

Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Des Moines, IA	382,400	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Dayton, IA-Nebraska	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Dayton, IA-Rock Island-Moline, IL	315,500	78	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WOAD-TV (8)
Des Moines-Rapids-Waterloo-Dubuque, IA	305,800	81	KCRG-TV (9), KDOB-TV (40), KGAN (2), KWWL (7)
Sioux Falls-Mitchell, SD	235,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA	155,800	138	KCAU-TV (9), KMEG (14), KTIV (4)
Rochester, MN-Mason City, IA-Austin, MN	142,000	149	KAAL (6), KIMT (3), KTTC (10)
Quincy, IL-Hannibal, MO	121,200	154	KHQA-TV (7), WGEM-TV (10), WTJR (16)
Waverly, IA-Kirkville, MO	28,600	203	KOIA-TV (15), KTVO (3)
Wadena, MN	23,100	206	KEYC-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WOI-TV, Ames	See Des Moines, IA
WHBF-TV, Davenport	See Rock Island, IL
WQAD-TV, Davenport	See Moline, IL
KAAL, Mason City	See Austin, MN
KTTC, Mason City	See Rochester, MN
KCRG-TV, KGAN & KWWL, Waterloo	See Cedar Rapids, IA

Iowa Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	11	7	18
Educational Television Stations	2	6	8
	<hr/>	<hr/>	<hr/>
	13	13	26

Burlington

KJMH

Ch. 26

Service: Fox.

Burlington Bcstg. Co. Ltd., 200 Jefferson St., Box 982, Burlington, IA

200 Jefferson St., 4th Floor, Burlington, IA 52601.

Phone: 319-752-0026.

Facilities: Channel No. 26 (542-548 MHz). Authorized power: 200-kw max.

Antenna: 315-ft. above av. terrain, 230-ft. above ground, 925-ft. above sea

Latitude 40° 49' 25"
Longitude 91° 08' 22"

Address: Winegard Dr. & Roosevelt St., Burlington.

Owner: Burlington Bcstg. Co. Ltd.

Operation: January 5, 1988.

Consulted (legal): Miller & Fields, P.C.

Staff:
VAN HAGEN, general manager.
D, news & promotion director.

POOLE, program director.

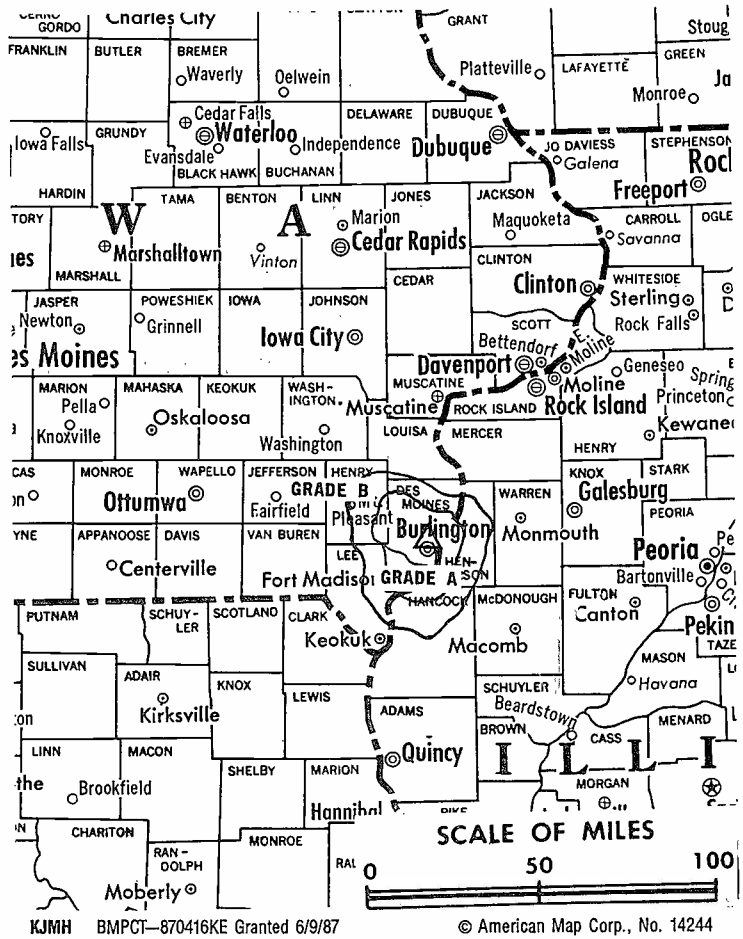
WLEY, chief engineer.

10 Sec. Rate: \$200.

Sense: Burlington. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

holds: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Age based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households Households	%
25-49%	IOWA Des Moines	18,100	17,900	99
5-24%	IOWA Henry Lee	7,200 16,400	7,100 16,200	99 99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
ILLINOIS				
Between 5-24%	Hancock	9,200	9,100	99
	Henderson	3,500	3,400	97
Totals		54,400	53,700	99
Net Weekly Circulation (1990)			11,800	
Average Daily Circulation (1990)			3,100	

Iowa—Cedar Rapids-Waterloo

KCRG-TV

Ch. 9

Network Service: ABC.

Licensee: Cedar Rapids Television Co., 2nd Ave. at 5th St. SE, Box 816, Cedar Rapids, IA 52401.

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

Telephone: 319-398-8422. TWX: 910-525-1341.

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

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

Transmitter: 4.5-mi. NW of Walker.

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

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

News Service: AP.

Ownership: Cedar Rapids Television Co.

Began Operation: October 15, 1953.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Lohnes & Culver.

Personnel:

JOSEPH F. HLADKY JR., chairman of the board.
JOSEPH F. HLADKY III, president.
BOB ALLEN, vice president & general manager.
LINDA BLACKBURN, general sales manager.
JIM JOHNSON, national sales manager.
MIKE MORAN, local sales manager.
BRUCE A. KRUSE, chief engineer.
DEAN BUNTING, news & program director.
BOB JACKSON, promotion director.
JIM LAYMON, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$975.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Allamakee	5,400	5,300	98
	Benton	8,900	8,800	99
	Black Hawk	47,000	46,700	99
	Bremer	8,700	8,600	99
	Buchanan	8,000	7,900	99
	Butler	6,300	6,200	98
	Cedar	7,300	7,200	99
	Chickasaw	5,300	5,200	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,400	31,000	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Fayette	9,100	9,000	99
	Grundy	5,300	5,300	100
	Iowa	6,000	5,900	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	98
	Keokuk	4,800	4,700	98
	Linn	66,900	66,400	99
	Poweshiek	7,200	7,100	99
	Tama	6,900	6,800	99
	Washington	7,800	7,700	99
	Winneshek	7,600	7,500	99
	Between 25-49%	IOWA		
Floyd		7,100	7,000	99
Franklin		5,100	5,100	100
Hardin		8,100	8,000	99
Howard		4,000	3,900	98
Jackson		8,200	8,100	99
Jefferson		6,600	6,500	98
Marshall		15,900	15,800	99
WISCONSIN				
Crawford		6,100	6,000	98
Grant	17,900	17,400	97	
Between 5-24%	IOWA			
	Henry	7,200	7,100	99
	Mahaska	9,200	9,100	99
	Mitchell	4,500	4,500	100
	Muscatine	15,600	15,500	99
ILLINOIS				
Jo Daviess	9,100	8,900	97	
Totals		430,500	425,400	99
Net Weekly Circulation (1990)				289,700
Average Daily Circulation (1990)				164,200

Cedar Rapids-Waterloo

KGAN

Ch. 2

Service: CBS.
 Guy Gannett Publishing Co., Box 3131, Cedar Rapids, IA 52406.
 500 Old Marion Rd. NE, Cedar Rapids, IA 52402.
 Address: Box 3131, Cedar Rapids, IA 52406.
 Phone: 319-395-9060. TWX: 910-525-1326. Fax: 319-395-0987.
 Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, natural. Antenna: 1430-ft. above av. terrain, 1336-ft. above ground, 2385-ft. sea level.

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

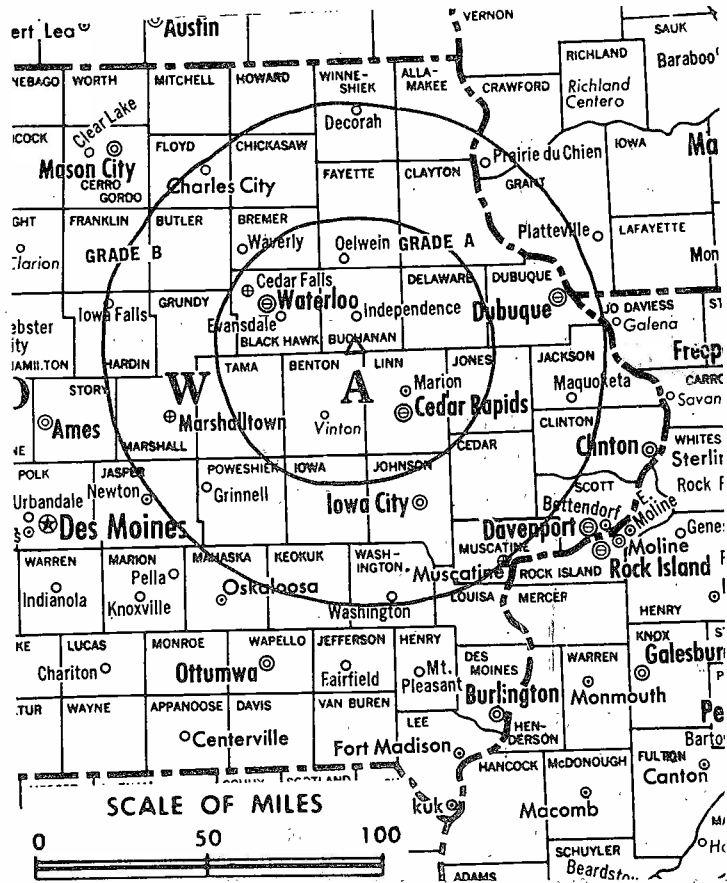
Distance: 4.75-mi. N of Urbana.
 Earth Stations: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

Services: AP, CBS.
 Group: Guy Gannett Broadcasting Services (Group Owner).
 Operation: September 30, 1953. Sale to present owner by Orion Bcstg. approved by FCC Aug. 14, 1981 (Television Digest, Vol. 21:11). Sale to Orion by Orion Bcstg. Stations Inc., William B. Quarton & others, approved by FCC June 18 (Vol. 8:25).
 Stationed (sales): Katz Television.
 Stationed (legal): Dow, Lohnes & Albertson.
 Stationed (engineering): Lohnes & Culver.

HERBST, vice president & general manager.
 WILSON, national sales manager.
 BROWN, local sales manager.
 TENBERN, director of news.
 BURNS, chief engineer.
 WAHL, program manager & public affairs director.
 GUNNINGHAM, promotion manager.
 ROCK, business manager.
 SMITH, production manager.
 Sec. Rate: \$1200.
 WEEK BASE HOURLY RATE: \$1047.

License: Cedar Rapids. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 81.
 Sources: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

County	State	Total Households	TV Households	%
IOWA				
Adair	Iowa			
Albany	Iowa			
Allamakee	Iowa	5,400	5,300	98
Benton	Iowa	8,900	8,800	99
Black Hawk	Iowa	47,000	46,700	99
Bremer	Iowa	8,700	8,600	99
Buchanan	Iowa	8,000	7,900	99
Butler	Iowa	6,300	6,200	98
Cedar	Iowa	7,300	7,200	99
Chickasaw	Iowa	5,300	5,200	98
Clayton	Iowa	8,200	8,100	99
Delaware	Iowa	6,800	6,700	99
Dubuque	Iowa	31,400	31,000	99
Fayette	Iowa	9,100	9,000	99



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Grundy	5,300	5,300	100
	Iowa	6,000	5,900	98
	Jefferson	6,600	6,500	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
	Keokuk	4,800	4,700	98
	Linn	66,900	66,400	99
	Poweshiek	7,200	7,100	99
	Tama	6,900	6,800	99
	Washington	7,800	7,700	99
Between 25-49%	IOWA			
	Floyd	7,100	7,000	99
	Jackson	8,200	8,100	99
	WISCONSIN			
Crawford	6,100	6,000	98	
Grant	17,900	17,400	97	
Between 5-24%	IOWA			
	Franklin	5,100	5,100	100
	Hardin	8,100	8,000	99
	Howard	4,000	3,900	98
	Mahaska	9,200	9,100	99
	Marshall	15,900	15,800	99
	Muscatine	15,600	15,500	99
	Wapello	15,500	15,300	99
	ILLINOIS			
	Jo Daviess	9,100	8,900	97
Totals		434,300	429,100	99
Net Weekly Circulation (1990)				285,600
Average Daily Circulation (1990)				161,600

Iowa—Cedar Rapids

KOCR

Ch. 28

Network Service: Fox.

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

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

Telephone: 319-378-1696.

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

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

Transmitter: 605 Boyson Rd. NE, Cedar Rapids.

Ownership: Metro Program Network Inc.

Began Operation: February 1, 1988.

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

Personnel:

JERRY FITZGERALD, general manager.

LARRY EDWARDS, general sales manager.

STEVE LUDLEY, chief engineer.

Rates: On request.

City of License: Cedar Rapids. **ADI:** Cedar Rapids-Waterloo-Dubuque. **Rank:** 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iowa	6,000	5,900	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
Totals		137,600	136,100	99
Net Weekly Circulation (1990)				38,200
Average Daily Circulation (1990)				13,600

Waterloo-Cedar Rapids

KWWL

Ch. 7

Service: NBC.

American Family Broadcast Group Inc., E. 4th & Franklin Sts., Waterloo, IA

10 E. 4th St., Waterloo, IA 50703.

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

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 100-w audio. Antenna: 1980-ft. above av. terrain, 1930-ft. above ground, 2910-ft. above sea level.

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

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

Channel TV Sound: Stereo only.

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

Services: AP, CNN, NBC, NIWS, UPI.

Owner: American Family Corp. (Group Owner).

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

Head (sales): Blair Television.

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

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

General Manager: R. B. BURBY, president & general manager.

Vice President: J. H. THIS, vice president, operations & programming.

Vice President: J. W. MEN, vice president, news & public affairs.

Vice President: J. S. WKS, vice president & general sales manager.

Vice President: J. TEDE, vice president & chief engineer.

National Sales Manager: J. P. SPINSON, national sales manager.

Marketing & Promotion Director: J. SHARP, marketing & promotion director.

Business Manager: J. W. URTZEL, business manager.

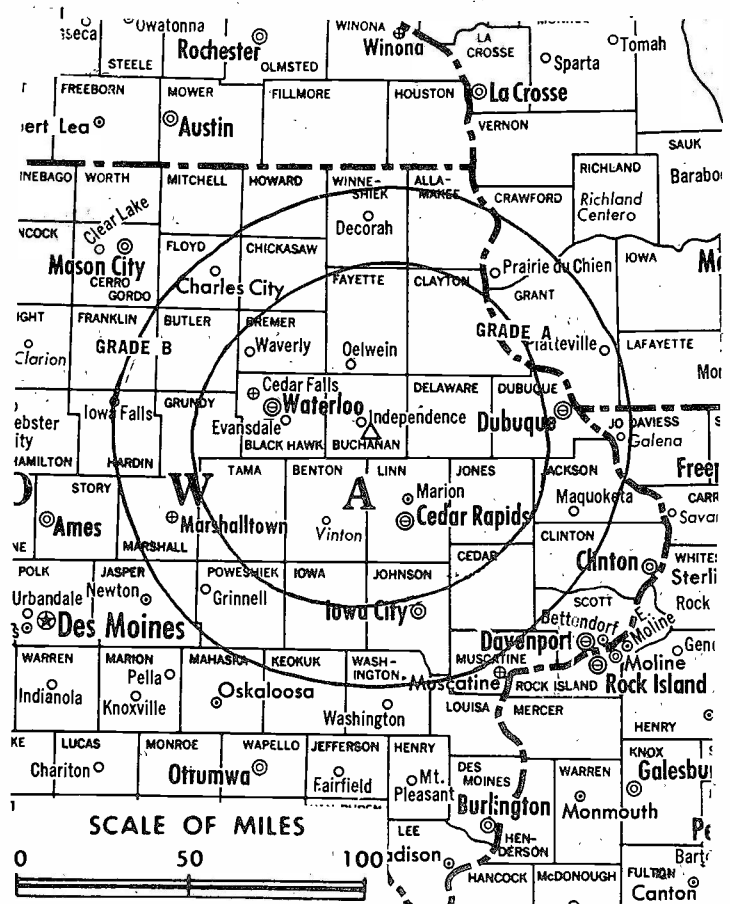
Marketing Director: J. W. FILEIN, marketing director.

Sec. Rate: \$2500.

License: Waterloo. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 81.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

City	State	Total	TV Households	%
Population	County	Households	Households	
IOWA				
Waterloo	Allamakee	5,400	5,300	98
	Benton	8,900	8,800	99
	Black Hawk	47,000	46,700	99
	Bremer	8,700	8,600	99
	Buchanan	8,000	7,900	99
	Butler	6,300	6,200	98
	Cedar	7,300	7,200	99
	Chickasaw	5,300	5,200	98
	Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Dubuque	31,400	31,000	99
	Fayette	9,100	9,000	99
	Floyd	7,100	7,000	99
	Grundy	5,300	5,300	100



KWWL BMPCT-6729 Granted 1/4/68

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Net Weekly Circulation	State	Total	TV Households	%	
	County	Households	Households		
50% & Over	Howard	4,000	3,900	98	
	Iowa	6,000	5,900	98	
	Johnson	33,800	33,300	99	
	Jones	7,200	7,100	99	
	Keokuk	4,800	4,700	98	
	Linn	66,900	66,400	99	
	Tama	6,900	6,800	99	
	Washington	7,800	7,700	99	
	Winneshiek	7,600	7,500	99	
	WISCONSIN				
	Crawford	6,100	6,000	98	
	Grant	17,900	17,400	97	
	Between 25-49%	IOWA			
		Franklin	5,100	5,100	100
Hardin		8,100	8,000	99	
Jackson		8,200	8,100	99	
Marshall		15,900	15,800	99	
Poweshiek		7,200	7,100	99	
Between 5-24%	ILLINOIS				
	Jo Daviess	9,100	8,900	97	
	IOWA				
	Clinton	20,300	20,200	100	
	Jefferson	6,600	6,500	98	
	Mitchell	4,500	4,500	100	
Totals	Muscatine	15,600	15,500	99	
	MINNESOTA				
	Houston	6,500	6,400	98	
	WISCONSIN				
	Lafayette	6,200	6,100	98	
Totals		447,100	441,900	99	
Net Weekly Circulation (1990)				317,800	
Average Daily Circulation (1990)				206,600	

Iowa—Davenport

KLJB-TV

Ch. 18

Network Service: Fox.

Licensee: Davenport Communications L.P., Debtor-in Possession, 937 E. 53rd St., Suite D, Davenport, IA 52807.

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

Telephone: 319-386-1818. TWX: 510-600-1729. Fax: 319-386-2543.

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

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

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

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

Ownership: Davenport Communications Ltd. Partnership.

Began Operation: July 28, 1985.

Represented (sales): Seltel Inc.

Personnel:

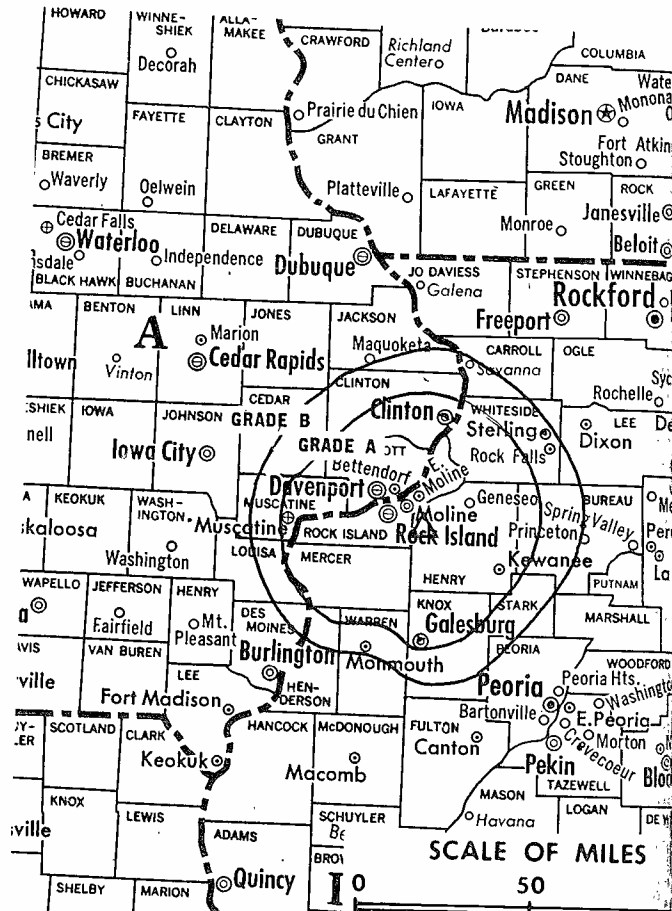
- GARY L. BRANDT, general manager.
- BRIDGET B. BOWEN, general sales manager.
- DAN OLSON, national sales manager.
- DON BARGMANN, chief engineer.
- RANDY BELK, program manager.
- SUE PASSE, public service director.
- LAURIE SNELL, promotion manager.
- KATHLEEN S. DeBOEUF, business manager.
- PENNY JOHNSON, traffic manager.

Highest 30 Sec. Rate: \$900.

City of License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Muscatine	15,600	15,500	99
	Scott	60,700	60,200	99
	ILLINOIS			
	Mercer	7,000	6,900	99
	Rock Island	61,400	60,800	99
Between 25-49%	IOWA			
	Cedar	7,300	7,200	99
	Clinton	20,300	20,200	100
	Henry	7,200	7,100	99
	Louisa	4,600	4,500	98



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

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	ILLINOIS		
	Carroll	7,000	6,900
	Henry	20,400	20,200
	Warren	8,000	7,900
	Whiteside	24,000	23,600
Between 5-24%	IOWA		
	Des Moines	18,100	17,900
	Jackson	8,200	8,100
	Jones	7,200	7,100
	Lee	16,400	16,200
	ILLINOIS		
	Bureau	14,500	14,200
	Henderson	3,500	3,400
	Jo Daviess	9,100	8,900
	Knox	22,800	22,500
Lee	12,900	12,700	
Stark	2,700	2,700	
Totals		358,900	354,700
Net Weekly Circulation (1990)			135,100
Average Daily Circulation (1990)			58,600

Davenport

KWQC-TV

Ch. 6

Service: NBC.

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

5 Brady St., Davenport, IA 52808.

319-383-7000. TWX: 910-525-1189.

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

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

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

Channel TV Sound: Stereo only.

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

Services: AP, UPI.

Owner: Broad Street Television L.P.

Operation: October 31, 1949. Sold to present owner by Palmer Communica-
tion, 1985 (Television Digest, Vol. 29:22).

Advertiser (sales): Blair Television.

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

President & general manager.

Vice president, operations & engineering.

General sales manager.

Local sales manager.

News director.

Promotion director.

Business manager.

Marketing director.

Chief engineer.

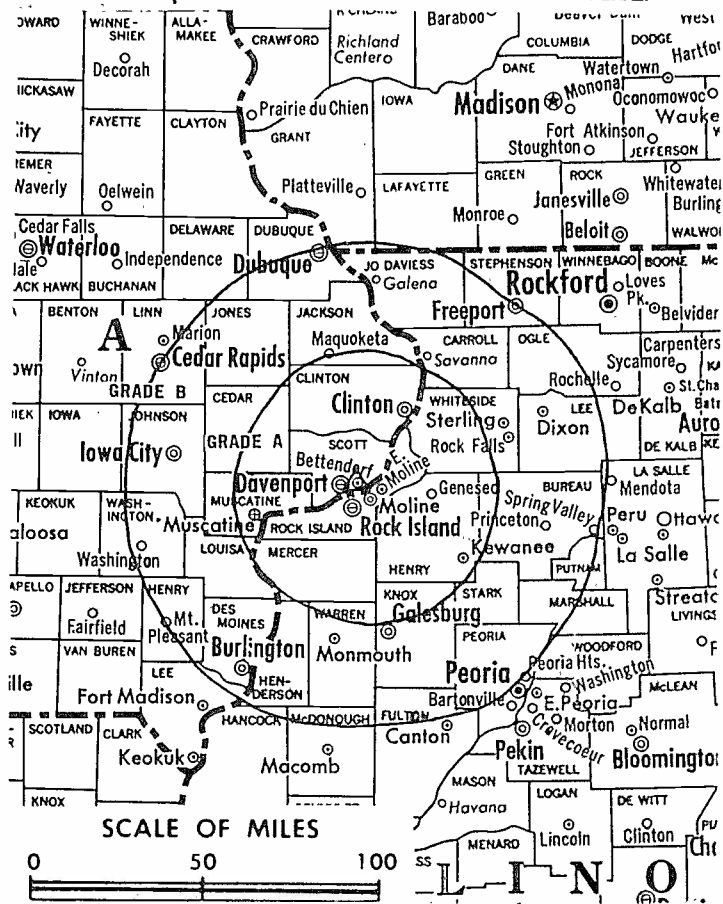
Sec. Rate: \$3000.

BASE HOURLY RATE: \$1900.

License: Davenport. ADI: Davenport, IA-Rock Island-Moline, IL. Rank: 78.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Ranking based on Arbitron study.

City	State	Total	TV Households	
Circulation	County	Households	Households	%
	IOWA			
	Cedar	7,300	7,200	99
	Clinton	20,300	20,200	100
	Des Moines	18,100	17,900	99
	Henry	7,200	7,100	99
	Jackson	8,200	8,100	99
	Louisa	4,600	4,500	98
	Muscatine	15,600	15,500	99
	Scott	60,700	60,200	99
	ILLINOIS			
	Bureau	14,500	14,200	98
	Carroll	7,000	6,900	99
	Henderson	3,500	3,400	97
	Henry	20,400	20,200	99
	Jo Daviess	9,100	8,900	97



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Knox	22,800	22,500	99
	Mercer	7,000	6,900	99
	Rock Island	61,400	60,800	99
	Warren	8,000	7,900	99
	Whiteside	24,000	23,600	98
Between 25-49%	IOWA			
	Lee	16,400	16,200	99
	ILLINOIS			
	Lee	12,900	12,700	98
	Stark	2,700	2,700	100
Between 5-24%	IOWA			
	Jefferson	6,600	6,500	98
	Johnson	33,800	33,300	99
	Jones	7,200	7,100	99
	Washington	7,800	7,700	99
	ILLINOIS			
	Fulton	15,400	15,100	98
Hancock	9,200	9,100	99	
Mc Donough	12,600	12,400	98	
Ogle	17,400	17,100	98	
Putnam	2,300	2,200	96	
Totals		464,000	458,100	99
Net Weekly Circulation (1990)				313,200
Average Daily Circulation (1990)				205,400

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Iowa—Des Moines

KCCI-TV

Ch. 8

Network Service: CBS.

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

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

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

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

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

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

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

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

News Services: AP, CBS.

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

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

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

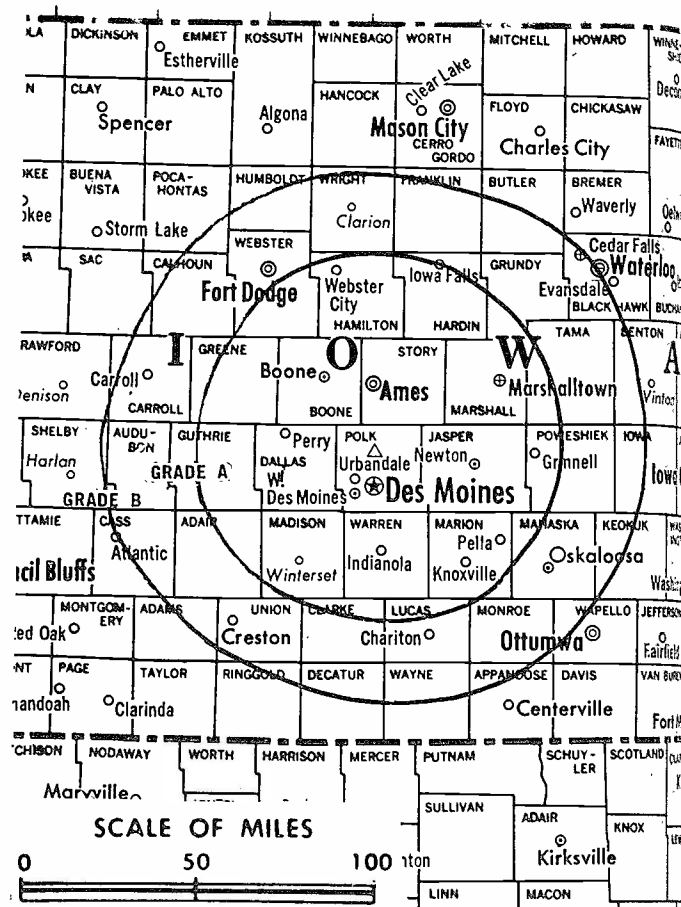
PAUL FREDERICKSEN, president & general manager.
JOHN PASCUZZI, vice president, operations.
BILL HUEY, vice president & chief engineer.
DAVE POREPP, general sales manager.
ANNE MARIE CAUDRON, national account executive.
DAVE BUSICK, news director.
ROBERT DAY, programming director.
PAM KULIK, director, promotion & community affairs.
IRMA DAVIS, business manager.
DOUG CRETSINGER, production manager.

Rates: On request.

City of License: Des Moines. ADI: Des Moines. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,600	3,600	100
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Boone	10,100	10,000	99
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
Lucas	4,200	4,100	98	



KCCI-TV BMPCT-7477 Granted 7/31/73

© American Map Corp., 1984

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Madison	4,700	4,700	100
	Mahaska	9,200	9,100	99
	Marion	11,100	11,000	99
	Marshall	15,900	15,800	99
	Monroe	3,400	3,400	100
	Pocahontas	4,100	4,000	98
	Polk	132,700	131,700	99
	Poweshiek	7,200	7,100	99
	Ringgold	2,300	2,300	100
	Sac	5,300	5,200	98
	Story	25,500	25,200	99
	Taylor	3,200	3,100	97
	Union	5,400	5,300	98
	Wapello	15,500	15,300	99
	Warren	13,500	13,400	99
	Wayne	3,200	3,100	97
	Webster	17,000	16,800	99
Wright	6,200	6,100	98	
Between 25-49%	MISSOURI			
	Mercer	1,600	1,600	100
	IOWA			
	Adams	2,100	2,100	100
	Buena Vista	7,800	7,700	99
	Cass	6,600	6,500	98
	Franklin	5,100	5,100	100
	Grundy	5,300	5,300	100
	Keokuk	4,800	4,700	98
	Kossuth	7,800	7,700	99
Montgomery	5,400	5,300	98	

(Continued on page A-475)

Totals	514,800	509,200	99
Net Weekly Circulation (1990)			375,800
Average Daily Circulation (1990)			246,700

Des Moines

KDSM-TV

Ch. 17.

Service: Fox.

Duchossois Communications Co. of Iowa, 4023 Fleur Dr., Des Moines, IA

4023 Fleur Dr., Des Moines, IA 50321.

Phone: 515-284-1717.

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

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

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

Earth Station: Prodelin, 5-meter; Microwave Assoc. receivers.

Service: INN.

Ship: Duchossois Communications Co. of Iowa

Operation: March 14, 1983. Sale to present owners by William J. Trout, and J. Gazzo & Carl G. Goldsberry, approved by FCC April 19, 1985 (Television Vol. 25:8).

Antenna (sales): Seltel Inc.

Antenna (legal): Tierney & Swift.

Staff: THOMPSON, vice president & general manager.

PHENS, general sales manager.

FAHRT, local sales manager.

BRINGTON, promotion manager.

MOHRFIELD, chief engineer.

REEMAN, business manager.

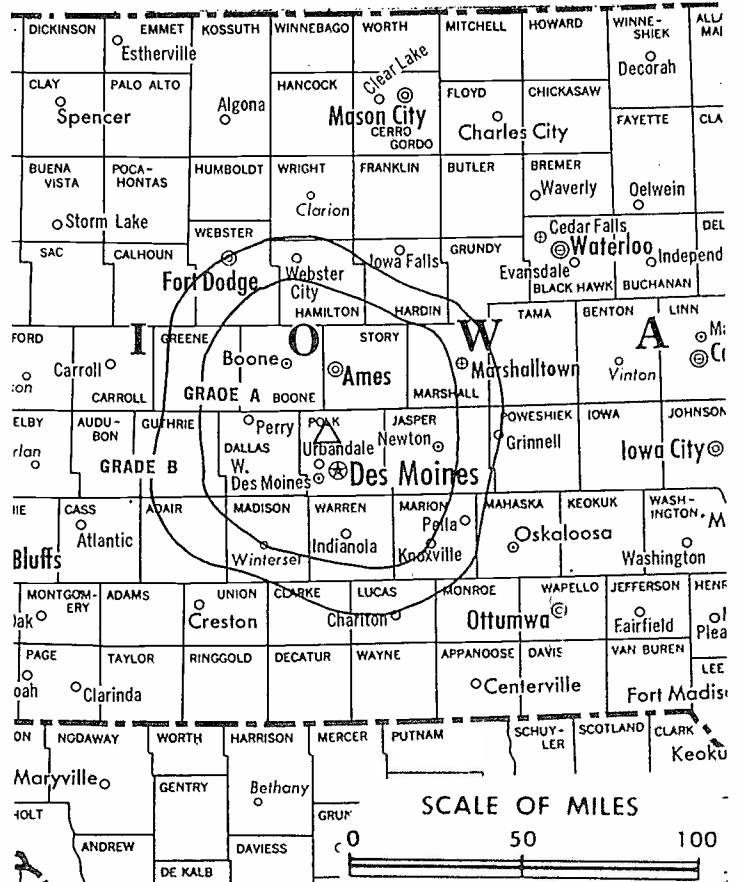
ARNER, production manager.

30 Sec. Rate: \$1300.

License: Des Moines. ADI: Des Moines. Rank: 66.

Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Sample based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
Over 25-49%	IOWA			
	Boone	10,100	10,000	99
	Dallas	12,000	11,900	99
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98
	Madison	4,700	4,700	100
	Marion	11,100	11,000	99
	Monroe	3,400	3,400	100
	Polk	132,700	131,700	99
	Poweshiek	7,200	7,100	99
	Story	25,500	25,200	99
	Union	5,400	5,300	98
	Warren	13,500	13,400	99
Wayne	3,200	3,100	97	
Webster	17,000	16,800	99	
25-49%	IOWA			
	Adair	3,600	3,600	100
	Adams	2,100	2,100	100



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

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Franklin	5,100	5,100	100
	Grundy	5,300	5,300	100
	Hardin	8,100	8,000	99
	Mahaska	9,200	9,100	99
	Marshall	15,900	15,800	99
	Montgomery	5,400	5,300	98
	Ringgold	2,300	2,300	100
	Tama	6,900	6,800	99
	Wright	6,200	6,100	98
Between 5-24%	IOWA			
	Buena Vista	7,800	7,700	99
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Iowa	6,000	5,900	98
	Keokuk	4,800	4,700	98
	Kossuth	7,800	7,700	99
	Mills	4,700	4,700	100
	Page	7,400	7,300	99
	Palo Alto	4,500	4,400	98
	Pocahontas	4,100	4,000	98
	Sac	5,300	5,200	98
Shelby	5,500	5,500	100	
Taylor	3,200	3,100	97	
Wapello	15,500	15,300	99	
Totals		477,800	472,800	99
Net Weekly Circulation (1990)			227,800	
Average Daily Circulation (1990)			98,600	

Iowa—Des Moines

WHO-TV

Ch. 13

Network Service: NBC.

Licensee: Palmer Communications Inc., 1801 Grand Ave., Des Moines, IA 50308.

Studio: 1801 Grand Ave., Des Moines, IA 50308.

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

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

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

Transmitter: 1-mi. S of Alleman.

Multichannel TV Sound: Stereo only.

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

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

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

News Service: AP.

Ownership: Palmer Communications Inc. (Group Owner).

Began Operation: April 15, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

JOSEPH LENTZ, vice president & general manager.

TOM HESTON, general sales manager.

CHERYL SEMERAD, local sales manager.

KEN ERICKSON, director of engineering.

BRIEN GREIF, news director.

MARY BRACKEN, program manager.

DEMETRIOS HADJIS, promotion manager.

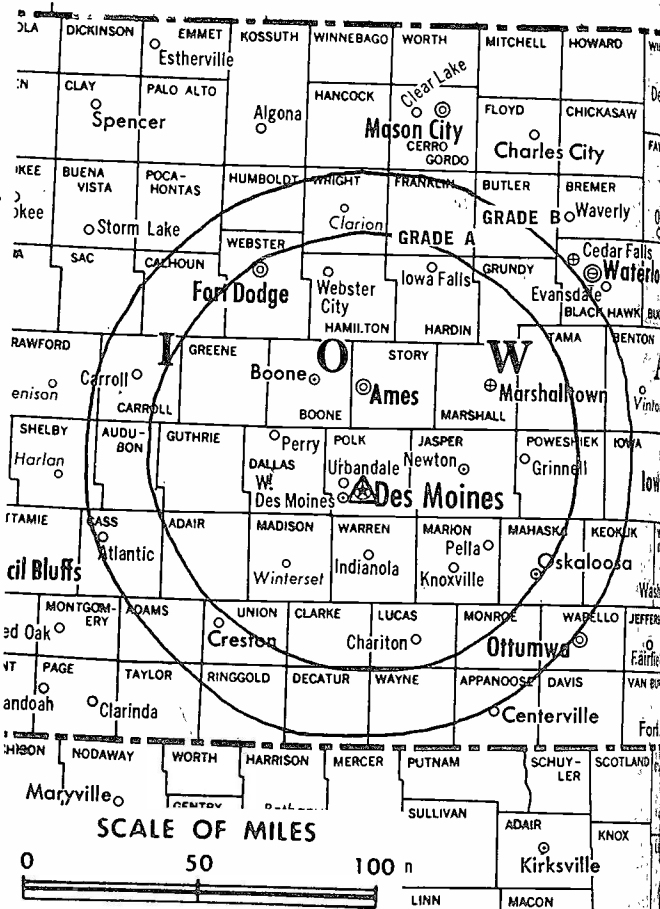
SHIRLEY STREFF, business manager.

Rates: On request.

City of License: Des Moines. ADI: Des Moines. Rank: 66.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Adair	3,600	3,600	100
	Appanoose	6,000	5,900	98
	Audubon	3,000	3,000	100
	Boone	10,100	10,000	99
	Calhoun	4,700	4,600	98
	Carroll	8,300	8,200	99
	Clarke	3,500	3,500	100
	Dallas	12,000	11,900	99
	Davis	3,300	3,300	100
	Decatur	3,400	3,300	97
	Greene	4,600	4,600	100
	Guthrie	4,700	4,600	98
	Hamilton	6,800	6,700	99
	Hardin	8,100	8,000	99
	Humboldt	5,000	4,900	98
	Jasper	14,400	14,300	99
	Lucas	4,200	4,100	98
	Madison	4,700	4,700	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Mahaska	9,200	9,100	99	
	Marion	11,100	11,000	99	
	Marshall	15,900	15,800	99	
	Monroe	3,400	3,400	100	
	Pocahontas	4,100	4,000	98	
	Polk	132,700	131,700	99	
	Poweshiek	7,200	7,100	99	
	Ringgold	2,300	2,300	100	
	Story	25,500	25,200	99	
	Union	5,400	5,300	98	
	Wapello	15,500	15,300	98	
	Warren	13,500	13,400	99	
	Wayne	3,200	3,100	97	
	Webster	17,000	16,800	99	
	Wright	6,200	6,100	98	
	MISSOURI	Mercer	1,600	1,600	100
		Putnam	2,100	2,100	100
IOWA					
Between 25-49%	Adams	2,100	2,100	100	
	Cass	6,600	6,500	98	
	Franklin	5,100	5,100	100	
	Grundy	5,300	5,300	100	
	Jefferson	6,600	6,500	98	
	Keokuk	4,800	4,700	98	
	Kossuth	7,800	7,700	99	
	Palo Alto	4,500	4,400	98	
	Sac	5,300	5,200	98	
	(Continued on page A-475)				
Totals		476,700	471,600	99	
Net Weekly Circulation (1990)				358,900	
Average Daily Circulation (1990)				218,800	

Ames-Des Moines

WOI-TV
Ch. 5

Service: ABC.
 Iowa State University Bcstg. Corp., Ames, IA 50011.
 Iowa State U. of Science, Ames, IA 50011.
 Phone: 515-294-5555. Fax: 515-294-8503 (administration); 515-294-7862
 515-294-5328 (sales).

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

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

Location: 1-mi. S of Alleman.

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

Services: AP, ABC.

Ownership: Iowa State University Bcstg. Corp.

Operation: February 21, 1950.

Original (sales): Katz Television.

Original (legal): Cohn & Marks.

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

President: G. HELMERS, president & general manager.
 General Manager: W. W. WILSON, general sales manager.

Chief Engineer: J. W. WILSON, chief engineer.

News Director: J. W. WILSON, news director.

Programming Coordinator: J. W. WILSON, programming coordinator.

Public Affairs Coordinator: J. W. WILSON, public affairs coordinator.

Promotion Director: J. W. WILSON, promotion director.

Business Manager: J. W. WILSON, business manager.

Marketing Director: J. W. WILSON, marketing director.

Line Hour Rate: \$4000.

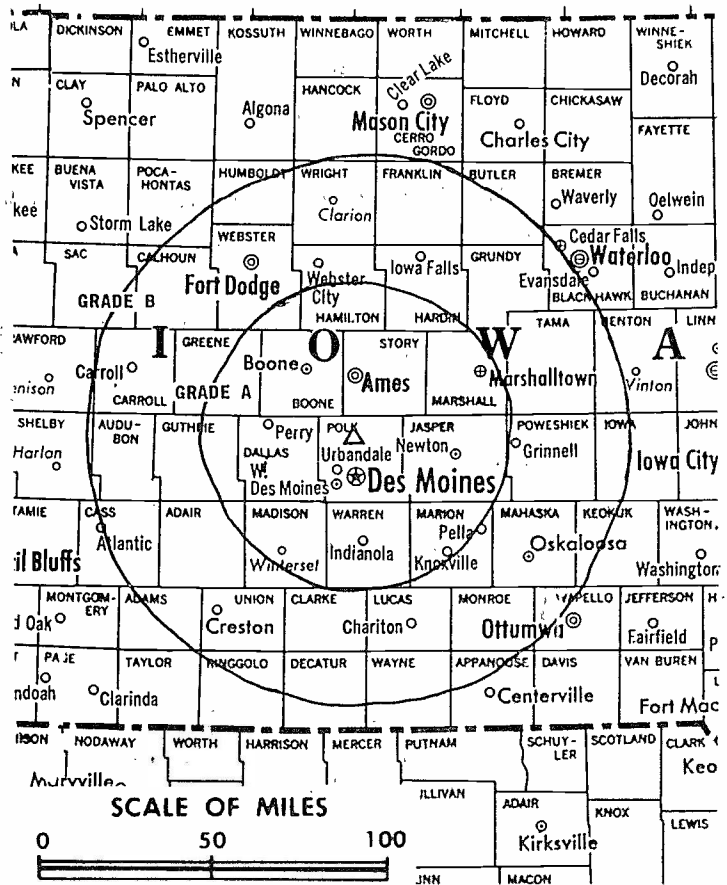
30 Sec. Rate: \$850.

Week Base Hourly Rate: \$1000.

License: Ames. ADI: Des Moines. Rank: 66.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Sample based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
50% & Over	Adair	3,600	3,600	100
50% & Over	Appanoose	6,000	5,900	98
50% & Over	Audubon	3,000	3,000	100
50% & Over	Boone	10,100	10,000	99
50% & Over	Calhoun	4,700	4,600	98
50% & Over	Carroll	8,300	8,200	99
50% & Over	Clarke	3,500	3,500	100
50% & Over	Dallas	12,000	11,900	99
50% & Over	Decatur	3,400	3,300	97
50% & Over	Greene	4,600	4,600	100
50% & Over	Guthrie	4,700	4,600	98
50% & Over	Hamilton	6,800	6,700	99
50% & Over	Hardin	8,100	8,000	99
50% & Over	Humboldt	5,000	4,900	98
50% & Over	Jasper	14,400	14,300	99
50% & Over	Lucas	4,200	4,100	98
50% & Over	Madison	4,700	4,700	100



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mahaska	9,200	9,100	99
50% & Over	Marion	11,100	11,000	99
50% & Over	Marshall	15,900	15,800	99
50% & Over	Monroe	3,400	3,400	100
50% & Over	Pocahontas	4,100	4,000	98
50% & Over	Polk	132,700	131,700	99
50% & Over	Poweshiek	7,200	7,100	99
50% & Over	Ringgold	2,300	2,300	100
50% & Over	Story	25,500	25,200	99
50% & Over	Union	5,400	5,300	98
50% & Over	Warren	13,500	13,400	99
50% & Over	Wayne	3,200	3,100	97
50% & Over	Webster	17,000	16,800	99
50% & Over	Wright	6,200	6,100	98

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
Between 25-49%	Adams	2,100	2,100	100
Between 25-49%	Buena Vista	7,800	7,700	99
Between 25-49%	Cass	6,600	6,500	98
Between 25-49%	Franklin	5,100	5,100	100
Between 25-49%	Grundy	5,300	5,300	100
Between 25-49%	Keokuk	4,800	4,700	98
Between 25-49%	Kossuth	7,800	7,700	99
Between 25-49%	Palo Alto	4,500	4,400	98
Between 25-49%	Sac	5,300	5,200	98
Between 25-49%	Tama	6,900	6,800	99
Between 25-49%	Taylor	3,200	3,100	97
Between 25-49%	Wapello	15,500	15,300	99
Between 25-49%	MISSOURI			
Between 25-49%	Mercer	1,600	1,600	100

(Continued on page A-475)

Totals	492,000	486,700	99
Net Weekly Circulation (1990)			341,700
Average Daily Circulation (1990)			185,600

Iowa—Dubuque

KDUB-TV

Ch. 40

Network Service: ABC.

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

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

Telephone: 319-556-4040.

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

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

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

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

News Services: ABC, UPI.

Ownership: Dubuque TV Ltd. Partnership.

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

Represented (sales): Seltel Inc.

Personnel:

THOMAS G. BOND, general manager.

JOE DENK, news & program director.

GARY HAVERLAND, chief engineer.

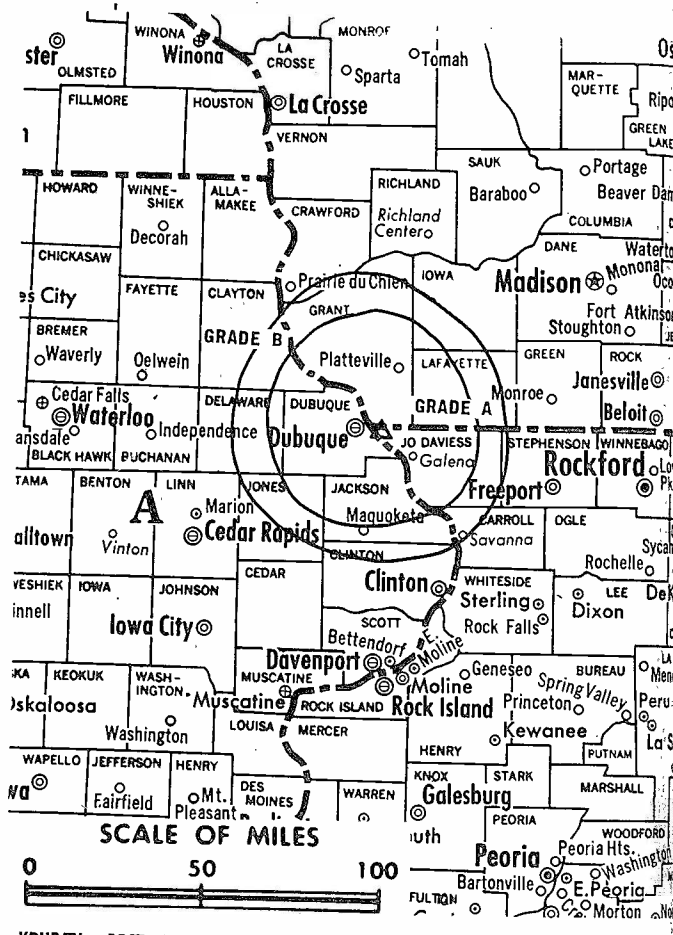
Highest 30 Sec. Rate: \$135.

NETWORK BASE HOURLY RATE: \$75.

City of License: Dubuque. ADI: Cedar Rapids-Waterloo-Dubuque. Rank: 81.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Dubuque	31,400	31,000	99
Between 25-49%	ILLINOIS Jo Daviess	9,100	8,900	97



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

© American Map Corp., No. 142

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	WISCONSIN Grant	17,900	17,400	97
Between 5-24%	IOWA Clayton	8,200	8,100	99
	Delaware	6,800	6,700	99
	Jackson	8,200	8,100	99
	Jones	7,200	7,100	99
Totals	WISCONSIN Crawford	6,100	6,000	98
	Lafayette	6,200	6,100	98
Totals		101,100	99,400	99
Net Weekly Circulation (1990)				41,900
Average Daily Circulation (1990)				22,800

Mason City

KIMT

Ch. 3

Service: CBS.

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

1000 Pennsylvania Ave., Mason City, IA 50401.

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

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 97.7-kw visual, 100-w audio. Antenna-1550-ft. above av. terrain, 1565-ft. above ground, 2801-ft. above sea level.

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

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

Earth Stations: Scientific-Atlanta, 7.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.9-meter; Scientific-Atlanta, 3.7-meter; DX Antenna, Harris, Scientific-Atlanta receivers.

Service: AP.

Owner: Spartan Radiocasting Inc. (Group Owner).

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

Sales: Katz Television.

Legal: Covington & Burling.

Engineering: A. D. Ring & Associates.

General manager.

General sales manager.

Local & regional sales manager.

Program director.

Promotions manager.

News director.

Chief engineer.

Business manager.

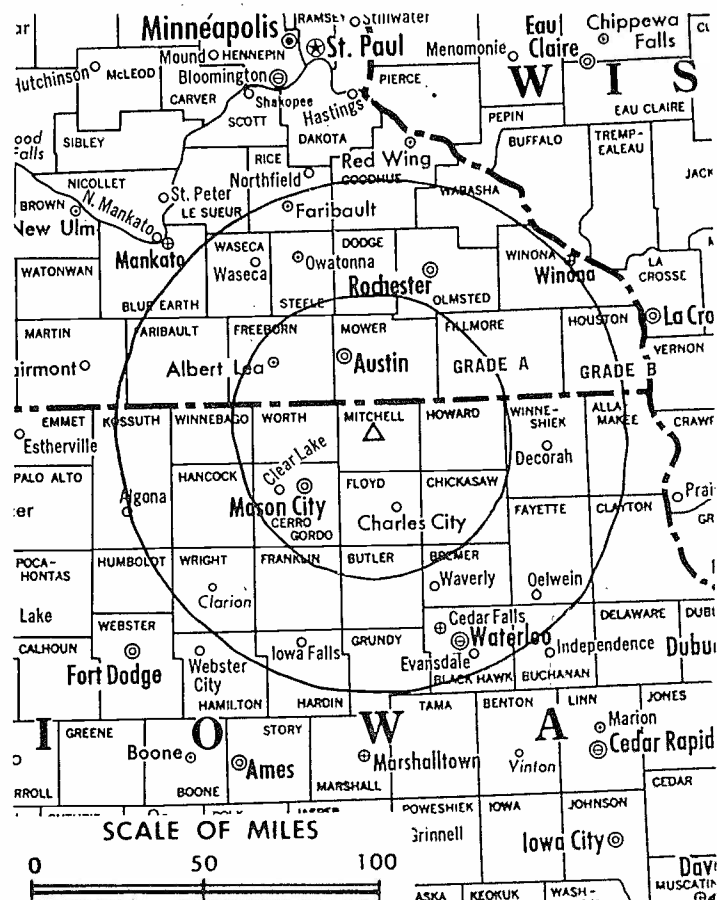
Sec. Rate: \$500.

BASE HOURLY RATE: \$615.

Market: Mason City. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank:

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Sample based on Arbitron study.

City	State	Total	TV Households	
Population	County	Households	Households	%
IOWA				
100,000	Cerro Gordo	20,000	19,800	99
100,000	Chickasaw	5,300	5,200	98
100,000	Floyd	7,100	7,000	99
100,000	Franklin	5,100	5,100	100
100,000	Hancock	5,500	5,400	98
100,000	Howard	4,000	3,900	98
100,000	Kossuth	7,800	7,700	99
100,000	Mitchell	4,500	4,500	100
100,000	Winnebago	5,200	5,100	98
100,000	Worth	3,500	3,500	100
MINNESOTA				
100,000	Dodge	5,500	5,400	98
100,000	Fillmore	7,800	7,700	99
100,000	Freeborn	13,500	13,400	99
100,000	Mower	15,000	14,900	99



KIMT BMPCT-7648 Granted 8/31/76

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	IOWA				
	Bremer	8,700	8,600	99	
	Butler	6,300	6,200	98	
	Winneshiekie	7,600	7,500	99	
	Wright	6,200	6,100	98	
	MINNESOTA				
	Faribault	7,300	7,200	99	
	Olmsted	37,500	37,200	99	
	Between 5-24%	IOWA			
		Allamakee	5,400	5,300	98
Emmet		4,800	4,700	98	
Grundy		5,300	5,300	100	
Hardin		8,100	8,000	99	
	MINNESOTA				
	Houston	6,500	6,400	98	
	Rice	16,400	16,200	99	
	Steele	11,300	11,200	99	
	Waseca	6,800	6,700	99	
	WISCONSIN				
	Buffalo	5,500	5,400	98	
	Pepin	2,800	2,700	96	
Totals		282,100	278,600	99	
Net Weekly Circulation (1990)			132,900		
Average Daily Circulation (1990)			72,500		

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Iowa—Ottumwa

KOIA-TV

Ch. 15

Network Service: Fox.

Licensee: Public Interest Broadcast Group Inc., 12334 Summerport Lane, Windermere, FL 32786.

Studio: 820 W. Second St., Ottumwa, IA 52501.

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

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

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

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

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

Ownership: Public Interest Broadcast Group Inc.

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

Represented (sales): Savalli Broadcast Sales.

Personnel:

DIRK ENGSTROM, president & general manager.

SHERI LOCKE-WARD, sales manager.

PHIL BENJAMIN, chief engineer.

PETER OWENS, news director.

RAY BURLINGAME, program director.

A. J. COFFIN, business manager.

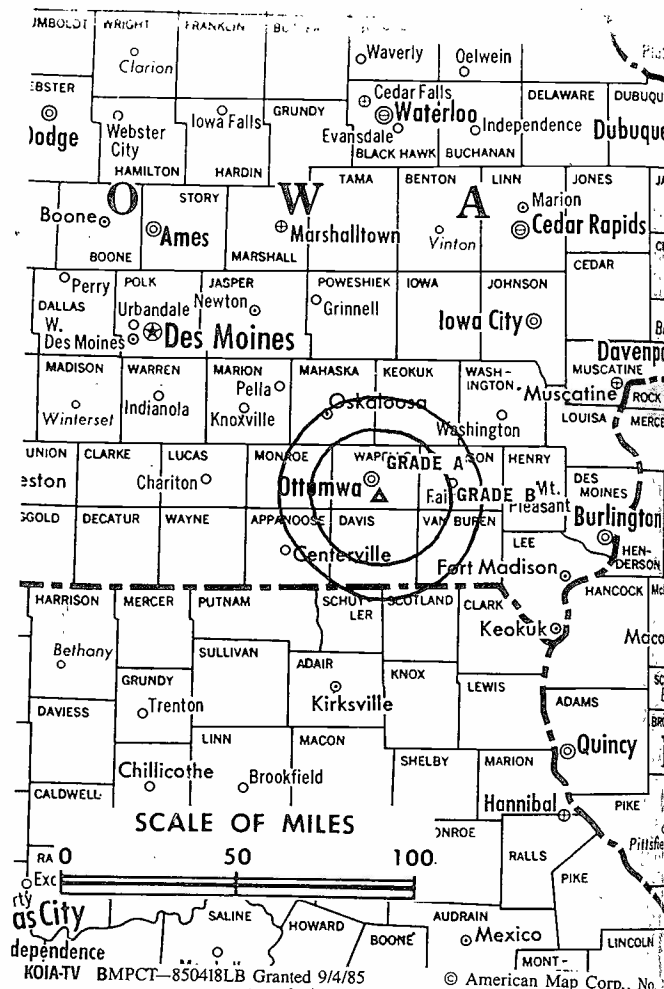
KAREN HUGHES, traffic manager.

Highest 30 Sec. Rate: \$240.

City of License: Ottumwa. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA Davis	3,300	3,300	100
	IOWA Appanoose	6,000	5,900	98
Between 25-49%	IOWA Henry	7,200	7,100	99
	IOWA Jefferson	6,600	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Monroe	3,400	3,400
	Van Buren	3,200	3,100
	Wapello	15,500	15,300
Between 5-24%	IOWA Keokuk	4,800	4,700
	IOWA Mahaska	9,200	9,100
	MISSOURI Adair	9,100	9,000
	MISSOURI Putnam	2,100	2,100
	MISSOURI Scotland	2,100	2,100
Totals		72,500	71,600
Net Weekly Circulation (1990)			21,700
Average Daily Circulation (1990)			8,100

Ottumwa-Kirksville, MO

KTVO

Ch. 3

Service: ABC.

Federal Bcstg., 29201 Telegraph Rd., Suite. 300, Southfield, MI 48034.

Highway 63 North, Kirksville, MO 63501.

Address: Box 949, Kirksville, MO 63501.

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

627-1885.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 100-kw audio. Antenna: 1973-ft. above av. terrain, 1937-ft. above ground, 2685-ft. above sea level.

Latitude 40° 13' 32"
Longitude 92° 00' 54"

CP for change 1112-ft. above av. terrain, 1050-ft. above ground, 1965-ft. above sea level, lat. 40° 31' 47", long. 92° 26' 29". transmitter to 4.5-mi. E of Kirksville on U.S. Hwy. 136. BPCT-890607KJ.

Distance: 5.5 mi. N of Knox City on State Rte. V.

License: AP.

Owner: Federal Broadcasting Co. (Group Owner).

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

Headquarters (sales): Blair Television.

Headquarters (legal): Hogan & Hartson.

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

General Manager: W. L. LAND, vice president & general manager.

Sales Manager: J. DOTMAN, local sales manager.

National Sales Manager: G. JACK, national sales manager.

Chief Engineer: R. W. WOLDS, chief engineer.

News Director: J. NEWS, news director.

Program & Promotion Director: L. PROGRAM, program & promotion director.

Business Manager: J. BUSINESS, business manager.

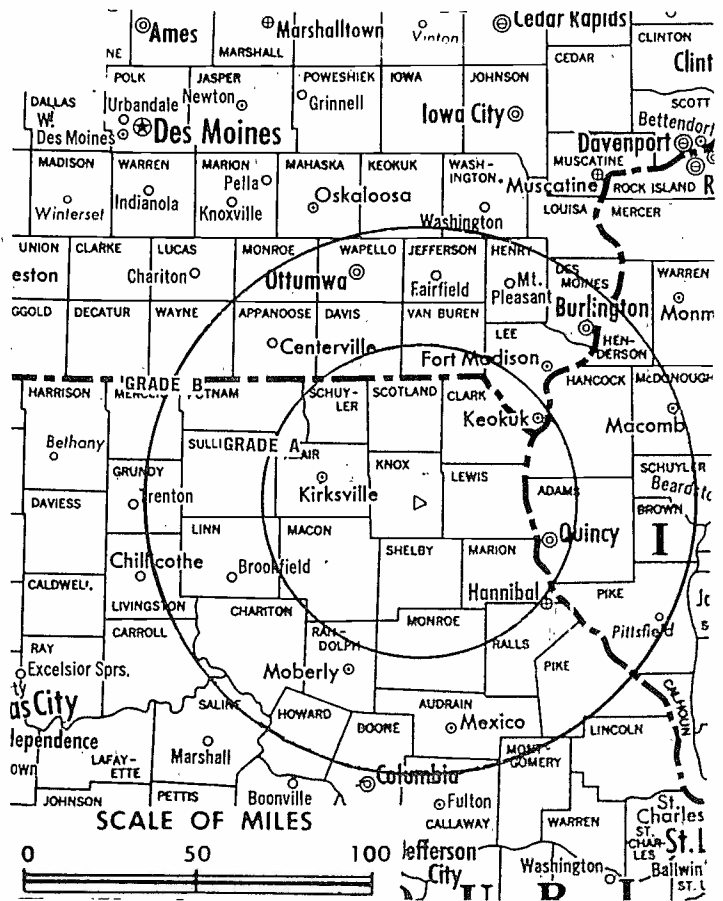
Sec. Rate: \$450.

BASE HOURLY RATE: \$637.

Address: Kirksville, MO. ADI: Ottumwa, IA-Kirksville, MO. Rank: 203.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

State	County	Total Households	TV Households	%
IOWA				
	Appanoose	6,000	5,900	98
	Davis	3,300	3,300	100
	Henry	7,200	7,100	99
	Jefferson	6,600	6,500	98
	Lee	16,400	16,200	99
	Van Buren	3,200	3,100	97
	Wapello	15,500	15,300	99
	Wayne	3,200	3,100	97
MISSOURI				
	Adair	9,100	9,000	99
	Clark	3,000	2,900	97



KTVO BMPCT-86041KF Granted 5/7/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Knox	2,100	2,100	100
	Lewis	3,800	3,700	97
	Linn	6,200	6,100	98
	Macon	6,500	6,400	98
	Mercer	1,600	1,600	100
	Putnam	2,100	2,100	100
	Schuyler	2,000	2,000	100
	Scotland	2,100	2,100	100
	Shelby	3,000	3,000	100
	Sullivan	2,800	2,800	100
Between 25-49%	IOWA			
	Keokuk	4,800	4,700	98
	Monroe	3,400	3,400	100
	ILLINOIS			
	Adams	26,700	26,300	98
Hancock	9,200	9,100	99	
MISSOURI	Grundy	4,700	4,600	98
	Monroe	3,600	3,600	100
	IOWA			
	Between 5-24%			
Des Moines	18,100	17,900	99	
Mahaska	9,200	9,100	99	
Washington	7,800	7,700	99	
MISSOURI				
Chariton	4,000	3,900	97	
Harrison	4,100	4,000	98	
Marion	10,700	10,600	99	
Ralls	3,400	3,400	100	
Totals		215,400	212,600	99
Net Weekly Circulation (1990)			109,800	
Average Daily Circulation (1990)			59,300	

Iowa—Sioux City

KCAU-TV

Ch. 9

(Operates satellite KCAN, Albion, NE)

Network Service: ABC.

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

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

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

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

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

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

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

News Service: AP.

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

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

Personnel:

PHILIP J. LOMBARDO, president.
RAY COLE, vice president & general manager.
JIM RUPERT, national/regional sales manager.
JACK BAKER, local sales manager.
KEN GULLETTE, news director.
JIM HUGHES, business manager.
JOEL WALLS, operations manager.
LAURENCE RICHESIN, chief engineer.
RANDY CHAPMAN, promotion manager.

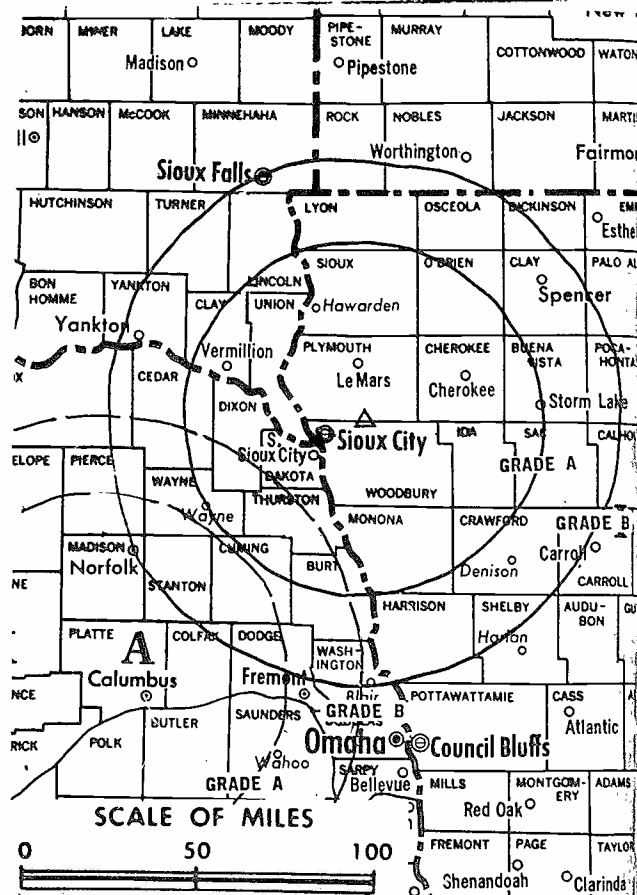
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$1050.

City of License: Sioux City. ADI: Sioux City. Rank: 138.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	7,800	7,700	99
	Cherokee	5,900	5,800	98
	Clay	7,500	7,400	99
	Crawford	6,800	6,700	99
	Dickinson	6,200	6,100	98
	Emmet	4,800	4,700	98
	Ida	3,500	3,500	100
	Lyon	4,500	4,400	98
	Monona	4,400	4,300	98
	O'Brien	6,200	6,200	100
	Osceola	3,200	3,200	100
	Palo Alto	4,500	4,400	98
	Plymouth	9,100	9,000	99
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
	Woodbury	38,300	38,000	99
	NEBRASKA			
	Antelope	3,200	3,100	97



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

© American Map Corp., N

Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Cedar	4,000	4,000	
	Dakota	6,600	6,600	
	Dixon	2,600	2,600	
	Knox	4,000	3,900	
	Madison	12,700	12,500	
	Pierce	3,100	3,100	
	Thurston	2,400	2,400	
	Wayne	3,300	3,300	
	SOUTH DAKOTA			
	Clay	4,900	4,800	
Union	4,200	4,200		
Yankton	7,200	7,100		
Between 25-49%	IOWA			
	Pocahontas	4,100	4,000	
	MINNESOTA			
	Nobles	7,600	7,500	
	Rock	3,800	3,800	
Between 5-24%	NEBRASKA			
	Boone	2,600	2,600	
	Cuming	4,000	3,900	
	Holt	5,000	4,800	
	Stanton	2,500	2,500	
	SOUTH DAKOTA			
	Bon Homme	2,800	2,700	
Lincoln	5,400	5,300		
Between 5-24%	IOWA			
	Calhoun	4,700	4,600	
	Carroll	8,300	8,200	
Harrison	6,000	5,900		
(Continued on page A-475)				
Totals		303,200	299,300	
Net Weekly Circulation (1990)			174,200	
Average Daily Circulation (1990)			98,800	

Sioux City

KMEG

Ch. 14

Service: CBS.

KMEG Television Inc., Box 657, Sioux City, IA 51102.

1000 Floyd Blvd., Sioux City, IA 51102.

Address: Box 657, Sioux City, IA 51102.

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

Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1000-kw. 80-kw horizontal visual, 200-kw max. & 75.9-kw horizontal aural. Antenna: 100-ft. above av. terrain, 1000-ft. above ground, 2420-ft. above sea level.

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

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

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

License: AP.

Parent: Maine Broadcasting System. (Group Owner).

Origin: September 5, 1967. Sale to present owner by Gillett Communications approved by FCC Sept. 23, 1986. Sale to Gillett by Fetzer Communications approved by FCC Oct. 29, 1985. Sale to Fetzer by Medallion Bcstrs. (Robert J. Edgar, Edgar F. Pechacek, et al.) approved by FCC Aug. 13, 1969 (Television License No. 19-33).

Advertiser (sales): Adam Young Inc.

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

General manager: [Name obscured]

Chief engineer: [Name obscured]

Promotion manager: [Name obscured]

Business manager: [Name obscured]

Community service director: [Name obscured]

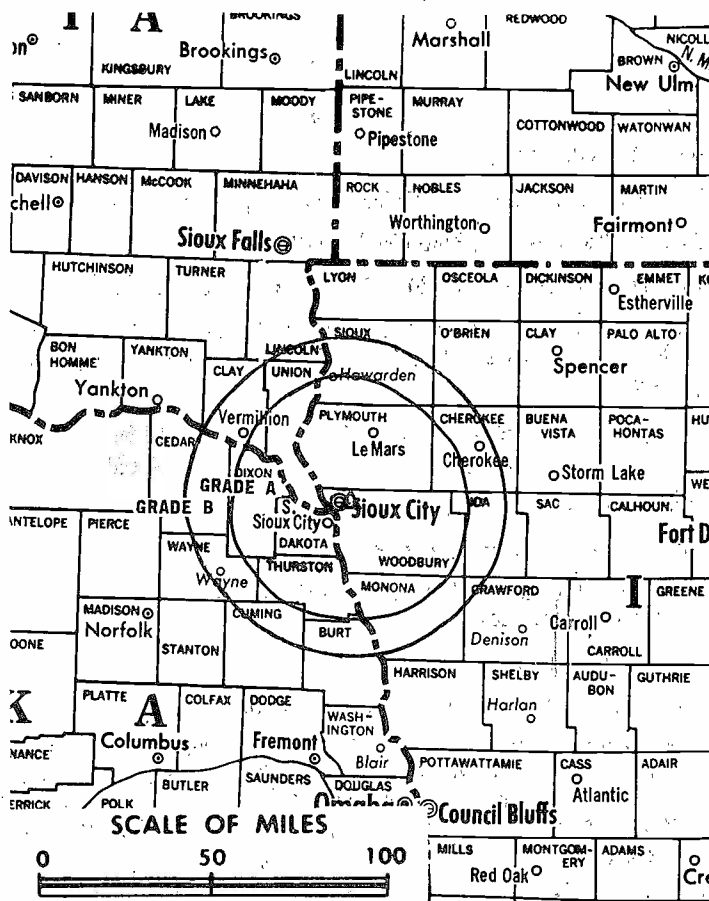
Sec. Rate: \$220.

