *film buyer & program director*.  
Yvon Perron, *station manager*.  
Guy Gaudreault, *local & national sales director*.  
Gaetan Bolvin, *technical director*.  
Guy Simard, *comptroller*.

Highest 30 Sec. Rate (July 1, 1978): \$90.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4120	Chicoutimi	162,790
	4119	Chicoutimi-Jonquiere	126,540
	4130	Lac St. Jean E.	44,630
	4142	Lac St. Jean N.	29,110
	4148	Lac St. Jean S.	27,190
<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>390,260</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>257,000</b>

## Quebec

Licensee: Office de radio-telediffusion du Quebec, Radio-Quebec  
Complexe Radio-Quebec, 1000 rue Fullum, Montreal, P.Q. H2K  
3L7.

Mailing Address: CIVO-TV, 1000 rue Fullum, Montreal, P.Q.  
H2K 3L7

Telephone: 514-873-4611.

Transmitter: Camp Fortune, Parc de la Gatineau.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized  
power: 727-kw visual, 145-kw aural. Antenna: 1184-ft. above av.  
terrain, 465-ft. above ground, 1615-ft. above sea level, lat. 45° 30'  
11", long. 75° 51' 02".

Began Operation: Aug. 15, 1977.

Personnel: See CIVM-TV, Montreal.

### CBVT-2 La Tuque (Ch. 3)

French Outlet

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa,  
Ont.

Transmitter: La Tuque, P.Q.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized  
power: 15.4-kw visual, 1.54-kw aural. Antenna: 357-ft. above av.  
terrain, lat. 47° 25' 25", long. 72° 46' 09".

Began Operation: Aug. 15, 1969.

Rates: Included as a bonus to the French network rate.

### CJDG-TV Lithium Mines (Ch. 8)

(Satellite rebroadcasting station of CKRN-TV, Rouyn, P.Q.)

Network Service: CBC.

Licensee: Northern Radio-Radio Nord Inc., Noranda, P.Q.

Transmitter: Mont Video.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized  
power: 48.9-kw visual, 9.8-kw aural. Antenna: 539-ft. above  
ground, 1970-ft. above sea level, lat. 48° 25' 14", long. 77° 50'  
45".

Began Operation: 1971.

Rates: Included as a bonus with CKRN-TV, Rouyn.

### CBIMT Magdalen Islands (Ch. 12)

French Outlet

Network Service: CBC French Network.

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: Included as a bonus to the CBC French network rate.

### CFCL-TV-5 Malartic (Ch. 5)

(Satellite rebroadcasting station of CFCL-TV-2, Kearns, Ont.)

Network Service: CBC.

Licensee: J. Conrad Lavigne Ltd., 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, 615-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: Included as a bonus with CFCL-TV, Timmins, Ont.

1106-b

## CBGAT Matane

(Ch. 6)

(Operates rebroadcasting stations CBGAT-1, Mont-Climont;  
CBGAT-2, Murdochville; CBGAT-3, Grand Vallee; CBGAT-4, Mont-  
Lous; CBGAT-5, Causapsal; CBST-1, Havre St. Pierre; CBST-2,  
Schefferville; CBST-1, Chapais, all P.Q.; CBST-3, Labrador City,  
Nfld.; CBST-4, Churchill Falls, Nfld.; CBST-5, Fermont, P.Q.)

Network Service: CBC, French.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: 155 St. Sacrement St., Box 2000, Matane, P.Q. G4W 3P7.

Telephone: 418-562-0290. Telex: 051-86370.

Transmitter: Mont Logan.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power:  
153-kw visual, 92-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".

Color: Network & tape. News Wire Service: Canadian Press.

AM Affiliate: CBGA, 10-kw, 1250 kHz.

Began Operation: Aug. 19, 1958. Purchased by CBC from Matane  
Co. Ltd. Sept. 1, 1972.

Represented (sales) by CBC National Selective Television Sales  
(Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

Personnel:

A Giroux, *location manager*.  
R. Boulay, *program director*.  
C. Fredette, *sales manager*.  
G. Chretien, *publicity officer*.

Highest 30 Sec. Rate (June 1, 1978): \$65.

---

CBGAT Total Persons: 445,270

BBM Weekly Reach (March 1978): 177,000

---

### CBGAT-1 Mont Climont (Ch. 13)

French Outlet

(Satellite rebroadcasting station of CBGAT, Matane, P.Q.)

Network Service: CBC French network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Mont Climont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized  
power: 708 watts visual, 70.8-watts aural. Antenna: 720-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. Purchased by CBC Sept. 1, 1972.

Rates: Included as a bonus to the CBC French network rate.

### CBFT-2 Mont Laurier (Ch. 3)

French Outlet

(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:  
13.7-kw visual, 1.37-kw aural. Antenna: 509-ft. above av. ter-  
rain, 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.

### CIVM-TV Montreal (Ch. 17)

French Educational Station

Network Service: Reseau Radio-Quebec.

Licensee: Office de radio-telediffusion du Quebec (Radio-Quebec),  
Complexe Radio-Quebec, 1000 rue Fullum, Montreal, P.Q. H2K  
3L7.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized  
power: 1212-kw visual, 242-kw aural. Antenna: 983-ft. above av.  
terrain, 328-ft. above ground, 1072-ft. above sea level, lat. 45° 30'  
20", long. 73° 35' 32".

Transmitter: Parc du Mont-Royal, Montreal.

TV Factbook No. 48



TV tape: Recording facilities.  
 Color: Network, live, film, slide & tape.  
 Studio: Complexe Radio-Quebec.  
 Telephone: 514-873-4611. Telex: 05-25808.  
 Began Operation: Jan. 19, 1975.

**Personnel:**  
 Yves Martin, *chairman of the board.*  
 Vacant, *vice-chairman.*  
 Gerard Barbin, *president & general manager.*  
 Rene Reeves, *assistant general manager.*  
 Claude Caron, *vice president, operations.*  
 Gilbert Buzare, *vice president, finance & administration.*  
 Bernard Benoit, *secy.-gen. & director of law department.*  
 Vacant, *director of public relations.*  
 Denis Pagnan, *director of research & planning.*  
 Yvon Malo, *director of human resources.*  
 Andre de Bellefeuille, *director of international relations.*  
 Claude Sylvestre, *director of programming.*  
 Lynn Fournier, *director of production services.*  
 Claude Robert, *director of television operations.*  
 Lyse Larouche, *director of regional operations.*

CIVM-TV Total Persons: 5,465,080  
 BBM Weekly Reach (March 1978): 285,000

## CBFT-1 Mont Tremblant

(Ch. 11)  
 French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
 Transmitter: Top of Mont Tremblant.  
 Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 0.6-kw visual, 0.3-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: Included as a bonus with CBFT, Montreal.

## CBGAT-2 Murdochville

(Ch. 10)  
 French Outlet

Network Service: CBC, French.  
 Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.  
 Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 1.6-kw visual. Antenna: 1276-ft. above av. terrain. Additional technical information not available.  
 Rates: Included as a bonus to the CBC French network rate.

## CHAU-TV-5 Perce

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, P.Q.)  
 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: 9.62-kw visual, 0.962-kw aural. Antenna: 1215-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: Included as a bonus with CHAU-TV, Carleton.

## CIVQ-TV Quebec

(Ch. 15)

French Educational Station  
 (Satellite rebroadcasting station of CIVM-TV, Montreal, P.Q.)  
 Network Service: Reseau Radio-Quebec.  
 Licensee: Office de radio-telediffusion du Quebec, Radio-Quebec, Complexe Radio-Quebec, 1000 rue Fullum, Montreal, P.Q. H2K 3L7.  
 Mailing Address: CIVQ-TV, 800 Place d'Youville, Quebec G1R 3P4.  
 Telephone: 418-643-4201.  
 Transmitter: Edifice G, Cite Parlementaire, Quebec.

1979 Edition

Color: Network.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 1298-kw visual, 259-kw aural. Antenna: 628-ft. above av. terrain, 576-ft. above ground, 861-ft. above sea level, lat. 46° 48' 27", long. 71° 13' 02".

Began Operation: Jan. 19, 1975.  
 Personnel: See CIVM-TV, Montreal.

CIVQ-TV Total Persons: 684,930  
 BBM Weekly Reach (March 1978): 112,000

## CKMI-TV Quebec City

(Ch. 5)  
 English Outlet

Network Service: CBC, also CBS, NBC, ABC thru CBC.  
 Licensee: Tele-Capitale Entreprises Ltd., Division CKMI-TV, 1000 Myrand Ave., P.O. Box 2026, Quebec, P.Q. G1K 7N2.  
 Studio: 1000 Myrand Ave., Ste. Foy.  
 Transmitter: 1000 Myrand Ave., Ste. Foy.  
 Telephone: 688-9330. Telex: 051-2234.  
 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 E. S. Sumner Corp. (U.S.); Tele-Capital/Unicom Ltd. (Montreal, Toronto & Vancouver).

**Personnel:**  
 France Fortin, *executive vice president/Telecommunications.*  
 Pierre Duhaime, *vice president & general manager.*  
 Rudy Stefanik, *vice president, sales.*  
 Gerard Fortin, *vice president, engineering.*  
 Leon Delisle, *comptroller & director of personnel.*  
 Louis Langlois, *program director.*  
 G. Ranger, *publicity, promotion & public relations director.*

### DIGEST OF RATE CARD NO. 16 (Sept. 1, 1978)

30 Min.	15 Min.	30 Sec.	10 Sec.
Class AA—6-11 p.m., Sun.-Fri.; 5-11 p.m., Sat.			
\$250.00	\$185.00	\$50.00	\$35.00

CKMI-TV Total Persons: 765,150  
 BBM Weekly Reach (March 1978): 261,000

## CFER-TV Rimouski

(Ch. 11)  
 French Outlet

(Repeated by CFER-TV-1, Sept-Iles, P.Q.)

Licensee: Entreprises Tele-Capitale Ltee., Division CFER-TV, 465 Blvd. Ste. Anne, Pointe au Pere, Rimouski G0K 1G0  
 Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 157-kw visual, 15.7-kw aural. Antenna: 1420-ft. above av. terrain, lat. 48° 28' 02", long. 68° 12' 53".

## CJBR-TV Rimouski

(Ch. 3)  
 French Outlet

(Also operates satellite rebroadcasting station CJBR-TV-1, Edmundston, N.B.)  
 Network Service: CBC, Radio Canada.

(Continued on page 1114-b)

# Quebec—Montreal

## CBFT

(Ch. 2)

French Outlet

(Operates rebroadcasting stations CBFT-1, Mont Tremblant and CBFT-2, Mont Laurier, both P.Q.)

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 900-ft. above av. terrain, 252-ft. above ground, 996-ft. above sea level.

Latitude 45° 30' 20"  
Longitude 73° 30' 20"

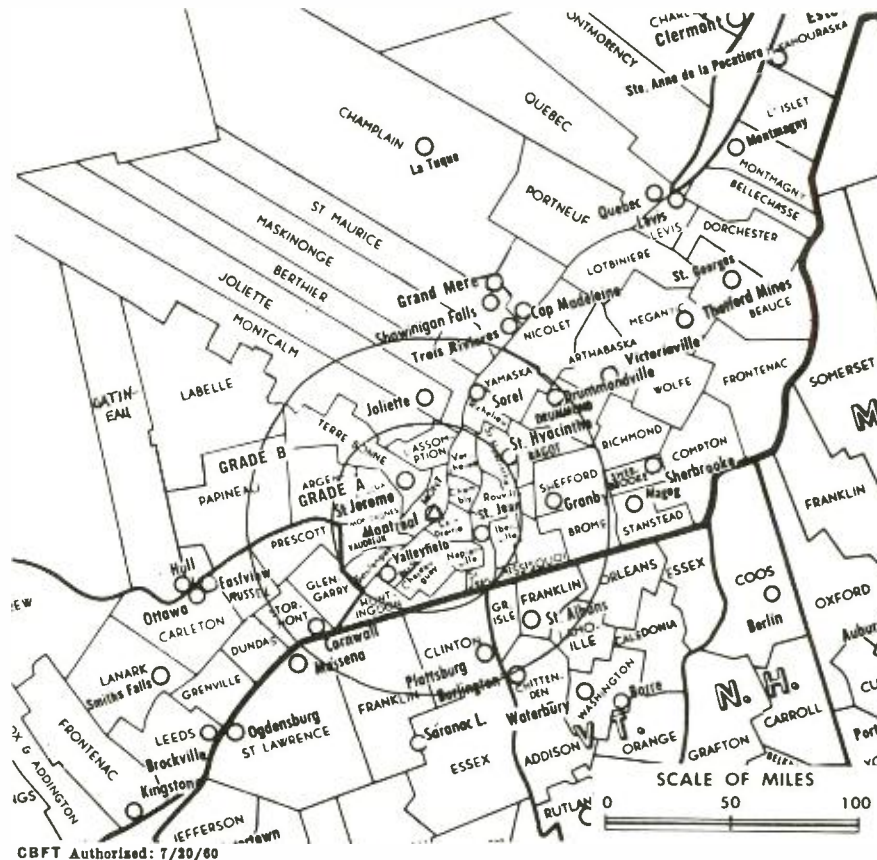
Transmitter: Mount Royal Park.