Base Hourly Rate: \$200.

Market: Sioux City. ADI: Sioux City. Rank: 138.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

State	Total Households	TV Households	%
IOWA			
Buena Vista	7,800	7,700	99
Cherokee	5,900	5,800	98
Ida	3,500	3,500	100
Monona	4,400	4,300	98
Plymouth	9,100	9,000	99
Woodbury	38,300	38,000	99
NEBRASKA			
Dakota	6,600	6,600	100
Dixon	2,600	2,600	100
Thurston	2,400	2,400	100
Wayne	3,300	3,300	100
SOUTH DAKOTA			
Union	4,200	4,200	100



KMEG BPCT-3871 Granted 2/13/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	IOWA			
	Clay	7,500	7,400	99
	O'Brien	6,200	6,200	100
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
	NEBRASKA			
	Cedar	4,000	4,000	100
	Madison	12,700	12,500	98
	SOUTH DAKOTA			
	Clay	4,900	4,800	98
Yankton	7,200	7,100	99	
Between 5-24%	IOWA			
	Crawford	6,800	6,700	99
	Dickinson	6,200	6,100	98
	Lyon	4,500	4,400	98
	Osceola	3,200	3,200	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Knox	4,000	3,900	98
	Pierce	3,100	3,100	100
	Stanton	2,500	2,500	100
SOUTH DAKOTA				
Lincoln	5,400	5,300	98	
Turner	3,500	3,500	100	
Totals		189,300	187,300	99
Net Weekly Circulation (1990)				92,100
Average Daily Circulation (1990)				46,300

Iowa—Sioux City

KTIV

Ch. 4

Network Service: NBC.

Licensee: The New Jersey Herald Inc., Two Spring St., Newton, NJ 07860.

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

Telephones: 712-239-4100; 201-383-1500. Fax: 712-239-2621.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Service: NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

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

Represented (sales): Petry Television Inc.

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

Personnel:

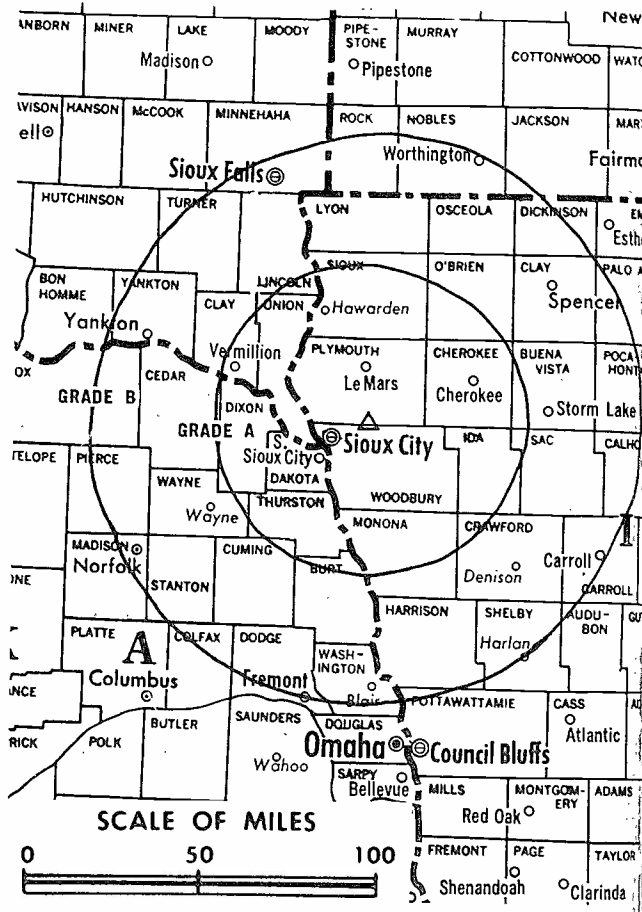
WILLIAM F. TURNER, vice president & general manager.
PAUL O'BRYAN, general sales manager.
DAVE MADSEN, program director.
SCOT KRAYENHAGEN, chief engineer.
DAVE SMETTER, news director.
KIM CLEAVER, local sales manager.
JERRY L. JOHNSON, promotion director.
KATHY CLAYTON, business manager.
J. P. POSS, production manager.

Rates: On request.

City of License: Sioux City. ADI: Sioux City. Rank: 138.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Buena Vista	7,800	7,700	99
	Cherokee	5,900	5,800	98
	Clay	7,500	7,400	99
	Crawford	6,800	6,700	99
	Dickinson	6,200	6,100	98
	Emmet	4,800	4,700	98
	Ida	3,500	3,500	100
	Lyon	4,500	4,400	98
	Monona	4,400	4,300	98
	O'Brien	6,200	6,200	100
	Osceola	3,200	3,200	100
	Palo Alto	4,500	4,400	98
	Plymouth	9,100	9,000	99
	Sac	5,300	5,200	98
	Sioux	10,800	10,600	98
	Woodbury	38,300	38,000	99
MINNESOTA				
Nobles	7,600	7,500	99	



KTIV BPCT-3127 Granted 1/19/65 © American Map Corp., N

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEBRASKA		
	Antelope	3,200	3,100
	Cedar	4,000	4,000
	Dakota	6,600	6,600
	Dixon	2,600	2,600
	Knox	4,000	3,900
	Madison	12,700	12,500
	Pierce	3,100	3,100
	Stanton	2,500	2,500
	Thurston	2,400	2,400
	Wayne	3,300	3,300
	SOUTH DAKOTA		
	Clay	4,900	4,800
Union	4,200	4,200	
Yankton	7,200	7,100	
Between 25-49%	IOWA		
	Pocahontas	4,100	4,000
	MINNESOTA		
	Jackson	4,800	4,700
	Rock	3,800	3,800
Between 5-24%	NEBRASKA		
	Cuming	4,000	3,900
	Holt	5,000	4,800
Between 5-24%	IOWA		
	Calhoun	4,700	4,600
	Harrison	6,000	5,900
	Humboldt	5,000	4,900
Shelby	5,500	5,500	
(Continued on page A-475)			
Totals		261,500	258,200
Net Weekly Circulation (1990)			181,700
Average Daily Circulation (1990)			118,000

**KCCI-TV, Des Moines
(Arbitron Data Continued)**

	State County	Total Households	TV Households Households	%
	IOWA			
Between 5-49%	Palo Alto	4,500	4,400	98
	Tama	6,900	6,800	99
	MISSOURI			
	Harrison	4,100	4,000	98
	Putnam	2,100	2,100	100
	Worth	1,100	1,100	100
	IOWA			
Between 5-24%	Benton	8,900	8,800	99
	Emmet	4,800	4,700	98
	Hancock	5,500	5,400	98
	Iowa	6,000	5,900	98
	Jefferson	6,600	6,500	98
	Page	7,400	7,300	99
	Shelby	5,500	5,500	100
	Van Buren	3,200	3,100	97
	Washington	7,800	7,700	99
	MISSOURI			
	Sullivan	2,800	2,800	100

**KCAU-TV, Sioux City
(Arbitron Data Continued)**

	State County	Total Households	TV Households Households	%
	IOWA			
Between 5-24%	Humboldt	5,000	4,900	98
	MINNESOTA			
	Jackson	4,800	4,700	98
	NEBRASKA			
	Boyd	1,300	1,300	100
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Colfax	3,600	3,500	97
	Dodge	14,000	13,900	99
	Loup	300	300	100
	Platte	10,800	10,700	99
	Washington	6,000	6,000	100
	SOUTH DAKOTA			
	Hutchinson	3,300	3,200	97
	Turner	3,500	3,500	100

**WHO-TV, Des Moines
(Arbitron Data Continued)**

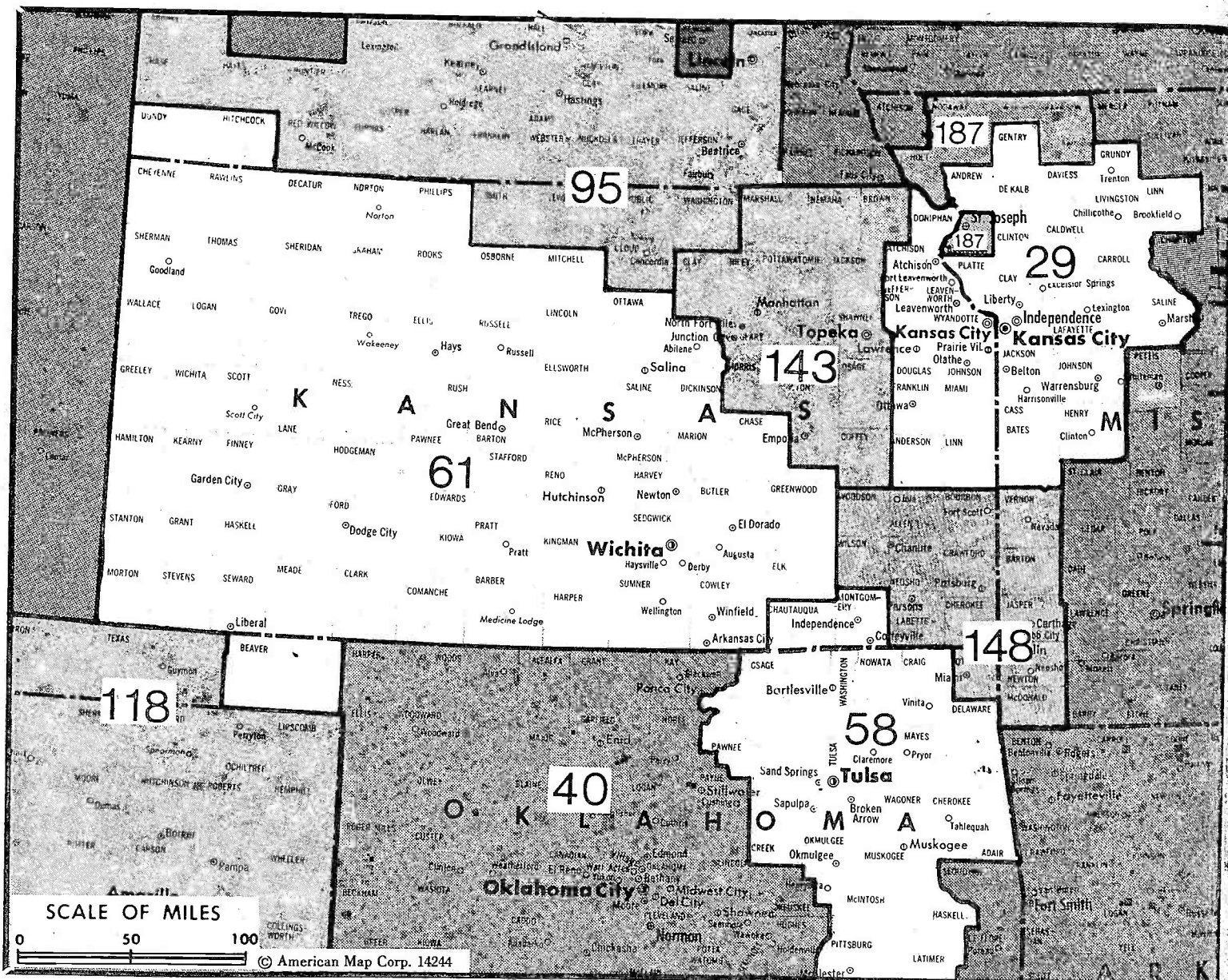
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	IOWA			
	Taylor	3,200	3,100	97
	MISSOURI			
	Worth	1,100	1,100	100
Between 5-24%	IOWA			
	Crawford	6,800	6,700	99
	Hancock	5,500	5,400	98
	Iowa	6,000	5,900	98
	Shelby	5,500	5,500	100
	Tama	6,900	6,800	99
	Van Buren	3,200	3,100	97
	MISSOURI			
	Harrison	4,100	4,000	98

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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Butler	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Crawford	6,800	6,700	99
	Davis	3,300	3,300	100
	Hancock	5,500	5,400	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Harrison	4,100	4,000	98
	Putnam	2,100	2,100	100

**KTIV, Sioux City
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEBRASKA			
	Boone	2,600	2,600	100
	Boyd	1,300	1,300	100
	Burt	3,400	3,400	100
	Washington	6,000	6,000	100
	SOUTH DAKOTA			
	Bon Homme	2,800	2,700	96
	Lincoln	5,400	5,300	98



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Kansas City, MO	755,900	29	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Oklahoma City, OK	600,200	40	KAUT (43), KFOR-TV (4), KGMC (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTW (9)
Tulsa, OK	460,200	58	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTUL-TV (8), KWHB (47)
Wichita-Hutchinson, KS	434,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Lincoln-Hastings-Kearney, NE	253,400	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Amarillo, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIJ-TV (8)
Topeka, KS	151,300	143	KSNT (27), KTKA-TV (49), WIBW-TV (13)
Joplin, MO-Pittsburg, KS	143,000	148	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
St. Joseph, MO	47,500	187	KQTV (2), KTAJ (16)

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

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

Kansas Station Totals as of October 1, 1990

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

KLBY

Ch. 4

(Satellite of KAKE-TV, Wichita, KS)

Service: ABC.

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

10 S. Range, Colby, KS 67701.

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

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

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

7.2-mi. SSE of Brewster.

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

Services: AP, Group W Newsfeed.

Owner: Chronicle Broadcasting Co. (Group Owner).

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

Sales: Petry Television Inc.

Legal: Fletcher, Heald & Hildreth.

Engineering: A. D. Ring & Associates, P.C.

BERTS, station manager.

MANKE, business manager.

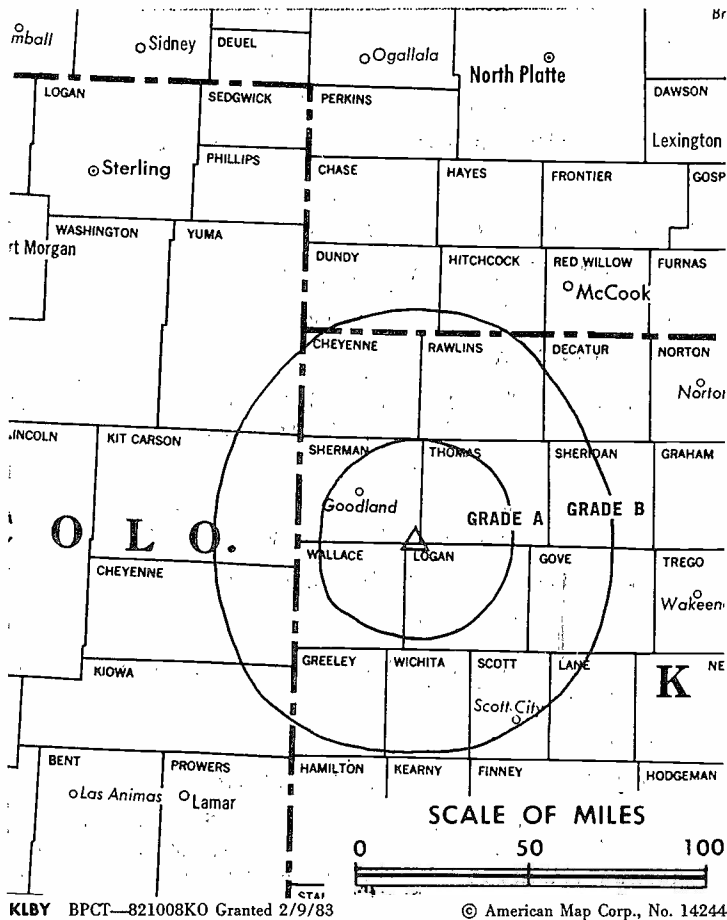
STECKMAN, chief engineer.

Sec. Rate: \$200.

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

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Coverage based on Arbitron study.

City	State County	Total Households	TV Households	%
KANSAS				
Colby	Cheyenne	1,500	1,500	100
	Gove	1,400	1,400	100
	Logan	1,400	1,400	100
	Rawlins	1,500	1,500	100
	Sheridan	1,300	1,300	100
	Sherman	2,900	2,900	100
	Thomas	3,100	3,000	97
	Wallace	700	700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
Between 25-49%	Decatur	1,700	1,700	100
COLORADO				
Between 5-24%	Kiowa	700	700	100
	Kit Carson	2,900	2,700	93
KANSAS				
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Lane	1,000	1,000	100
	Scott	2,200	2,200	100
NEBRASKA				
	Dundy	1,200	1,200	100
	Hitchcock	1,500	1,500	100
Totals		27,200	26,900	99
Net Weekly Circulation (1990)			12,200	
Average Daily Circulation (1990)			5,900	

Kansas—Ensign

KBSD-TV

Ch. 6

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

Network Service: CBS.

Licensee: KBS Inc., 211 Townsend, Birmingham, MI 48009.

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

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

Telephone: 316-227-3121. Fax: 316-865-2525.

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

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

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

Multichannel TV Sound: Stereo only.

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

News Service: AP.

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

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

Represented (sales): Kansas Bcstg. System.

Represented (legal): Hogan & Hartson.

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

Personnel:

W. H. BAILEY, station manager.

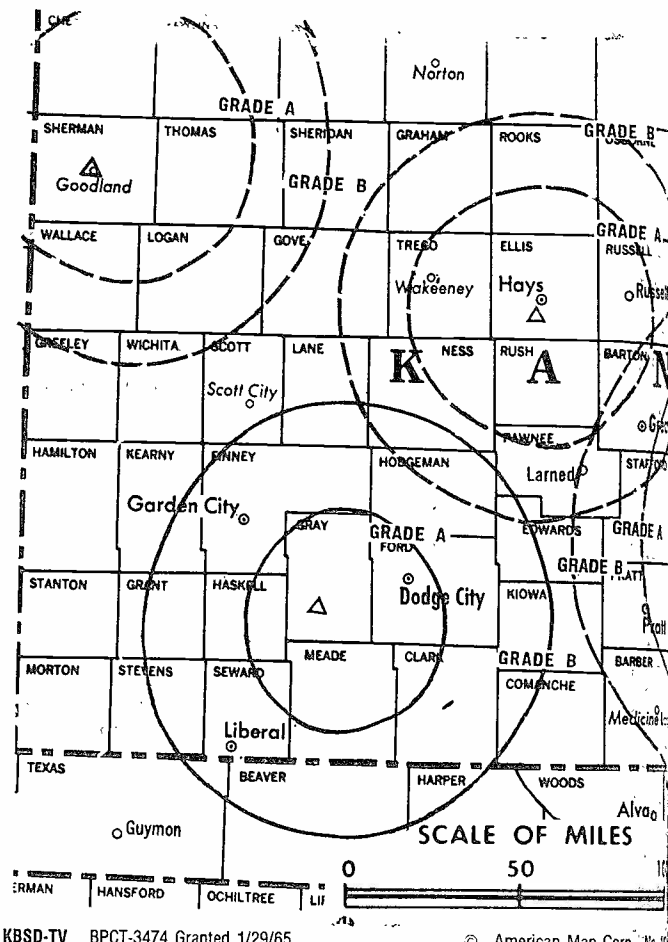
Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$178.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Finney	10,900	10,800	99
	Ford	10,200	10,100	99
	Grant	2,700	2,700	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
Hodgeman	900	900	100	



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Kearny	1,200	1,200	100
	Meade	1,800	1,800	100
	Scott	2,200	2,200	100
	Seward	7,000	6,900	99
	Stanton	800	800	100
	Stevens	1,800	1,700	99
	OKLAHOMA			
Beaver	3,000	3,000	100	
Harper	1,800	1,800	100	
Between 25-49%	KANSAS			
	Edwards	1,700	1,700	100
	Kiowa	1,500	1,500	100
	Lane	1,000	1,000	100
Ness	1,700	1,700	100	
Between 5-24%	COLORADO			
	Prowers	5,600	5,300	95
	KANSAS			
	Morton	1,200	1,200	100
OKLAHOMA				
Texas	6,500	6,400	99	
Totals		69,900	69,100	99
Net Weekly Circulation (1990)				41,100
Average Daily Circulation (1990)				23,200

ss—Garden City

KSNG

Ch. 11

(Satellite of KSNW, Wichita, KS)

Service: NBC.

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

27 Fulton, Garden City, KS 67846.

Phone: 316-276-2311. Fax: 316-275-0576.

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

Latitude 37° 46' 40"
Longitude 100° 52' 08"

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

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

Receives: AP, CNN, Conus, KSN.

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

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

Ad (sales): Katz Television.

Ad (legal): Latham & Watkins.

Manager: MAYFIELD, station manager.

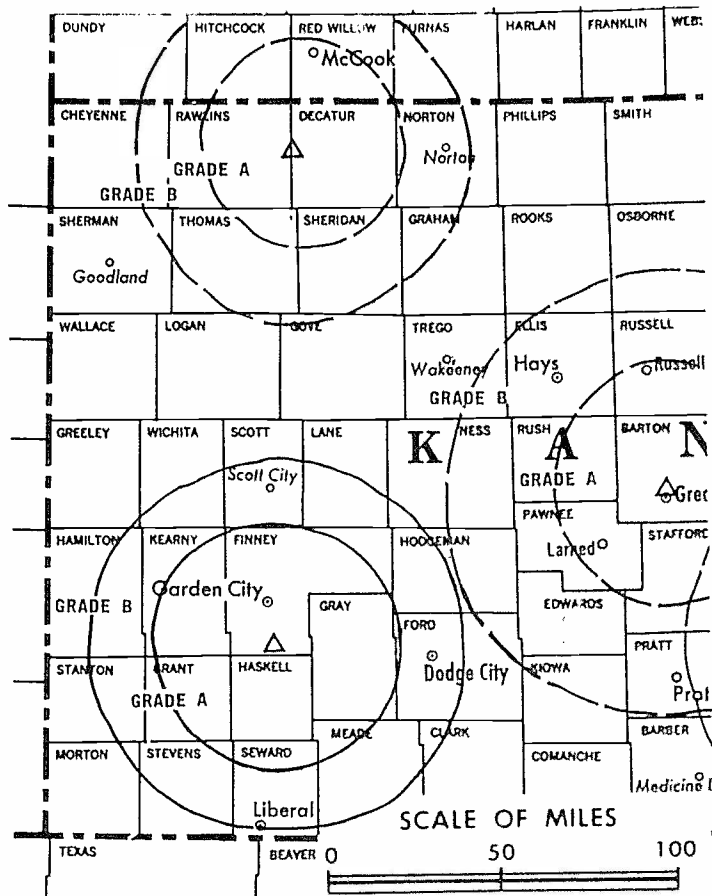
Chief engineer: S, chief engineer.

Received as a bonus with KSNW, Wichita and its other satellites KSNC, Great
Lakes KSNK, McCook, NE.

Market: Garden City. ADI: Wichita-Hutchinson. Rank: 61.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households Households	%
KANSAS			
Clark	1,000	1,000	100
Finney	10,900	10,800	99
Ford	10,200	10,100	99
Grant	2,700	2,700	100
Gray	1,900	1,900	100
Greeley	700	700	100
Hamilton	1,100	1,100	100
Haskell	1,400	1,400	100
Hodgeman	900	900	100
Kearny	1,200	1,200	100
Lane	1,000	1,000	100
Meade	1,800	1,800	100



KSNG BPCT-3371 Granted 8/20/64

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Morton	1,200	1,200	100
	Scott	2,200	2,200	100
	Seward	7,000	6,900	99
	Stanton	800	800	100
	Stevens	1,800	1,700	97
	Wichita	1,000	1,000	100
Between 25-49%	KANSAS			
	Ness	1,700	1,700	100
	OKLAHOMA			
	Beaver	3,000	3,000	100
Harper	1,800	1,800	100	
Between 5-24%	KANSAS			
	Gove	1,400	1,400	100
	Jewell	1,900	1,800	95
	OKLAHOMA			
	Texas	6,500	6,400	98
Totals		65,100	64,500	99
Net Weekly Circulation (1990)				45,500
Average Daily Circulation (1990)				29,200

Kansas—Garden City

KUPK-TV

Ch. 13

(Satellite of KAKE-TV, Wichita, KS)

Network Service: ABC.

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

Studio: See KAKE-TV, Wichita.

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

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

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

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

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

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: October 28, 1964.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

BOB SURBER, general manager.

BRYCE BAKER, sales manager.

PAUL HINDERLITER, chief engineer.

ROXIE TUCKER, program director & farm director.

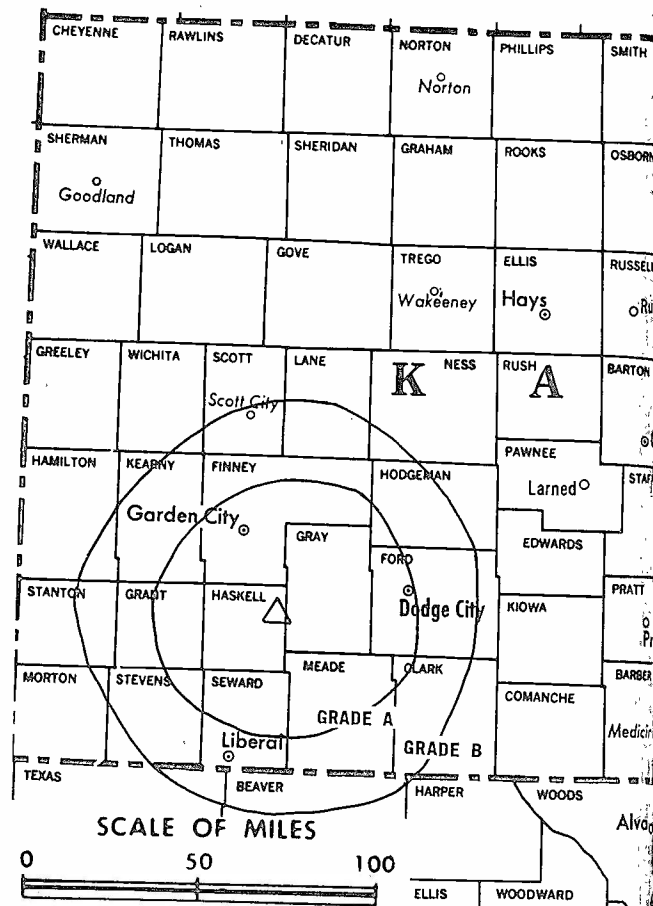
Highest 30 Sec. Rate: \$200.

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

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Clark	1,000	1,000	100
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Finney	10,900	10,800	99
	Ford	10,200	10,100	99
	Grant	2,700	2,700	100
	Gray	1,900	1,900	100
	Hamilton	1,100	1,100	100
	Haskell	1,400	1,400	100
	Hodgeman	900	900	100
Kearny	1,200	1,200	100	



KUPK-TV BMPCT—831216KF Granted 1/11/84 © American Map Corp., No.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Lane	1,000	1,000
	Meade	1,800	1,800
	Morton	1,200	1,200
	Ness	1,700	1,700
	Scott	2,200	2,200
	Seward	7,000	6,900
	Stanton	800	800
	Stevens	1,800	1,700
	Wichita	1,000	1,000
	OKLAHOMA		
Beaver	3,000	3,000	
Harper	1,800	1,800	
Between 25-49%	KANSAS		
	Kiowa	1,500	1,500
	OKLAHOMA		
Texas	6,500	6,400	
Between 5-24%	KANSAS		
	Greeley	700	700
Totals		66,000	65,500
Net Weekly Circulation (1990)			45,400
Average Daily Circulation (1990)			24,700

KBSL-TV

Ch. 10

(Satellite of KBSH-TV, Hays, KS)

Service: CBS.

Parent: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Parent: KBSH-TV, Hays.

Phone: 913-899-2309. Fax: 913-899-7113.

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

Latitude 39° 28' 09"

Longitude 101° 33' 20"

Location: 9-mi. N of Edson.

Service: UPI.

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

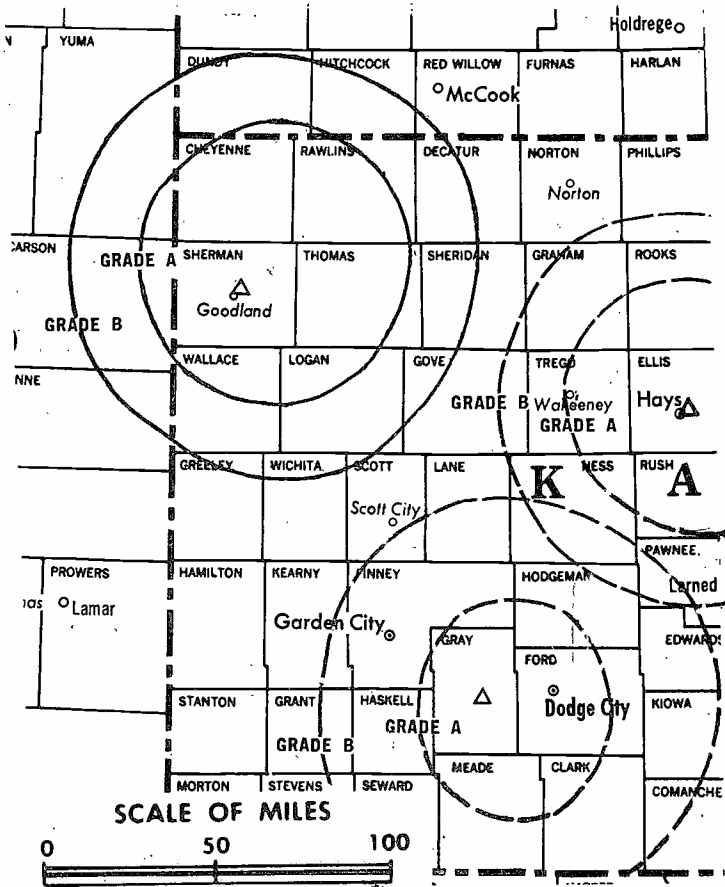
History: Test programming Sept. 11, 1958; full operation April 26, 1959.
 Whittemore group acquired station from James E. Blair (Television Digest,
 6, 27). Max Jones took over station from Whittemore and associates
 bankruptcy (Vol. 16:24). Transfer to Standard Electronics Corp. from Max
 Justice in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

Legal: Hogan & Hartson.

OWN, station manager.

Combined with KBSH-TV, Hays, KS.

BASE HOURLY RATE: \$131.



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

© American Map Corp., No. 14244

Arbitron Data: Included with KAYS-TV, Hays.

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

Kansas—Great Bend

KSNK

Ch. 2

(Satellite of KSNW, Wichita, KS)

Network Service: NBC.

Licensee: Wichita License Subsidiary Corp., 333 N. Main St., Wichita, KS 67201.

Studio: See KSNW, Wichita.

Telephone: 316-793-7868.

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

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

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

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

News Services: AP, CNN, Conus, KSN.

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

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

MARK NICHOLS, station manager.

JAMES BOWERS, chief engineer.

WILMA HENRICHSEN, news director.

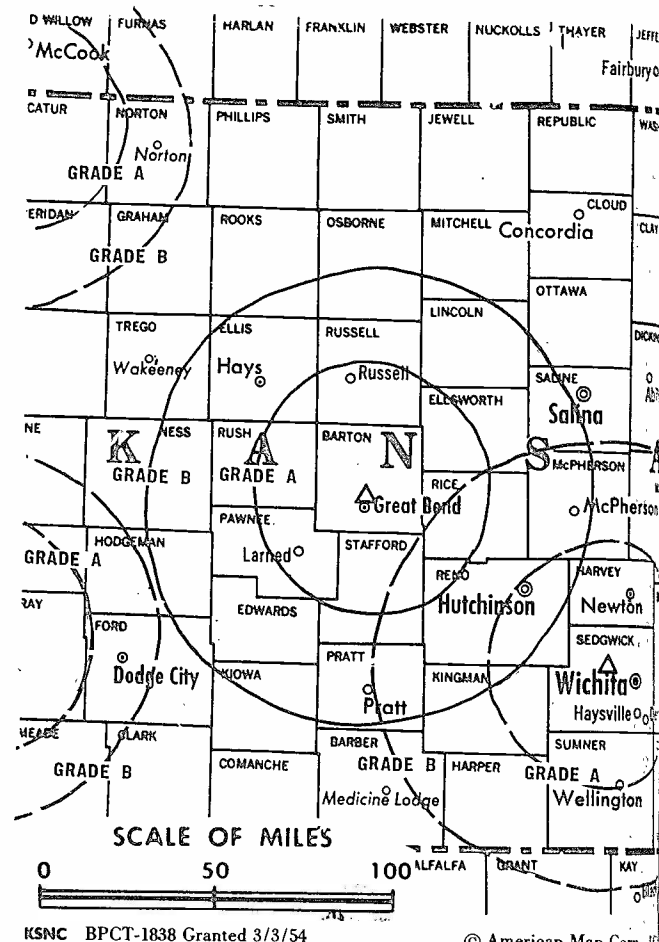
LINDA HESS, promotion director.

Rates: On request.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barton	12,500	12,400	99
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Ellis	10,500	10,400	99
	Ellsworth	2,900	2,800	97
	Kiowa	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Mitchell	3,300	3,200	97
	Ness	1,700	1,700	100
	Osborne	2,300	2,200	96
	Pawnee	3,000	3,000	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Rush	1,700	1,700	100
	Russell	3,400	3,300	97
	Stafford	2,400	2,400	100
	Trego	1,800	1,800	100
Between 25-49%	KANSAS			
	Hodgeman	900	900	100
	Ottawa	2,300	2,200	96
Rice	4,600	4,600	100	
Between 5-24%	KANSAS			
	Ford	10,200	10,100	99
	Graham	1,500	1,500	100
	Jewell	1,900	1,800	95
	Kingman	3,400	3,400	100
	Phillips	2,900	2,800	97
	Pratt	4,300	4,200	98
	Republic	2,900	2,800	97
	Rooks	2,500	2,500	100
	Scott	2,200	2,200	100
Smith	2,300	2,300	100	
Totals		93,200	92,000	99
Net Weekly Circulation (1990)				50,700
Average Daily Circulation (1990)				29,300

KBSH-TV

Ch. 7

(Operates satellite KBSL-TV, Goodland, KS)

Service: CBS.

Parent: KBS Inc., 211 Townsend, Birmingham, MI 48009.

Address: 100 Hall St., Hays, KS 67601.

Phone: 913-625-2578. Fax: 913-625-1161.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 100-w audio. Antenna: 710-ft. above av. terrain, 816-ft. above ground, 2840-ft. above sea level.