TV tape: Recording facilities.

Color: Network, live, film & tape.

AM Affiliate: CBF, 50-kw, 690 kHz (CBC).

FM Affiliate: CBF-FM, 100-kw, 100.7 MHz (No. 264), 805-ft.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CBFT

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: Maison de Radio Canada, 1400 Dorchester Blvd. W., Box 6000, Montreal, P.Q. H3C 3A8.

Telephone: 514-285-3211. Telex: 05-267417.

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. M. Dugas, director of television.
- G. Fontaine, TV operations director.
- W. Chevrier, television sales director.
- J. C. Rinfret, director of TV programming.
- A. Chevallier, manager, film service.
- M. Trotter, manager, TV national selective sales.
- M. Thibault, director of information programming.
- L. Duval, director of public relations.

Highest 30 Sec. Rate (June 1, 1978): \$625.

For CBC French Network Rates,  
see Services Volume

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4700	Labelle	30,550
	4470	Beauharnois	52,260
	4610	Joliette	55,460
	4450	St. Hyacinth	51,820
	4360	Shefford	64,810
	4440	Richelieu	49,600
	4370	Drummond	65,190
	4395	Brome, Missisquoi	50,800
	4410	Iberville	21,100
	4650	Argenteuil	31,080
4460	Bagot	24,450	
<b>Between 25-49%</b>	4672	Champlain Sud	91,280
	4280	Arthabaska	135,650
	4660	St. Maurice	103,450
	4349	Sherbrooke C.A.	103,920
	4350	Sherbrooke	103,370
	4659	Trois-Rivieres C.A.	96,790
	4380	Richmond	38,720
	4669	Shawinigan C.A.	53,450
<b>Between 5-24%</b>	4340	Stanstead	35,970
	5030	Prescott	28,810
	4295	Nicolet, Yamaska	44,810
	5010	Stormont	59,780
	4300	Compton	19,790
4260	Megantic	55,140	
4671	Champlain N.	20,900	
<b>CBFT Total Persons:</b>			<b>6,308,110</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>2,723,000</b>

# 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"

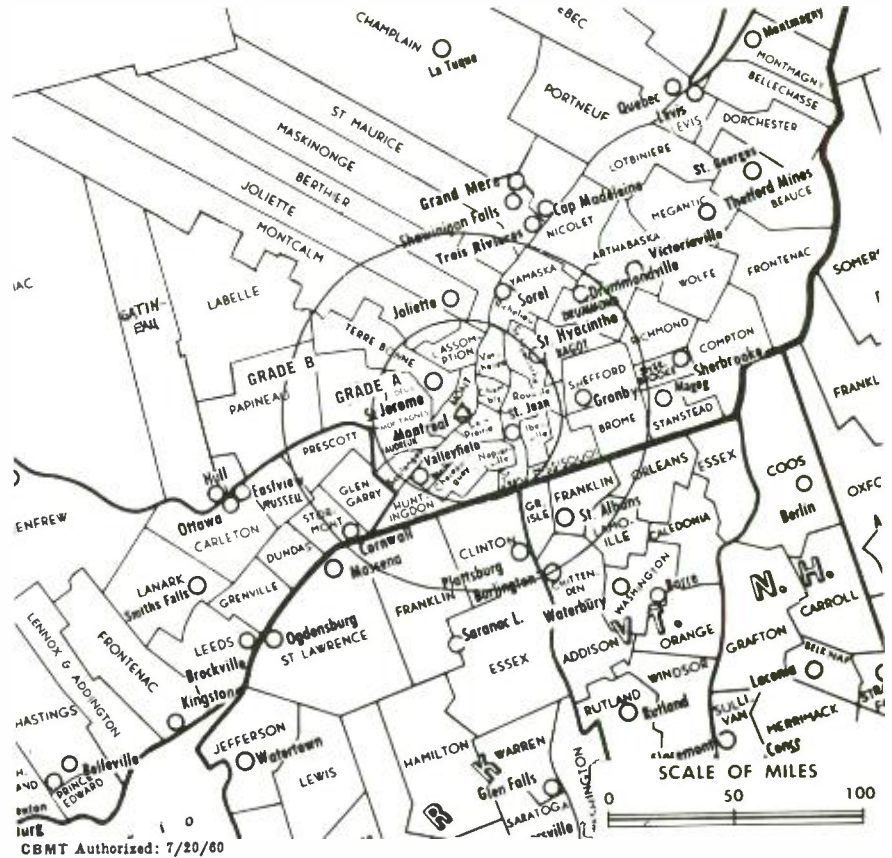
**Transmitter:** Mount Royal.

**TV tape:** Recording facilities.

**Color:** Network, live, film & tape.

**AM Affiliate:** CBM, 50-kw, 940 kHz (CBC).

**FM Affiliate:** CBM-FM, 24.6-kw, 95.1 MHz (No. 236), 525-ft.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CBMT Authorized: 7/20/80

## CBMT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** Maison de Radio Canada, 1400 Dorchester Blvd. E., Box 6000, Montreal, P.Q. H3C 3A8.

**Telephone:** 514-285-3211. Telex: 052-67417.

**Began Operation:** Jan. 10, 1954.

**Represented (sales) by:** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

**Personnel:**

M. Daigneault, *director, English services.*  
R. Chaisson, *director of TV.*  
V. Carlin, *executive producer, English TV news.*  
H. Steinhouse, *manager, public relations, English services.*  
M. Baudry, *TV production manager.*  
J. Denis, *sales representative.*

**Highest 30 Sec. Rate (June 1, 1978):** \$285.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
50% & Over	4395	Brome, Missisquoi	50,800

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
Between 25-49%	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4650	Argenteuil	31,080
	4340	Stanstead	35,970
	4380	Richmond	38,720
	4349	Sherbrooke CA	103,920
	4350	Sherbrooke	109,370
	4360	Stormont	59,780
Between 5-24%	4672	Champlain Sud	91,280
	4669	Shawinigan C.A.	53,450
	4660	St. Maurice	103,450
	4659	Trois-Rivieres C.A.	96,790
	5030	Prescott	28,810
	4330	Compton	19,790
	4440	Richelieu	49,600
	4450	St. Hyacinth	51,820
	4370	Drummond	65,190
	4260	Megantic	55,140
	4610	Joliette	55,460
	4280	Arthabaska	53,610
	4295	Nicolet, Yamaska	44,810
4410	Iberville	21,100	
4671	Champlain N.	20,900	
4460	Bagot	24,450	
<b>CBMT Total Persons:</b>			<b>6,149,260</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>1,646,000</b>

# Quebec—Montreal

## CFCF-TV

(Ch. 12)

English Outlet

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 325-kw visual, 180-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.

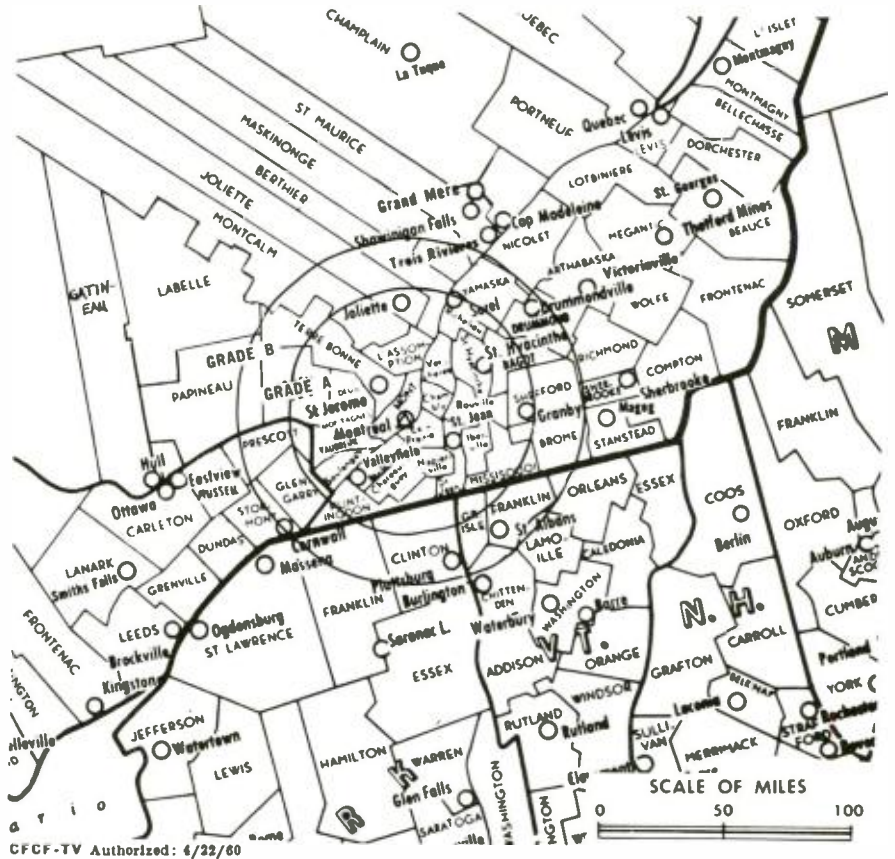
News Wire Service: Canadian Press, Telbec, Broadcast News.

Facsimile Service: AP.

News Film Service: ABC.

AM Affiliate: CFCF, 5.0-kw, 600 kHz.

FM Affiliate: CFQR-FM, 41.4-kw, 92.5 MHz (No. 223), 970-ft.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CFCF-TV Authorized: 4/22/60

## CFCF-TV

Network Service: CTV.

Licensee: Multiple Access Ltd., 405 Ogilvy Ave., Montreal.

Studio: 405 Ogilvy Ave., Montreal, P.Q. H3N 1M4.

Telephone: 514-273-6311. Telex: 05-25367.

Ownership: Multiple Access Ltd., J. O. McCutcheon, pres.

Began Operation: Jan. 20, 1961. Sold to present owner by Canadian Marconi July 1972.

Represented (sales) by All-Canada Radio & Television Ltd. (U.S.); Alexander, Pearson & Dawson Inc. (Canada).

Personnel:

Don Martz, senior vice president, broadcast group.

Lee Hambleton, vice president & general manager.

Robert Cole, director of marketing.

Bill Merrill, operations manager.

S. Reid, secretary-treasurer.

J. Krug, pres., Champlain Productions.

Bill Callender, program manager.

Gail Morrell, advertising & promotion manager.

W. J. Heck, engineering manager.

Highest 30 Sec. Rate: \$600.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
50% & Over	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4395	Brome, Missisquoi	50,800
	4470	Beauharnois	52,260
	4650	Argenteuill	31,080
	5030	Prescott	28,810
	4410	Iberville	21,100

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
Between 25-49%	4672	Champlain S.	91,280
	4659	Trois-Rivieres C.A.	96,790
	4081	Saguenay E.	56,750
	4380	Richmond	38,720
	4360	Shefford	64,810
	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4660	St. Maurice	103,450
	5010	Stormont	59,780
	4669	Shawinigan C.A.	53,450
	4370	Drummond	65,190
	4070	Rimouski	63,480
	4610	Joliette	55,460
	4440	Richelieu	49,600
	4330	Compton	19,790
	4069	Rimouski C.A.	29,940
	4450	St. Hyacinth	51,820
4340	Stanstead	35,970	
4280	Arthabaska	53,610	
4671	Champlain N.	20,900	
4460	Bagot	24,450	
Between 5-24%	4199	Quebec C.M.A.	541,340
	5069	Ottawa-Hull C.M.A.	699,390
	4120	Chicoutimi	162,790
	4119	Chicoutimi-Jonquiere	126,540
	4092	Saguenay W.	42,200
	4040	Matane	27,960
	4130	Lac St. Jean E.	44,630
	4295	Nicolet Yamaska	44,810
4050	Matapedia	22,770	
4700	Labelle	30,550	
4142	Lac St. Jean N.	29,110	
CFCF-TV Total Persons:			8,023,830
BBM Weekly Reach (March 1978):			2,662,000

# Quebec—Montreal

## CFTM-TV

(Ch. 10)

French Outlet

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 325-kw visual, 160-kw aural. Antenna: 972-ft. above av. terrain, 356-ft. above ground, 1100-ft. above sea level.

Latitude 45 30' 20"  
Longitude 73 35' 32"

Transmitter: Mount Royal Park.

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: AP, UPI.

Facsimile Service: AP, UPI.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CFTM-TV Authorized: 4/26/60

## CFTM-TV

Licensee: Tele-Metropole Inc., 1600 De Maisonneuve Blvd. East, Montreal H2L 4P6, P.Q.

Studio: 1600 De Maisonneuve Blvd. East, Montreal, P.Q. H2L 4P6.

Telephone: 514-526-9251.

Ownership: Roland Giguere, chmn., pres. & chief executive officer.

Began Operation: Feb. 19, 1961.

Represented (sales) by E. S. Sumner Corp. (for U.S.); Paul L'Anglais Inc. (Montreal & Toronto); Stovin (Winnipeg-Vancouver).

### Personnel:

Gaston W. Belanger, vice president & general manager.  
Robert L'Herbier, vice president, programs & production.  
Robert Trudeau, vice president, administration & finance.  
Claude Lapointe, vice president, information & public affairs.  
J. Richard Genin, commercial manager.  
Gilles Pilon, production supervisor.  
Maurice Bastien, film director.  
Maurice Doucet, technical operations director.  
Jean Marlon, director, public relations.

### DIGEST OF RATE CARD NO. 19

(Sept. 1, 1978)

30 Min.	15 Min.	Min.	30 Sec.
Class A—6-11 p.m., daily.			
\$4780	\$2870	\$2430	\$1215

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4479	Montreal C.M.A.	2,769,280
	4565	Montreal, Jesus Island	2,049,880
	4470	Beauharnois	52,260
	4610	Joliette	55,460
	4450	St. Hyacinth	51,820
	4440	Richelleu	49,600
	4380	Shefford	64,810
	4370	Drummond	65,190
	4395	Brome, Missisquoi	50,800
	4410	Iberville	21,100
4660	St. Maurice	103,450	

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4650	Argenteuil	31,080
	4460	Bagot	24,450
	4671	Champlain N.	20,900
	5030	Prescott	28,810
	4669	Shawinigan C.A.	53,450
4280	Arthabaska	53,610	
<b>Between 25-49%</b>	4672	Champlain S.	91,280
	4380	Richmond	38,720
	4295	Nicolet, Yamaska	44,810
	4659	Trois-Rivieres C.A.	96,790
	4260	Megantic	55,140
	4700	Labelle	30,550
<b>Between 5-24%</b>	4340	Stanstead	35,970
	4350	Sherbrooke	109,370
	5069	Ottawa-Hull C.M.A.	699,390
	4199	Quebec C.M.A.	541,340
	5010	Stormont	59,780
4350	Sherbrooke	109,370	
4349	Sherbrooke C.A.	103,920	
4270	Beauce	66,270	

CFTM-TV Total Persons: 7,628,650  
BBM Weekly Reach (March 1978): 2,987,000

# BLACKBURN & COMPANY, INC.

RADIO • TV • CATV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

CHICAGO WASHINGTON, D.C. 333 N. Michigan Ave. (312) 346-6460  
1725 K. Street, N.W. (202) 331-9270  
ATLANTA 400 Colony Sq., #1004 (404) 892-4655  
BEVERLY HILLS 9465 Wilshire Blvd. (213) 274-8151

# Quebec—Quebec City

## CBVT

(Ch. 11)

French Outlet

(Operates rebroadcasting stations CBVT-1, St. Georges de Beauce; CBVT-2, La Tuque; CBVT-3, Lac Megantic; CBVT-4, Lac Etchemin, all P.Q.)

**Technical Facilities:** Channel No. 11 (198-204 MHz). Authorized power: 173-kw visual, 34.6-kw aural. Antenna: 641-ft. above av. terrain, 525-ft. above ground, 950-ft. above sea level.

Latitude 46° 51' 40.41"  
Longitude 71° 04' 46.24"

**Transmitter:** Isle of Orleans.

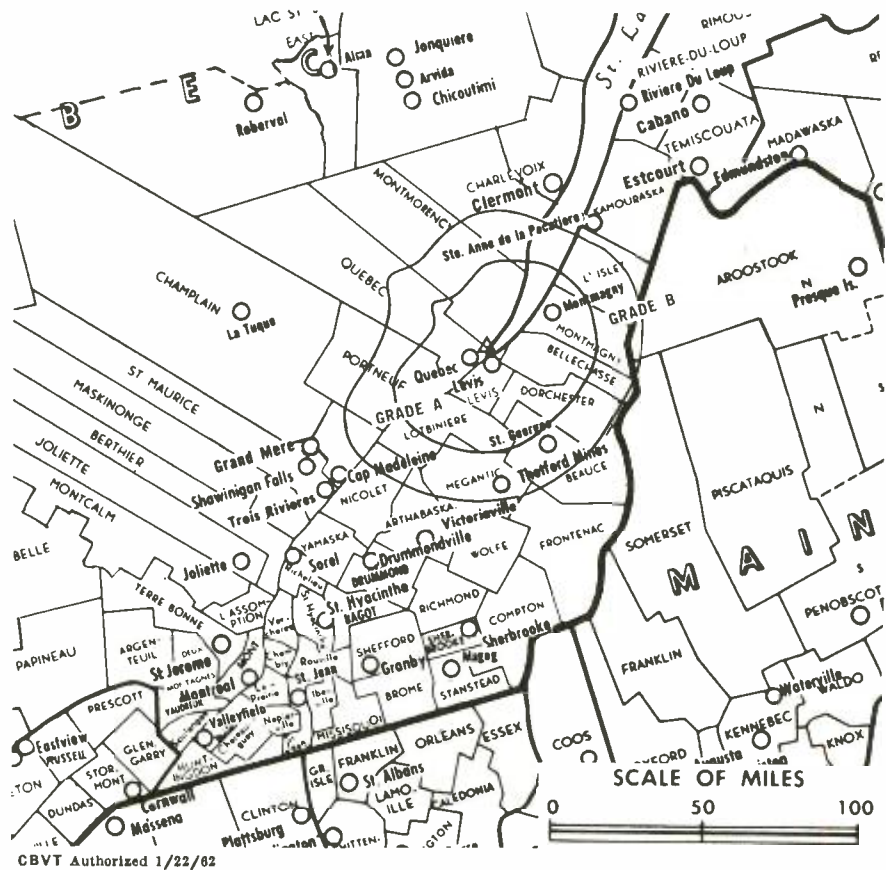
**Color:** Network, film, slide & tape.

**TV tape:** Recording facilities.

**AM Affiliate:** CBV, 5-kw, 980 kHz (CBC).

**FM Affiliate:** CBV-FM, 100-kw, 95.3 MHz (CBC).

**Represented (sales) by** CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CBVT

**Network Service:** CBC.

**Licensee:** Canadian Bestg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Studio:** 2505 Laurier Blvd., P.O. Box 10400, Ste. Foy, Quebec G1V 2X2 P.Q.

**Telephone:** 418-656-9440. **Telex:** 051-2286.

**Began Operation:** Sept. 3, 1964.

### Personnel:

J.-H. Gagnon, *manager, CBC Quebec City.*

Bertrand Messely, *sales manager.*

L. Fortin, *public relations manager.*

C. Rochette, *director of television.*

M. Auger, *TV operations manager.*

R. Gilbert, *editor in charge.*

Hughette MacFarlane, *head, publicity services.*

**Highest 30 Sec. Rate (June 1, 1978):** \$300.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4199	Quebec C.M.A.	541,340
	4270	Beauce	66,270
	4230	Dorchester	31,550
	4260	Megantic	55,140
	4170	Lislet	21,420
	4220	Bellechasse	22,180
4240	Lotbiniere	27,250	
<b>Between 25-49%</b>	4160	Kamouraska	26,750
	4671	Champlain N.	20,900
<b>Between 5-24%</b>	4150	Charlevoix	30,040
	4672	Champlain S.	91,280
	4659	Trois-Rivieres C.A.	96,790
	4280	Arthabaska	53,610
<b>CBVT Total Persons:</b>			<b>1,084,520</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>810,000</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.

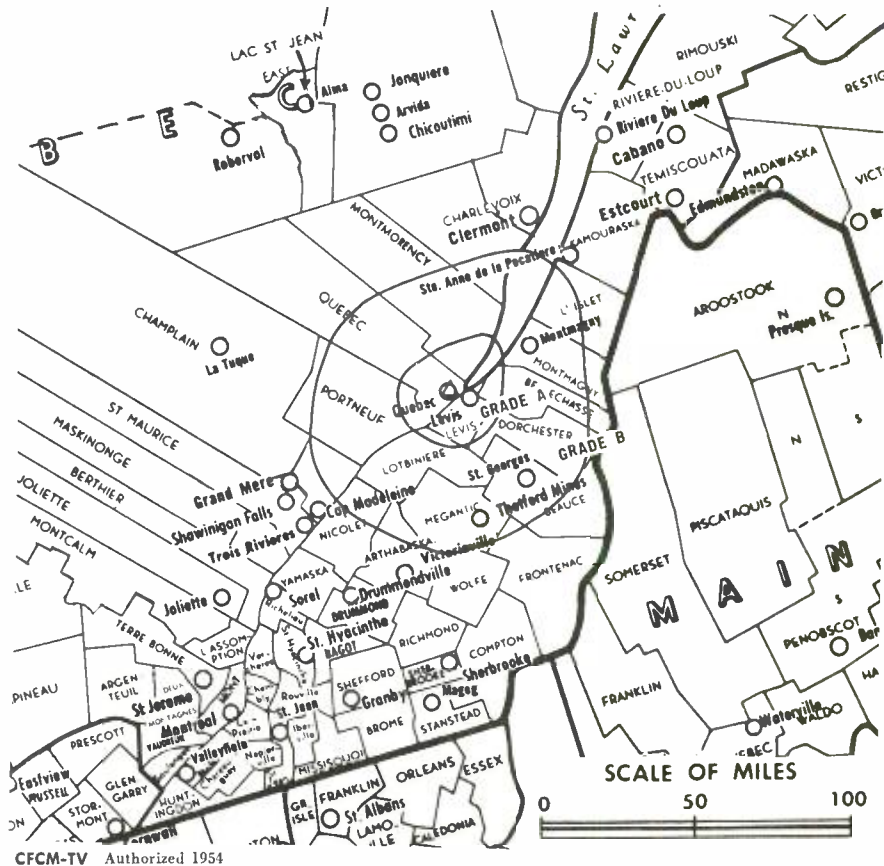
Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Canadian Press, Broadcast News.

Facsimile Service: AP.

Represented (sales) by Tele-Capitale/Unicom Ltd. (Montreal, Toronto, Vancouver); Paul L'Anglais Inc. (Montreal, Toronto); E. S. Sumner Corp. (New York & Chicago).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CFCM-TV

Licensee: Entreprises Tele-Capitale Ltee., Division CFCM-TV, 1000 Myrand Ave., Ste. Foy, Quebec, P.Q.

Studio: 1000 Myrand Ave., P.O. Box 2026, Quebec G1K 7N2.

Telephone: 688-9330. Telex: 051-2234.

Ownership: Tele-Capitale Ltee., publicly-held company.

Began Operation: July 17, 1954.

### Personnel:

- France Fortin, executive vice president/Telecommunications.
- Pierre Duhalme, vice president & general manager.
- R. C. Stefanik, vice president, sales.
- Gerard Fortin, vice president, engineering.
- Leon Delisle, comptroller & director of personnel.
- Louis Langlois, director of programs.
- G. Ranger (Mrs.), publicity, promotion & public relations director.

### DIGEST OF RATE CARD NO. 29—(Sept. 1, 1978)

30 Min.	15 Min.	Min.	30 Sec.
\$2,400	\$1,800	.....	\$600

Class AAA—6-10:30 p.m., Mon. & Thurs.; 6-9 p.m., Tues.; 6-10 p.m., Wed.; 6-9:30 p.m., Fri.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4199	Quebec C.M.A.	541,340
	4270	Beauce	66,270
	4230	Dorchester	31,550
	4220	Bellechasse	22,180
	4240	Lotbiniere	27,250
	4260	Megantic	55,140
	4170	Lislet	21,420
<b>Between 25-49%</b>	4150	Charlevoix	30,040
	4160	Kamouraska	26,750
	4672	Champlain S.	91,280
	4100	Riviere du Loup	38,420
<b>Between 5-24%</b>	4280	Arthabaska	53,610
	4669	Shawinigan C.A.	53,450
	4659	Trois-Rivieres C.A.	96,790
	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4660	St. Maurice	103,450
4295	Nicolet, Yamaska	44,810	
4671	Champlain N.	20,900	
<b>CFCM-TV Total Persons:</b>			<b>1,537,940</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>923,000</b>

## Quebec

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Studio: 273 St. Jean-Baptiste St. W. Telephone: 723-2217.

Transmitter: Pic Champlain St.-Fablen.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 56.9-kw aural. Antenna: 1316-ft. above av. terrain, 179-ft. above ground, 1316-ft. above sea level, lat. 48° 19' 40", long. 68° 50' 09".

Color: Network, live, film, slide & tape.

AM Affiliate: CJBR, 10-kw, 900 kHz (CBC).

FM Affiliate: CJBR-FM, 20-kw, 101.5 MHz (No. 268), 1335-ft.

Began Operation: Nov. 21, 1954. Transfer of control to present owner approved by CRTC Aug. 1, 1977.

Represented (sales) by Opex Communications Ltee. (spots, Montreal & Toronto).

### Personnel:

Walter Ruest, *station manager*.  
Louis Theriault, *program manager*.  
Yvan Asselin, *news supervisor*.  
Roma Pelletier, *sales manager*.  
Claire Thalheim, *public relations*.