Latitude 38° 53' 05"
Longitude 99° 20' 21"

Address: 2300 Hall St.

Earth Stations: Scientific-Atlanta, 4.6-meter C-band; AFC, 3-meter Ku-band; Receivers: Scientific-Atlanta receivers.

Source: UPI.

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

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

Address (sales): TeleRep Inc.

Address (legal): Hogan & Hartson.

Manager: BROWN, station manager.

Director: SSIER, director of engineering.

Director: R, news director.

Sec. Rate: \$200.

Includes KBSL-TV, Goodland, KS.

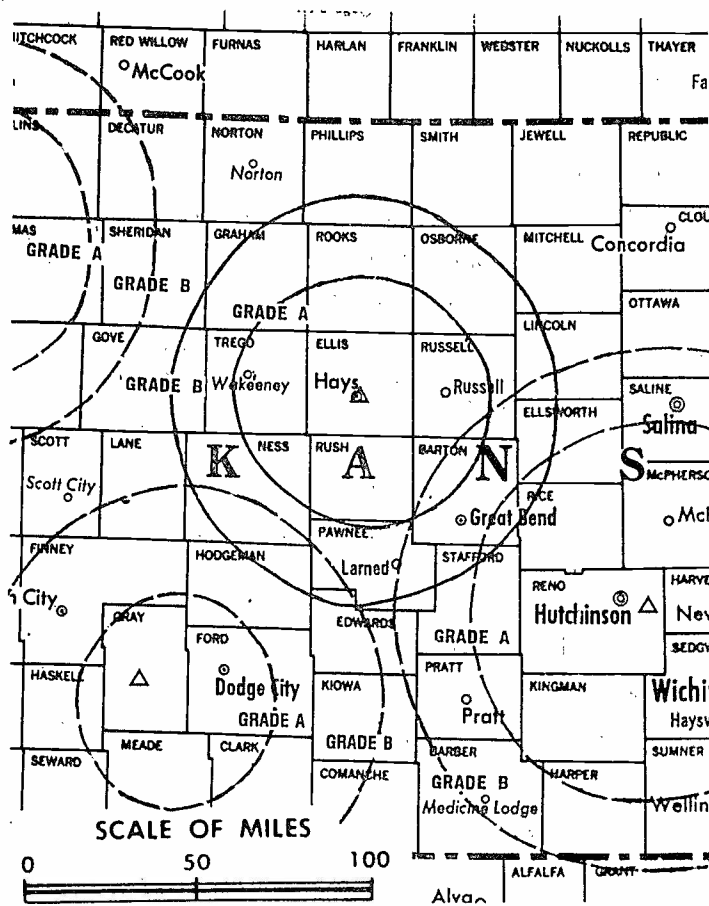
BASE HOURLY RATE: \$278.

Notes: Figures include KBSL-TV, Goodland, KS.

Rank: Hays. ADI: Wichita-Hutchinson. Rank: 61.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

City	State	Total	TV	
Market	County	Households	Households	%
Hays	COLORADO			
	Kit Carson	2,900	2,700	93
	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Ellis	10,500	10,400	99
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Greeley	700	700	100
	Logan	1,400	1,400	100
	Ness	1,700	1,700	100
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	Rawlins	1,500	1,500	100
	Rooks	2,500	2,500	100
	Rush	1,700	1,700	100
Russell	3,400	3,300	97	
Scott	2,200	2,200	100	



KBSH-TV BPCT-4033 Granted 10/16/67 © American Map Corp., No. 14244

Net Weekly Circulation	State	County	Total Households	TV Households	%	
50% & Over	NEBRASKA	Sheridan	1,300	1,300	100	
		Sherman	2,900	2,900	100	
		Smith	2,300	2,300	100	
		Thomas	3,100	3,000	97	
		Trego	1,800	1,800	100	
		Wallace	700	700	100	
		Wichita	1,000	1,000	100	
	NEBRASKA	Dundy	1,200	1,200	100	
		Hitchcock	1,500	1,500	100	
		COLORADO				
		Cheyenne	1,000	900	95	
		KANSAS				
Lane	1,000	1,000	100			
NEBRASKA	Chase	1,900	1,900	100		
	Hayes	500	500	100		
	COLORADO					
Between 25-49%	NEBRASKA	Kiowa	700	700	100	
		Yuma	3,800	3,700	97	
	KANSAS					
	Barton	12,500	12,400	99		
	Edwards	1,700	1,700	100		
	Hodgeman	900	900	100		
	Lincoln	1,600	1,600	100		
	Mitchell	3,300	3,200	97		
	Pawnee	3,000	3,000	100		
	NEBRASKA					
	Red Willow	5,000	4,900	98		
	Totals					
				95,200	94,000	99
Net Weekly Circulation (1990)					53,500	
Average Daily Circulation (1990)					34,500	

Kansas—Lawrence

KMCI

Ch. 38

Network Service: None, independent.

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

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

Telephone: 913-594-3800. **Fax:** 913-594-3856.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1099-ft. above av. terrain, 1007-ft. above ground, 2017-ft. above sea level.

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

Requests modification of CP for change to 4743.8-kw max. visual, 1083-ft. above av. terrain, 1004-ft. above ground, 2018-ft. above sea level.

Transmitter: 5.77-mi. SE of Lawrence.

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

Ownership: Miller Broadcasting Inc.

Began Operation: February 1, 1988.

Represented (legal): Haley, Bader & Potts.

Represented (engineering): John B. Heffelfinger.

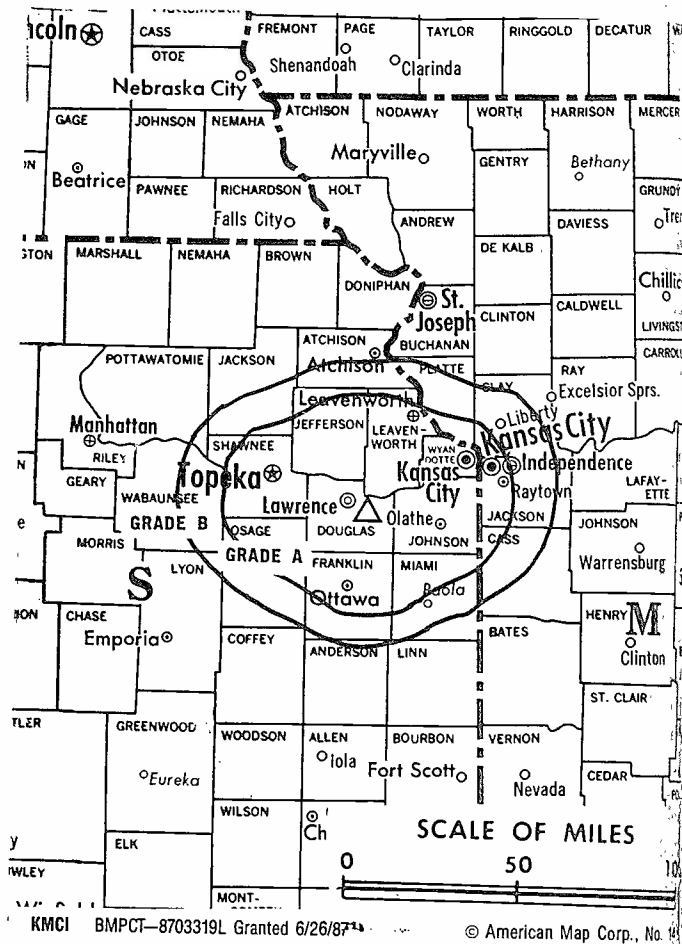
Personnel:

MONTE MILLER, general manager.

DORIS MILLER, station manager.

GARY KROHE, chief engineer.

Rates: On request.



Arbitron Data: Not available.

City of License: Lawrence. **ADI:** Kansas City. **Rank:** 29.

Pittsburg-Joplin, Missouri

KOAM-TV

Ch. 7

Service: CBS.

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

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

Address: Box 659, Pittsburg, KS 66762.

Phone: 417-624-0233. TWX: 910-997-0006. Fax: 417-624-3158.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 100-w aural. Antenna: 1092-ft. above av. terrain, 1156-ft. above ground, 2046-ft. above sea level.

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

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

Sound: Stereo only.

Reception: Scientific-Atlanta, 7-meter C-band; RCA Americom, 4.6-meter C-band; Scientific-Atlanta, 4-meter C-band; M/A-Com, Scientific-Atlanta

Source: AP.

Ownership: KOAM Ltd. Partnership.

History: Acquisition: December 5, 1953. Sale to Draper Communications by Mid-Continent Broadcasting Inc. approved by FCC Sept. 27, 1984 (Television Digest, Vol. 10, p. 10). FCC approved sale to present owner Oct. 28, 1987.

Advertiser: Seltel Inc.

Agency: Latham & Watkins.

General Manager: DICKS.

Sales Manager: THOMAS.

Promotion Director: MORTON.

Chief Engineer: BOING.

News Director: REER.

Business Manager: MAN.

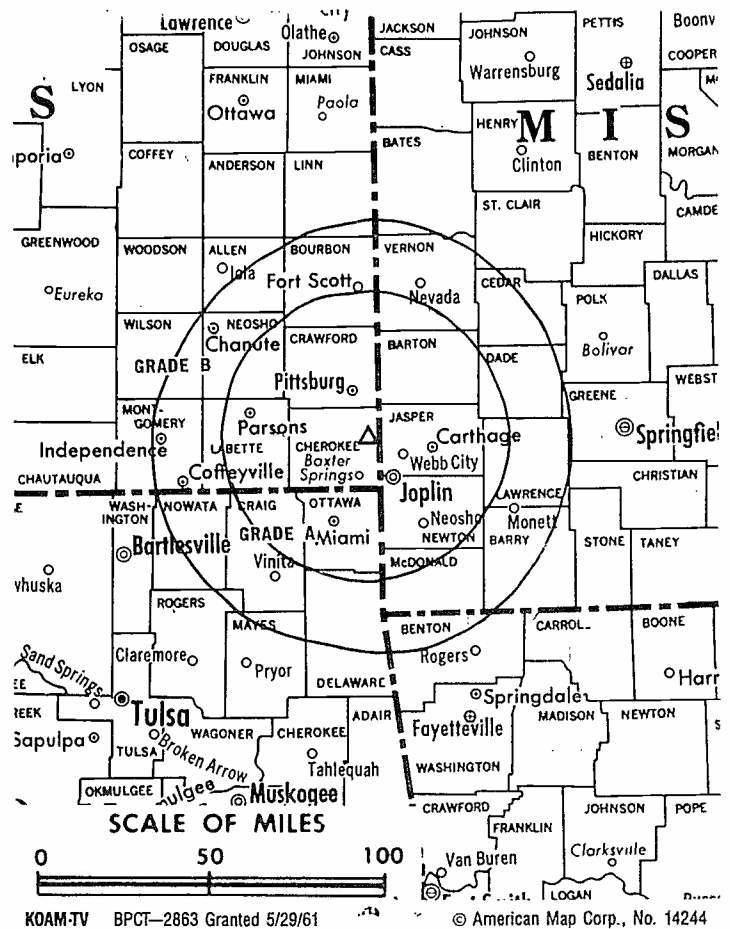
Sec. Rate: \$300.

Base Hourly Rate: \$1566.

License: Pittsburg. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State	Total Households	TV Households	%
KANSAS			
Allen	6,200	6,100	98
Bourbon	6,600	6,500	98
Cherokee	9,100	9,000	99
Crawford	15,600	15,400	99
Labette	9,700	9,600	99
Montgomery	16,600	16,300	98
Neosho	7,000	6,900	99
Wilson	4,900	4,800	98
MISSOURI			
Barton	4,800	4,700	98
Cedar	5,100	5,000	98
Jasper	35,600	35,100	99
Mc Donald	6,300	6,200	98
Newton	16,900	16,700	99
Vernon	7,800	7,600	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OKLAHOMA			
	Craig	5,600	5,500	98
	Ottawa	12,700	12,600	99
Between 25-49%	ARKANSAS			
	Benton	37,400	36,700	98
	KANSAS			
	Elk	1,600	1,600	100
	Linn	3,400	3,300	97
	Woodson	1,800	1,800	100
Between 5-24%	MISSOURI			
	Dade	3,200	3,200	100
	Lawrence	12,100	11,900	98
	OKLAHOMA			
Delaware	11,300	11,100	98	
Between 5-24%	KANSAS			
	Chautauqua	2,200	2,200	100
	MISSOURI			
	Barry	10,600	10,400	98
	Bates	6,400	6,300	98
	St Clair	3,500	3,400	97
Totals	OKLAHOMA			
	Nowata	4,300	4,300	100
Totals		268,300	264,200	98
Net Weekly Circulation (1990)			174,800	
Average Daily Circulation (1990)			101,500	

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

Kansas—Salina

KAAS-TV

Ch. 18

(Satellite of KSAS-TV, Wichita, KS)

Network Service: Fox.

Licensee: Clear Channel TV Inc.

Studio: See KSAS-TV, Wichita.

Telephone: 316-942-2424.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 612.3-kw max. visual. Antenna: 1040-ft. above av. terrain, 866-ft. above ground, 2361-ft. above sea level.

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

Transmitter: Ottawa County 282°T from Manchester.

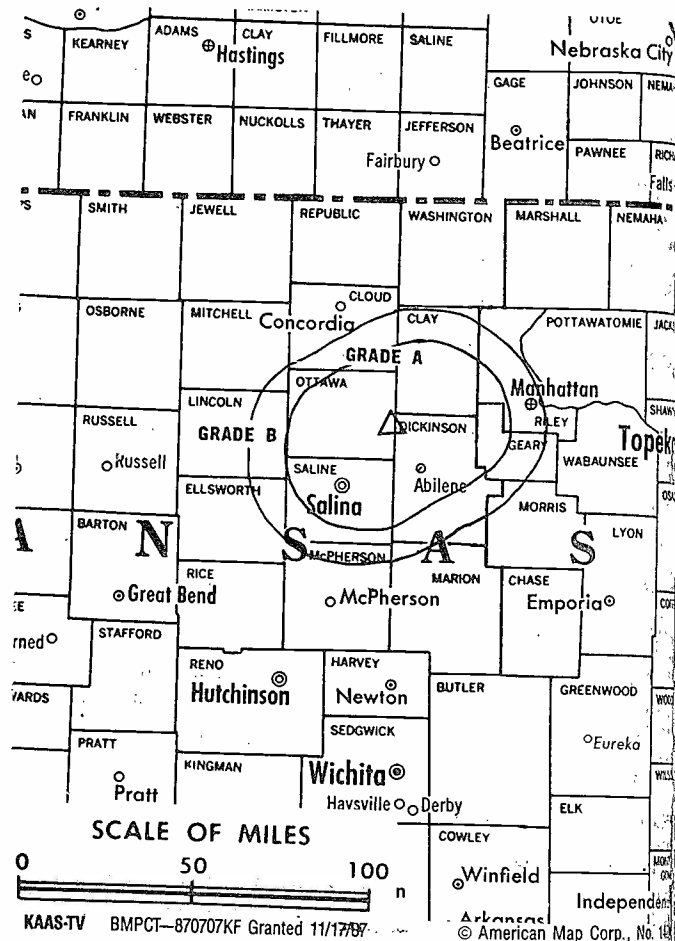
Ownership: Clear Channel Television Inc. (Group Owner).

Began Operation: April 3, 1988. Sale to present owner by Ch. 24 Ltd., Debtor-in-Possession, approved by FCC July 24, 1990.

Personnel: See KSAS-TV, Wichita, KS.

Rates: On request.

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



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

KSNT
Ch. 27

Service: NBC.

Topeka License Subsidiary Corp., 6835 Northwest U.S. Hwy. 24, Topeka, KS 66601.

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

Address: Box 2700, Topeka, KS 66601.

Phone: 913-582-4000. TWX: 910-749-6600.

Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1094-kw. 12-kw horizontal visual, 165-kw max. & 138-kw horizontal aural. Antenna: 1149-ft. above terrain, 1149-ft. above ground, 2049-ft. above sea level.

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

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

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

Services: AP, Conus, KSN, NBC.

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

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

Advertiser (sales): Katz Television.

Legal (legal): Latham & Watkins.

General manager: [Name obscured].

Sales manager: [Name obscured].

News director: [Name obscured].

Chief engineer: [Name obscured].

Promotion director: [Name obscured].

Business manager: [Name obscured].

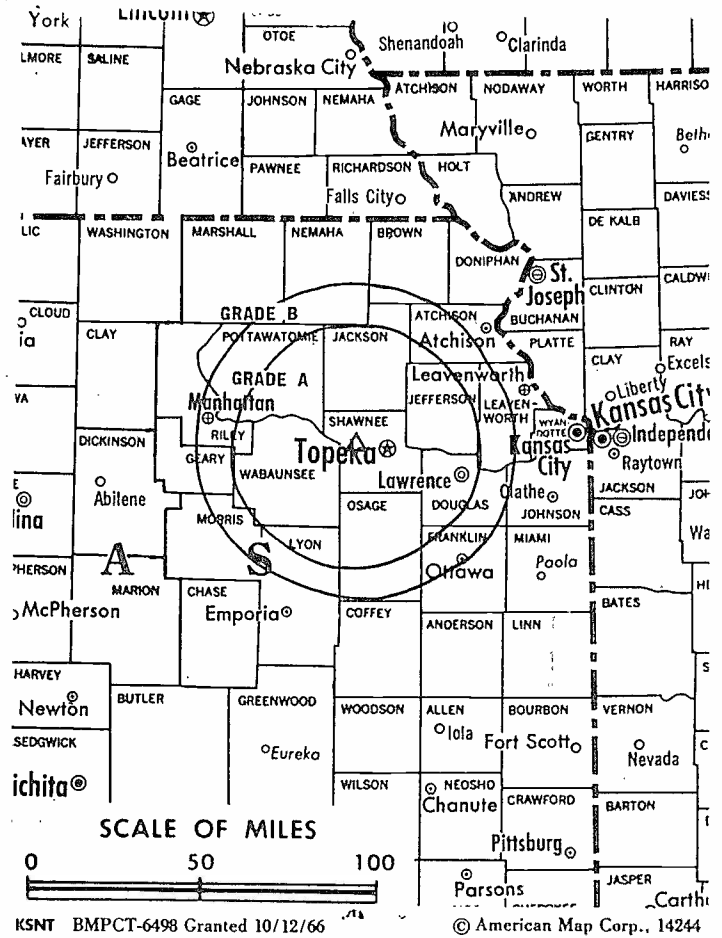
Sec. Rate: \$900.

BASE HOURLY RATE: \$750.

Class: Topeka. ADI: Topeka. Rank: 143.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Average based on Arbitron study.

State	County	Total Households	TV Households	%
KANSAS				
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Coffey	3,600	3,500	97
	Geary	10,700	10,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Lyon	13,700	13,400	98
	Marshall	5,300	5,200	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Shawnee	64,900	64,300	99
	Wabaunsee	2,500	2,400	96
Between 25-49%	KANSAS			
	Atchison	6,500	6,400	98
	Chase	1,300	1,300	100
	Dickinson	8,200	8,100	99
	Douglas	27,000	26,600	99
	Franklin	8,500	8,400	99
Between 5-24%	KANSAS			
	Anderson	3,200	3,100	97
	Johnson	131,700	131,100	100
	Miami	8,600	8,500	99
MISSOURI				
Andrew	5,400	5,300	98	
Buchanan	32,900	32,500	99	
Totals		399,800	395,100	99
Net Weekly Circulation (1990)				167,800
Average Daily Circulation (1990)				85,500

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Call Lynn Levine or Nancy Cramer
202-872-9200

Kansas—Topeka

KTKA-TV

Ch. 49

Network Service: ABC.

Licensee: Northeast Kansas Broadcast Service Inc.

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

Mailing Address: Box 2229, Topeka, KS 66601.

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

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

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

Transmitter: 2280 W. Union Rd., Dover.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Estate of Joseph Brechner & Marion Brechner (Group Owner).

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

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

Represented (engineering): Stanley Lapin Associates.

Personnel:

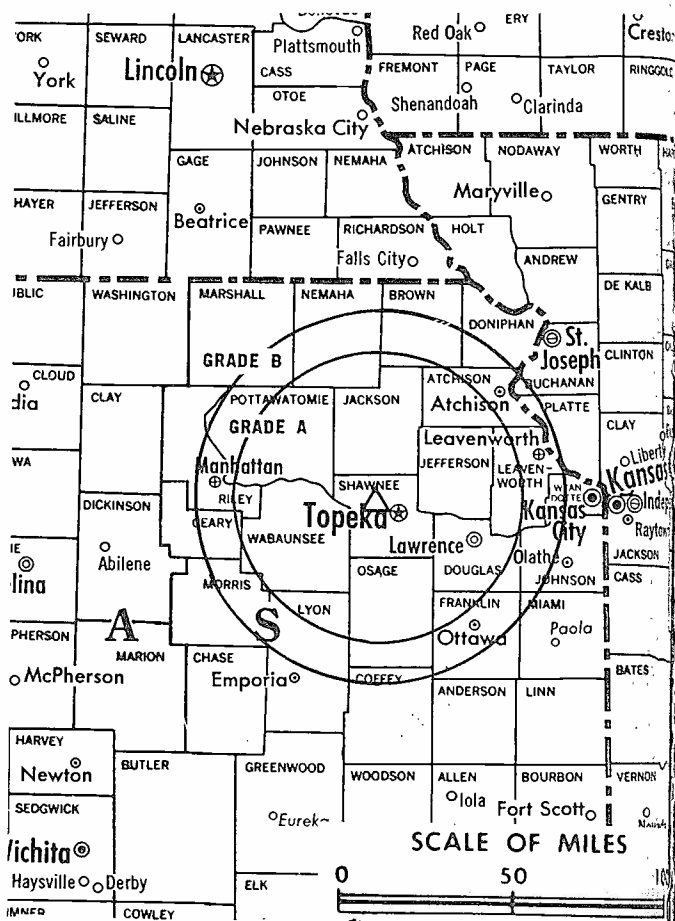
- JACK DONAHUE, general manager.
- JERRY ROGERS, general sales manager.
- ERIC DAVIS, national sales manager.
- NANCY WEEDEN, program director.
- BOB TOTTEN, news director.
- BEN FRIZZELL, promotion & marketing director.
- MARY BROWN, business manager.
- SCOTT BARELLA, chief engineer.

Highest 30 Sec. Rate: \$250.

City of License: Topeka. ADI: Topeka. Rank: 143.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Coffey	3,600	3,500	97
	Lyon	13,700	13,400	98
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98



KTKA-TV BMPCT-830HKG Granted 1/28/83

© American Map Corp., No. 10

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Shawnee	64,900	64,300
	Wabaunsee	2,500	2,400
Between 25-49%	KANSAS		
	Atchison	6,500	6,400
	Chase	1,300	1,300
	Franklin	8,500	8,400
	Geary	10,700	10,600
	Jackson	4,500	4,400
	Jefferson	5,900	5,800
	Marshall	5,300	5,200
	Morris	2,600	2,500
Washington	3,000	2,900	
Between 5-24%	KANSAS		
	Anderson	3,200	3,100
	Brown	4,800	4,700
	Clay	3,800	3,700
	Cloud	4,500	4,400
	Dickinson	8,200	8,100
Douglas	27,000	26,600	
Leavenworth	20,000	19,800	
Totals		241,200	237,500
Net Weekly Circulation (1990)			120,000
Average Daily Circulation (1990)			52,200

WIBW-TV

Ch. 13

Service: CBS.

Stauffer Communications Inc., 5600 W. Sixth St., Box 119, Topeka, KS

540 W. Sixth St., Topeka, KS 66606.

Address: Box 119, Topeka, KS 66601.

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

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

Latitude 39° 00' 18.50"

Longitude 96° 02' 57.50"

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

Channel TV Sound: Stereo only.

Transmitting Stations: Microdyne, 7-meter; Simulsat, 5-meter; Microdyne, RCA,
Atlanta, Simulsat receivers.

Dish: Vertex, 2.6-meter Ku-band.

WIBW, 5-kw, 580 kHz (CBS).

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

Services: AP, CBS.

Stauffer Communications Inc. (Group Owner).

Origin: November 15, 1953. Sale of WIBW-TV-AM to present owner by
Publications approved Dec. 19, 1956 by FCC (Television Digest, Vol.

Advertising (sales): Blair Television.

Advertising (legal): Dow, Lohnes & Albertson.

W. E. EY, vice president, broadcasting.

W. E. GAN, general manager.

F. J. general sales manager.

R. S. ERS, director of engineering.

L. H. SH, operations manager.

L. J. farm director.

R. J. POLS, sports director.

H. J. LIS, news director.

S. W. WSON, creative director.

V. J. ANDERSON, business manager.

D. J. ON, promotion manager.

G. J. ANDERSON, chief engineer.

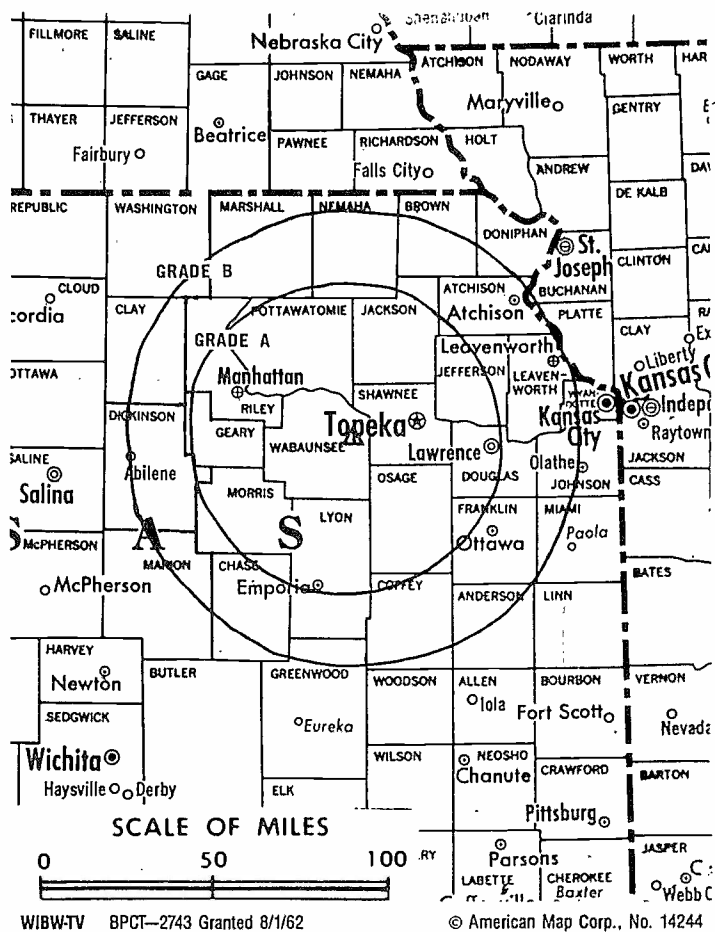
Class. Sec. Rate: \$450.

Base Hourly Rate: \$1100.

License: Topeka. ADI: Topeka. Rank: 143.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Average based on Arbitron study.

City	State	Total	TV Households	%
	County	Households	Households	
KANSAS				
Atchison		6,500	6,400	98
Brown		4,800	4,700	98
Clay		3,800	3,700	97
Coffey		3,600	3,500	97
Dickinson		8,200	8,100	99
Franklin		8,500	8,400	99
Geary		10,700	10,600	99
Jackson		4,500	4,400	98
Jefferson		5,900	5,800	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lyon	13,700	13,400	98
	Marshall	5,300	5,200	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98
	Saline	20,300	20,100	99
	Shawnee	64,900	64,300	99
	Wabaunsee	2,500	2,400	96
	Washington	3,000	2,900	97
	Woodson	1,800	1,800	100
	Between 25-49%	KANSAS		
Anderson		3,200	3,100	97
Chase		1,300	1,300	100
Cloud		4,500	4,400	98
Douglas		27,000	26,600	99
Greenwood		3,400	3,300	97
NEBRASKA	Jewell	1,900	1,800	95
	Richardson	4,300	4,200	98
Between 5-24%	KANSAS			
	Allen	6,200	6,100	98
	Doniphan	3,500	3,400	99
	Johnson	131,700	131,100	100
	Labette	9,700	9,600	99
	Leavenworth	20,000	19,800	99
Marion	5,100	5,000	98	
(Continued on page A-494)				
Totals		484,100	477,900	99
Net Weekly Circulation (1990)				206,100
Average Daily Circulation (1990)				116,100

Kansas—Wichita

KAKE-TV

Ch. 10

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

Network Service: ABC.

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

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

Mailing Address: Box 10, Wichita, KS 67201.

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

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

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

Transmitter: W. 53rd St.

Multichannel TV Sound: Stereo only.

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

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

News Services: AP, Group W Newsfeed.

Ownership: Chronicle Broadcasting Co. (Group Owner).

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

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

JAN McDANIEL, acting general manager & vice president, news & operations.

JERRY WATSON, vice president & general sales manager.

MIKE IUEN, executive news director.

BOB COLLINS, local sales manager.

PEGGY LAW, national sales manager.

MARK CHAMBERLIN, marketing director.

DALE MORRELL, chief engineer.

DON GOLLEDGE, director of programming & operations.

VICKI HECKMAN, traffic director.

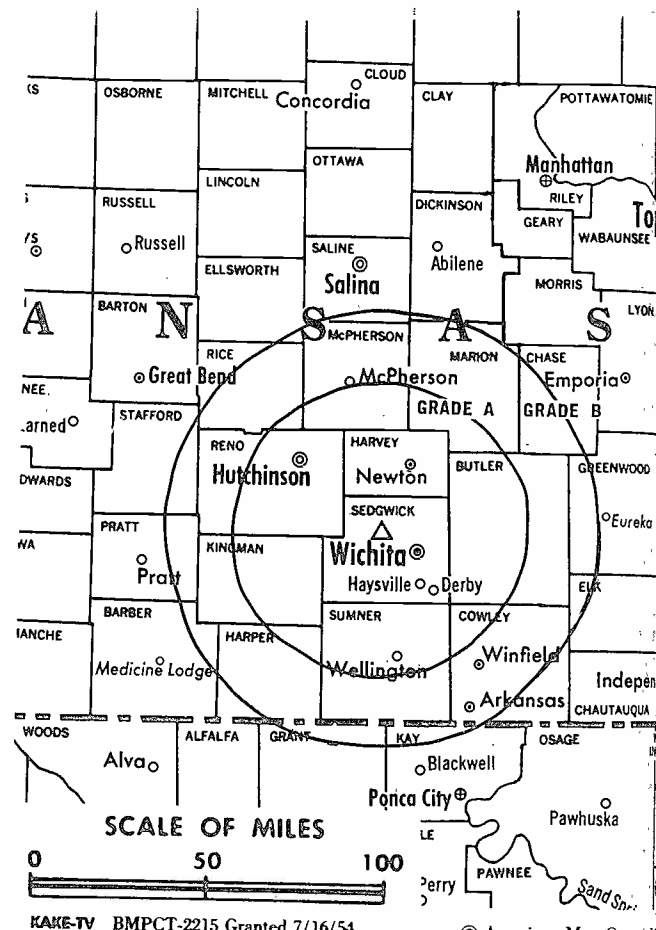
Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1150.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,800	2,700	96
	Barton	12,500	12,400	99
	Butler	18,200	18,000	99
	Chase	1,300	1,300	100
	Cowley	14,500	14,300	99
	Greenwood	3,400	3,300	97
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Mc Pherson	10,600	10,400	98
	Marion	5,100	5,000	98
	Pawnee	3,000	3,000	100



KAKE-TV BMPCT-2215 Granted 7/16/54 © American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pratt	4,300	4,200	98
	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Russell	3,400	3,300	97
	Saline	20,300	20,100	99
	Sedgwick	156,600	155,200	99
	Stafford	2,400	2,400	100
	Sumner	10,100	10,000	99
	Woodson	1,800	1,800	100
	Between 25-49%	KANSAS		
Chautauqua		2,200	2,200	100
Comanche		1,000	1,000	100
Dickinson		8,200	8,100	99
Edwards		1,700	1,700	100
Elk		1,600	1,600	100
Ellis		10,500	10,400	99
Kiowa		1,500	1,500	100
Lyon		13,700	13,400	98
Morris		2,600	2,500	96
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Ellsworth	2,900	2,800	97
Geary	10,700	10,600	99	
Between 5-24%	OKLAHOMA			
	Kay	20,400	20,200	99
	Woods	4,100	4,000	98
Totals	KANSAS			
	Clay	3,800	3,700	97
	Ellsworth	2,900	2,800	97
Totals	OKLAHOMA			
	Kay	20,400	20,200	99
	Woods	4,100	4,000	98
Totals		439,900	434,800	99
Net Weekly Circulation (1990)				304,200
Average Daily Circulation (1990)				174,900

(Continued on page A-494)

KSAS-TV

Ch. 24

(Operates satellite KAAS-TV, Salina, KS)

Service: Fox.

Clear Channel Television Inc.

North West St., Wichita, KS 67203.

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

Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3303.7-kw
 8009-kw horizontal visual, 330.37-kw max. & 200.9-kw horizontal aural.
 1120-ft. above av. terrain, 1161-ft. above ground, 2531-ft. above sea level.

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

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

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

Clear Channel Television Inc. (Group Owner).

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

Advertiser (sales): Seltel Inc.

Advertiser (legal): Rosenman & Colin.

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

General manager: [Name]

General sales manager: [Name]

Production director: [Name]

Director of engineering: [Name]

Program director: [Name]

Promotion director: [Name]

National sales manager: [Name]

Business manager: [Name]

Local sales manager: [Name]

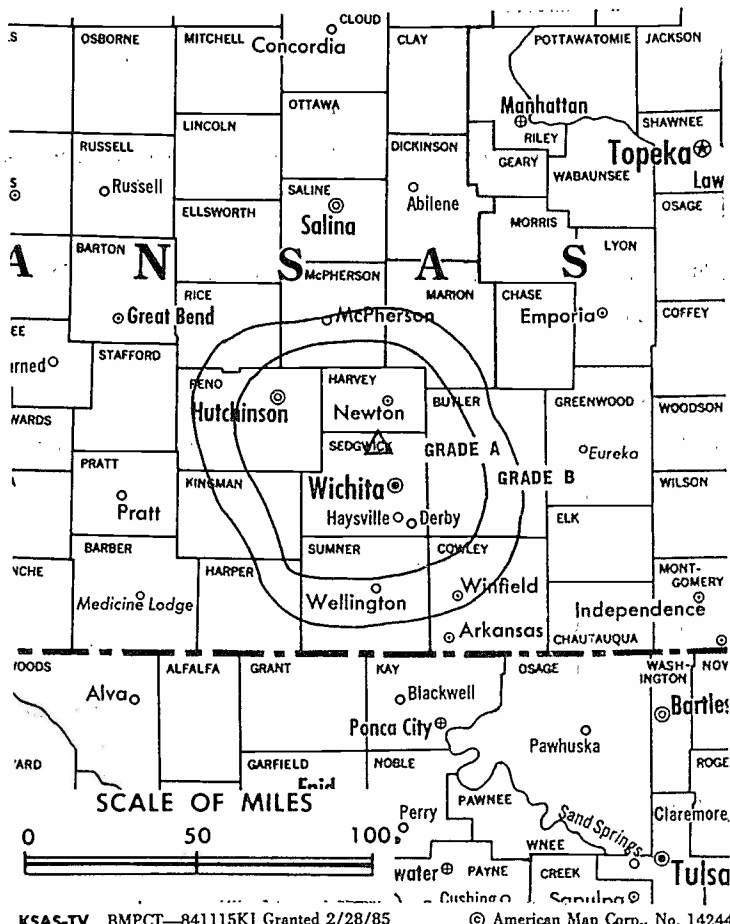
Sec. Rate: \$500.