Highest 30 Sec. Rate (June 1, 1978): \$60.

## CBST-6

### Riviere au Tonnerre

(Ch. 2)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 1.6-kw visual, .164-kw aural. Antenna: 250-ft. above av. terrain, lat. 50° 16' 52", long. 64° 37' 39".

Began Operation: May 29, 1975.

Rates: Included as a bonus with CBST, Sept-Iles.

## CKRT-TV

### Riviere du Loup

(Ch. 7)

(Also operates satellite rebroadcasting stations CKRT-TV-1, Baie St. Paul; CKRT-TV-2, Ville Degelis; CKRT-TV-3, St. Patrice; CKRT-TV-4, Cabano; CKRT-TV-5, St. Urbain; CKRT-TV-6, Trois Pistoles, all P.Q.)

Network Service: CBC.

Licensee: CKRT-TV Ltee., 1 rue Frontenac, Riviere du Loup G5R 1R7.

Transmitter: Montagne Bleue, Pelletier Station, Cte. Kamouraska.

Studio: 1 Frontenac St., Riviere du Loup, P.Q.

Telephone: 418-862-8241.

Telex: 051-3915.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 49.5-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, live, film, slide & tape.

TV tape: Recording facilities.

Ownership: Luc Simard, pres. & gen. mgr., 33%; Gerard Simon, 52%; Radio CJPF Ltee., 3.3%; 18 others, none with as much as 3%.

Began Operation: Jan. 14, 1962.

Represented (sales) by Tele-Capitale/Unicom Ltd. (Montreal, Toronto & Winnipeg).

### Personnel:

Luc Simard, *president & general manager*.  
Vincent Gagnon, *sales manager*.  
Gerard Simon, *vice president & treasurer*.  
Michel Belanger, *program director*.  
Germain Gelinias, *technical director*.  
Gregoire Thibault, *comptroller*.

#### DIGEST OF RATE CARD NO. 15 (Sept. 1, 1978)

30 Min.	15 Min.	30 Sec.
Class AA—7-10:30 p.m., daily.		
\$275	\$205	\$70

CKRT-TV Total Persons: 280,610  
BBM Weekly Reach (March 1978): 161,000

## CKRS-TV-3

### Roberval

(Ch. 8)

(Repeater satellite of CKRS-TV, Jonquiere, P.Q.)

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, .5-kw aural. Antenna: 532-ft. above av. terrain, 300-ft. above ground, 1210-ft. above sea level, lat. 48° 24' 00", long. 72° 05' 14".

Color: Network, film & tape.

Began Operation: Jan. 8, 1963.

Represented (sales) by Tele-Capitale/Unicom Ltd. (Montreal, Quebec, Vancouver & Toronto); Canadian Standard Broadcast Sales Inc. (U.S.A.).

Rates: Included as a bonus with CKRS-TV, Jonquiere.

## CKRN-TV Rouyn-Noranda

(Ch. 4)

French Outlet

(Also operates satellite rebroadcasting stations CKRN-TV-1, Bearn; CKRN-TV-3, Bearn/Fabre; CKRN-TV-2, Ville Marie; CJDG-TV-4, Matagami; CJDG-TV-1, Lithium; CJDG-TV, Lithium Mines; CJDG-TV-2, Lebel-Sur-Quevillon; CJDG-TV-3, Joutel, all P.Q.)

Network Service: CBC.

Licensee: Northern Radio-Radio Nord Inc., Box 1800, 380 Murdoch Ave., Noranda, P.Q.

Studio & Transmitter: 380 Murdoch Ave., Noranda, P.Q.

Business Office: 380 Murdoch Ave., Noranda, P.Q.

Telephone: 762-0741. Telex: 057-46526.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 115-kw visual, 57.5-kw aural. Antenna: 846-ft. above av. terrain, 725-ft. above ground, 1926-ft. above sea level, lat. 48° 15' 55", long. 79° 02' 37".

Color: Network, live, film, slide & tape.

AM Affiliate: CKRN, 1-kw, 1400 kHz (CBC).

Ownership: Owned & operated by Radio Nord Inc. Also operate radio stations CKRN, Rouyn; CKVD, Val d'Or; CHAD, Amos; CKLS, La Sarre, all P.Q.

Began Operation: Dec. 25, 1957.

Represented (sales) by Canadian Standard Broadcast Sales Inc. (for U.S.); Tele-Capitale/Unicom Ltd. (Vancouver, Montreal & Toronto).

### Personnel:

Alain Gourd, *president*.  
Gilles Poulin, *general manager*.  
Yvon Lariviere, *general sales manager*.  
Jacques Velllette, *administrative director*.  
Jean-Guy Langevin, *technical director*.  
Denise Lavoie, *news director*.

#### DIGEST OF RATE CARD NO. 14 (Sept. 1, 1978)

30 Min.	15 Min.	10 Min.	5 Min.	Min.	30 Sec.
Class AA—6-11:00 p.m., daily.					
\$560	\$360	\$305	\$270	\$220	\$110

CKRN-TV Total Persons: 136,680

BBM Weekly Reach (March 1978): 160,000

## CHAU-TV-1 Ste. Marguerite-Marie

(Ch. 2)

(Satellite rebroadcasting station of CHAU-TV, Carleton, P.Q.)

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: 4.48-kw visual, 0.45-kw 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: Aug. 1963.

Rates: Included as bonus with CHAU-TV, Carleton.



**CBST  
Sept Iles**

(Ch. 13)

French Outlet

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Sept Iles, P.Q.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 8.4-kw visual, 1.7-kw aural. Antenna: Directional, 903-ft. above av. terrain, lat. 50° 08' 40", long. 66° 28' 05".

Began Operation: Oct. 23, 1973.

Rates: Included as a bonus to the CBC French network rate.

**CFER-TV-1  
Sept-Iles**

Sept-Iles

(Ch. 11)

(Satellite rebroadcasting station of CFER-TV, Rimouski, P.Q.)

Licensee: Entreprises Tele-Capitale Ltee., Division CFER-TV, 465 Blvd. Ste. Anne, Pointe au Pere, Rimouski G0K 1G0, P.Q.

Technical Facilities: Channel No. 11 (198-204 MHz). 2.158-kw visual 0.2158-kw aural. Antenna: 606-ft. above av. terrain, lat. 50° 10' 18", long. 66° 44' 19".

**CBFST-2  
Temiscaming**

(Ch. 12)

French Outlet

(Rebroadcasting station of CBFST, Sturgeon Falls, Ont.)

Network Service: CBC French Network.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Thorne, Ont.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 7.08-kw visual, 1.416-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: Included as a bonus with CBLFT-1, Sturgeon Falls.

**CBMT-1  
Trois Rivières**

(Ch. 28)

English Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 13-kw visual, 1.3-kw aural. Antenna: 1075-ft. above av. terrain, lat. 46° 29' 27", long. 72° 39' 00".

Began Operation: Nov. 9, 1976.

Rates: Included as a bonus with CBMT, Montreal.

**CHEM-TV  
Trois Rivières**

(Ch. 8)

French Outlet

Network Service: TVA.

Licensee: Telemédia TV Ltee., 1400 des Cypres, Trois Rivières, P.Q.

Telephone: 819-376-8880.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 5.12-kw visual, 1.02-kw aural. Antenna: 626-ft. above av. terrain, lat. 46° 30' 10", long. 72° 38' 15".

Ownership: See CHLT-TV, Sherbrooke, P.Q.

Represented (sales) by CHLT/CHEM-TV Sales (Montreal); Opex Communications (Toronto); Paul L'Anglais Inc.; Western Broadcast Sales Ltd. (Vancouver & Winnipeg); E. S. Sumner Corp. (U.S.).

Personnel:

Maurice Duval, *president*.  
Robert De LaDurantaye, *general sales manager*.

**DIGEST OF RATE CARD NO. 3  
(August 1, 1978)**

30 Min.	15 Min.	Min.	30 Sec.
Class AA—5-11 p.m., daily.			
\$1365	\$885	\$660*	\$330*

\*Class AA—4:30-10:30 p.m., daily.

Combination rates: CHEM-TV & CHLT-TV Sherbrooke.

CHEM-TV Total Persons: 491,540  
BBM Weekly Reach (March 1978): 225,000

**CKTM-TV  
Trois-Rivières**

(Ch. 13)

French Outlet

Network Service: CBC, French (Radio-Canada).

Licensee: Television St. Maurice (1976) Inc., Box 277, Trois Rivières, P.Q. G9A 5G3.

Studio: 4141 St. Jean Blvd., Trois-Rivières-Ouest, P.Q.

Transmitter: Mont-Carmel, P.Q.

Telephone: 819-377-1441.

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, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Television St. Maurice (1976) Inc.; Robert Bonneau, pres.; Guy Labelle, secy. Owned by COGECO Inc., Henri Audet, pres.

Began Operation: April 15, 1958.

Represented (sales) by All Canada Radio & Television Ltd. (Canada & U.S.).

Personnel:

Robert Bonneau, *president*.  
Claude Beaudoin, *sales manager*.  
Pierre Aumais, *manager & production manager*.

Highest 30 Sec. Rate (May 31, 1976): \$189.

CKTM-TV Total Persons: 1,729,690  
BBM Weekly Reach (March 1978): 628,000

**LOW-POWER REPEATER STATIONS**

Aganish/Natashquan—CBST-7, Ch. 8 CBC (French network) 5 w.

Baie-Johan-Beetz—CBST-8, Ch. 7, CBC (French network) 5 w.

Bale St. Paul—CKRT-TV-1, Ch. 2, CKRT-TV Ltee. (CKRT-TV, Rivière du Loup) 63 w.

Bearn—CKRN-TV-1, Ch. 3, Radio Nord Inc. (CKRN-TV, Rouyn-Noranda).

Blanc-Sablou—New, Ch. 3, CBC (French network) 150 w.

Blanc-Sablou—New, Ch. 5, CBC (English network) 150 w.

Brisay—New, Ch. 4, Club Social La Grande (French network) 119 w.

Cabano—CKRT-TV-4, Ch. 5, CKRT-TV Ltee. (CKRT-TV, Rivière du Loup) 13.6 w.

Camp L G1—New, Ch. 12, Club Social La Grande (CBFRT, Radisson) 10 w.

Camp L G3, Baie James—New, Ch. 4, CBC (French network) 231 w.

Chandler—CHAU-TV-4, Ch. 7, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton) 5 w.

Chapais—CBFAT-1, Ch. 12, CBC (French network) 5 w.

Cloridorme—CHAU-TV-8, Ch. 5, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton) 5 w.

Du Planter—CHLG-TV-5, Ch. 5, Club Social La Grande (French network) 124 w.

Eastmain—New, Ch. 5, Club Social La Grande (French network) 10 w.

Fermont—CBMRT, Ch. 9, CBC (English network) 18 w.

Fermont—CBST-5, Ch. 7, CBC (CBST, Sept-Iles) 5.8 w.

Fort George—CBFGT, Ch. 9, CBC (French network) 3.4 w.

(Continued on page 1118-b)

# 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.

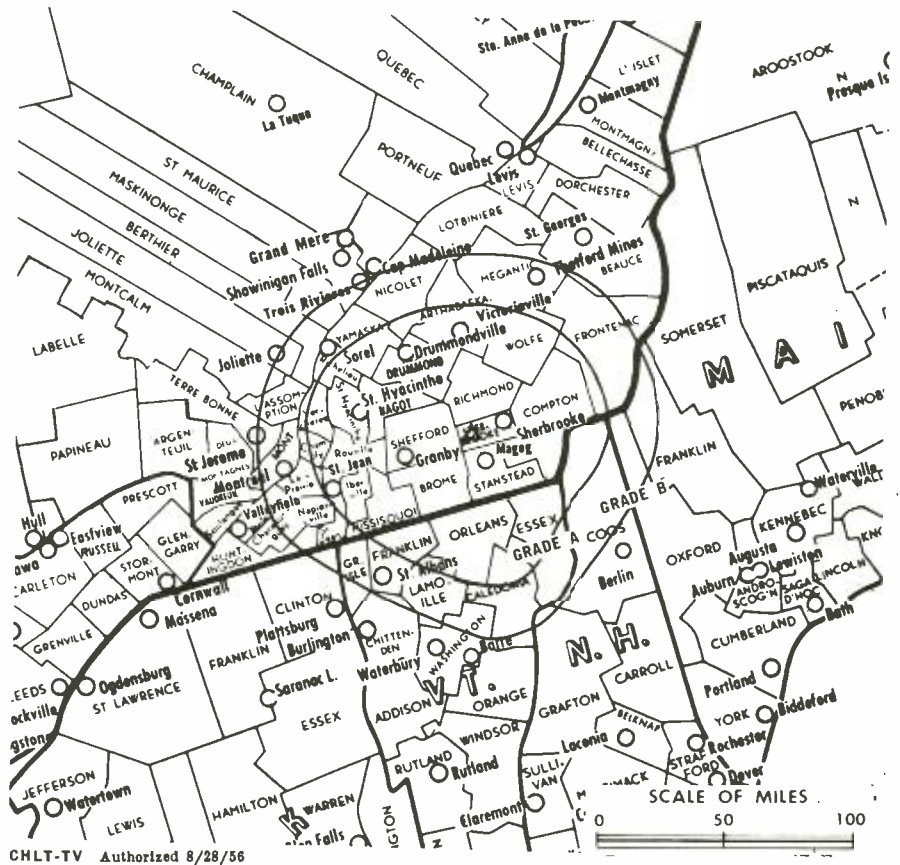
**AM Affiliate:** CHLT, 10-kw. 630 kHz (CBC).

**FM Affiliate:** CITE-FM, 62-kw, 102.7 MHz (No. 274).

**Color:** Network, live, film, slide & tape.

**TV tape:** Recording facilities.

**News Wire Service:** Telbec.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CHLT-TV Authorized 8/28/56

## CHLT-TV

**Network Service:** TVA.

**Licensee:** CHLT Tele 7 (1976) Ltee., 3330 King St. W., Sherbrooke.

**Studio:** 3330 King St. West, P.O. Box 2000, Sherbrooke, P.Q. J1L 1C9.

**Telephone:** 819-565-7777.

**Ownership:** CHLT Tele 7 (1976) Ltee., Andre Mercier, pres.

**Began Operation:** Aug. 12, 1956.

**Represented (sales) by:** CHLT-CHEM TV Ventes (selective); Paul L'Anglais (programs); E. S. Sumner Corp. (U.S.); Western Broadcast Sales (1970) Ltd.

**Personnel:**

Andre Mercier, *president*.  
Gilles David, *general manager*.  
Normand Beauchamp, *general sales manager*.  
Roger Courchesne, *commercial production director*.  
Jacques Lafontaine, *news department*.  
Robert Theriault, *chief engineer*.  
Denis Langlois, *production manager*.

**Highest 30 Sec. Rate (August 1, 1978):** \$330.

**Combination rates:** CHLT-TV & CHEM-TV Trois Rivières.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4370	Drummond	65,190
	4280	Arthabaska	53,610
	4295	Nicolet, Yamaska	44,810
	4270	Beauce	66,270
	4260	Megantic	55,140
	4360	Shefford	64,810
4340	Stanstead	39,970	

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4330	Compton	19,790
	4380	Richmond	38,720
	4460	Bagot	24,450
	4440	Richelieu	49,600
<b>Between 25-49%</b>	4450	St. Hyacinth	51,820
	4395	Brome, Missisquoi	50,800
	4610	Joliette	55,460
	4410	Iberville	21,100
<b>Between 5-24%</b>	4240	Lotbiniere	27,250
	4470	Beauharnois	52,260
	4230	Dorchester	31,550
<b>CHLT-TV Total Persons:</b>			1,025,890
<b>BBM Weekly Reach (March 1978):</b>			787,000

Find out if your station was short-changed on new viewers.

Call your Arbitron representative and ask about AID.

**Arbitron Information On Demand**



# Quebec—Sherbrooke

## CKSH-TV

(Ch. 9)

French Outlet

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 63.0-kw aural. Antenna: 1900-ft. above av. terrain, 220-ft. above ground, 2990-ft. above sea level.

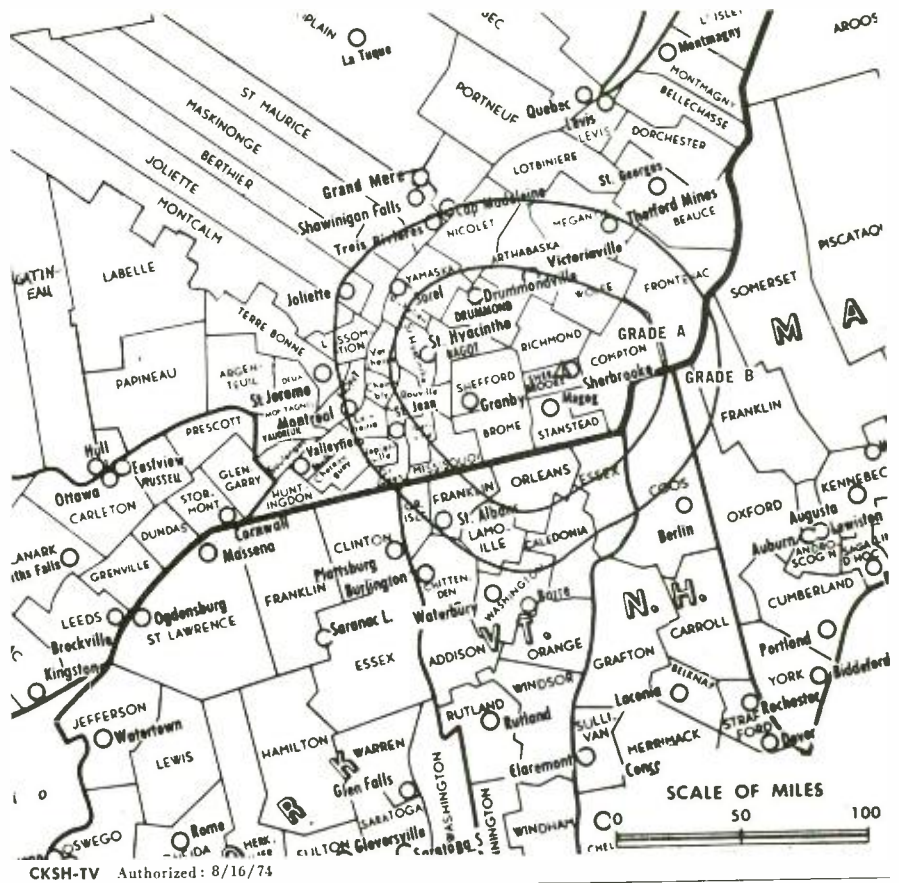
Latitude 45° 18' 43"  
Longitude 72° 14' 32"

Transmitter: Mont-Orford, Provincial Park.

TV tape: Recording facilities.

Color: Network, live, film, slide & tape.

News Wire Service: Broadcast News.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKSH-TV Authorized: 8/16/74

## CKSH-TV

Network Service: CBC French (Radio-Canada).

Licensee: Television St.-Francois Inc., 2295 King St. W., Sherbrooke, P.Q. J1J 3W7.

Studio: 2295 King St. W., Sherbrooke, P.Q.

Telephone: 819-563-9890.

Ownership: COGECO Inc., 90%; Canadian Bcstg. Corp., 10%.

Began Operation: Sept. 1, 1974.

Represented (sales) by All-Canada Radio & Television Ltd. (Canada & U.S.).

Personnel:

Jacques Lemieux, *president*.  
Serge Raymond, *v.p. & manager*.  
Ghislain Plante, *program manager*.  
Roland Taylor, *manager of technical operation*.

Highest 30 Sec. Rate (May 31, 1976): \$122.

For Canadian Population Estimates,  
see Services Volume

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	4350	Sherbrooke	109,370
	4349	Sherbrooke C.A.	103,920
	4370	Drummond	65,190
	4360	Shefford	64,810
	4450	St. Hyacinth	51,820
	4340	Stanstead	35,970
	4380	Richmond	38,720
	4460	Bagot	24,450
4330	Compton	19,790	
<b>Between 25-49%</b>	4280	Arthabaska	53,610
	4610	Joliette	55,460
	4440	Richelieu	49,600
	4295	Nicolet-Yamaska	44,810
	4270	Beauce	66,270
4260	Megantic	55,140	
4410	Iberville	21,100	
<b>Between 5-24%</b>	4660	St. Maurice	103,450
	4395	Brome, Missisquoi	50,800
	4659	Trois-Rivieres C.A.	96,790
	4672	Champlain S.	91,280
	4669	Shawinigan C.A.	53,450
4671	Champlain N.	20,900	
<b>CKSH-TV Total Persons:</b>			<b>1,276,700</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>550,000</b>

## P.Q.-Saskatchewan

Gagnon—New, Ch. 9, CBC (French network) 16 w.  
Gaspe—CHAU-TV-6, Ch. 13, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton) 157 w.  
Gaspé West—CFGW-TV-1, Ch. 6, Gaspé South Telecasting Syndicate (CKCW-TV, Moncton) 5 w.  
Gethsemanie/LaRomaine—CBST-9, Ch. 9, CBC (French network) 10.9 w.  
Harrington Harbour—New, Ch. 8, CBC (French network) 129 w.  
Harrington Harbour—New, Ch. 13, CBC (English network) 129 w.  
Havre St. Pierre—CBST-1, Ch. 12, CBC (French network) 16.3 w.  
Joutel—CJDG-TV-3, Ch. 12, Radio Nord Inc. (CJDG-TV, Lithium Mines) 143 w.  
Lac Boyd—New, Ch. 6, Club Social La Grande (French network) 10 w.  
Lac Etchemin—CBVT-4, Ch. 55, CBC (CBVT, Quebec) 400 w.  
Lac Mégantic—CBVT-3, Ch. 2, CBC (CBVT, Quebec) 24.7 w.  
Laforge—New, Ch. 2, Club Social La Grande (French network) 104 w.  
L'Anse a Valleau—CHAU-TV-9, Ch. 7, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton) 5 w.  
La Tabatiere—New, Ch. 4, CBC (French network) 78 w.  
La Tuque—New, Ch. 9, CBC (English network) 103 w.  
Lebel-sur-Quevillon—CJDG-TV-2, Ch. 12, Radio Nord Inc. (CJDG-TV, Lithium Mines) 5 w.  
LG4—New, Ch. 5, Club Social La Grande (French network) 198 w.  
Lithium—CJDG-TV-1, Ch. 8, Radio Nord Inc. (CJDG-TV, Lithium Mines).  
Manicouagan 3—CKHQ-TV-6, Ch. 13, Club Social du Nord-Est (CBGAT, Matane) 5 w.  
Manicouagan 5—CKHQ-TV-1, Ch. 10, Club Social du Nord-Est (CKBL-TV, Matane) 55 w.  
Matagami—CJDG-TV-4, Ch. 7, Radio Nord Inc. (CJDG-TV, Lithium Mines) 65 w.  
Matane—CBGAT-6, Ch. 6, CBC (French network) 5 w.  
Micoua—CKHQ-TV-3, Ch. 6, Club Social du Nord-Est (CBGAT, Matane) 5 w.  
Mont Blanc-Perce—CFGW-TV-2, Ch. 8, Gaspé South Telecasting Syndicate (CKAM-TV, Upsalquitch Lake, N.B.) 1.5 w.  
Mont Louis—CBGAT-4, Ch. 2, CBC (French network) 5 w.  
Murdochville—CKMU-TV-1, Ch. 2, Murdochville TV Inc. (CKCW-TV, Moncton) 5 w.  
Murdochville—CHAU-TV-11, Ch. 5, Television de la Baie des Chaleurs Inc. (CHAU-TV, Carleton) 5 w.  
Nouveau Comptoir—CBFWT, Ch. 9, CBC (French network) 5.7 w.  
Old Fort Bay—New, Ch. 7, CBC (French network) 10 w.  
Old Fort Bay—New, Ch. 13, CBC (English network) 10 w.  
Outardes 3—CKHQ-TV-4, Ch. 7, Club Social du Nord-Est (CJBR-TV, Rimouski) 5 w.  
Outardes 4—CKHQ-TV-2, Ch. 12, Club Social du Nord-Est (CJBR-TV, Rimouski) 5 w.  
Parent—CBTB-TV-1, Ch. 12, CBC (French network) 1 w.  
Petite Opinaca—New, Ch. 3, Club Social La Grande (French network) 51 w.  
Port Daniel—CHAU-TV-3, Ch. 10, Television de la Baie des Chaleurs (CHAU-TV, Carleton) 5 w.  
Putunig (Asbestos Hill)—New, Ch. 11, CBC (French network) 10.5 w.  
Putunig (Asbestos Hill)—New, Ch. 13, CBC (English network) 10.5 w.  
Radisson—CBFRT, Ch. 8, CBC (French network) 180 w.  
Rapides des Joachims—CBOFT-2, Ch. 8, CBC (French network) 161 w.  
Riviere-au-Renard—CHAU-TV-7, Ch. 7, Television de la Baie des Chaleurs Inc. (CHAU-TV-5, Perce) 205 w.  
Riviere Platte—CHQN-TV-1, Ch. 12, Comité des Loisirs des Employés Forestiers de Q.N.S. (CBGAT, Matane) 5 w.  
Riviere St. Paul—New, Ch. 21, CBC (French network) 89 w.  
St. Augustin-Saguenay—New, Ch. 2, CBC (French network) 10 w.  
St. Augustin-Saguenay—New, Ch. 7, CBC (English network) 10 w.  
St. Fabien de Panet—CBVT-5, Ch. 13, CBC (French network) 0.37 w.  
St. George de Beauce—CBVT-1, Ch. 6, CBC (CBVT, Quebec) 13.2 w.  
St. Pamphile—CBVAT, Ch. 3, CBC (French network) 115 w.  
St. Patrice (Riviere du Loup)—CKRT-TV-3, Ch. 13, CKRT-TV Ltee. (CKRT-TV, Riviere du Loup) 63 w.  
St. Urbain—CKRT-TV-5, Ch. 10, CKRT-TV Ltee. (CKRT-TV, Riviere du Loup) 41.8 w.