Notes: Figures include KAAS-TV, Salina, KS.

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

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Circulation based on Arbitron study.

City	State County	Total Households	TV Households Households	%
KANSAS				
Bar	Barton	12,500	12,400	99
But	Butler	18,200	18,000	99
Har	Harper	3,100	3,100	100
Har	Harvey	11,600	11,400	98
King	Kingman	3,400	3,400	100
Mar	Marion	5,100	5,000	98
Sed	Sedgwick	156,600	155,200	99
KANSAS				
Bar	Barber	2,800	2,700	96
Cow	Cowley	14,500	14,300	99
Ell	Ellis	10,500	10,400	99
Mc	Mc Pherson	10,600	10,400	98
Ott	Ottawa	2,300	2,200	96
Paw	Pawnee	3,000	3,000	100
Pratt	Pratt	4,300	4,200	98



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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Russell	3,400	3,300	97
	Saline	20,300	20,100	99
	Sumner	10,100	10,000	99
KANSAS				
Between 5-24%	Chase	1,300	1,300	100
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Dickinson	8,200	8,100	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Geary	10,700	10,600	99
	Lincoln	1,600	1,600	100
	Mitchell	3,300	3,200	97
	Morris	2,600	2,500	96
Republic	2,900	2,800	96	
Stafford	2,400	2,400	100	
Totals		368,700	364,500	99
Net Weekly Circulation (1990)			176,500	
Average Daily Circulation (1990)			73,100	

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

Kansas—Wichita

KSNW

Ch. 3

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

Network Service: NBC.

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

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

Mailing Address: Box 333, Wichita, KS 67201.

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

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

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

Transmitter: Colwich, KS.

Multichannel TV Sound: Stereo only.

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

SNG Mobile Dish: DX Communications.

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

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

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

Represented (sales): Katz Television.

Represented (legal): Latham & Watkins.

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

Personnel:

ALLAN BUCH, vice president & general manager.

MIKE HANRAHAN, general sales manager.

GARY GORE, local sales manager.

JOAN SMITH, program coordinator.

BOB LOCKE, chief engineer.

JONNA BUCH, promotion director.

ROBERT YUNA, news director.

GEORGIANNA DEVORE, business manager.

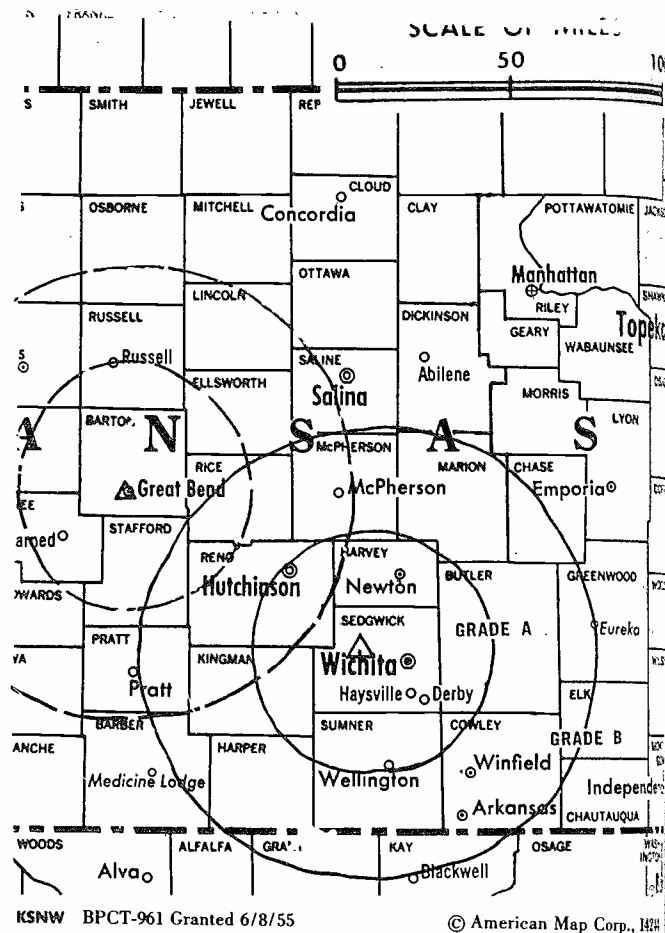
Highest 30 Sec. Rate: \$3500.

NETWORK BASE HOURLY RATE: \$4000.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Barber	2,800	2,700	96
	Butler	18,200	18,000	99
	Cowley	14,500	14,300	99
	Greenwood	3,400	3,300	97
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Kingman	3,400	3,400	100
	Mc Pherson	10,600	10,400	98
	Marion	5,100	5,000	98
	Pratt	4,300	4,200	98
	Reno	26,000	25,800	99
	Saline	20,300	20,100	99
	Sedgwick	156,600	155,200	99
Sumner	10,100	10,000	99	
Between 25-49%	KANSAS			
	Chase	1,300	1,300	100
	Dickinson	8,200	8,100	99
	Elk	1,600	1,600	100
	Ellsworth	2,900	2,800	97
	Rice	4,600	4,600	100
	Stafford	2,400	2,400	100
	OKLAHOMA			
	Grant	2,500	2,500	100
	Kay	20,400	20,200	99
Woods	4,100	4,000	98	
Between 5-24%	KANSAS			
	Barton	12,500	12,400	99
	Chautauqua	2,200	2,200	100
	Edwards	1,700	1,700	100
	Lyon	13,700	13,400	98
Morris	2,600	2,500	96	
Woodson	1,800	1,800	100	
Totals		372,500	368,400	99
Net Weekly Circulation (1990)				269,100
Average Daily Circulation (1990)				152,500

Wichita-Hutchinson

KWCH-TV

Ch. 12

Part of Kansas Broadcasting System, including KBSD-TV, Ensign; KBSL-TV, Goodland & KBSH-TV, Hays, KS)

Service: CBS.

Parent: CBS Inc., 211 Townsend, Birmingham, MI 48009.

Address: 1815 E. 37th St. N, Wichita, KS 67219; 1800 N. Plum St., Hutchinson, KS 67301.

Address: Box 12, Wichita, KS 67201.

Phone: 316-838-1212, Wichita; 316-665-5503, Hutchinson. TWX: 910-741-1838-3524.

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

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

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

Channel TV Sound: Stereo only.

Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; AFC, 3-meter Ku-band; Scientific-Atlanta, 3-meter Ku & C-band.

File Dish: Midwest, 2.8-meter Ku-band.

Services: AP, UPI.

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

Operation: June 22, 1953. FCC approved sale of 80% to Minneapolis Star and Tribune (Cowles) with former owners retaining 20% Oct. 19, 1955 (Television Engineering, Vol. 11:28, 43). Sale by Minneapolis Star and Tribune to Kansas Bcstg. Co. approved by FCC Nov. 24, 1982. Sale to Smith Broadcasting Group Inc. approved by FCC Oct. 12, 1988. Sale to present owners approved by FCC Feb. 3, 1990.

Sales (sales): TeleRep Inc.

Legal (legal): Hogan & Hartson.

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

President: PASQUALE, president & general manager.

Director: RREN, director of sales & programming.

Local: IN, local sales manager.

National: ENSON, national sales manager.

News: TTLE, news director.

Chief: CY, chief engineer.

Promotion: MMELL, promotion manager.

Electronic: McKITTRICK, electronic data processing manager.

Controller: /I, controller.

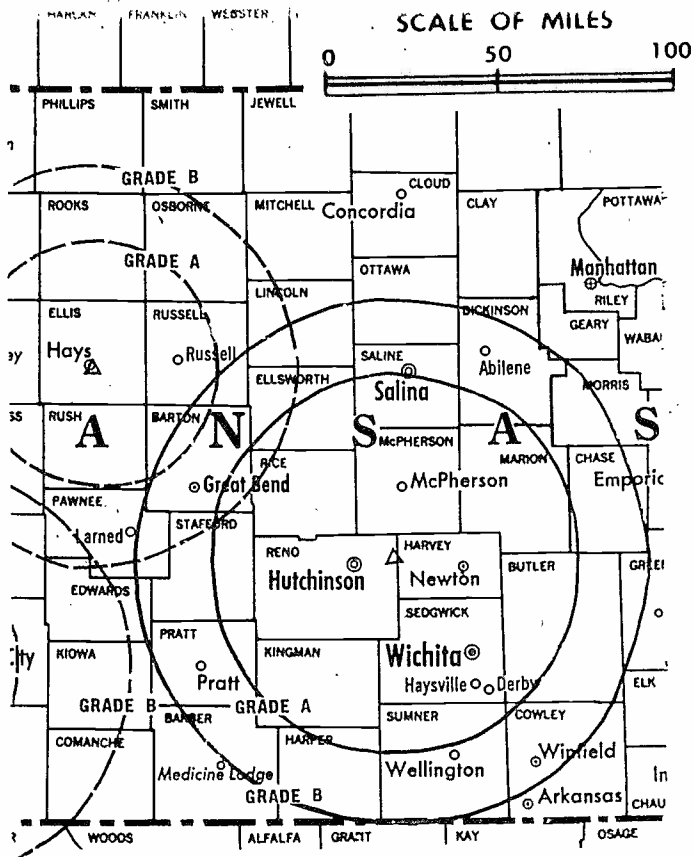
Sec. Rate: \$6000.

Base Hourly Rate: \$991.

Office: Hutchinson. ADI: Wichita-Hutchinson. Rank: 61.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Coverage based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
KANSAS				
	Barber	2,800	2,700	96
	Barton	12,500	12,400	99
	Butler	18,200	18,000	99
	Chase	1,300	1,300	100
	Cowley	14,500	14,300	99



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Dickinson	8,200	8,100	99
	Ellsworth	2,900	2,800	97
	Harper	3,100	3,100	100
	Harvey	11,600	11,400	98
	Kingman	3,400	3,400	100
	Lincoln	1,600	1,600	100
	Mc Pherson	10,600	10,400	98
	Marion	5,100	5,000	98
	Ottawa	2,300	2,200	96
	Pawnee	3,000	3,000	100
	Pratt	4,300	4,200	98
	Reno	26,000	25,800	99
	Rice	4,600	4,600	100
	Saline	20,300	20,100	99
Sedgwick	156,600	155,200	99	
Stafford	2,400	2,400	100	
Sumner	10,100	10,000	99	
Between 25-49%	KANSAS			
	Comanche	1,000	1,000	100
	Edwards	1,700	1,700	100
	Greenwood	3,400	3,300	97
	Kiowa	1,500	1,500	100
	Lyon	13,700	13,400	98
Mitchell	3,300	3,200	97	
Between 5-24%	KANSAS			
	Chautauqua	2,200	2,200	100
	Clay	3,800	3,700	97
Cloud	4,500	4,400	98	
(Continued on page A-494)				
Totals		373,900	369,600	99
Net Weekly Circulation (1990)				296,500
Average Daily Circulation (1990)				183,300

Kansas

KAKE-TV, Wichita (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Lincoln	1,600	1,600	100
	Riley	20,400	20,000	98
	Rush	1,700	1,700	100
	OKLAHOMA			
	Alfalfa	2,600	2,600	100
Grant	2,500	2,500	100	

WIBW-TV, Topeka (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Miami	8,600	8,500	99
	Mitchell	3,300	3,200	97
	Montgomery	16,600	16,300	98
	Neosho	7,000	6,900	99

WIBW-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Republic	2,900	2,800	96
	Wilson	4,900	4,800	98
	MISSOURI			
	Holt	2,700	2,600	96
	NEBRASKA			
	Gage	9,000	8,900	99

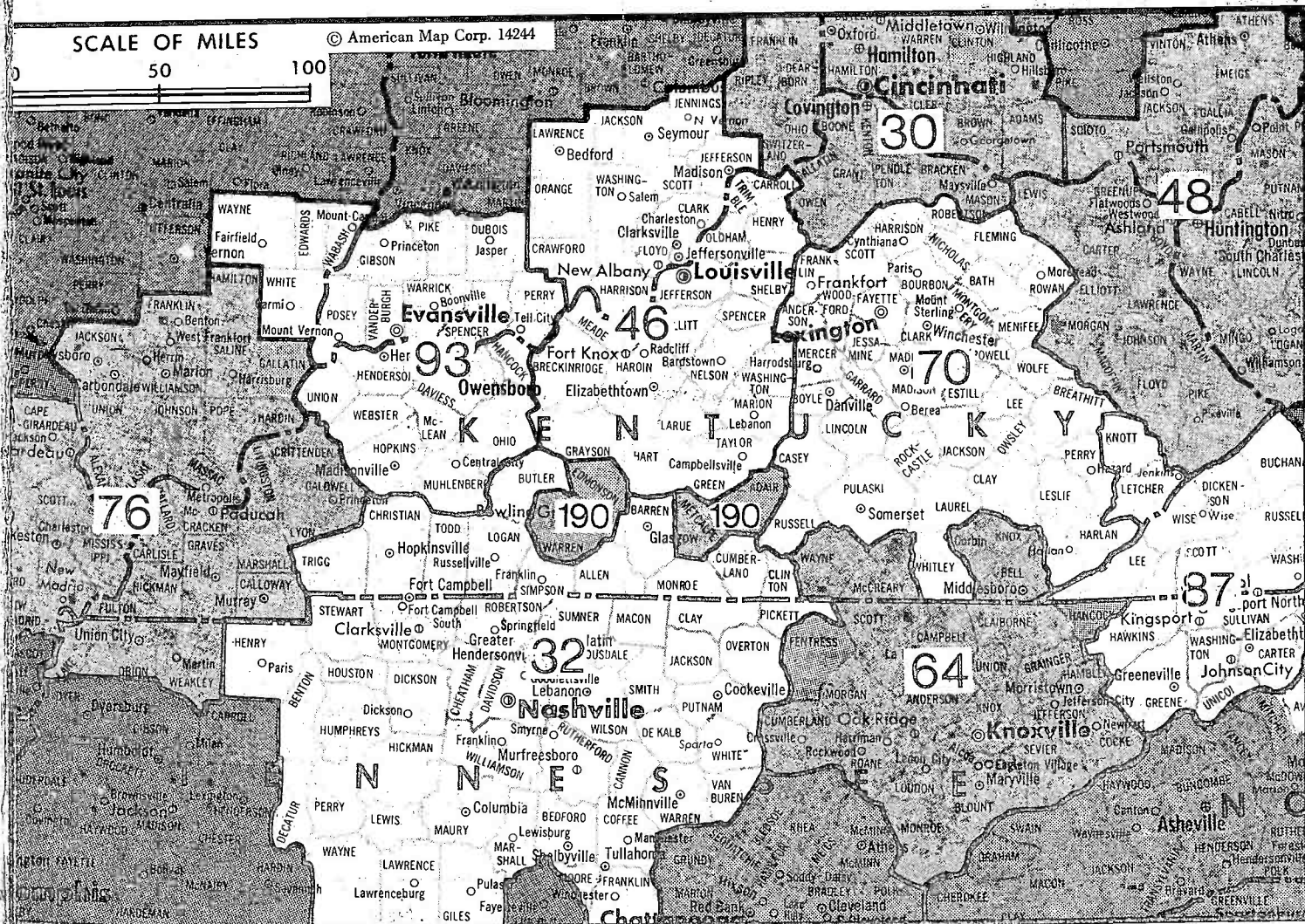
KWCH-TV, Wichita-Hutchinson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Elk	1,600	1,600	100
	Morris	2,600	2,500	96
	OKLAHOMA			
	Alfalfa	2,600	2,600	100
	Grant	2,500	2,500	100
	Woods	4,100	4,000	98

SCALE OF MILES

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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cincinnati, OH	744,600	30	WCPO-TV (9), WKRC-TV (12), WLWT (5),WSTR-TV (64), WXIX-TV (19)
Louisville, TN	720,600	32	WHTN (39), WJFB (66), WKRN-TV (2), WMTT (28), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
Louisville, KY	546,400	46	WAVE (3), WBNA (21), WDRB-TV (41), WGRB (34), WHAS-TV (11), WLKY-TV (32)
Lexington-Huntington, WV	518,800	48	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Lexington, KY	407,200	64	WATE-TV (6), WBIR-TV (10), WINTV (20), WKCH-TV (43), WKXTV (8)
Lexington, KY	366,900	70	WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36), WYMTV (57)
Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion, IL	328,100	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Paducah, VA-Kingsport-Johnson City, TN	282,900	87	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPTV (19)
Nashville, IN	263,900	93	WEHT (25), WEVV (44), WFI-TV (14), WLCN (19), WTVW (7)
Paducah, KY	44,200	190	WBKO (13)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

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

Kentucky Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	4	12	16
Educational Television Stations	0	17	17
	4	29	33

Kentucky—Ashland

WTSF

Ch. 61

Network Service: None, independent.

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

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

Telephone: 606-329-2700.

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

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

Transmitter: Rotary Park, Huntington, WV.

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

Ownership: Tri-State Family Broadcasting.

Began Operation: April 30, 1983.

Personnel:

CLAUDE H. MESSINGER, general manager & chief executive officer.

GREG PATON, chief engineer.

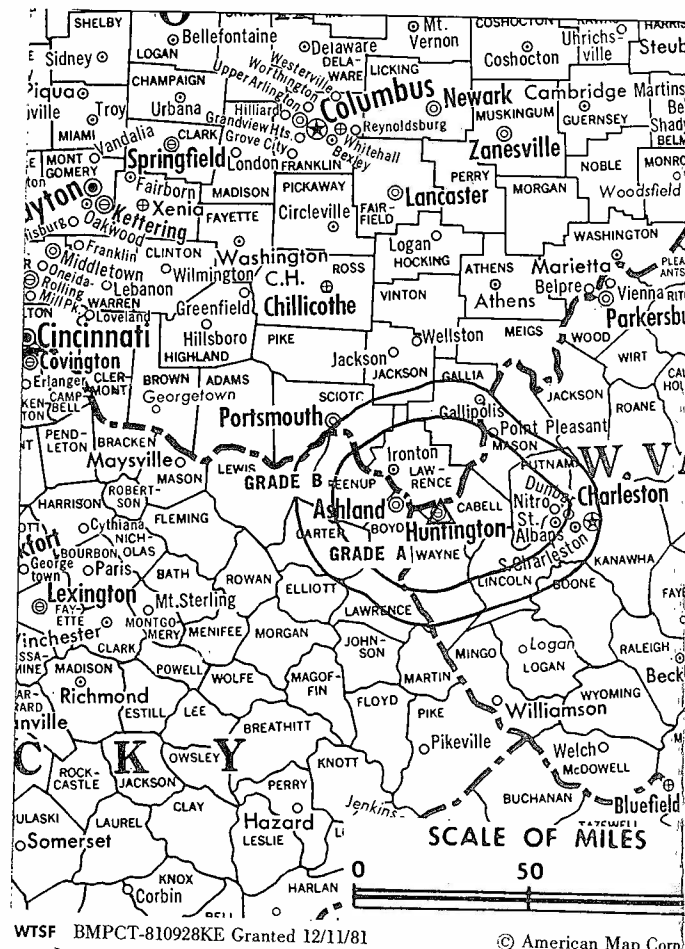
ANN BLEDSOE, program director.

Highest 30 Sec. Rate: \$50.

City of License: Ashland. ADI: Charleston-Huntington. Rank: 48.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
Between 5-24%	Boyd	20,300	20,200	100
	Greenup	13,400	13,300	99



WTSF BMPCT-810928KE Granted 12/11/81

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Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	Lawrence OHIO	5,200	5,200
	Lawrence	23,600	23,200
Totals		62,500	61,900
Net Weekly Circulation (1990)			7,100
Average Daily Circulation (1990)			2,900

Trucky—Beattyville

WLJC-TV

Ch. 65

Service: None, independent.

Owner: Hour of Harvest Inc., c/o Rev. Forest Drake, Station WLJC(FM), Beattyville, KY 411.

Address: Route 11, Beattyville, KY 41311.

Phone: 606-464-8672.

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

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

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

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

Operator: Hour of Harvest Inc.

Operation: October 18, 1982.

Legal: Reddy, Begley & Martin.

Engineering: E. Harold Munn Jr. & Associates.

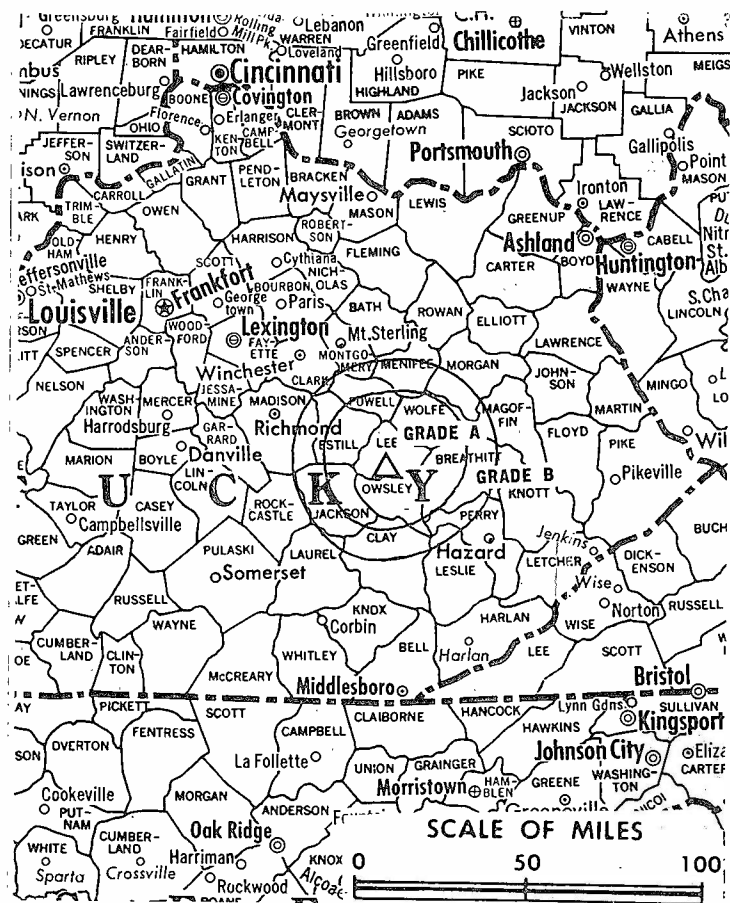
President & general manager: Forest Drake.

Rate: \$7.92.

Market: Beattyville. ADI: Lexington. Rank: 70.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Page based on Arbitron study.

City	State	Total	TV Households	
County	County	Households	Households	%
25-49%	KENTUCKY	2,900	2,800	97



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

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY Wolfe	2,500	2,400	96
Totals		5,400	5,200	96
Net Weekly Circulation (1990)			2,000	
Average Daily Circulation (1990)			900	

Kentucky—Bowling Green

WBKO

Ch. 13

Network Service: ABC.

Licensee: Bluegrass Television Inc., 2727 Russellville Rd., Bowling Green, KY 42101.

Telephone: 502-781-1313. TWX: 810-531-3667. Fax: 502-781-1814.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 30.2-kw aural. Antenna: 740-ft. above av. terrain, 603-ft. above ground, 1343-ft. above sea level.

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

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

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band C-band; M/A-Com, 3.66-meter Ku-band; 4 Avantek, 2 Drake, 2 M/A-Com receivers.

News Services: ABC, AP, NIWS.

Ownership: A. Richard Benedek (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Crowell & Moring.

Personnel:

- CLYDE G. PAYNE, vice president & general manager.
- NEAL MORRISON, general sales manager.
- DAVID L. CHUMLEY, director of engineering.
- BLAIR PAYNE, production manager.
- CHARLES FORTNEY, news director.
- STEVE CRABTREE, program director.
- CHRIS ALLEN, promotion director.
- NELLIE BROWN, business manager.
- GENE PRATHER, administrative & community services director.

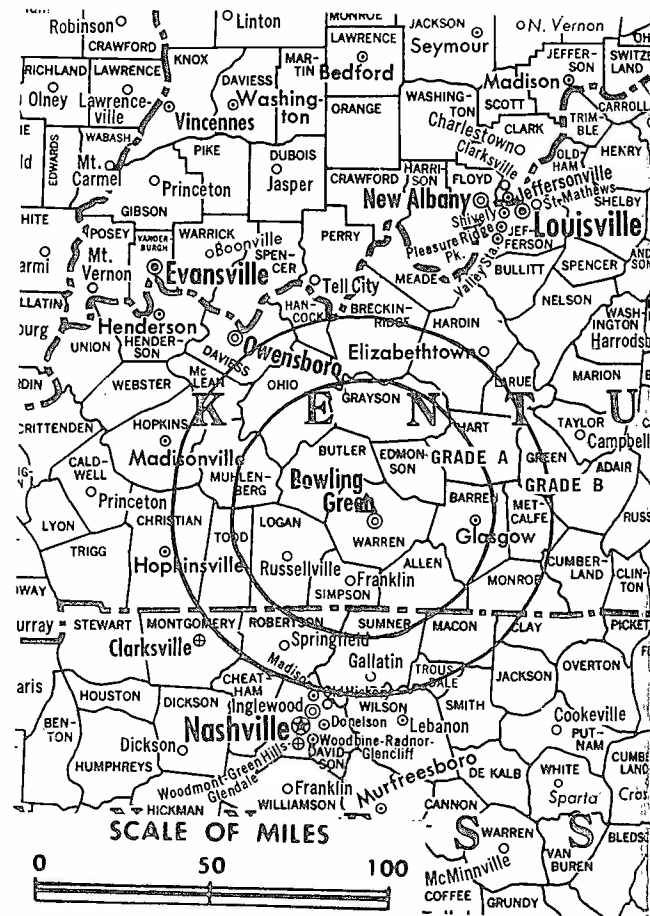
Highest 30 Sec. Rate: \$450.

NETWORK BASE HOURLY RATE: \$350.

City of License: Bowling Green. ADI: Bowling Green. Rank: 190.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
KENTUCKY				
50% & Over	Adair	5,900	5,800	98
	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Butler	4,100	4,100	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Grayson	8,400	8,300	99
	Green	3,900	3,900	99
	Hart	6,000	6,000	99
	Logan	10,000	9,900	99
	Metcalfe	3,700	3,600	99
	Monroe	4,800	4,700	99



WBKO BPCT-4372 Granted 7/27/70

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Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Muhlenberg	11,600	11,500
	Ohio	8,300	8,200
	Russell	5,700	5,600
	Simpson	5,500	5,500
	Warren	31,500	31,200
KENTUCKY			
Between 25-49%	Christian	20,300	20,200
	Clinton	3,600	3,600
	Larue	4,500	4,500
	Taylor	8,700	8,600
KENTUCKY			
Between 5-24%	Breckinridge	6,300	6,200
	Hardin	29,100	28,900
	Mc Lean	3,500	3,500
	Todd	4,300	4,200
	Wayne	6,700	6,500
	TENNESSEE		
	Clay	3,100	3,100
	Macon	6,300	6,200
	Pickett	1,600	1,600
	Trousdale	2,600	2,600
Totals		235,200	232,900
Net Weekly Circulation (1990)			133,900
Average Daily Circulation (1990)			82,800

Kentucky—Campbellsville

WGRB

Ch. 34.

Service: None, independent.

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

Address: 210 Cane Valley Rd., Cane Valley, KY 42720.

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

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

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

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

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

Operator: Green River Bcstg. Co. Inc.

Operation: April 7, 1983.

Station (sales): Independent TV Sales.

Station (legal): Schwartz, Woods & Miller.

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

Station (manager): [Name] general manager.

Station (manager): [Name] local sales manager.

Station (manager): [Name] news director.

Station (manager): [Name] program director.

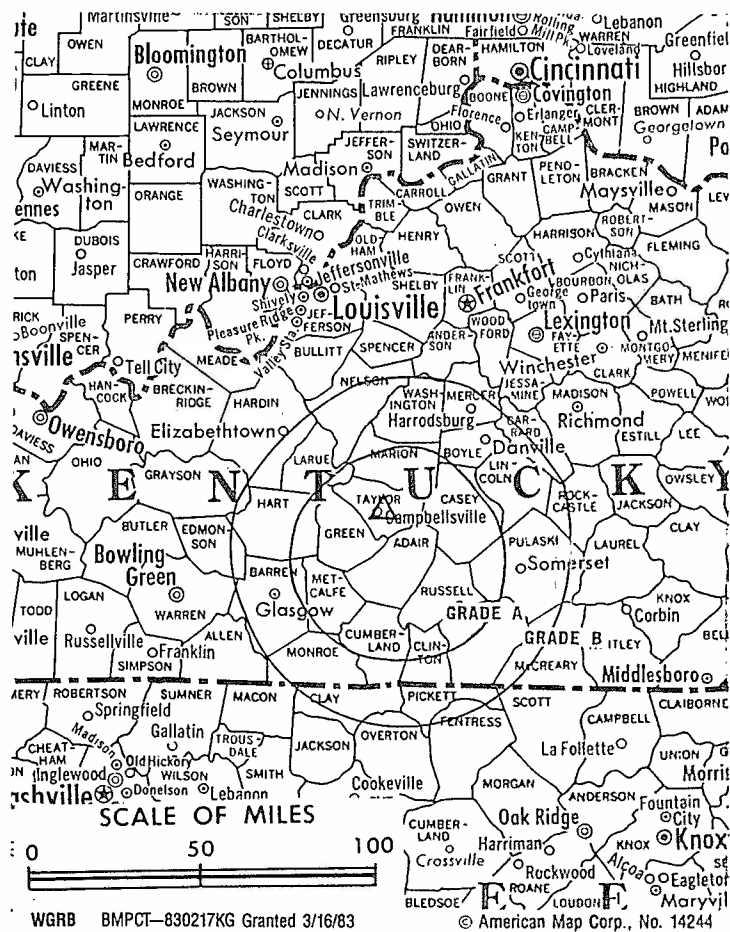
Station (manager): [Name] operations manager.

Station (manager): [Name] chief engineer.

Sec. Rate: \$95.

Market: Campbellsville. ADI: Louisville. Rank: 46.

City	State	Total Households	TV Households	%
Campbellsville	KENTUCKY			
	Adair	5,900	5,800	98
	Green	3,900	3,900	99
25-49%	KENTUCKY			
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Metcalfe	3,700	3,600	99
	Russell	5,700	5,600	98
	Taylor	8,700	8,600	99
	Wayne	6,700	6,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KENTUCKY			
	Allen	5,900	5,800	98
	Barren	12,900	12,800	99
	Casey	5,800	5,700	98
	Grayson	8,400	8,300	99
	Hardin	29,100	28,900	99
	Hart	6,000	6,000	99
	Larue	4,500	4,500	100
	Lincoln	7,000	6,900	99
	McCreary	5,800	5,700	98
	Marion	5,800	5,800	99
	Monroe	4,800	4,700	99
	Nelson	10,300	10,200	99
	Pulaski	19,200	18,800	98
Washington	3,400	3,400	100	
Totals		169,900	167,900	99
Net Weekly Circulation (1990)			31,200	
Average Daily Circulation (1990)			9,900	

Kentucky—Danville-Lexington

WDKY-TV

Ch. 56

Network Service: Fox.

Licensee: WDKY-TV Licence Company, 434 Interstate Ave., Lexington, KY 40505.

Studio: 434 Interstate Ave., Lexington, KY 40505.

Mailing Address: Box 12650, Lexington, KY 40583.

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

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

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

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

Multichannel TV Sound: Stereo only.

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

Ownership: Backe Group Inc.

Began Operation: February 10, 1986. Sale to MMC Television Corp. approved by FCC Sept. 25, 1989 but not consummated.

Represented (sales): Seitel Inc.

Represented (legal): Hogan & Hartson.

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

Personnel:

TYLIN J. SMITH, vice president & general manager.

JURIS R. RASUMS, program & operations director.

DAN STREET, local sales manager.

STEPHEN JONES, chief engineer.

TED WISE, promotion director.

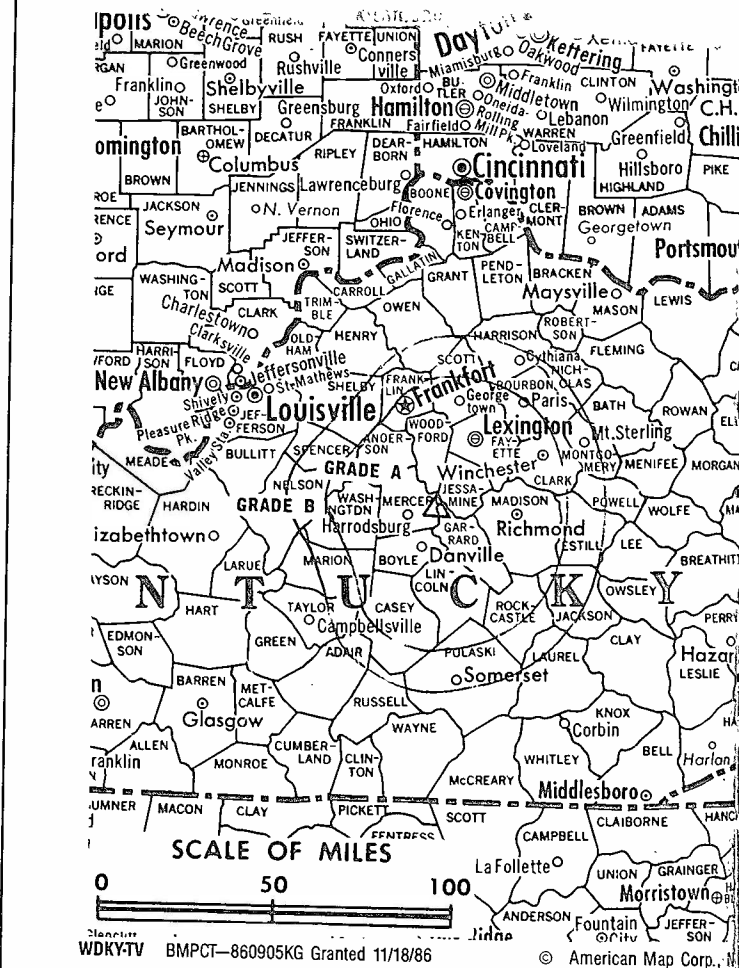
JOANNE Q. PARKER, business manager.

Highest 30 Sec. Rate: \$750.