1118-b

Schefferville—CBSET-1, Ch. 7, CBC (English network) 37.6 w.  
Schefferville—CBST-2, Ch. 11, CBC (French network) 426 w.  
Temiscaming—CJTK-TV-1, Ch. 2, Temiscaming Chamber of Commerce (CKNY-TV, North Bay) 5 w.  
Temiscaming—New, Ch. 21, CBC (CHNB-TV, North Bay, Ont.) 75 w.  
Tete-a-la-Baleine—New, Ch. 6, CBC (French network) 10 w.  
Trois Pistoles—CKRT-TV-6, Ch. 5, CKRT-TV Ltee. (CKRT-TV, Riviere du Loup) 41.8 w.  
Ville Degeles—CKRT-TV-2, Ch. 2, CKRT-TV Ltee. (CKRT-TV, Riviere du Loup) 63 w.  
Ville-Marie—CKRN-TV-2, Ch. 6, Radio Nord Inc. (CKRN-TV, Rouyn) 5 w.

---

## SASKATCHEWAN

---

### **CBKBT Beauval**

(Ch. 7)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 1.88-kw visual, 0.188-kw aural. Antenna: 356-ft. above av. terrain, lat. 55° 02' 59", long. 107° 45' 25".

Rates: Included as a bonus to the CBC English network rate.

---

### **CFSS-TV Carlyle Lake**

(Ch. 7)

(Satellite rebroadcasting station of CICC-TV, Yorkton, Sask.)

Network Service: CTV, same as CICC-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: 100-kw visual, 16-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".

Color: Network, live, film, slide & tape.

Began Operation: Sept. 1961.

Rates: Included as a bonus with CKOS-TV, Yorkton.

---

### **CKCK-TV-1 Colgate**

(Ch. 12)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV, Regina.

Licensee: Harvard Communications, Box 2000, Regina, Sask.

Transmitter: Near Colgate, Sask.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 15.1-kw visual, 3.02-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: Included as a bonus with CKCK-TV, Regina.

---

### **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,

TV Factbook No. 48

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: Included as a bonus with CKBI-TV, Prince Albert.

•

**CKOS-TV-2**  
**Hudson Bay**

(Ch. 9)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 4-mi. W of Hudson Bay, Sask.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 25-kw max. visual. Antenna: Directional, 172-ft. above av. terrain, lat. 52° 51' 15", long. 102° 29' 26".

Began Operation: Sept. 1975.

Rates: Included as a bonus with CKOS-TV, Yorkton.

•

**CBKST-3**  
**Leoville**

(Ch. 12)

(Satellite rebroadcasting station of CBKST, Saskatoon, Sask.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Near Leoville, Sask.

Technical Facilities: Channel No. 12 (210-216 MHz). Authorized power: 39.2-kw visual, 3.9-kw aural. Antenna: 482-ft. above av. terrain, lat. 53° 36' 25", long. 107° 33' 16".

Rates: Not available.

•

**CKSA-TV**  
**Lloydminster**  
(See Lloydminster, Alta.)

•

**CKMJ-TV**  
**Marquis (Moose Jaw)**

(Ch. 7)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV.

Licensee: Harvard Communications, Box 2000, Regina, Sask.

Transmitter: Marquis.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 55.4-kw visual, 11.08-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, live, film, slide & tape.

Began Operation: Sept. 18, 1964.

Represented (sales) by All-Canada Radio & Television Ltd.

Rates: Included as a bonus with CKCK-TV, Regina.

•

**CBKT-1**  
**Moose Jaw**

(Ch. 4)

(Satellite rebroadcasting station of CBKT, Regina, Sask.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Caron, Sask.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 48-kw visual, 7.7-kw aural. Antenna: 1000-ft. above av. terrain, 580-ft. above ground, 2980-ft. above sea level, lat. 50° 23' 25", long. 105° 55' 38".

Began Operation: July 7, 1959. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

Rates: Included as a bonus with CBKT, Regina.

1979 Edition

**CICC-TV-2**  
**Norquay**

(Ch. 7)

(Satellite rebroadcasting station of CICC-TV, Yorkton, Sask.)

Network Service: CTV.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton S3N 0L1.

Transmitter: 8-mi. N of Norquay, Sask.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 7.8-kw visual, 1.6-kw aural. Antenna: 353-ft. above av. terrain, lat. 52° 03' 00", long. 102° 03' 18".

Color: Network, live, film, slide & tape.

Ownership: See CICC-TV, Yorkton.

Rates: Included as a bonus with CICC-TV, Yorkton.

•

**CKOS-TV-1**  
**Norquay**

(Ch. 13)

(Satellite rebroadcasting station of CKOS-TV, Yorkton, Sask.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: 8-mi. N of Norquay, Sask.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 15-kw visual, 1.5-kw aural. Antenna: 374-ft. above av. terrain, lat. 52° 03' 00", long. 102° 03' 18".

Began Operation: Sept. 1975.

Rates: Included as a bonus with CKOS-TV, Yorkton

•

**CFQC-TV-2**  
**North Battleford**

(Ch. 6)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CTV, same as CFQC-TV.

Licensee: CFQC Broadcasting Ltd., Saskatoon, Sask.

Transmitter: Prongua, Sask.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 9.5-kw visual, 1.9-kw aural. Antenna: 584-ft. above av. terrain, 350-ft. above ground, 2060-ft. above sea level, lat. 52° 45' 39", long. 108° 33' 52".

Color: Network, live, film, slide & tape.

Began Operation: Feb. 1972.

Rates: Included as a bonus with CFQC-TV, Saskatoon.

•

**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: 43-kw visual, 8.6-kw 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: Included as a bonus with CKBI-TV, Prince Albert.

•

**CBKFT-2**  
**Prince Albert**

(Ch. 3)

French Outlet

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

(Continued on next page)

# Saskatchewan

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 13-kw visual, 1.3-kw aural. Antenna: 677-ft. above av. terrain, lat. 53° 03' 27", long. 105° 50' 32".

Rates: Included as a bonus to the CBC French network rate.

## CKBI-TV Prince Albert

(Ch. 5)

(Also operates satellite rebroadcasting stations CKBI-TV-1, Altlicane, CKBI-TV-2, North Battleford, CKBI-TV-3, Greenwater Lake, CKBI-TV-4, Nipawin, CKBI-TV-5, Big River, CKBI-TV-6, Spiritwood, 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.: 034-29132.

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, live, film, slide & tape.

News Wire Service: AP.

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. Cennon, *program manager & film buyer.*

Al Watson, *chief engineer.*

Highest 30 Sec. Rate (June 6, 1977): \$80.

CKBI-TV Total Persons: 207,310  
BBM Weekly Reach (March 1978): 137,000

## CBKFT Regina

(Ch. 13)

French Outlet

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 140-kw visual, 14-kw aural. Antenna: 589-ft. above av. terrain, lat. 50° 28' 58", long. 104° 30' 20".

Rates: Included as a bonus to the CBC French network rate.

## 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: Included as a bonus with CJFB-TV, Swift Current.

## CBKFT-1 Saskatoon

(Ch. 13)

French Outlet

Network Service: CBC.

1120-b

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 98-kw visual, 9.8-kw aural. Antenna: 697-ft. above av. terrain, lat. 52° 10' 28", long. 106° 26' 04".

Rates: Included as a bonus to the CBC French network rate.

## CBCP-TV-1 Shaunavon

(Ch. 7)

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: 4.5-kw visual, 0.45-kw aural. Antenna: 658-ft. above av. terrain, 418-ft. above ground, 3793-ft. above sea level, lat. 49° 33' 31", long. 108° 27' 48".

Began Operation: Dec. 20, 1968.

Rates: Included as a bonus with CJFB-TV, Swift Current.

## CKBQ-TV Star City/Melfort

(Ch. 2)

(Satellite rebroadcasting station of CFQC-TV Saskatoon, Sask. & CKBI-TV, Prince Albert, Sask.)

Network Service: CTV, same as CFQC-TV.

Licensee: CFQC Bcstg. Ltd., Saskatoon, Sask. Central Bcstg. Ltd., Prince Albert, Sask.

Transmitter: Star City, Sask.

Technical Facilities: Channel 2 (54-60 MHz). Authorized power: 11.5-kw visual, 1.15-kw aural. Antenna: Directional, 492-ft. above av. terrain, lat. 52° 50' 22", long. 104° 19' 06".

Began Operation: March 13, 1973.

Rates: Included as a bonus with CFQC-TV, Saskatoon.

## CBKST-1 Stranraer

(Ch. 9)

(Rebroadcasting station of CBKST, Saskatoon, Sask.)

Network Service: CBC.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Stranraer, Sask.

Color: Network.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 35.2-kw visual, 7.05-kw aural. Antenna: 765-ft. above av. terrain, 480-ft. above ground, 2950-ft. above sea level, lat. 51° 40' 25", long. 108° 28' 54".

Began Operation: Nov. 1, 1971.

Rates: Included as a bonus with CBKST, Saskatoon.

## CFQC-TV-1 Stranraer

(Ch. 3)

(Satellite rebroadcasting station of CFQC-TV, Saskatoon, Sask.)

Network Service: CTV, same as CFQC-TV.

Licensee: CFQC Broadcasting Ltd., Saskatoon, Sask.

Transmitter: Stranraer, Sask.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.3-kw visual, 1.8-kw aural. Antenna: 930-ft. above av. terrain, 555-ft. above ground, 3,135-ft. above sea level, lat. 51° 40' 55", long. 108° 30' 45".

Color: Network, live, film, slide & tape.

Began Operation: April 4, 1962.

Rates: Included as a bonus with CFQC-TV, Saskatoon.

Sask. Low-Power Repeaters are on page 1126-b

# Saskatchewan—Regina

## CBKT

(Ch. 9)

English Outlet

(Also operates rebroadcasting stations, CBKMT, Moose Jaw; CBKMT-1, Willow Bunch & CBKMT-2, Fort Qu'Appelle, all Sask.).

**Technical Facilities:** Channel No. 9 (186-192 MHz). Authorized power: 140-kw visual, 20.4-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"

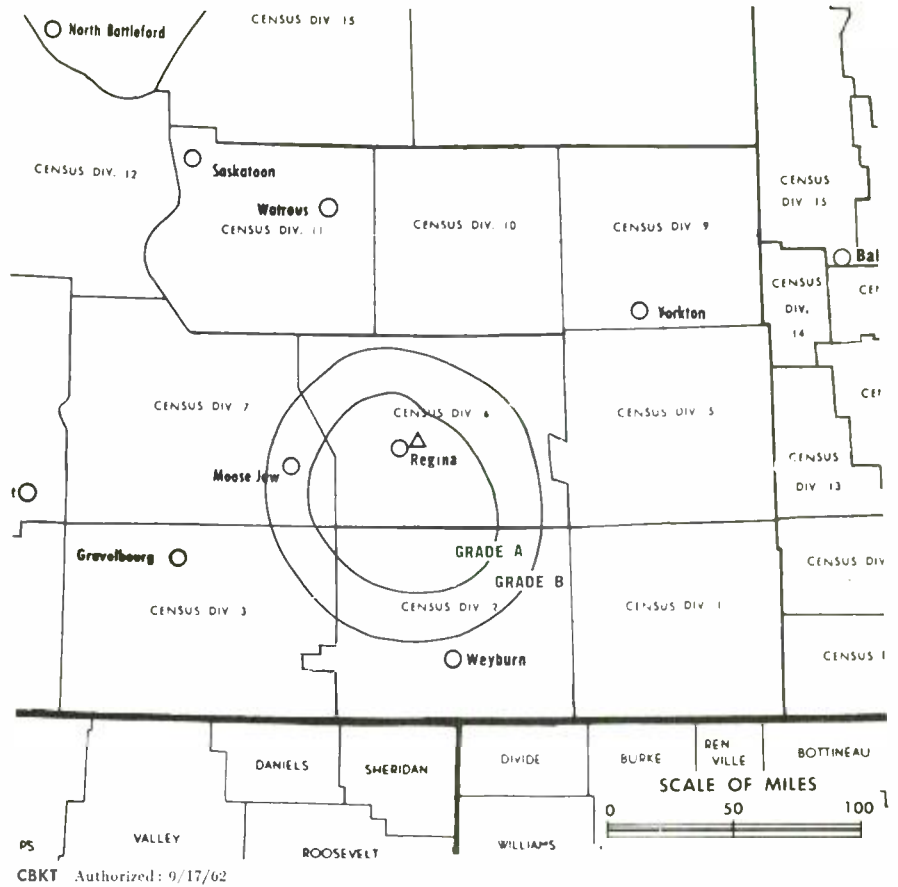
**Transmitter:** 2-mi. NE of Regina.

**Color:** Network.

**News Wire Service:** Canadian Press, Broadcast News.

**AM Affiliate:** CBK, 50-kw, 540-kHz (CBC).

**Studio:** 127 Main North, Moose Jaw.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CBKT Authorized: 9/17/62

## CBKT

**Network Service:** CBC.

**Licensee:** Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

**Regina Address:** 1840 McIntyre St., Sask. S4P 2R1.

**Telephone:** 306-523-6641. **Telex:** 031-2289.

**Began Operation:** Dec. 21, 1962. Purchased by CBC from CHAB Ltd., Sept. 13, 1969.

**Represented (sales) by:** CBC National Selective TV Sales (Canada); Canadian Standard Broadcast Sales (U.S.).

**Personnel:**

G. Hurren, *location manager.*  
Bill Hudema, *sales representative.*  
Doug Chase, *public relations manager.*  
E. Savoie, *TV program director.*  
F. Sidwell, *TV production director.*

**Highest 30 Sec. Rate (June 1, 1978):** \$80.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7070	Census Division 6	183,900
	7069	Regina C.M.A.	149,760
	7080	Census Division 7	50,560
	7020	Census Division 2	25,980
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	7010	Census Division 1	31,590
	7100	Census Division 10	24,910
<b>CBKT Total Persons:</b>			<b>466,700</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>233,000</b>

# Saskatchewan—Regina

## CKCK-TV

(Ch. 2)

(Also operates satellite rebroadcasting stations CKCK-TV-1, Colgate; CKCK-TV-2, Willow Bunch; CKMJ-TV, Marquis-Moose Jaw; CKQB-TV, Fort Qu'Appelle; CKMC-TV, Swift Current, all Sask.)

**Technical Facilities:** Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 53.5-kw aural. Antenna: 670-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.

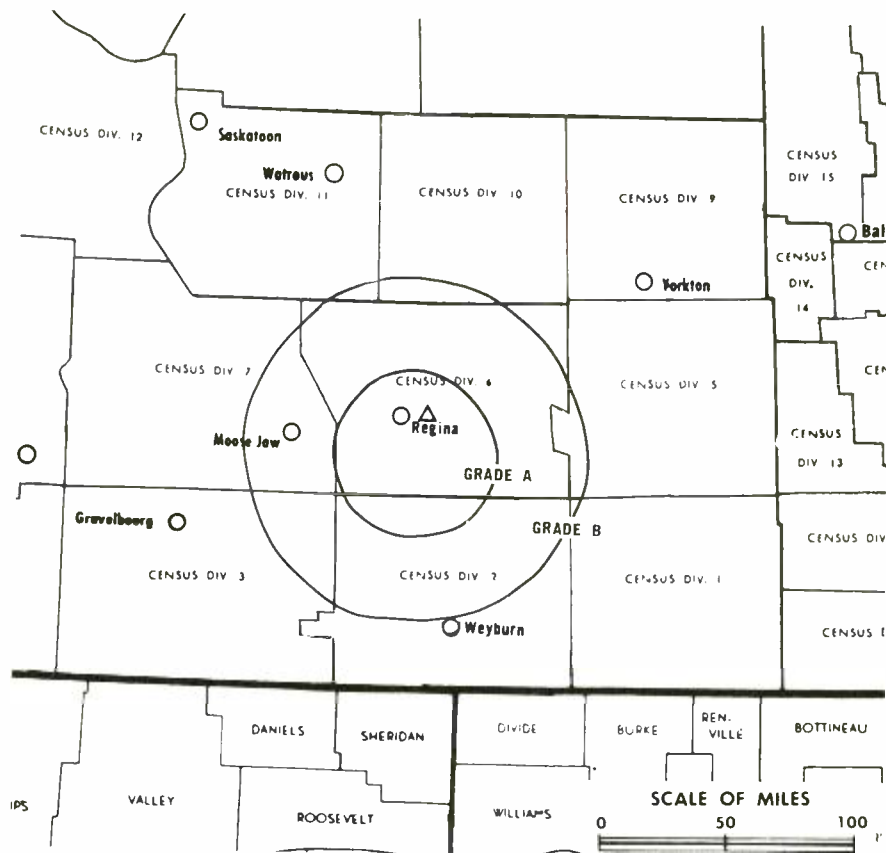
**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News.

**News Film Service:** CTV, ABC.

**TV tape:** Recording facilities.

**Represented (sales) by** All-Canada Radio & Television Ltd.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CKCK-TV Authorized: 4/20/56

## CKCK-TV

**Network Service:** CTV.

**Licensee:** Harvard Communications, Box 2000.

**Studio:** Hwy. No. 1, 3 mi. E of city; Box 2000, Regina, Sask. S4P 3E5.

**Telephone:** 306-569-2000. **Telex:** 071-2433.

**Ownership:** Harvard Communications.

**Began Operation:** July 27, 1954.

**Personnel:**

Fred W. Hill, *president*.  
Bruce E. Cowie, *vice president & general manager*.  
Gayle Robinson, *director, sales & marketing*.  
Doug Lee, *director, administration*.  
Mel Friesen, *operations manager*.  
Clark Donnelly, *production manager*.  
Alex White, *director, technical operations*.  
Dale Issac, *sports director*.  
Frank Flegel, *news manager*.

**Highest 30 Sec. Rate (Jan. 1, 1979):** \$200.

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7070	Census Division 6	183,900
	7069	Regina C.M.A.	149,760
	7080	Census Division 7	50,560
	7045	Census Divisions 4 & 8	48,420
	7020	Census Division 2	25,980
	7010	Census Division 1	31,590
<b>Between 25-49%</b>	7100	Census Division 10	24,910
<b>Between 5-24%</b>	7060	Census Division 5	39,870
	7090	Census Division 9	44,370
<b>CKCK-TV Total Persons:</b>			<b>599,360</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>340,000</b>



# Saskatchewan—Saskatoon

## CBKST

(Ch. 11)

English Outlet

(Repeated by CBKST-1, Stanraer, & CBKST-2, La Ronge, Sask.)

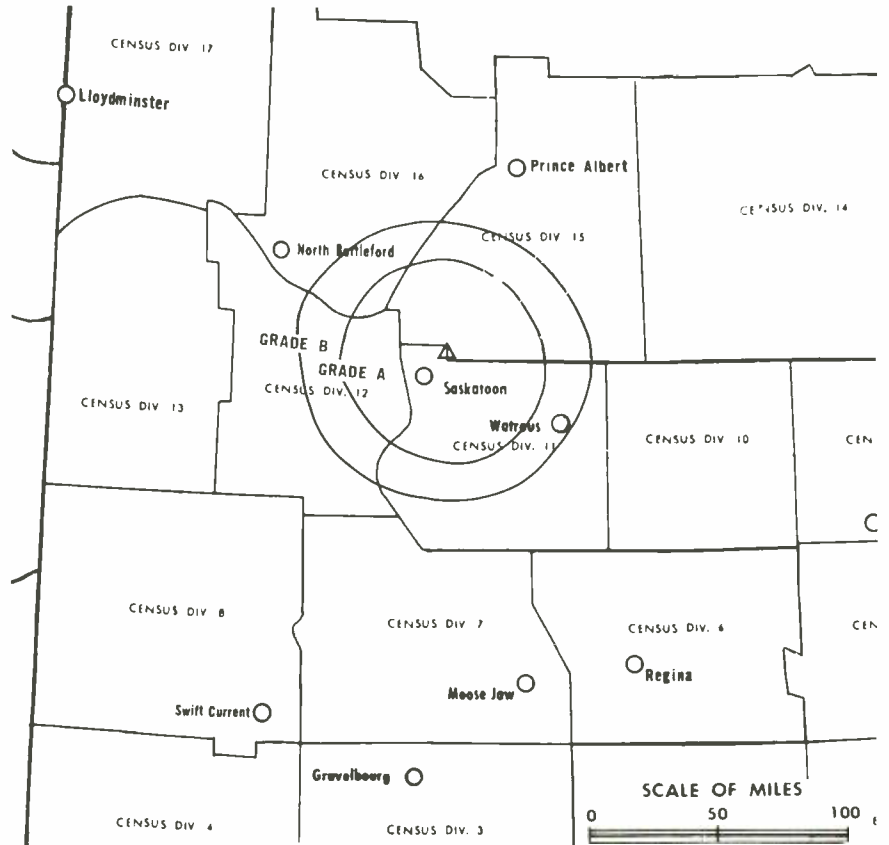
Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 325-kw visual, 65-kw aural. Antenna: 786-ft. above av. terrain, 550-ft. above ground, 2500-ft. above sea level.

Latitude 52° 10' 28"  
Longitude 106° 26' 04"

Transmitter: 12-mi. NE of Saskatoon.

TV tape: Recording facilities.

Color: Network. film & slide.



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

CBKST Authorized: 10/17/71

## CBKST

Network Service: CBC English network.

Licensee: Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont.

Studio: C.N. Tower, 5th Floor, 1st Ave. S. S7K 1J5.

Telephone: 306-244-1911. Telex: 074-2227.

Began Operation: Oct. 17, 1971.

Represented (sales) by CBC National Selective Sales (Canada); Canadian Standard Broadcast Sales Inc. (U.S.).

### Personnel:

H. Garmsen, *station manager.*

D. G. Holtsman, *sales representative.*

D. Walder, *operations manager.*

E. Mutimer, *public relations representative.*

Highest 30 Sec. Rate (June 1, 1978): \$80.

For CBC Network Rates,  
see Services Volume

BBM Weekly Reach	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7110	Census Division 11	164,980
	7109	Saskatoon C.M.A.	131,870
	7120	Census Division 12	23,060
<b>Between 25-49%</b>	7160	Census Division 16	38,110
	7155	Census Division 16 N.	17,740
	7152	Census Division 15 N.	44,090
<b>Between 5-24%</b>	7045	Census Divisions 4 & 8	48,420
<b>CBKST Total Persons:</b>			<b>468,720</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>228,000</b>

# Saskatchewan—Saskatoon

## CFQC-TV

(Ch. 8)

(Operates satellite rebroadcasting stations CFQC-TV-1, Stranraer; CFQC-TV-2, North Battleford; CKBQ-TV, Star City, all Sask.)

**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.

Latitude 52° 11' 30"  
Longitude 106° 23' 01"

**Transmitter:** 14-mi. ENE of Saskatoon.

**TV tape:** Recording facilities.

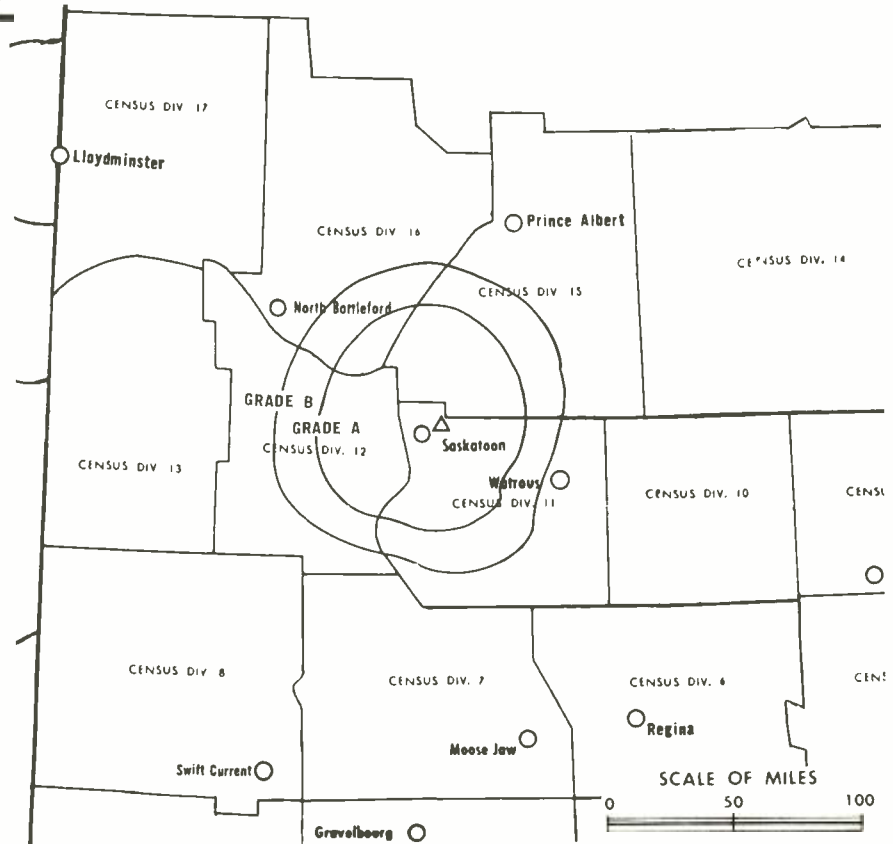
**Color:** Network, live, film, slide & tape.

**News Wire Service:** Broadcast News.

**News Film Service:** CTV.

**AM Affiliate:** CFQC, 5-kw, 600 kHz.

**Represented (sales) by** Bolton Broadcasting Ltd. (U.S.); Glen Warren Broadcast Sales (Canada).



Data on reach & persons reprinted by permission of BBM Bureau of Measurement.