City of License: Danville. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jessamine	10,800	10,600	99
	Lincoln	7,000	6,900	99
	Pulaski	19,200	18,800	98
	Rockcastle	5,400	5,300	97
	Scott	8,400	8,300	99
Woodford	6,900	6,800	99	
Between 25-49%	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99



Net Weekly Circulation	State County	Total Households	TV Households	
Between 25-49%	Franklin	17,700	17,600	
	Laurel	15,600	15,300	
	Lee	2,900	2,800	
	Mc Creary	5,800	5,700	
	Madison	19,300	19,100	
	Mercer	7,500	7,400	
	Montgomery	7,800	7,700	
	Nicholas	2,700	2,700	
	Owen	3,400	3,400	
	Owsley	1,800	1,700	
	Powell	4,100	4,000	
	Between 5-24%	KENTUCKY		
Adair		5,900	5,800	
Breathitt		5,600	5,400	
Clay		7,800	7,700	
Fleming		4,800	4,700	
Grant		5,100	5,000	
Harlan		14,400	14,200	
Jackson		4,400	4,300	
Knox		11,000	10,800	
Marion		5,800	5,800	
Nelson		10,300	10,200	
Robertson		800	800	
Rowan	6,500	6,400		
Russell	5,700	5,600		
Shelby	8,800	8,800		
Taylor	8,700	8,600		
Washington	3,400	3,400		
Whitley	13,500	13,300		
Totals		414,100	409,000	
Net Weekly Circulation (1990)			159,100	
Average Daily Circulation (1990)			65,100	

WYMT-TV

Ch. 57.

Service: CBS.
 Owner: Kentucky Central Television Inc., Hwy. 15 Bypass, Box 1299, Hazard, KY
 Box 1299, Hwy. 15 Bypass, Hazard, KY 41701.
 Phone: 606-436-5757.

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

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

Office: Buffalo Mountain, Hazard.

Earth Stations: Harris, 7-meter C-band; Harris, 3.5-meter C-band; 2 Scien-
 tific Atlanta receivers.

Mobile Dish: Nurad.

Services: AP, CBS.

Ship: Bluegrass Broadcasting Co. (Group Owner).

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

Printed (sales): Roslin Spot TV Sales.

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

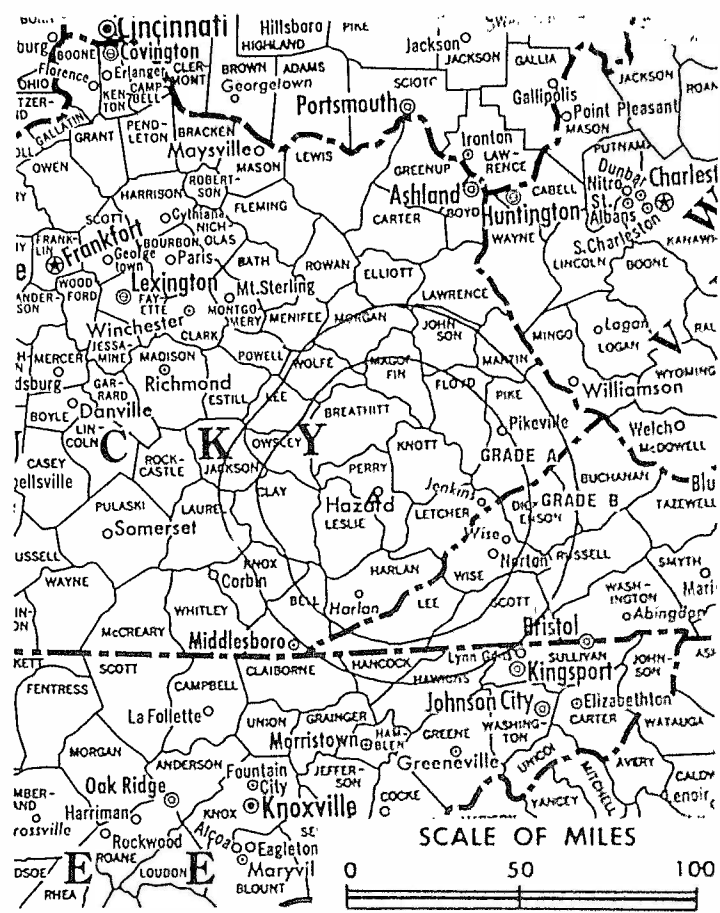
Staff:
 V. GABBARD, executive vice president & general manager.
 E. NE CORNETT, station manager.
 G. S. general sales manager.
 B. S. chief engineer.
 R. R. news director.
 A. DUFF, program & promotion coordinator.
 S. ADAMS, office manager.

30 Sec. Rate: \$340.

License: Hazard. ADI: Lexington. Rank: 70.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Circulation based on Arbitron study.

County	State County	Total Households	TV Households Households	%
KENTUCKY				
Bell	Bell	12,000	11,800	99
Breathitt	Breathitt	5,600	5,400	97
Floyd	Floyd	18,600	18,300	99
Harlan	Harlan	14,400	14,200	99
Knott	Knott	6,200	6,000	98
Leslie	Leslie	5,000	4,800	97
Letcher	Letcher	10,700	10,500	98
Magoffin	Magoffin	5,000	4,900	98
Perry	Perry	12,100	11,900	98
Pike	Pike	29,300	28,900	99
Wolfe	Wolfe	2,500	2,400	96
KENTUCKY				
25-49%	Clay	7,800	7,700	98



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

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Jackson	4,400	4,300	97
	Johnson	9,100	9,000	99
	Knox	11,000	10,800	98
	Laurel	15,600	15,300	98
	Martin	4,600	4,500	98
	Owsley	1,800	1,700	94
	Whitley	13,500	13,300	99
Between 5-24%	KENTUCKY			
	Lee	2,900	2,800	97
	Morgan	4,200	4,100	98
	VIRGINIA			
	Buchanan	12,100	11,800	98
WEST VIRGINIA				
	Mingo	12,600	12,400	98
Totals		221,000	216,800	98
Net Weekly Circulation (1990)			113,200	
Average Daily Circulation (1990)			65,600	

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Kentucky—Lexington

WKYT-TV

Ch. 27

Network Service: CBS.

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

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

Mailing Address: Box 5037, Lexington, KY 40555.

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

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

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

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

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

News Services: AP, CBS, NIWS.

Ownership: Bluegrass Broadcasting Co. (Group Owner).

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

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

Represented (legal): Latham & Watkins.

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

Personnel:

- RALPH W. GABBARD, president & general manager.
- JERE PIGUE, vice president & station manager.
- JOHN BOBEL, vice president, news, client & creative services.
- MIKE KANAREK, vice president, operations.
- GEORGE STEVENS, national sales manager.
- CHAS CALLAWAY, vice president, engineering & broadcast services.
- BARBARA CARDEN, program director.
- BELINDA TURLEY, business manager.
- SHARON HELTON, traffic manager.

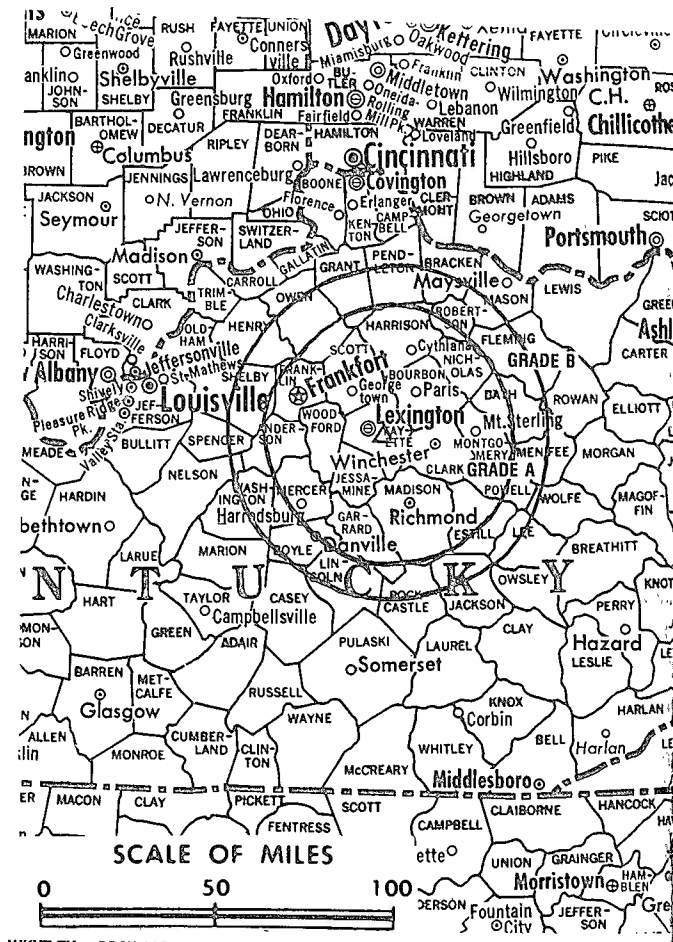
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Lexington. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
	Knott	6,200	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Laurel	15,600	15,300	
	Lee	2,900	2,800	
	Lincoln	7,000	6,900	
	Madison	19,300	19,100	
	Mason	6,300	6,200	
	Menifee	1,700	1,700	
	Mercer	7,500	7,400	
	Montgomery	7,800	7,700	
	Nicholas	2,700	2,700	
	Owen	3,400	3,400	
	Owsley	1,800	1,700	
	Perry	12,100	11,900	
	Powell	4,100	4,000	
	Pulaski	19,200	18,800	
	Robertson	800	800	
	Rockcastle	5,400	5,300	
	Rowan	6,500	6,400	
Russell	5,700	5,600		
Scott	8,400	8,300		
Wayne	6,700	6,500		
Whitley	13,500	13,300		
Wolfe	2,500	2,400		
Woodford	6,900	6,800		
Between 25-49%	KENTUCKY			
	Breathitt	5,600	5,400	
	Greenup	13,400	13,300	
	Harlan	14,400	14,200	
	Knox	11,000	10,800	
Leslie	5,000	4,800		
(Continued on page A-512)				
Totals		633,000	625,000	
Net Weekly Circulation (1990)			349,900	
Average Daily Circulation (1990)			196,300	

WLEX-TV

Ch. 18

Service: NBC.

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

1065 Russell Cave Rd., Lexington, KY 40505.

Address: Box 1457, Lexington, KY 40591.

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

Facilities: Channel No. 18 (494-500 MHz). Authorized power: 1104-kw horizontal visual, 221-kw max. & 200-kw horizontal aural. Antenna 100-ft. above av. terrain, 670-ft. above ground, 1620-ft. above sea level.

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

Station CP for change to 5000-kw max. visual, 1808-ft. above av. terrain, 2664-ft. above sea level, lat. 37° 55' 23", long. 84° 09'. Transmitter to 4396-ft. SSE of intersection of Muddy Creek & Cole Rds., 4.6 miles E of Winchester. BPCT-900316KE.

Site: Russell Cave Pike.

Channel TV Sound: Stereo and separate audio program.

Earth Stations: Transmit/receive Comtech, 5-meter C-band; Harris Ku-band; Cyclosat, Harris, M/A-Corn, Pinzone, receivers.

Service: UPI.

Owner: WLEX-TV Inc.

Operation: March 15, 1955.

Printed (sales): Blair Television.

Printed (legal): Fletcher, Heald & Hildreth.

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

Model:

R. BARFIELD, president & general manager.

D. DUVALL, vice president & station manager.

D. W. SCHEER, vice president & general sales manager.

W. SCHEER, vice president, engineering.

R. WILSON, vice president, finance & administration.

ST, local sales manager.

SON, news director.

AWFORD, director, station promotion.

NFIELD, production manager.

IE, director, public affairs.

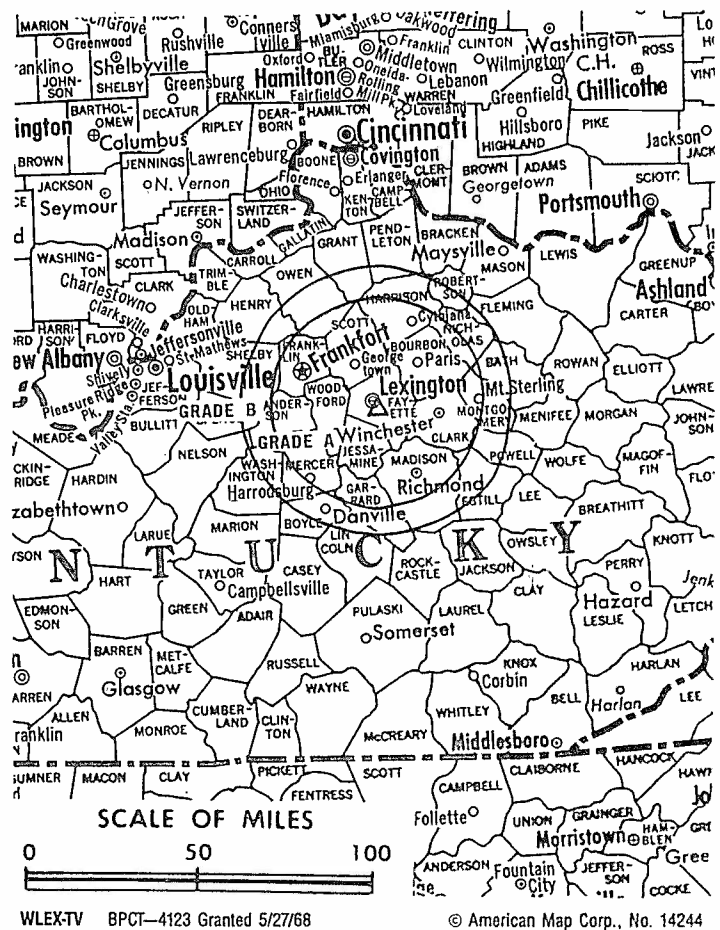
30 Sec. Rate: \$1,500.

WEEK BASE HOURLY RATE: \$1000.

License: Lexington. ADI: Lexington. Rank: 70.

Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,600	5,400	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99



WLEX-TV BPCT-4123 Granted 5/27/68 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
	Laurel	15,600	15,300	98
	Lee	2,900	2,800	97
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mason	6,300	6,200	99
	Menifee	1,700	1,700	100
	Mercer	7,500	7,400	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Owsley	1,800	1,700	94
	Perry	12,100	11,900	98
	Powell	4,100	4,000	98
	Pulaski	19,200	18,800	98
	Robertson	800	800	100
Rockcastle	5,400	5,300	97	
Rowan	6,500	6,400	98	
Scott	8,400	8,300	99	
Taylor	8,700	8,600	99	
Whitley	13,500	13,300	99	
Wolfe	2,500	2,400	96	
Woodford	6,900	6,800	99	
Between 25-49%	KENTUCKY			
	Harlan	14,400	14,200	99
	Knox	11,000	10,800	98
	Leslie	5,000	4,800	97
(Continued on page A-512)				
Totals		510,700	504,200	99
Net Weekly Circulation (1990)			320,000	
Average Daily Circulation (1990)			183,600	

Kentucky—Lexington

WTVQ-TV

Ch. 36

Network Service: ABC.

Licensee: Shamrock Bcstg. Inc., Box 5590, Lexington, KY 40555.

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

Telephone: 606-233-3600. TWX: 510-476-8806.

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

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

Transmitter: 2940 Bryant Rd.

Satellite Earth Stations: 4 in operation; Andrew, Harris receivers.

News Services: ABC, AP, UPI.

Ownership: Shamrock Broadcasting Inc. (Group Owner).

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

Represented (sales): Katz Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

DIANE SUTTER, vice president & general manager.

JEB BAKER, general sales manager.

CRAIG ALEXANDER, news director.

CAROLYN DOOLEY, business manager.

JOHN LACKEY, chief engineer.

JERRY FOX, station manager.

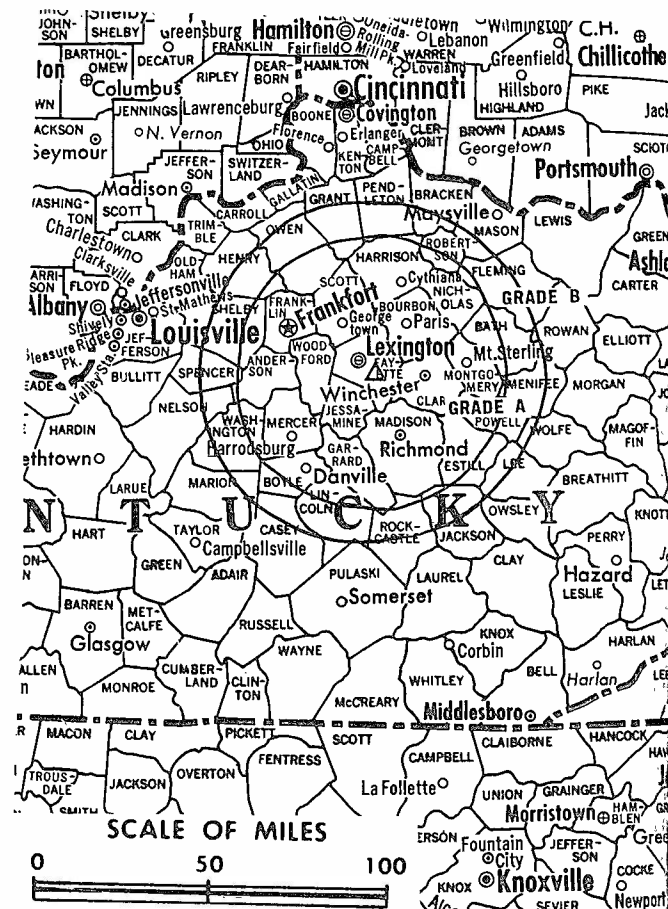
Rates: On request.

NETWORK BASE HOURLY RATE: \$650.

City of License: Lexington. ADI: Lexington. Rank: 70.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KENTUCKY			
	Anderson	5,200	5,200	100
	Bath	3,600	3,500	97
	Bourbon	7,400	7,300	99
	Boyle	9,800	9,700	99
	Breathitt	5,600	5,400	97
	Casey	5,800	5,700	98
	Clark	11,100	11,000	99
	Clay	7,800	7,700	98
	Estill	5,400	5,300	97
	Fayette	87,100	86,500	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Garrard	4,200	4,200	99
	Harrison	5,700	5,700	99
	Jackson	4,400	4,300	97
	Jessamine	10,800	10,600	99
	Laurel	15,600	15,300	98
	Lee	2,900	2,800	97
	Lincoln	7,000	6,900	99
Madison	19,300	19,100	99	
Mason	6,300	6,200	99	
Menifee	1,700	1,700	100	
Mercer	7,500	7,400	99	
Montgomery	7,800	7,700	98	



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

© American Map Corp., No.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	KENTUCKY		
	Nicholas	2,700	2,700
	Owsley	1,800	1,700
	Perry	12,100	11,900
	Powell	4,100	4,000
	Pulaski	19,200	18,800
	Robertson	800	800
	Rockcastle	5,400	5,300
	Rowan	6,500	6,400
	Scott	8,400	8,300
	Wolfe	2,500	2,400
Woodford	6,900	6,800	

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	KENTUCKY		
	Knott	6,200	6,000
	Knox	11,000	10,800
	Leslie	5,000	4,800
	Lewis	5,000	4,900
	Morgan	4,200	4,100
	Owen	3,400	3,400
	Russell	5,700	5,600
	Washington	3,400	3,400
	Wayne	6,700	6,500
Whitley	13,500	13,300	

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KENTUCKY		
	Bracken	2,700	2,700
	Carter	8,900	8,800
	Floyd	18,600	18,300
	Grant	5,100	5,000
	Harlan	14,400	14,200
Letcher	10,700	10,500	

(Continued on page A-512)

Totals	529,600	522,400	99
Net Weekly Circulation (1990)			307,000
Average Daily Circulation (1990)			172,200

WAVE
Ch. 3

Service: NBC.
 Owner: Cosmos Broadcasting Corp., 725 S. Floyd St., Louisville, KY 40203.
 725 S. Floyd St., Louisville, KY 40203.
 Address: Box 32970, Louisville, KY 40232.
 Phone: 502-585-2201. Fax: 502-561-4115.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-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"

Site: Foyds Knob, New Albany, IN.
 CP for change to 100-kw visual, 10-kw aural, circularly polarized, 1820-ft. above av. terrain, 1690-ft. above ground, 2500-ft. above sea level; lat. 38° 27' N, long. 85° 25' 28", transmitter to 4.1-mi. NW of LaGrange, N of Hwy. 42, W of Hwy. 53. BPCT-850211KJ.

Transmitter: Foyds Knob, New Albany, IN.

Channel TV Sound: Stereo only.

Earth Station: Transmit/receive Scientific-Atlanta, 7-meter; Scientific-Atlanta 10-meters.

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

Services: AP, NBC.

Group: Cosmos Broadcasting Corp. (Group Owner).

Operation: November 24, 1948. Sale to present owner by Orion Bcstg. Co. on August 14, 1981 (Television Digest, Vol. 20:24; 21:4).

Advertiser: Harrington, Richter & Parsons Inc.

Agency: Dow, Lohnes & Albertson.

Engineering: Lohnes & Culver.

President: J. P. LANGFORD, general sales manager.

Local sales manager: J. P. LANGFORD, general sales manager.

National sales manager: J. P. LANGFORD, general sales manager.

Chief engineer: J. P. LANGFORD, general sales manager.

News director: J. P. LANGFORD, general sales manager.

Program & special services director: J. P. LANGFORD, general sales manager.

Promotion director: J. P. LANGFORD, general sales manager.

Business manager: J. P. LANGFORD, general sales manager.

Marketing director: J. P. LANGFORD, general sales manager.

Creative services director: J. P. LANGFORD, general sales manager.

30 Sec. Rate: \$2900.

1/4 H. BASE HOURLY RATE: \$3863.

Market: Louisville. ADI: Louisville. Rank: 46.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Survey based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
Over	INDIANA			
	Clark	32,700	32,200	98
	Crawford	3,800	3,700	97
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Jennings	7,900	7,700	97
	Lawrence	16,700	16,400	98
	Orange	7,200	7,000	97



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

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
KENTUCKY	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Carroll	3,500	3,500	100
	Grayson	8,400	8,300	99
	Hardin	29,100	28,900	99
	Hart	6,000	6,000	99
	Henry	4,800	4,700	99
	Jefferson	262,000	260,900	100
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Meade	8,000	8,000	100
	Nelson	10,300	10,200	99
	Oldham	10,300	10,200	100
	Shelby	8,800	8,800	99
Spencer	2,300	2,300	100	
Taylor	8,700	8,600	99	
Trimble	2,200	2,200	100	
Washington	3,400	3,400	100	
Between 25-49%	INDIANA			
	Perry	6,600	6,400	97
	KENTUCKY			
Anderson	5,200	5,200	100	
Franklin	17,700	17,600	99	
Green	3,900	3,900	99	
Between 5-24%	INDIANA			
Bartholomew	24,800	24,400	98	
(Continued on page A-512)				
Totals		703,600	696,400	99
Net Weekly Circulation (1990)			509,300	
Average Daily Circulation (1990)			312,200	

Kentucky—Louisville

WBNA

Ch. 21

Network Service: None, independent.

Licensee: Word Bcstg. Network Inc., Drawer 21, Louisville, KY 40219.

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

Telephone: 502-964-2121; 502-968-2000.

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

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

Transmitter: Prayer Mountain, Sheperdsville.

Ownership: Word Broadcasting Network Inc.

Began Operation: April 2, 1986.

Represented (sales): Landin Media Sales.

Represented (legal): Pepper & Corazzini.

Personnel:

ROBERT W. RODGERS, general manager.

STEVE RAYBORN, station manager.

ROBERT GORDON, general sales manager.

CARL PICCUITO, local sales manager.

BRYAN BAILEY, program & promotion director.

TERRELL SMITH, chief engineer.

CLARENCE HENSON, engineering.

CHARLES RAGLAND, business manager.

Highest 30 Sec. Rate: \$250.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Marion	5,800	5,800	99
	Oldham	10,300	10,200	100
Between 5-24%	INDIANA			
	Clark	32,700	32,200	98
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Scott	7,500	7,300	97
Between 5-24%	KENTUCKY			
Breckinridge	6,300	6,200	98	



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	Bullitt	15,600	15,500
	Hardin	29,100	28,900
	Henry	4,800	4,700
	Jefferson	262,000	260,900
	Larue	4,500	4,500
	Meade	8,000	8,000
	Nelson	10,300	10,200
	Shelby	8,800	8,800
	Spencer	2,300	2,300
	Trimble	2,200	2,200
	Washington	3,400	3,400
Totals		447,600	444,600
Net Weekly Circulation (1990)			75,500
Average Daily Circulation (1990)			20,800

WDRB-TV

Ch. 41

Service: Fox.

Independence Television Co., 624 West Muhammad Ali Blvd., Louisville, KY 40203.

24 W. Muhammad Ali Blvd., Louisville, KY 40203.

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

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

Latitude 38° 21' 00.00"
Longitude 85° 50' 56.50"

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

Channel TV Sound: Stereo only.

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

Service: AP.

Operator: Blade Communications Inc. (Group Owner).

Operation: February 28, 1971. Sale to present owner by Cowles Media Co. approved by FCC Dec. 5, 1983 (Television Digest, Vol. 23:26). Sale to Cowles by Egerton Welch, J. P. Morgan, Arlie Howard, et al., approved by FCC Oct. 7 (Vol. 17:21, 51).

Stationed (sales): Petry Television Inc.

Stationed (legal): Dow, Lohnes & Albertson.

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

Staff: DORKIN, president & general manager.
BARRY, general sales manager.

TERMAN, national sales manager.

CKHORST, operations manager.

PFEL, news director.

OK, chief engineer.

WELL, promotion director.

RAY, controller.

MCK, production director.

OW, traffic supervisor.

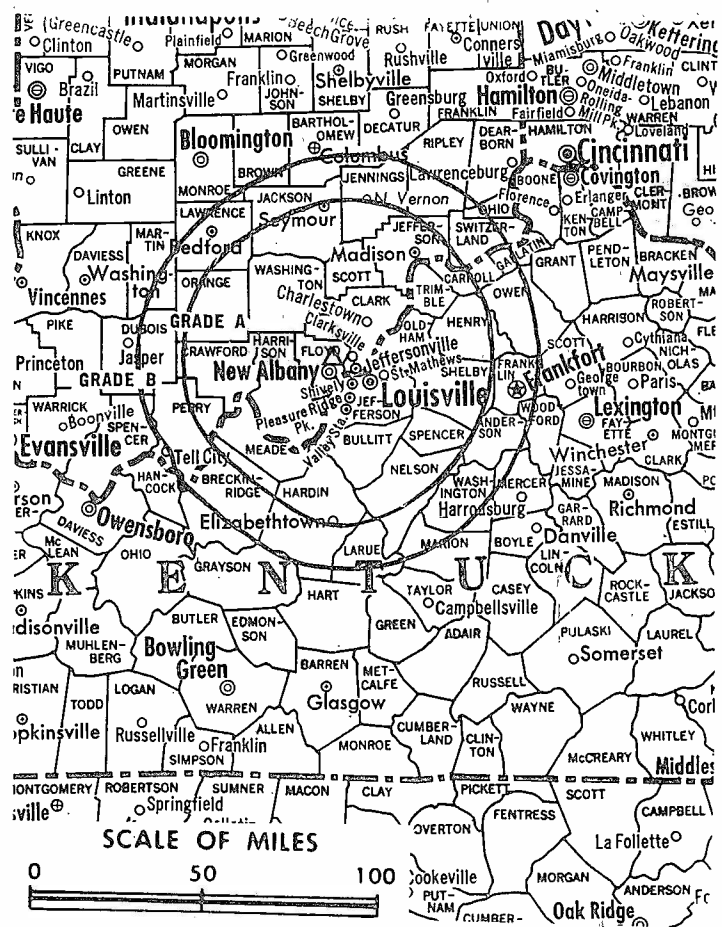
0 Sec. Rate: \$1200.

License: Louisville. ADI: Louisville. Rank: 46.

Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Page based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
Over	INDIANA			
	Clark	32,700	32,200	98
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jefferson	10,500	10,300	98
	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
	KENTUCKY			
	Anderson	5,200	5,200	100
	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Jefferson	262,000	260,900	100
	Larue	4,500	4,500	100
	Marion	5,800	5,800	99
	Meade	8,000	8,000	100
	Nelson	10,300	10,200	99



WDRB-TV BPC2-890518KG Granted 6/14/89 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Oldham	10,300	10,200	100
	Shelby	8,800	8,800	99
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
Between 25-49%	INDIANA			
	Crawford	3,800	3,700	97
	Dubois	13,200	12,800	97
	Jackson	13,800	13,600	99
	Orange	7,200	7,000	97
	Perry	6,600	6,400	97
	KENTUCKY			
	Boyle	9,800	9,700	99
	Carroll	3,500	3,500	100
	Franklin	17,700	17,600	99
Grayson	8,400	8,300	99	
Hart	6,000	6,000	99	
Jessamine	10,800	10,600	99	
Spencer	2,300	2,300	100	
Washington	3,400	3,400	100	
Between 5-24%	INDIANA			
	Lawrence	16,700	16,400	98
	Spencer	6,900	6,700	97
	KENTUCKY			
	Adair	5,900	5,800	98
Barren	12,900	12,800	99	
Bourbon	7,400	7,300	99	
Casey	5,800	5,700	98	
Daviess	33,200	33,000	99	
Garrard	4,200	4,200	99	
(Continued on page A-512)				
Totals		730,600	723,800	99
Net Weekly Circulation (1990)			358,400	
Average Daily Circulation (1990)			152,700	

Kentucky—Louisville

WHAS-TV

Ch. 11

Network Service: ABC.

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

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

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

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 135-kw visual, 13.5-kw aural. Antenna: 1280-ft. above av. terrain, 984-ft. above ground, 1960-ft. above sea level.

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

Transmitter: Christian Rd., 3.6-mi. N of New Albany, IN.

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

News Services: AP, Group W Newsfeed, UPI.

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

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

Represented (sales): TeleRep Inc.

Represented (legal): Covington & Burling.

Personnel:

N. NEIL KUVIN, president & general manager.

DOUG ROBERTS, national sales manager.

AL ROUFF, engineering manager.

LARRY SMITH, news director.

DAN MILLER, program director.

VICKI CHRISTENSEN, promotion director.

BECKY NORRIS, business manager.

Highest 30 Sec. Rate: \$2500.

NETWORK BASE HOURLY RATE: \$2712.

City of License: Louisville. ADI: Louisville. Rank: 46.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Clark	32,700	32,200	98
	Crawford	3,800	3,700	97
	Floyd	23,400	23,100	99
	Harrison	10,600	10,400	98
	Jackson	13,800	13,600	99
	Jefferson	10,500	10,300	98
	Jennings	7,900	7,700	97
	Lawrence	16,700	16,400	98
	Orange	7,200	7,000	97
	Perry	6,600	6,400	97
	Scott	7,500	7,300	97
	Washington	8,400	8,200	98
	KENTUCKY			
	Breckinridge	6,300	6,200	98
	Bullitt	15,600	15,500	99
	Carroll	3,500	3,500	100
	Franklin	17,700	17,600	99
	Grayson	8,400	8,300	99
	Green	3,900	3,900	99
Hardin	29,100	28,900	99	
Hart	6,000	6,000	99	
Henry	4,800	4,700	99	
Jefferson	262,000	260,900	100	
Larue	4,500	4,500	100	



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Marion	5,800	5,800	
	Meade	8,000	8,000	
	Nelson	10,300	10,200	
	Oldham	10,300	10,200	
	Shelby	8,800	8,800	
	Spencer	2,300	2,300	
	Taylor	8,700	8,600	
	Trimble	2,200	2,200	
	Washington	3,400	3,400	
Between 25-49%	INDIANA			
	Bartholomew	24,800	24,400	
	KENTUCKY			
	Adair	5,900	5,800	
	Anderson	5,200	5,200	
	Barren	12,900	12,800	
	Boyle	9,800	9,700	
	Hancock	2,900	2,900	
	Mercer	7,500	7,400	
Owen	3,400	3,400		
Russell	5,700	5,600		
Woodford	6,900	6,800		
Between 5-24%	INDIANA			
	Dubois	13,200	12,800	
	Monroe	37,400	36,400	
	Ohio	2,000	2,000	
	Ripley	8,900	8,700	
	Shelby	14,300	14,100	
	Spencer	6,900	6,700	
Switzerland	2,900	2,800		
(Continued on page A-513)				
Totals		825,100	816,200	
Net Weekly Circulation (1990)			552,100	
Average Daily Circulation (1990)			340,300	

WLKY-TV

Ch. 32

Service: CBS.

Pulitzer Broadcasting Co., 1918 Mellwood Ave., Box 6205, Louisville, KY

1918 Mellwood Ave., Louisville, KY 40206.

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

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

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

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

Channel TV Sound: Stereo only.

Earth Stations: Andrew, 7.3-meter C-band; SatCom, 7-meter C-band;
 1.5-meter Ku & C-band; Andrew, 4.5-meter C-band; Microdyne, Pinzone

Television Dish: Comtech, 5-meter Ku & C-band.

Services: AP, CNN.

Parent: Pulitzer Publishing Co. (Group Owner).

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

Headquarters (sales): Katz Television.

General Manager: R. vice president & general manager.

General Sales Manager: N, general sales manager.

National Sales Manager: GGG, national sales manager.

Chief Engineer: EY, chief engineer.

News Director: MARTON, news director.

Program Director: SIFER, program director.

Promotion Director: KEY, promotion director.

Business Manager: ROEHM, business manager.

Community Affairs Director: BODSHAW, community affairs director.

Hourly Rate: \$10,400.

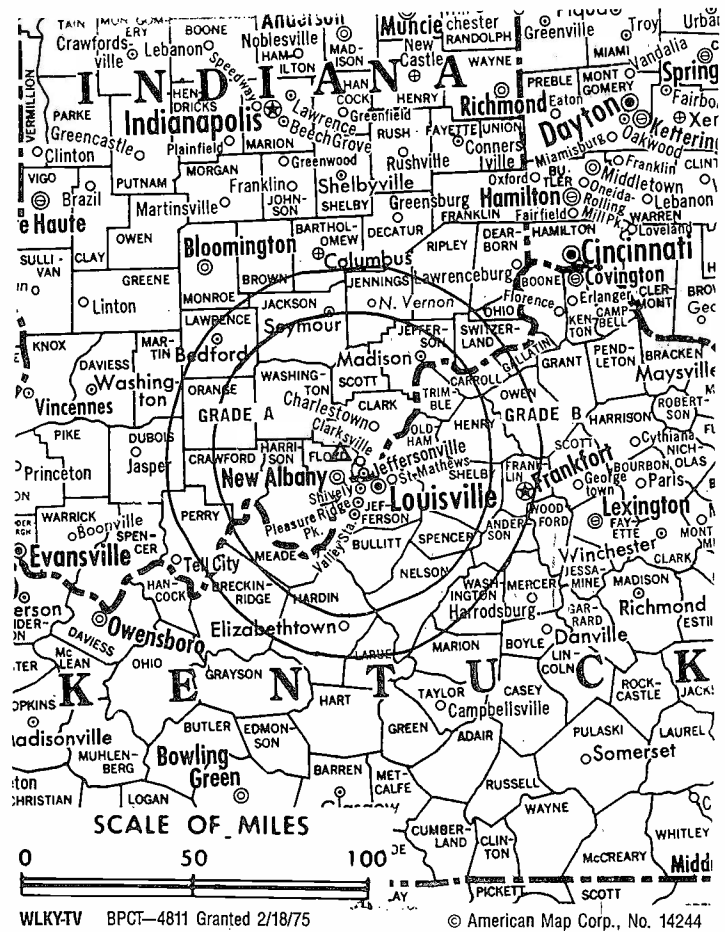
Second Rate: \$950.

Base Hourly Rate: \$800.

Market: Louisville. ADI: Louisville. Rank: 46.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Circulation based on Arbitron study.

State	Total Households	TV Households	%
INDIANA			
Clark	32,700	32,200	98
Crawford	3,800	3,700	97
Floyd	23,400	23,100	99
Harrison	10,600	10,400	98
Jackson	13,800	13,600	99
Jefferson	10,500	10,300	98
Scott	7,500	7,300	97
Washington	8,400	8,200	98
KENTUCKY			
Breckinridge	6,300	6,200	98
Bullitt	15,600	15,500	99
Franklin	17,700	17,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Hardin	29,100	28,900	99	
	Henry	4,800	4,700	99	
	Jefferson	262,000	260,900	100	
	Larue	4,500	4,500	100	
	Marion	5,800	5,800	99	
	Meade	8,000	8,000	100	
	Nelson	10,300	10,200	99	
	Oldham	10,300	10,200	100	
	Shelby	8,800	8,800	99	
	Spencer	2,300	2,300	100	
Between 25-49%	Trimble	2,200	2,200	100	
	Washington	3,400	3,400	100	
	INDIANA				
	Jennings	7,900	7,700	97	
	Lawrence	16,700	16,400	98	
	Orange	7,200	7,000	97	
	KENTUCKY				
	Adair	5,900	5,800	98	
	Anderson	5,200	5,200	100	
	Carroll	3,500	3,500	100	
Grayson	8,400	8,300	99		
Green	3,900	3,900	99		
Hart	6,000	6,000	99		
Taylor	8,700	8,600	99		
Between 5-24%	INDIANA				
	Bartholomew	24,800	24,400	98	
	Dubois	13,200	12,800	97	
Perry	6,600	6,400	97		
(Continued on page A-513)					
Totals		693,200	686,600	99	
Net Weekly Circulation (1990)			452,800		
Average Daily Circulation (1990)			238,600		

Kentucky—Madisonville

WLCN

Ch. 19

Network Service: None, independent.

Licensee: Life Anew Ministries, Box 1087, Madisonville, KY 42431.

Studio: 721 Princeton Pike, Madisonville, KY 42431.

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

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

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

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

Ownership: Life Anew Ministries.

Began Operation: October 15, 1983.

Represented (sales): Landin Media Sales.

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

Represented (engineering): Edward F. Lorentz.

Personnel:

RICK TOMLINSON, general manager.

Highest 30 Sec. Rate: \$18.50.

City of License: Madisonville. **ADI:** Evansville. **Rank:** 93.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
KENTUCKY			
Between 5-24%	Hopkins	18,000	17,800
Totals		18,000	17,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WPSD-TV

Ch. 6

Service: NBC.
 Paducah Newspapers Inc., 408 Kentucky Ave., Paducah, KY 42002.
 100 Television Lane, Paducah, KY 42003-5098.
 Address: Box 1197, Paducah, KY 42002-1197.
 Phone: 502-442-8214. TWX: 510-546-2047. Fax: 902-442-8214 ext. 280.
 Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual,
 aural. Antenna: 1585-ft. above av. terrain, 1623-ft. above ground, 2000-ft.
 sea level.

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

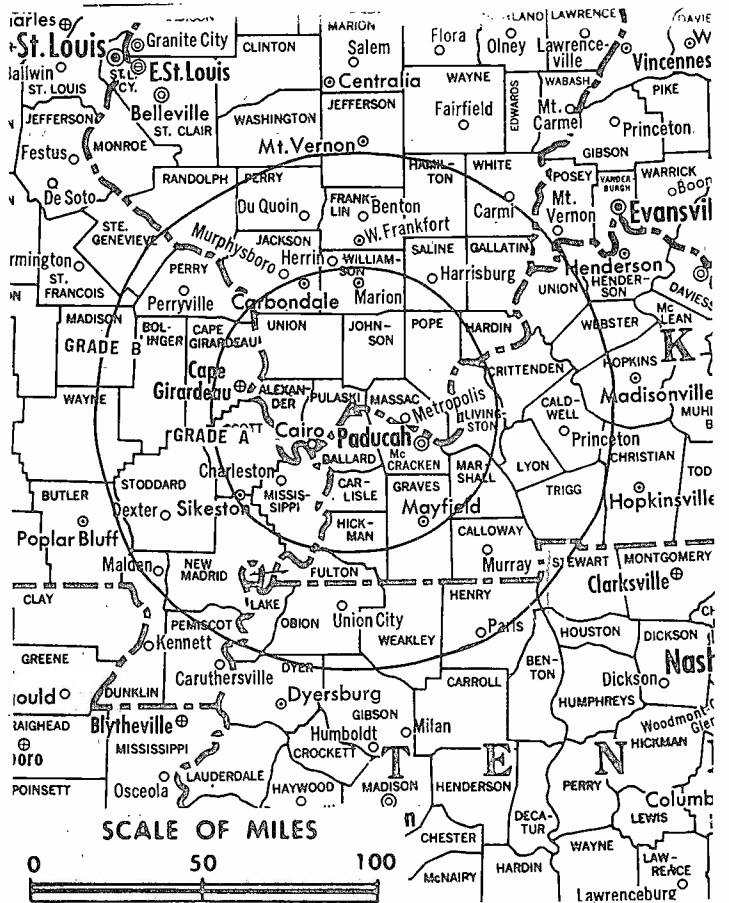
er: Approx. 23-mi. NW of Paducah near Monkey's Eyebrow, KY.
 nel TV Sound: Stereo only.
 arth Stations: ADM, 6-meter; Harris, 3-meter; Harris, Scientific-Atlanta
 S.
 vices: AP, CNN, UPI.
 t: Paducah Newspapers Inc.
 eration: May 28, 1957.
 ed (sales): Blair Television.
 ed (legal): Covington & Burling.
 ed (engineering): Jules Cohen & Associates.

TON, president.
 LIAMS, vice president & general manager.
 LE, operations & program manager.
 S, national sales manager.
 CLEVE, local sales manager.
 RN, chief engineer.
 EVES, news director.
 ECELIUS, promotion & public affairs manager.

Sec. Rate: \$2400.
 BASE HOURLY RATE: \$2700.
 nse: Paducah. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-Marion,
 76.

ids: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 ge based on Arbitron study.

State	County	Total Households	TV Households	%	
ILLINOIS	Alexander	4,700	4,500	96	
	Franklin	17,900	17,400	97	
	Gallatin	3,000	2,900	97	
	Hamilton	3,900	3,700	95	
	Hardin	2,100	2,000	95	
	Jackson	24,000	23,300	97	
	Johnson	3,500	3,400	97	
	Massac	6,300	6,100	97	
	Pope	1,900	1,800	95	
	Pulaski	3,500	3,400	97	
	Saline	12,200	11,900	98	
	Union	7,700	7,500	97	
	Williamson	25,400	24,800	98	
	KENTUCKY	Ballard	3,200	3,200	100
		Caldwell	5,000	4,900	98
		Calloway	12,100	12,000	99
Carlisle		2,000	2,000	100	



WPSD-TV BPCT-2823 Granted 12/8/60 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Crittenden	3,300	3,300	100	
	Fulton	3,100	3,100	100	
	Graves	13,400	13,300	99	
	Hickman	2,000	2,000	100	
	Livingston	3,700	3,700	100	
	Lyon	2,300	2,300	100	
	Mc Cracken	24,500	24,300	99	
	Marshall	10,700	10,600	99	
	Trigg	3,600	3,600	100	
	MISSOURI				
	Bollinger	4,300	4,200	98	
	Cape Girardeau	23,200	22,900	99	
	Mississippi	5,400	5,300	98	
New Madrid	7,700	7,500	97		
Scott	15,000	14,800	99		
Stoddard	11,300	11,100	98		
Wayne	5,000	4,900	98		
TENNESSEE					
Henry	11,800	11,600	99		
Lake	2,600	2,600	100		
Obion	13,300	13,200	99		
Weakley	12,600	12,400	99		
KENTUCKY					
Between 25-49%	Christian	20,300	20,200	99	
	Union	5,800	5,800	99	
	Webster	5,600	5,500	98	
MISSOURI					
	Butler	15,000	14,600	97	
	Dunklin	13,000	12,700	98	
(Continued on page A-513)					
Totals		520,900	511,400	98	
Net Weekly Circulation (1990)			312,600		
Average Daily Circulation (1990)			193,900		

Kentucky

WKYT-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Letcher	10,700	10,500	98
	Lewis	5,000	4,900	98
	Mc Creary	5,800	5,700	98
	Magoffin	5,000	4,900	98
	Marion	5,800	5,800	99
	Morgan	4,200	4,100	98
	Shelby	8,800	8,800	99
Washington	3,400	3,400	100	
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	12,000	11,800	99
	Boyd	20,300	20,200	100
	Bracken	2,700	2,700	100
	Carter	8,900	8,800	99
	Clinton	3,600	3,600	99
	Elliott	2,500	2,500	100
	Floyd	18,600	18,300	99
	Grant	5,100	5,000	99
	Green	3,900	3,900	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Johnson	9,100	9,000	99
	Larue	4,500	4,500	100
	Nelson	10,300	10,200	99
	Pendleton	4,100	4,100	100
	Taylor	8,700	8,600	99
	Trimble	2,200	2,200	100
	TENNESSEE			
Campbell	13,800	13,600	99	

WLEX-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	KENTUCKY			
	Mc Creary	5,800	5,700	98
	Marion	5,800	5,800	99
	Morgan	4,200	4,100	98
	Russell	5,700	5,600	98
	Shelby	8,800	8,800	99
	Washington	3,400	3,400	100
Wayne	6,700	6,500	98	
Between 5-24%	KENTUCKY			
	Adair	5,900	5,800	98
	Bell	12,000	11,800	99
	Bracken	2,700	2,700	100
	Carroll	3,500	3,500	100
	Green	3,900	3,900	99
	Hardin	29,100	28,900	99
	Henry	4,800	4,700	99
	Magoffin	5,000	4,900	98
	Nelson	10,300	10,200	99
	Trimble	2,200	2,200	100

WTVQ-TV, Lexington (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KENTUCKY		
	Magoffin	5,000	4,900
	Marion	5,800	5,800
	Nelson	10,300	10,200
	Pike	29,300	28,900
	Shelby	8,800	8,800
	Spencer	2,300	2,300
	Taylor	8,700	8,600

WAVE, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	INDIANA		
	Decatur	8,400	8,200
	Dubois	13,200	12,800
	Martin	3,900	3,800
	Ohio	2,000	2,000
	Pike	5,300	5,100
	Spencer	6,900	6,700
	KENTUCKY		
	Adair	5,900	5,800
	Boyle	9,800	9,700
	Casey	5,800	5,700
	Hancock	2,900	2,900
	Lincoln	7,000	6,900
	Mercer	7,500	7,400
Ohio	8,300	8,200	
Owen	3,400	3,400	
Russell	5,700	5,600	
Woodford	6,900	6,800	

WDRB-TV, Louisville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KENTUCKY		
	Green	3,900	3,900
	Lincoln	7,000	6,900
	Madison	19,300	19,100
	Mercer	7,500	7,400
	Owen	3,400	3,400
	Scott	8,400	8,300
Woodford	6,900	6,800	

**WHAS-TV, Louisville
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Casey	5,800	5,700	98
	Clinton	3,600	3,600	99
	Cumberland	2,800	2,800	98
	Edmonson	3,600	3,500	99
	Garrard	4,200	4,200	99
	Lincoln	7,000	6,900	99
	Metcalfe	3,700	3,600	99
	Montgomery	7,800	7,700	98
	Ohio	8,300	8,200	99
	Simpson	5,500	5,500	99
Warren	31,500	31,200	99	

**WLKY-TV, Louisville
(Arbitron Data Continued)**

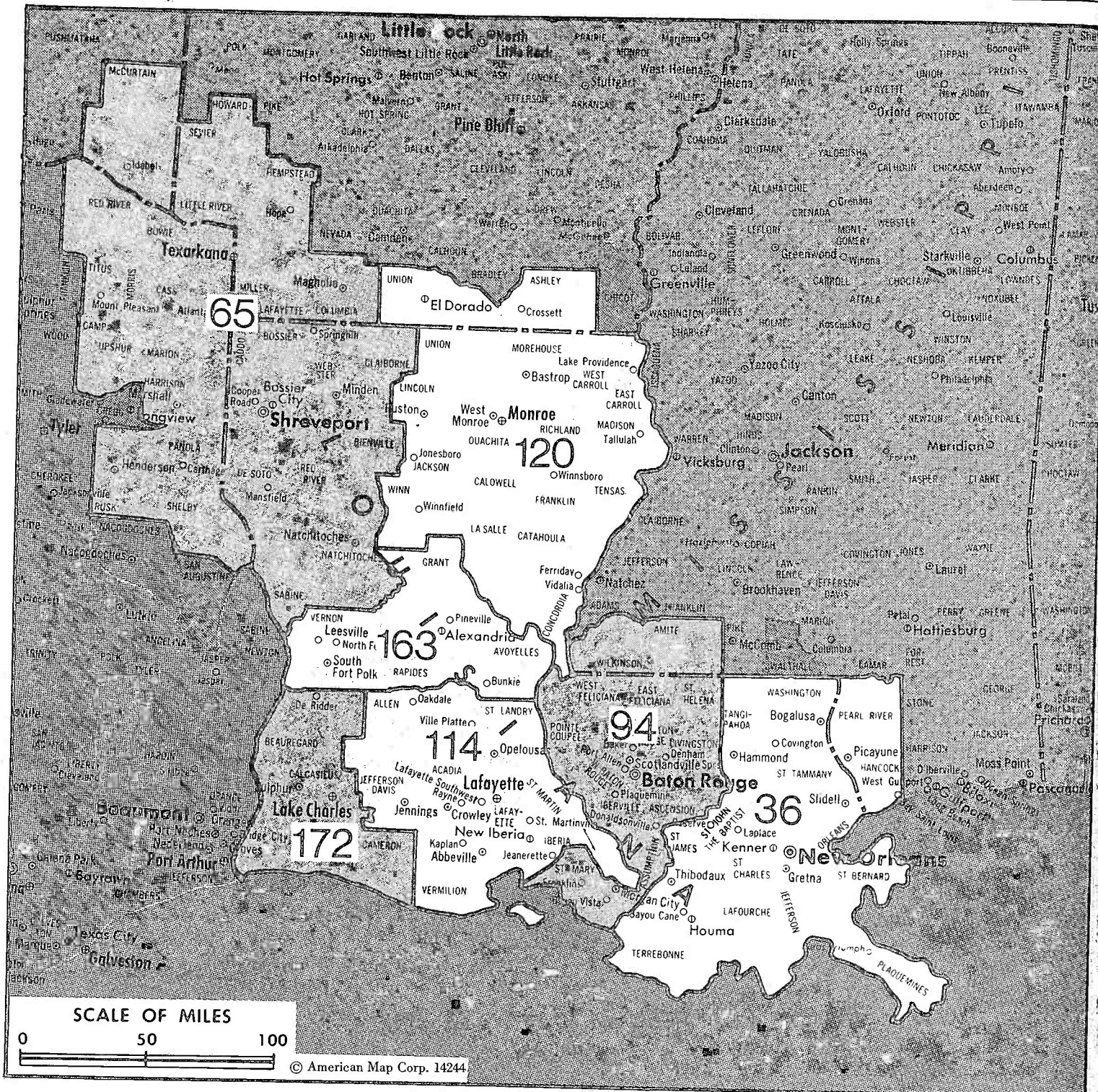
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Barren	12,900	12,800	99
	Boyle	9,800	9,700	99
	Hancock	2,900	2,900	100
	Lincoln	7,000	6,900	99
	Madison	19,300	19,100	99
	Mercer	7,500	7,400	99
	Metcalfe	3,700	3,600	99
	Owen	3,400	3,400	100
	Woodford	6,900	6,800	99

**WPSD-TV, Paducah
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	TENNESSEE			
	Carroll	11,000	10,900	99
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Jefferson	16,000	15,500	97
	Perry	9,000	8,800	98
	Wayne	7,500	7,200	96
	White	7,400	7,100	96
	KENTUCKY			
	Hopkins	18,000	17,800	99
	MISSOURI			
	Carter	2,100	2,000	95
	Iron	3,900	3,800	97
	Madison	4,800	4,700	98
	Pemiscot	8,500	8,300	98
	Perry	6,200	6,100	98
	Reynolds	2,800	2,700	96
	TENNESSEE			
Benton	6,300	6,200	98	
Dyer	13,600	13,400	99	
Gibson	19,200	19,000	99	

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Television & Cable Factbook



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New Orleans, LA	640,800	36	WCCL (49), WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Shreveport, LA-Texarkana, TX	406,000	65	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Baton Rouge, LA	253,600	94	WAFB (9), WBRZ (2), WVLA (33)
Lafayette, LA	195,900	114	KADN (15), KATC (3), KLFY-TV (10)
Monroe, LA-El Dorado, AR	183,200	120	KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
Alexandria, LA	88,200	163	KALB-TV (5), KLAX-TV (31)
Lake Charles, LA	75,800	172	KPLC-TV (7), KVHP (29)

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

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

Louisiana Station Totals as of October 1, 1990

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

KALB-TV

Ch. 5

Service: NBC.

Lanford Telecasting Co. Inc., 605-21 Washington St., Alexandria, LA

605-21 Washington St., Alexandria, LA 71301.

318-445-2456. TWX: 510-976-5709.

Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 100-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"

Office: Forest Hill, LA.

TV Sound: Stereo only.

Transmitters: Harris, 8-meter Ku-band; Comtech, 4.2-meter C-band; Harris

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

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

News: AP, NBC.

Lanford Telecasting Co. Inc.

Established: September 29, 1954.

Owner (sales): Katz Television.

Owner (legal): Wiley, Rein & Fielding.

Owner (engineering): Edward F. Lorentz & Associates.

General Manager: J. MON, vice president & general manager.

Sales Manager: J. MON, general sales manager.

Local Sales Manager: J. SHNELL, local sales manager.

Chief Engineer: J. LILIPS, chief engineer.

Program & Promotion Director: J. WAGER, program & promotion director.

Operations Manager: J. WAGER, operations manager.

Sec. Rate: \$700.

Base Hourly Rate: \$1000.

Market: Alexandria. ADI: Alexandria, LA. Rank: 163.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
LOUISIANA			
Allen	7,400	7,300	99
Avoyelles	14,900	14,600	98
Catahoula	4,500	4,400	98
Concordia	8,200	8,000	98
Evangeline	12,400	12,100	98
Grant	6,800	6,700	99
La Salle	6,200	6,100	98
Natchitoches	14,400	14,000	97
Rapides	49,300	48,800	99
Sabine	10,700	10,400	97
St Landry	30,400	29,800	98
Vernon	18,400	18,000	98
Winn	6,200	6,100	98



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

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MISSISSIPPI			
	Adams	13,800	13,600	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Beauregard	11,400	11,200	98
	West Feliciana	2,600	2,500	96
	MISSISSIPPI			
Franklin	3,300	3,200	97	
Between 5-24%	LOUISIANA			
	Acadia	20,300	20,000	99
	Caldwell	4,800	4,700	98
	Jackson	7,000	6,900	99
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99
	Pointe Coupee	8,400	8,200	98
	St Mary	20,500	20,300	99
	Vermilion	19,000	18,800	99
	West Baton Rouge	6,700	6,600	98
	MISSISSIPPI			
Amite	4,800	4,700	98	
Claiborne	3,700	3,600	97	
TEXAS				
Sabine	4,400	4,300	98	
Totals		396,600	390,200	98
Net Weekly Circulation (1990)				193,200
Average Daily Circulation (1990)				118,700

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Louisiana—Alexandria

KLAX-TV

Ch. 31

Network Service: ABC.

Licensee: Pollack/Beiz Communications Co. Inc., Box 3824, Memphis, TN 38173.

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

Mailing Address: Box 8818, Alexandria, LA 71306.

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

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

Latitude 31° 33' 54"

Longitude 92° 33' 00"

Transmitter: 1.5-mi. SW of Dry Prong.

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

News Service: AP.

Ownership: Pollack/Beiz Communications Co. Inc.

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

Represented (sales): Blair Television.

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

Represented (engineering): Lechman & Johnson Inc.

Personnel:

DUANE W. DARGIS, general manager.

JOHN MATHERNE, general sales manager.

BECKY DAUZAT, national sales manager.

DAVID BIRDSOING, chief engineer.

AL CROUCH, news director.

KARL McGOWEN, promotion director.

LORI JOHNSON, program director.

DAVID L. CARLSON, business manager.

Highest 30 Sec. Rate: \$300.

City of License: Alexandria. **ADI:** Alexandria, LA. **Rank:** 163.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	LOUISIANA		
	Grant	6,800	6,700
	Rapides	49,300	48,800
Between 25-49%	LOUISIANA		
	Avoyelles	14,900	14,600
	La Salle	6,200	6,100
	Vernon	18,400	18,000
Between 5-24%	LOUISIANA		
	Catahoula	4,500	4,400
	Natchitoches	14,400	14,000
	Winn	6,200	6,100
Totals		120,700	118,700
Net Weekly Circulation (1990)			52.7%
Average Daily Circulation (1990)			25.7%

Louisiana—Baton Rouge

WAFB

Ch. 9

Service: CBS.

WAFB Television Inc., 1932 Wynnnton Rd., Columbus, GA 31999.

4 Government St., Baton Rouge, LA 70802.

504-383-9999. TWX: 510-993-3406. Fax: 504-379-7891.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 100-kw aural. Antenna: 1670-ft. above av. terrain, 1726-ft. above ground, 1746-ft. above sea level.

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

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

Earth Stations: 7-meter, 6-meter, 5-meter, 4.5-meter; Comtech, Microdyne, etc. Atlanta receivers.

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

Ownership: American Family Corp. (Group Owner).

History: Station established April 19, 1953 on Ch. 28. Shifted to Ch. 9 Aug. 9, 1960 (Television Act of 1960, Sec. 17.7). Sale to Guaranty Bcstg. by WDSU-TV Bcstg. Corp. and associated entities approved Jan. 14, 1964 by FCC (Vol. 4:3). FCC approved sale to American Family Corp., March 23, 1988.

Head (sales): Katz Television.

Head (engineering): David Steel & Associates.

WINDERS, vice president & general manager.

D, assistant general manager.

VAN, general sales manager.

DENDRICKS, chief engineer.

LANCON, operations manager.

BYD, promotions manager.

NETTE, news director.

, business manager.

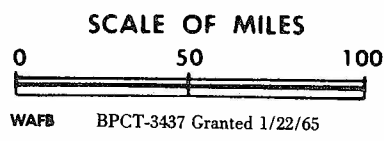
Sec. Rate: \$1100.

BASE HOURLY RATE: \$845.

License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
LOUISIANA			
Ascension	19,800	19,500	98
Assumption	6,900	6,800	99
East Baton Rouge	140,900	139,700	99
East Feliciana	6,000	5,800	97
Iberia	22,500	22,300	99
Iberville	10,400	10,200	98
Livingston	25,100	24,700	98
Pointe Coupee	8,400	8,200	98
St Helena	3,200	3,100	97
St Mary	20,500	20,300	99
Tangipahoa	31,700	31,200	98
West Baton Rouge	6,700	6,600	98
West Feliciana	2,600	2,500	96



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Lafayette	61,600	61,000	99
	Lafourche	28,900	28,600	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
Between 5-24%	MISSISSIPPI			
	Pike	13,900	13,700	98
	Walthall	4,900	4,800	98
	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,400	7,300	99
	Concordia	8,200	8,000	98
	Evangeline	12,400	12,100	98
	Jefferson Davis	11,100	11,000	99
	St Charles	15,100	15,000	99
Terrebonne	32,900	32,500	99	
Vermilion	19,000	18,800	99	
Washington	17,100	16,800	98	
MISSISSIPPI				
Adams	13,800	13,600	98	
Franklin	3,300	3,200	97	
Pearl River	14,300	14,100	99	
Totals		677,700	668,600	99
Net Weekly Circulation (1990)				356,500
Average Daily Circulation (1990)				199,200

Louisiana—Baton Rouge

WBRZ

Ch. 2

Network Service: ABC.

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

Studio: 1650 Highland Rd., Baton Rouge, LA 70802.

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

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

Easylink: 628-44170.

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

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

Transmitter: Plaquemine Point, LA.

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

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

News Services: ABC, AP.

Ownership: Manship Stations (Group Owner).

Began Operation: April 14, 1955.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

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

Personnel:

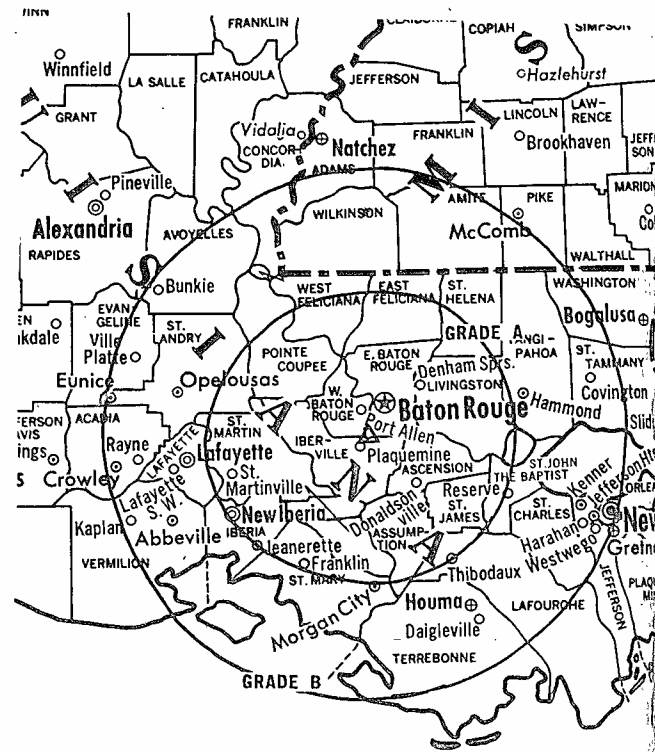
- DOUGLAS L. MANSHIP, president.
- RICHARD F. MANSHIP, general manager.
- PATRICIA L. CHERAMIE, assistant general manager.
- JOHN M. SPAIN, station manager.
- FRED RENO, director of market development.
- JAMES DABOVAL III, director of spot sales.
- RICK WILLIS, news director.
- KIM KIRKENDOLL, business manager.
- DENISE AKERS, marketing director.
- RAYMOND J. DRAGO, production manager.
- JAMIE POLITZ, personnel director.
- BO DEBLANC, engineering supervisor.

Highest 30 Sec. Rate: \$1250.

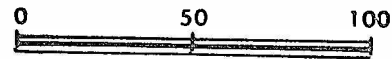
City of License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	East Baton Rouge	140,900	139,700	99
	East Feliciana	6,000	5,800	97
	Iberville	10,400	10,200	98
	Livingston	25,100	24,700	98
	Pointe Coupee	8,400	8,200	98
	St Helena	3,200	3,100	97
	St James	6,800	6,700	99



SCALE OF MILES



WBRZ BPCT-4173 Granted 3/5/70

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Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	St Martin	15,100	14,900
	St Mary	20,500	20,300
	Tangipahoa	31,700	31,200
	West Baton Rouge	6,700	6,600
	West Feliciana	2,600	2,500
	MISSISSIPPI		
	Adams	13,800	13,600
	Amite	4,800	4,700
	Wilkinson	3,400	3,300
Between 25-49%	LOUISIANA		
	Avoyelles	14,900	14,600
	Concordia	8,200	8,000
	Iberia	22,500	22,300
	Lafayette	61,600	61,000
	Lafourche	28,900	28,600
	St Landry	30,400	29,800
	Terrebonne	32,900	32,500
MISSISSIPPI			
	Franklin	3,300	3,200
	Pike	13,900	13,700
	Walthall	4,900	4,800
Between 5-24%	LOUISIANA		
	Acadia	20,300	20,000
	Allen	7,400	7,300
	Catahoula	4,500	4,400
	Evangeline	12,400	12,100
	St John The Baptist	13,400	13,200
	Vermilion	19,000	18,800
Washington	17,100	16,800	
Totals		641,700	632,900
Net Weekly Circulation (1990)			373,700
Average Daily Circulation (1990)			210,900

Louisiana—Baton Rouge

WVLA

Ch. 33

Service: NBC.

Owner: Vetter Communications Co. Inc., Box 14685, Baton Rouge, LA 70898.

Address: 20 Essen Lane, Baton Rouge, LA 70809.

Address: Box 14685, Baton Rouge, LA 70898.

Phone: 504-766-3233. Fax: 504-766-4112.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5000-kw total, 500-kw max. aural. Antenna: 1713-ft. above av. terrain, 1735-ft. above sea level.

Latitude 30° 19' 34.61"

Longitude 91° 16' 36.10"

Location: 1.9-mi. W of Hwy. 1 on Hwy. 1148, Addis, LA.

Sound: Stereo only.

Receivers: Harris, 8-meter Ku-band; Microdyne, 7-meter C-band; Harris, 5-meter C-band; Harris, 3-meter Ku-band; Harris, Microdyne, Harris Assoc. receivers.

Services: AP, National Weather Service, NBC, Skycom.

Owner: Vetter Communications Co. Inc.

Origin: January 16, 1971. Sale to present owner by Richard O. Rush, et al. as required by FCC March 12, 1976.

Advertiser: Petry Television Inc.

Advertiser (legal): Dow, Lohnes & Albertson.

Advertiser (engineering): Philip W. Cary.

President: J. WESTER, chairman.

President & general manager: B. WESTBROOK.

Vice president & operations manager: D. Z.

Vice president, sales: M. ARTY.

Program director: J. VEY.

Promotion manager: J.

Research & development: J. GAN.

Public affairs manager: J. LEMAN.

Sec. Rate: \$1300.

BASE HOURLY RATE: \$900.

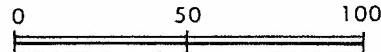
License: Baton Rouge. ADI: Baton Rouge. Rank: 94.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
LOUISIANA			
Ascension	19,800	19,500	98
Assumption	6,900	6,800	99
East Baton Rouge	140,900	139,700	99
East Feliciana	6,000	5,800	97
Iberia	22,500	22,300	99
Iberville	10,400	10,200	98
Livingston	25,100	24,700	98
Pointe Coupee	8,400	8,200	98
St Helena	3,200	3,100	97
St Martin	15,100	14,900	99



SCALE OF MILES



WVLA BPCT-860814KE Granted 9/30/86

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	St Mary	20,500	20,300	99
	West Baton Rouge	6,700	6,600	98
	West Feliciana	2,600	2,500	96
Between 25-49%	LOUISIANA			
	Lafourche	28,900	28,600	99
	St James	6,800	6,700	99
	Tangipahoa	31,700	31,200	98
	Vermillion	19,000	18,800	99
Between 5-24%	MISSISSIPPI			
	Amite	4,800	4,700	98
	Wilkinson	3,400	3,300	97
	LOUISIANA			
	Acadia	20,300	20,000	99
Avoyelles	14,900	14,600	98	
Lafayette	61,600	61,000	99	
St John The Baptist	13,400	13,200	99	
St Landry	30,400	29,800	98	
Terrebonne	32,900	32,500	99	
Washington	17,100	16,800	98	
Totals		573,300	565,800	99
Net Weekly Circulation (1990)				276,500
Average Daily Circulation (1990)				146,100

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Louisiana—Lafayette

KADN

Ch. 15

Network Service: Fox.

Licensee: KADN Broadcasting Inc., 1500 Eraste Landry Rd., Lafayette, LA 70506.

Studio: 1500 Eraste Landry Rd., Lafayette, LA 70506.

Telephone: 318-237-1500. **TWX:** 510-975-5031. **Fax:** 318-237-2237.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2300-kw max. visual, 231-kw max. aural. Antenna: 1180-ft. above av. terrain, 1178-ft. above ground, 1218-ft. above sea level.

Latitude 30° 21' 44"
Longitude 92° 12' 53"

Transmitter: 3-mi. S of Church Point.

Satellite Earth Stations: Vertex, 5.2-meter Ku-band; KLM, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter C-band; M/A-Com, Scientific-Atlanta receivers.

News Services: CNN, INN.

Ownership: KADN Broadcasting Inc.

Began Operation: February 27, 1980.

Represented (sales): Blair Television.

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

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

Personnel:

CLARK WHITE, general manager.

EDDIE BLANCHARD, station manager & program director.

DAVE PIERCE, local sales manager.

PAT NEWBERG, national sales manager.

KEITH TOWNSDIN, chief engineer.

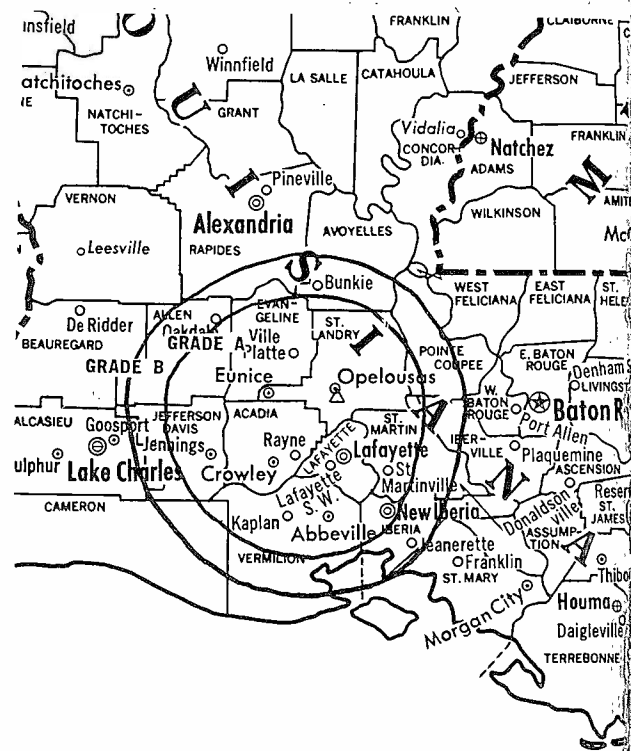
BILLY PRUITT, promotion director.

Highest 30 Sec. Rate: \$590.