## CFQC-TV

**Network Service:** CTV.

**Licensee:** CFQC Broadcasting Ltd.

**Studio:** 216 First Ave. N., Saskatoon, Sask. S7K 1X1.

**Telephone:** 306-665-8600. **Telex:** 074-2228.

**Ownership:** G. B. Nelson, pres.; Ted Eadinger, v.p.

**Began Operation:** Dec. 5, 1954.

**Personnel:**

G. Blair Nelson, *president*.  
Ted Eadinger, *vice president & station manager*.  
Ken Hutson, *sales manager*.  
Howard Cooper, *local program director*.  
Darrel Kuzub, *promotion manager*.  
Jerry MacLeod, *production manager*.  
Rich Buzik, *traffic manager*.  
Chuck McManus, *news service director*.  
Del Polowick, *chief engineer*.

**Highest 30 Sec. Rate (Aug. 28, 1978):** \$195.

BBM Weekly Circulation	BBM Area No.	Area Description	All Persons
<b>50% &amp; Over</b>	7110	Census Division 11	164,980
	7109	Saskatoon C.M.A.	131,870
	7152	Census Division 15 N.	44,090
	7160	Census Division 16	38,110
	7120	Census Division 12	23,060
	7140	Census Division 14	46,050
	7155	Census Division 16 N.	17,740
<b>Between 25-49%</b>	None	Between 25-49%	
<b>Between 5-24%</b>	7045	Census Divisions 4 & 8	48,420
	7170	Census Division 17	31,090
	7080	Census Division 7	50,560
<b>CFQC-TV Total Persons:</b>			<b>595,970</b>
<b>BBM Weekly Reach (March 1978):</b>			<b>343,000</b>

## Sask.—Yukon Territory

Color: Network, live, film, slide & tape.

TV tape: Recording facilities.

News Wire Service: Broadcast News.

Ownership: Ronald L. Skinner, pres.; George S. Skinner, v.p.; Skinner Holdings Ltd.

Began Operation: June 19, 1958.

Represented (sales) by Paul Mulvihill Ltd. (Canada); Canadian Standard Broadcast Sales (U.S.).

### Personnel:

R. L. Skinner, *president*.  
George Skinner, *vice president*.  
Wilbur A. Westby, *general manager*.  
J. V. (Corky) Birt, *sales manager*.  
Richard Niebergall, *technical director*.

Highest 30 Sec. Rate (Jan. 1, 1978): \$145.

CKOS-TV Total Persons: 412,510  
BBM Weekly Reach (March 1978): 188,000

### LOW-POWER REPEATER STATIONS

Alticane—CKBI-TV-1, Ch. 10, Central Broadcasting Co. Ltd. (CKBI-TV, Prince Albert) 350 w.  
Beauval—CBKC-TV, Ch. 7, CBC (English network) 469 w.  
Big River—CKBI-TV-5, Ch. 9, Central Bcstg. Co. Ltd. (CKBI-TV, Prince Albert) 34 w.  
Buffalo Narrows—CBKDT, Ch. 11, CBC (English network) 321 w.  
Cumberland House—CBWIT, Ch. 9, CBC (English network) 5 w.  
Eastend—CJFB-TV-1, Ch. 2, Swift Current Telecasting Co. Ltd. (CJFB-TV, Swift Current) 5 w.  
Elrose—CKEL-TV-1, Ch. 7, Elrose TV Club (CJFB-TV, Swift Current) 1 w.  
Elrose—CKEL-TV-2, Ch. 13, Elrose TV Club (CBKST-1, Stranraer) 1 w.  
Elrose—CKEL-TV-3, Ch. 11, Elrose TV Club (CFQC-TV-1, Stranraer) 1 w.  
Fond du Lac—CBKAT-2, Ch. 10, CBC (English network) 402 w.  
Ford Bay—New, Ch. 13, CBC (English network) 5 w.  
Fort Qu'Appelle—CBKT-3, Ch. 5, CBC (CBKT, Regina) 5 w.  
Fort Qu'Appelle—CKQV-TV, Ch. 11, Fort Qu'Appelle & B-Say-Tah TV Assn. (CKCK-TV, Regina) 5 w.  
Hudson Bay—CICC-TV-3, Ch. 11, Yorkton TV Co. Ltd. (CICC-TV, Yorkton) 410 w.  
He-a-la-Crosse—CBKCT, Ch. 9, CBC (English network) 105 w.

Media Brokerage Specialist  
Radio and TV

THE  
TED HEPBURN  
COMPANY

P. O. Box 42401, Cincinnati, Ohio 45242  
Telephone (513) 791-8730

Island Falls—CBWBT-2, Ch. 7, CBC (English network) 5 w.  
Lac La Ronge—CBKST-2, Ch. 12, CBC (CBKST, Saskatoon) 5 w.  
La Loche—CBKDT-2, Ch. 13, CBC (English network) 180 w.  
Leader—CKJC-TV-1, Ch. 13, Leader & District TV Society (CBKST-1, Stranraer) 5 w.  
Leader—CKJC-TV-2, Ch. 7, Leader & District TV Society (CFQC-TV-1, Stranraer) 5 w.  
Leoville—CBKDT-3, Ch. 12, CBC (CBKST, Saskatoon) 39.2 w.  
Maple Creek—CHAT-TV-2, Ch. 10, Monarch Bcstg. Co. Ltd. (CHAT-TV, Medicine Hat) 5 w.  
Meadow Lake—CKSA-TV-1, Ch. 8, CKSA-TV Ltd. (CKSA-TV, Lloydminster) 5 w.  
Montreal Lake—CBKST-5, Ch. 11, CBC (English network) 336 w.  
Nipawin—CKBI-TV-4, Ch. 7, Central Broadcasting Co. Ltd. (CKBI-TV, Prince Albert) 120 w.  
Palmbere—CBKDT-1, Ch. 8, CBC (English network) 5 w.  
Pelican Narrows—New, Ch. 6, CBC (English network) 5 w.  
Pinehouse Lake—CBKST-6, Ch. 10, CBC (English network) 10 w.  
Rabbit Lake Campsite/Collins Bay—CFRL-TV, Ch. 12, The Tarmigan Club (Northern service) 5 w.  
Richmond Lake—CFQC-TV-3, Ch. 83, CFQC Bcstg. Ltd. (CFQC-TV, Saskatoon) 2 w.  
Spiritwood—CKBI-TV-6, Ch. 9, Central Broadcasting Co. Ltd. (CKBI-TV, Prince Albert) 120 w.  
Stanley Mission—CBKST-4, Ch. 8, CBC (English network) 333 w.  
Stony Rapids/Black Lake—CBKAT-3, Ch. 7, CBC (English network) 320 w.  
Uranium City—CBKAT, Ch. 8, CBC (English network) 370 w.  
Val Marie—CJFB-TV-2, Ch. 2, Swift Current Telecasting Co. Ltd. (CJFB-TV, Swift Current) 5 w.

## YUKON TERRITORY

### CBKHT Keno Hill

(Ch. 13)

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.  
Transmitter: Keno Hill, Y.T.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 0.248-kw visual, 0.0248-kw aural. Antenna: Directional, 1590-ft. above av. terrain, lat. 63° 54' 55", long. 135° 23' 50".

Began Operation: Nov. 22, 1973.

Rates: Included as a bonus to the CBC English network rate.

### CFWH-TV Whitehorse

(Ch. 6)

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: Included as a bonus to the CBC English network rate.

### LOW-POWER REPEATER STATIONS

Clinton Creek—CBDCT, Ch. 8, CBC (English network) 5 w.  
Dawson—CBDDT, Ch. 7, CBC (English network) 5 w.  
Elsa—CBKHT-1, Ch. 9, CBC (English network) 5 w.  
Faro—CBDBT, Ch. 8, CBC (English network) 5 w.  
Mayo—CBKHT-2, Ch. 7, CBC (English network) 5 w.  
Old Crow—New, Ch. 13, Old Crow Community Club (English network) 10 w.  
Ross River—CFRR-TV-1, Ch. 12, Ross River Community Assn. (CBDBT, Faro) 5 w.  
Teslin—CFTN-TV-1, Ch. 13, Teslin Community Assn. (English network) 5 w.  
Watson Lake—CBDAT, Ch. 8, CBC (English network) 35 w.

## CJFB-TV Swift Current

(Ch. 5)

(Repeated by CJFB-TV-1, Eastend; CKEL-TV-1 Elrose; 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, live, film, slide & tape.

News Wire Service: Broadcast News.

Ownership: Wm. D. Forst, pres. & principal owner.

Began Operation: Dec. 23, 1957.

Represented (sales) by Canadian Standard Broadcast Sales, (U.S.); Radio-Television Representatives Ltd.

Personnel:

William D. Forst, *president, gen. mgr. & technical director.*  
Wes Topal, *sales manager.*  
Julie Forst, *program director & film buyer.*

Highest 30 Sec. Rate (Jan. 1, 1978): \$55.

---

CJFB-TV Total Persons: 98,980

BBM Weekly Reach (March 1978): 48,000

---

## CKMC-TV Swift Current

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV.

Licensee: Harvard Communications, Box 2000, Regina, Sask.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 13-kw visual, 1.3-kw aural. Antenna: Directional, 549-ft. above av. terrain, 570-ft. above ground, 3079-ft. above sea level, lat. 50° 18' 31", long. 107° 52' 35".

Began Operation: Oct. 15, 1976.

Rates: Included as a bonus with CKCK-TV, Regina.

## CBKT-2 Willow Bunch

(Ch. 10)

(Satellite rebroadcasting station of CBKT-1, Moose Jaw, Sask.)

Network Service: CBC.

Licensee: Canadian Bcstg. Corp., 1500 Bronson Ave., Ottawa, Ont.

Transmitter: Willow Bunch, Sask.

Technical Facilities: Channel 10 (192-198 MHz). Authorized power: 22.1-kw visual, 2.2-kw aural. Antenna: 839-ft. above av. terrain, 566-ft. above ground, 3465-ft. above sea level, lat. 49° 23' 10", long. 105° 40' 17".

Began Operation: April 4, 1972.

Rates: Included as a bonus to the CBC network rate.

## CKCK-TV-2 Willow Bunch

(Ch. 6)

(Satellite rebroadcasting station of CKCK-TV, Regina, Sask.)

Network Service: CTV, same as CKCK-TV, Regina.

Licensee: Harvard Communications, Box 2000, Regina.

Transmitter: 2-mi. S of Willow Bunch.

Color: Network, live, film, slide & tape.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 9-kw visual, 1.80-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: Included as a bonus with CKCK-TV, Regina.

## Saskatchewan

## 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: Included as a bonus with CKOS-TV, Yorkton.

## CICC-TV-1 Wynyard

(Ch. 12)

(Satellite rebroadcasting station of CICC-TV, Yorkton, Sask.)

Network Service: CTV.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton S3N 0L1.

Transmitter: 6-mi. SW of Wynyard.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 140-kw max. visual, 27-kw aural. Antenna: 560-ft. above av. terrain.

Color: Network, live, film, slide & tape.

Ownership: Same as CICC-TV, Yorkton.

Began Operation: Jan. 1, 1975.

Rates: Included as a bonus with CICC-TV, Yorkton.

## CICC-TV Yorkton

(Ch. 10)

(Also operates satellite rebroadcasting stations CICC-TV-1, Wynyard; CICC-TV-2, Norquay; CICC-TV-3, Hudson Bay; CFSS-TV Carlyle Lake, all Sask.)

Network Service: CTV.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway S3N 0L1.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 56-kw visual, 11-kw aural. Antenna: 444-ft. above av. terrain, lat. 51° 12' 33", long. 102° 43' 59".

Ownership: See CKOS-TV, Yorkton.

Rates: Sold jointly with CKOS-TV, Yorkton.

---

CICC-TV Total Persons: 179,230

BBM Weekly Reach (March 1978): 97,000

---

## CKOS-TV Yorkton

(Ch. 5)

(Also operates satellite rebroadcasting stations CHSS-TV, Wynyard; CKOS-TV-1, Norquay; CKOS-TV-2, Hudson Bay, all Sask.)

Network Service: CBC.

Licensee: Yorkton Television Co. Ltd., 95 E. Broadway, Yorkton S3N 2V9.

Studio: 95 E. Broadway, Yorkton, Sask.

Transmitter: 12-mi. W. of Yorkton.

Telephone: 306-783-3685.

Telex: 074-21512.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 15-kw visual, 2.6-kw aural. Antenna: 564-ft. above av. terrain, 554-ft. above ground, 2275-ft. above sea level, lat. 51° 12' 20", long. 102° 43' 55".

# CLOSER TO THE STARS!



Now originating in Hollywood,  
The Mike Douglas Show  
presents—day-in, day-out—  
more stars, more fun, more  
entertainment. Continuing in its  
record-breaking 18th year to  
provide stations and viewers with  
first quality, first run  
programming.

## GROUP W PRODUCTIONS

INCORPORATED/WESTINGHOUSE BROADCASTING COMPANY  
7800 BEVERLY BOULEVARD LOS ANGELES, CA 90036 213-852-4024

CBSO