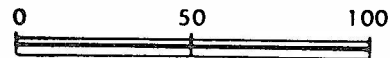
City of License: Lafayette. **ADI:** Lafayette, LA. **Rank:** 114.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,300	20,000	99
	Evangeline	12,400	12,100	98
	Iberia	22,500	22,300	99
	Jefferson Davis	11,100	11,000	99
	Lafayette	61,600	61,000	99



SCALE OF MILES



KADN BPCT-851227KF Granted 2/24/86

© American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	St Landry	30,400	29,800
	St Martin	15,100	14,900
	Vermilion	19,000	18,800
Between 25-49%	LOUISIANA		
	Avoyelles	14,900	14,600
	St Mary	20,500	20,300
Between 5-24%	LOUISIANA		
	Allen	7,400	7,300
	Pointe Coupee	8,400	8,200
	West Baton Rouge	6,700	6,600
Totals		250,300	246,900
Net Weekly Circulation (1990)			149,000
Average Daily Circulation (1990)			72,000

Lafayette

KATC

Ch. 3

Service: ABC.

ATC Associates, Box 93133, Lafayette, LA 70509.

3 Eraste Landry Rd., Lafayette, LA 70506.

ress: Box 93133, Lafayette, LA 70509.

318-235-3333. TWX: 62014722. Fax: 318-234-3580.

ilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, al. Antenna: 1740-ft. above av. terrain, 1793-ft. above ground, 1800-ft. level.

Latitude 30° 02' 19.10"
Longitude 92° 22' 14.90"

25-mi. SW of city limits.

th Stations: Andrew, 7.3-meter C-band; Microdyne, 5-meter Ku-band; Atlanta, 4.6-meter C-band; Andrew, 4.5-meter C-band; Avantek, Scientific-Atlanta receivers.

ages: ABC, AP, NIWS.

ML Media Partners L.P./Media Management Partners (Group Owner).

ation: September 19, 1962. Sale to Loyola University approved by FCC 1982. Sale to present owners approved Nov. 28, 1986.

(sales): Katz Television.

(legal): Wiley, Rein & Fielding.

SIDY, general manager.

EN, general sales manager.

IER, director of broadcast operations.

EY, chief engineer.

O, news director.

IO, promotion director.

R DON, business manager.

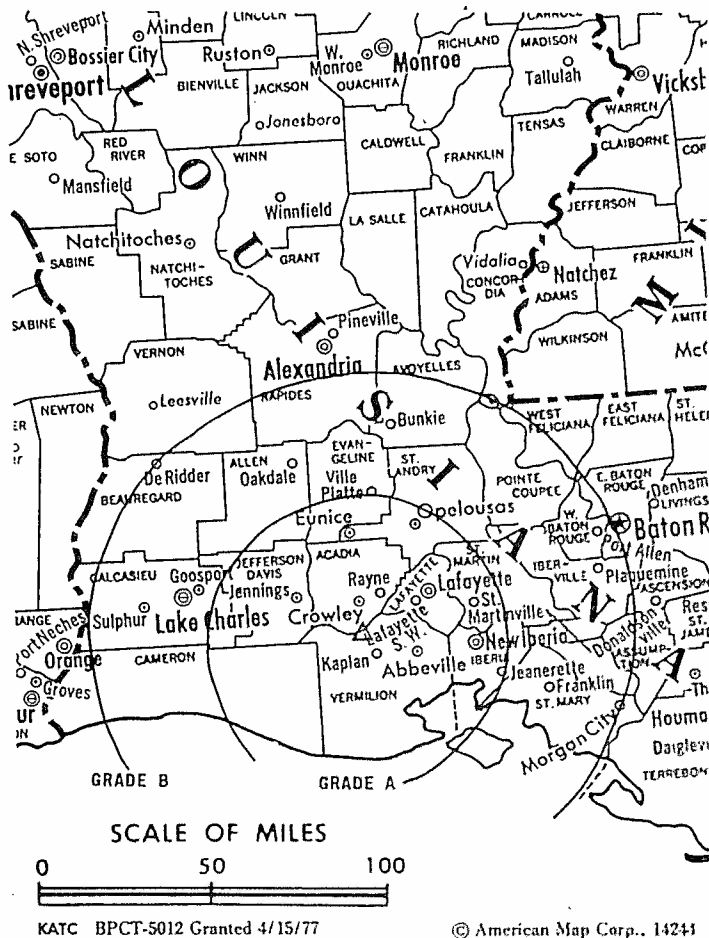
Sec. Rate: \$750.

BASE HOURLY RATE: \$625.

se: Lafayette. ADI: Lafayette, LA. Rank: 114.

s: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. based on Arbitron study.

State County	Total Households	TV Households Households	%
LOUISIANA			
Acadia	20,300	20,000	99
Allen	7,400	7,300	99
Evangeline	12,400	12,100	98
Iberia	22,500	22,300	99
Jefferson Davis	11,100	11,000	99
Lafayette	61,600	61,000	99
St Landry	30,400	29,800	98
St Martin	15,100	14,900	99
St Mary	20,500	20,300	99
Vermilion	19,000	18,800	99



KATC BPCT-5012 Granted 4/15/77

© American Map Corp., 14241

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	LOUISIANA			
	Avoyelles	14,900	14,600	98
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
Between 5-24%	LOUISIANA			
	Assumption	6,900	6,800	99
	Cameron	3,400	3,400	100
	La Salle	6,200	6,100	98
	Pointe Coupee	8,400	8,200	98
	Rapides	49,300	48,800	99
	Vernon	18,400	18,000	98
	MISSISSIPPI			
Wilkinson	3,400	3,300	97	
Totals		404,300	399,100	99
Net Weekly Circulation (1990)				234,900
Average Daily Circulation (1990)				133,700

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Louisiana—Lafayette

KLFY-TV

Ch. 10

Network Service: CBS.

Licensee: KLFY L.P., Three E. 54th St., New York, NY 10022.

Studio: 2410 Eraste Landry Rd., Lafayette, LA 70506.

Mailing Address: Box 90665, Lafayette, LA 70509.

Telephone: 318-981-4823. TWX: 510-975-5052.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw visual, 45.7-kw aural. Antenna: 1748-ft. above av. terrain, 1771-ft. above ground, 1800-ft. above sea level.

Latitude 30° 19' 18"
Longitude 92° 22' 41"

Holds CP for change to 316-kw max. visual, 31.6-kw max. aural, 1740-ft. above av. terrain. BPCT-791231KG.

Transmitter: State Hwy. 98, 1.8-mi. E of Maxie, LA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta, 3-meter C-band; Scientific-Atlanta, 3-meter Ku-band; Cyclesat, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Group W Newsfeed.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: June 3, 1955. Transfer of control to individual stockholders of KWTX Bcstg. which held 80% approved by FCC Jan. 22, 1968. Previously, sale by Camellia Bcstg. Co. Inc., Paul H. DeClouet and associates approved Jan. 27, 1965 by FCC (Television Digest, Vol. 4:48; 5:6). FCC approved sale to present owners by Texoma Bcstrs. Inc., Feb. 3, 1988.

Represented (sales): Adam Young Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

JOSEPH VARHOLY, vice president & general manager.

MARIA PLACER, vice president, news.

MIKE BARRAS, general sales manager.

HARRIET LANDRY, national sales manager.

TERRY DOVER, operations manager & program director.

MIKE HARRELSON, promotion director.

DAVE HEBERT, chief engineer.

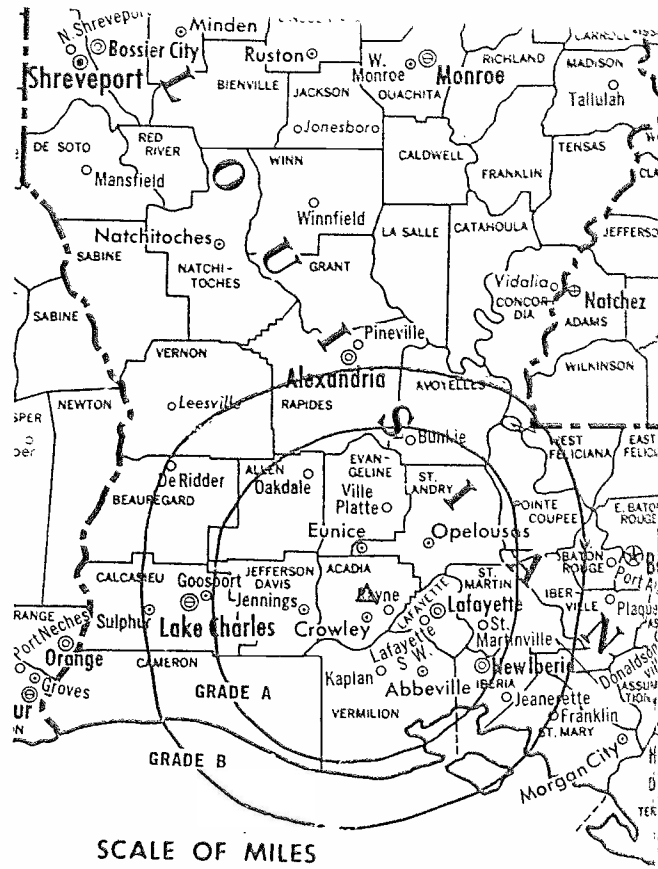
Highest 30 Sec. Rate: \$775.

NETWORK BASE HOURLY RATE: \$1994.

City of License: Lafayette. ADI: Lafayette, LA. Rank: 114.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Acadia	20,300	20,000	99
	Allen	7,400	7,300	99
	Avoyelles	14,900	14,600	98
	Beauregard	11,400	11,200	98
	Calcasieu	61,700	61,200	99
	Evangeline	12,400	12,100	98



KLFY-TV BPCT-791231KG Granted 7/28/80

© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	LOUISIANA		
	Iberia	22,500	22,300
	Jefferson Davis	11,100	11,000
	Lafayette	61,600	61,000
	St Landry	30,400	29,800
	St Martin	15,100	14,900
	St Mary	20,500	20,300
Between 25-49%	LOUISIANA		
	Assumption	6,900	6,800
	Cameron	3,400	3,400
	Pointe Coupee	8,400	8,200
	Rapides	49,300	48,800
	West Feliciana	2,600	2,500
Between 5-24%	LOUISIANA		
	Catahoula	4,500	4,400
	Concordia	8,200	8,000
	Grant	6,800	6,700
	Lafourche	28,900	28,600
	La Salle	6,200	6,100
TEXAS	Jasper	12,300	12,100
Totals		464,200	458,100
Net Weekly Circulation (1990)			302,700
Average Daily Circulation (1990)			187,700

Louisiana—Lake Charles

KPLC-TV

Ch. 7

Service: NBC.

Owner: Cosmos Corp., Box 1488, Lake Charles, LA 70602.

Address: 20 Division St., Lake Charles, LA 70601.

Phone: 318-439-9071. TWX: 510-971-7570. Fax: 318-437-7600.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 295-kw visual, 100-w audio. Antenna: 1480-ft. above av. terrain, 1519-ft. above ground, 1549-ft. above sea level.

Latitude 30° 23' 47"
Longitude 93° 00' 08"

Location: Near Fenton, LA.

Earth Stations: Harris, 10-meter Ku-band; Harris, 3-meter Ku-band; Harris, C-band; Harris receivers.

Service: AP.

Owner: Cosmos Broadcasting Corp. (Group Owner).

History: Operation: September 29, 1954. Sale to present owner approved by FCC Nov. 6, 1966 (Television Digest, Vol. 26:39). Sale to Channel Communications by G. Chambers approved by FCC March 31, 1986. Previous sale by Calcasieu Radio Inc. approved by FCC Feb. 18, 1971. Sale to Calcasieu by T. B. Lanford Sepaugh Sr. & Jr. approved June 30, 1964 (Vol. 4:18, 27).

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

Legal (legal): Dow, Lohnes & Albertson.

Personnel: SERRA, vice president & general manager.

Personnel: WINSLEY, general sales manager.

Personnel: TUTT, local sales manager.

Personnel: SMITH, news director.

Personnel: BUGEREAU, program director.

Personnel: FARROW, business manager.

Personnel: APUIS, marketing director.

Personnel: DENBURG, operations manager.

Personnel: BSETT, chief engineer.

Personnel: BOADY, community services manager.

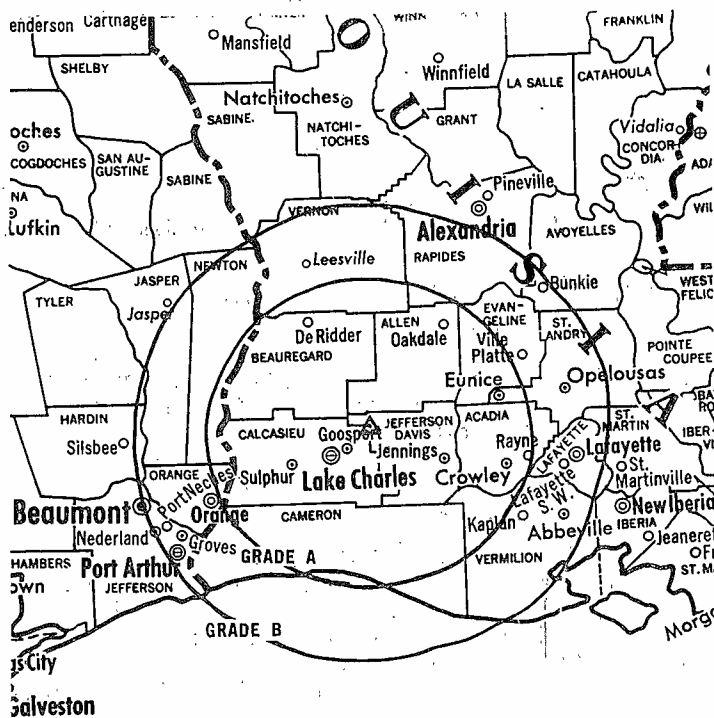
Rate: \$1000.

Base Hourly Rate: \$550.

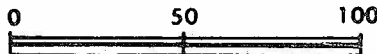
Address: Lake Charles, ADI: Lake Charles. Rank: 172.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Coverage based on Arbitron study.

City	State	Total	TV Households	
Circulation	County	Households	Households	%
LOUISIANA				
Acadia		20,300	20,000	99
Allen		7,400	7,300	99
Beauregard		11,400	11,200	98
Calcasieu		61,700	61,200	99
Cameron		3,400	3,400	100
Jefferson Davis		11,100	11,000	99
Lafayette		61,600	61,000	99
Vermilion		19,000	18,800	99



SCALE OF MILES



KPLC-TV BPCT-4012 Granted 12/12/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Vernon	18,400	18,000	98
LOUISIANA				
Between 25-49%	Evangeline	12,400	12,100	98
	St Landry	30,400	29,800	98
	St Martin	15,100	14,900	99
LOUISIANA				
Between 5-24%	Avoyelles	14,900	14,600	98
	Iberia	22,500	22,300	99
	Rapides	49,300	48,800	99
	West Baton Rouge	6,700	6,600	98
	TEXAS			
	Jasper	12,300	12,100	98
	Newton	4,900	4,800	98
	Sabine	4,400	4,300	98
Totals		387,200	382,200	99
Net Weekly Circulation (1990)			194,700	
Average Daily Circulation (1990)			110,300	

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

Louisiana—Lake Charles

KVHP

Ch. 29

Network Service: Fox.

Licensee: KVHP-TV Partners, 3638 Camino Del Rio N, Suite 102, San Diego, CA 92108.

Studio: 129 W. Prien Lake Rd., Lake Charles, LA 70605.

Telephone: 318-474-1316.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 747.6-kw max. visual, 112.1-kw max. aural. Antenna: 432-ft. above av. terrain, 457-ft. above ground, 471-ft. above sea level.

Latitude 30° 11' 50"
Longitude 93° 13' 12"

Holds CP for change to 1260-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level; lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 6-mi. NW of Edgerly. BPCT-880316KE.

Requests modification of CP for change to 2507-kw max. visual, 1293-ft. above av. terrain, 1289-ft. above ground, 1319-ft. above sea level, lat. 30° 17' 26", long. 93° 34' 35", transmitter to State Rte. 379, 5.9-mi. NW of Edgerly. BMPCT-900730KZ.

Transmitter: SW of Ryan St. & Prien Lake Rd. intersection, Lake Charles.

Satellite Earth Stations: 2 in operation; Simulcast receivers.

News Service: CNN.

Ownership: KVHP-TV Partners.

Began Operation: January 18, 1983. Sale to Herschell Hardesty & J. W. DiGiglia by Hugh Van Eaton approved by FCC March 3, 1984. Sale to Marvin Gorman Ministries Inc. from receivership approved by FCC July 16, 1986. Sale to present owners approved March 12, 1987.

Represented (sales): Seltel Inc.

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

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

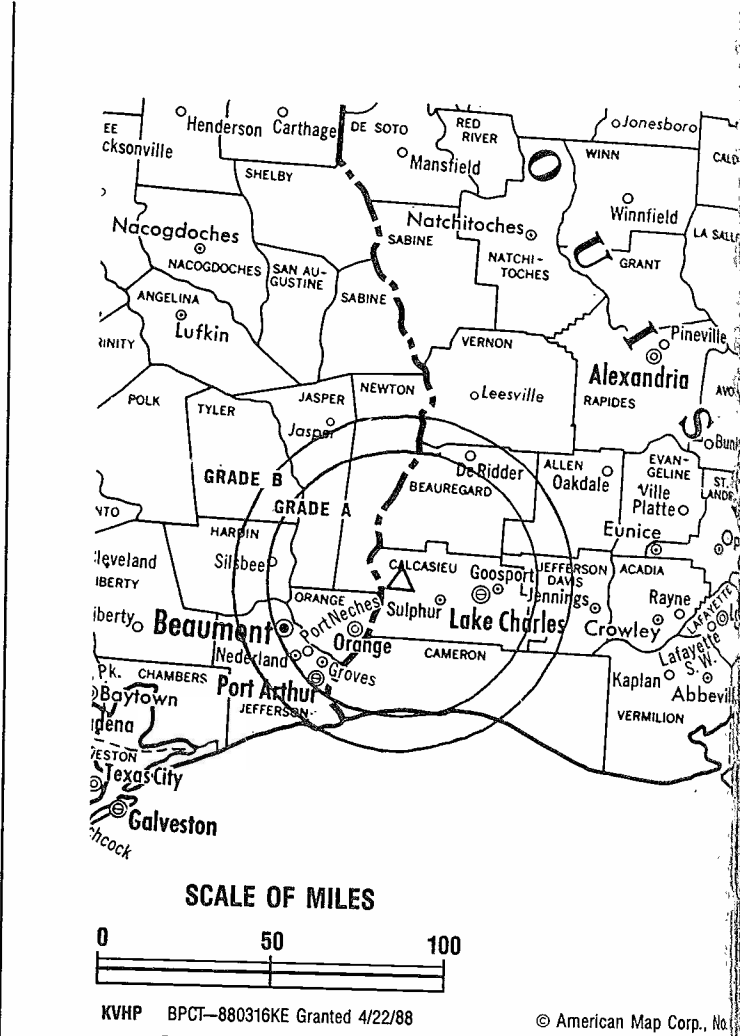
Personnel:

- GARY HARDESTY, president.
- KEN SMITH, general manager.
- JEFF PRYOR, station manager.
- KEN SMITH, general sales manager.
- DEBBIE RACCA, national sales manager.
- JASON LAUCKNER, chief engineer.
- TED WRENN, news director.
- BETTY FEDUCCIA, program director.
- SARAH BATEMAN, promotion director.
- CATHY HIGH, business manager.

Highest 30 Sec. Rate: \$185.

City of License: Lake Charles. **ADI:** Lake Charles. **Rank:** 172.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	LOUISIANA		
	Calcasieu	61,700	61,200
	Cameron	3,400	3,400
Between 25-49%	LOUISIANA		
	Allen	7,400	7,300
	Beauregard	11,400	11,200
	Jefferson Davis	11,100	11,000
Between 5-24%	TEXAS		
	Orange	28,500	28,300
Totals	LOUISIANA		
	Vernon	18,400	18,000
	TEXAS		
	Hardin	15,100	14,900
	Newton	4,900	4,800
Net Weekly Circulation (1990)		161,900	160,100
Average Daily Circulation (1990)			68,241
			29,300

Monroe—West Monroe—Monroe

KARD

Ch. 14

Service: ABC.

Charles Woods Communications Group Inc., 701 Parkwood Dr., West Monroe, LA

701 Parkwood Dr., West Monroe, LA 71291.

Phone: 318-323-1972. Fax: 318-322-0926.

Facilities: Channel No. 14 (470-476 MHz). Authorized power: 5000-kw
 1,500-kw max. aural. Antenna: 1876-ft. above av. terrain, 1888-ft. above
 1008-ft. above sea level.

Latitude 32° 05' 41"
 Longitude 92° 10' 39"

Location: 5.5-mi. W of Columbia, 1.5-mi. S of Hwy. 4.

TV Sound: Stereo only.

Transmitters: Andrew, 7-meter; Andrew, 3.5-meter; Andrew, Microwave
 receivers.

Owner: Charles Woods (Group Owner).

Original station: August 19, 1967 on Ch. 39 as KUZM-TV, left air Dec. 12, 1968;
 operation under new ownership Aug. 13, 1970, left air Aug. 16, 1971.
 operation Oct. 6, 1974. Transfer of control to Kenneth E. Meyer, et al.,
 by FCC Jan. 31, 1978. Sale to present owner approved Nov. 2, 1984.

Sales: Seltel Inc.

Engineering: Cohen, Dippell & Everist, P.C.

General manager.

General sales manager.

WILSON, local sales manager.

WILSON, chief engineer.

WILSON, promotion director.

Sec. Rate: \$300.

Class: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
ARKANSAS			
Ashley	9,400	9,200	98
LOUISIANA			
Caldwell	4,800	4,700	98
Catahoula	4,500	4,400	98
Concordia	8,200	8,000	98
Franklin	8,500	8,300	98
Jackson	7,000	6,900	99
La Salle	6,200	6,100	98
Lincoln	14,200	14,100	99
Morehouse	13,200	13,000	98
Ouachita	51,800	51,300	99
Richland	7,900	7,800	99



KARD BPCT-851118KE Granted 5/27/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Tensas	3,000	2,900	97
	Union	8,200	8,100	99
Between 25-49%	LOUISIANA			
	Madison	5,800	5,700	97
	Red River	3,800	3,700	97
	Winn	6,200	6,100	98
Between 5-24%	LOUISIANA			
	Bienville	6,200	6,100	98
	East Carroll	3,700	3,600	97
	Grant	6,800	6,700	99
	Natchitoches	14,400	14,000	97
	Rapides	49,300	48,800	99
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Claiborne	3,700	3,600	97
Jefferson	3,000	2,900	97	
Wilkinson	3,400	3,300	97	
Totals		271,700	267,500	98
Net Weekly Circulation (1990)				117,600
Average Daily Circulation (1990)				57,800

Louisiana—West Monroe

KMCT-TV

Ch. 39

Network Service: None, independent.

Licensee: Carolina Christian Bcstg. Inc., Box 1616, Greenville, SC 29602.

Studio: 701 Parkwood Dr., West Monroe, LA 71291.

Telephone: 318-322-1399.

Technical Facilities: Channel No. 39 (620-626 MHz). Authorized power: 560-kw max. visual, 56-kw max. aural. Antenna: 498-ft. above av. terrain, 514-ft. above ground, 583-ft. above sea level.

Latitude	32°	30'	21"
Longitude	92°	08'	54"

Transmitter: 701 Parkwood Dr., West Monroe.

Satellite Earth Stations: 2 in operation.

News Service: INN.

Ownership: Carolina Christian Broadcasting Co. (Group Owner).

Began Operation: April 7, 1986.

Personnel:

JAMES H. THOMPSON, president.
 BEN F. JONES, general manager.
 SKIP GARRET, sales manager.
 CHARLES REED, sales.
 NORVIN DUNCAN, general counsel.
 GENE GIBSON, chief engineer.

Rates: On request.

Arbitron Data: Not available.



KMCT-TV BMPCT-850920KG Granted 11/25/85 © American Map Corp., No.

City of License: West Monroe. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Louisiana—Monroe-El Dorado, Arkansas

KTVE
Ch. 10

Service: NBC.

KTVE Inc., 2909 Kilpatrick Blvd., Box 4339, Monroe, LA 71201.

2909 Kilpatrick Blvd., Monroe, LA 71201; 400 W. Main St., El Dorado, AR 71720.

Phone: 318-323-1300; 501-862-6651. TWX: 510-977-5386.

Fax: 501-2801263.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw. Effective radiated power: 3.1-kw aural. Antenna: Circularly polarized, 2000-ft. above av. terrain, 2106-ft. above sea level.

Latitude 33° 04' 41.00"
Longitude 92° 13' 40.60"

Location: 0.5-mi. S of Bolding, on Missouri Pacific RR spur.

TV Sound: Stereo only.

Reception: Satcom Technologies, 8.3-meter C-band; Harris, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, 3-meter C-band; Harris, Microdyne.

Service: AP.

Owner: Gray Communications Systems Inc. (Group Owner).

Origin: December 18, 1955. Sale to present owner by Fuqua National Inc. Dec. 4, 1967. Previous sale to Fuqua by William Simon and WVET-TV Nov. 29, 1963 by FCC (Television Digest, Vol. 3:49). Sale to William Simon & W. M. Bigley approved July 6, 1960 (Vol. 16:25, 28). Transfer of 32% ownership to WVET-TV approved Sept. 8, 1960 (Vol. 16:34).

Ad sales: Katz Television.

Legal: Sidley & Austin.

Engineering: Smith & Powstenko.

GLETON, vice president & general manager.

ADOWS, station manager.

BROWN, general sales manager.

ORS, national sales manager.

SO, chief engineer.

ER, news director.

NSON, program director.

AIN, promotion director.

TH, business director.

LKER, operations manager.

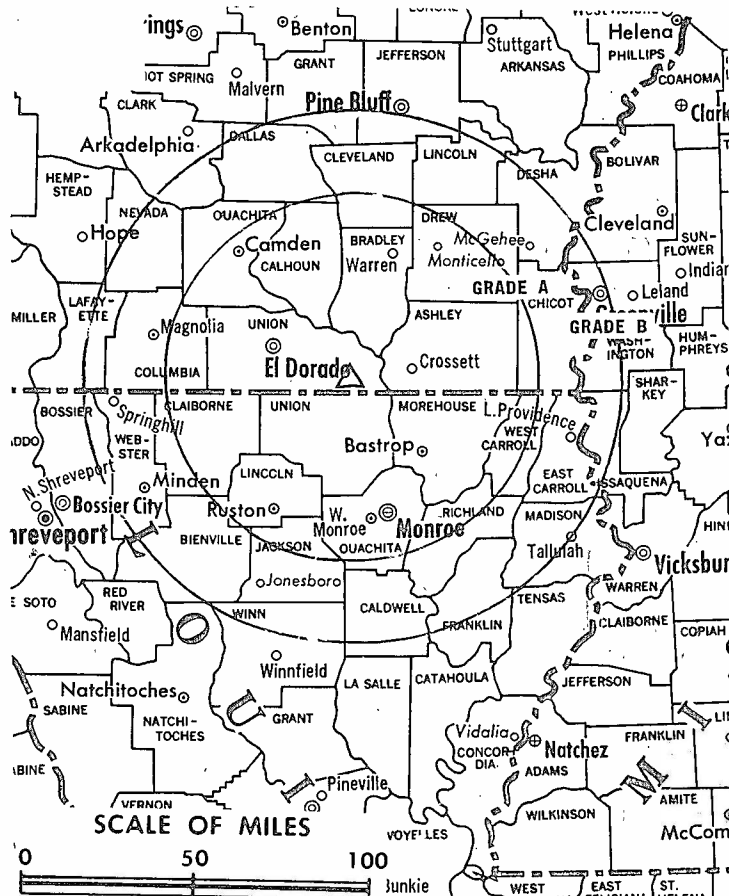
Sec. Rate: \$600.

BASE HOURLY RATE: \$1300.

License: El Dorado, AR. ADI: Monroe, LA-El Dorado, AR. Rank: 120.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State/County	Total Households	TV Households	%
ARKANSAS			
Ashley	9,400	9,200	98
Chicot	5,700	5,500	96
Union	18,700	18,400	98
LOUISIANA			
Caldwell	4,800	4,700	98
East Carroll	3,700	3,600	97



KTVE BPCT-860328KH Granted 9/9/86

©American Map Corp., No. 14244

Net Weekly Circulation	State/County	Total Households	TV Households	%
50% & Over	Franklin	8,500	8,300	98
	Jackson	7,000	6,900	99
	Lincoln	14,200	14,100	99
	Morehouse	13,200	13,000	98
	Ouachita	51,800	51,300	99
	Richland	7,900	7,800	99
	Union	8,200	8,100	99
	West Carroll	4,700	4,600	98
ARKANSAS				
Between 25-49%	Bradley	5,100	5,000	98
	Calhoun	2,200	2,200	100
	Desha	6,600	6,500	98
	Ouachita	13,000	12,800	98
LOUISIANA				
	Claiborne	6,400	6,300	98
	Madison	5,800	5,700	97
	Winn	6,200	6,100	98
MISSISSIPPI				
	Washington	23,900	23,500	98
ARKANSAS				
Between 5-24%	Cleveland	3,000	2,900	97
	Columbia	9,800	9,600	98
	Dallas	4,000	3,900	98
	Drew	6,500	6,300	97
	Lincoln	3,600	3,500	97
LOUISIANA				
	Bienville	6,200	6,100	98
	Tensas	3,000	2,900	97
MISSISSIPPI				
	Bolivar	14,500	14,100	98
	Issaquena	800	800	100
Totals		278,400	273,700	98
Net Weekly Circulation (1990)			172,000	
Average Daily Circulation (1990)			96,100	

Louisiana—Monroe-West Monroe

KNOE-TV

Ch. 8

Network Service: CBS.

Licensee: NOE Enterprises Inc., Box 4067, Monroe, LA 71211.

Studio: 1400 Oliver Rd., Monroe, LA 71201.

Mailing Address: Box 4067, Monroe, LA 71211.

Telephone: 318-388-8888. **TWX:** 510-977-5384. **Fax:** 318-322-8774.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 62.5-kw aural. Antenna: 1890-ft. above av. terrain, 1989-ft. above ground, 2049-ft. above sea level.

Latitude 32° 11' 45"
Longitude 92° 04' 10"

Transmitter: 2.5-mi. N of Riverton, LA.

Satellite Earth Stations: RCA, 3.7-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4-meter C-band; Simulsat, 7-meter C-band; Comsat, Harris, Pinzone receivers.

AM Affiliate: KNOE, 5-kw, 540 kHz.

FM Affiliate: KNOE-FM, 100-kw, 101.9 MHz (No. 270), 1670-ft.

News Services: AP, CBS, CNN, CNN Headline News, Colorgraphics, National Weather Service, Potomac News Service.

Ownership: Noe Corp.

Began Operation: September 27, 1953.

Represented (sales): Blair Television.

Represented (legal): Cohn & Marks.

Personnel:

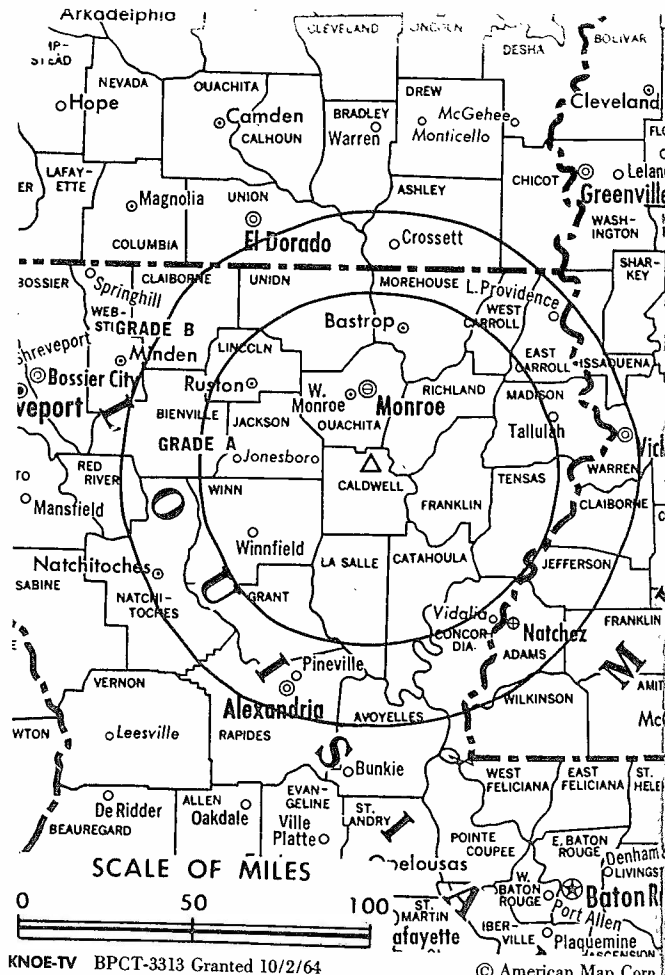
- JAMES A. NOE JR., president.
- RICHARD L. FRENCH, general manager.
- KEN HAWKINS, general sales manager.
- RAY BOYD, head of engineering & technical director.
- JAMIE PATRICK, news director.
- JACK McCALL, program director.
- DAVID PRICE, promotion director.
- RONALD SHELBY, controller.
- ANSEL SMITH, operations & production manager.
- LEON NOLAND JR., chief photographer.
- LAURA Z. ROBERTS, personnel & EEO director.
- FREDDY ROBERTS, chief engineer.

Highest 30 Sec. Rate: \$500.

City of License: Monroe. **ADI:** Monroe, LA-El Dorado, AR. **Rank:** 120.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Ashley	9,400	9,200	98
	Chicot	5,700	5,500	96
	Union	18,700	18,400	98
	LOUISIANA			
	Caldwell	4,800	4,700	98
	Catahoula	4,500	4,400	98
	Concordia	8,200	8,000	98
	East Carroll	3,700	3,600	97
	Franklin	8,500	8,300	98
	Grant	6,800	6,700	99
	Jackson	7,000	6,900	99
	La Salle	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Lincoln	14,200	14,100	
	Madison	5,800	5,700	
	Morehouse	13,200	13,000	
	Natchitoches	14,400	14,000	
	Ouachita	51,800	51,300	
	Rapides	49,300	48,800	
	Richland	7,900	7,800	
	Tensas	3,000	2,900	
	Union	8,200	8,100	
	West Carroll	4,700	4,600	
	Winn	6,200	6,100	
	MISSISSIPPI			
	Adams	13,800	13,600	
Between 25-49%	LOUISIANA			
	Bienville	6,200	6,100	
	Claiborne	6,400	6,300	
	Red River	3,800	3,700	
	MISSISSIPPI			
	Claiborne	3,700	3,600	
	Franklin	3,300	3,200	
	Jefferson	3,000	2,900	
	Warren	19,300	19,000	
	Wilkinson	3,400	3,300	
Between 5-24%	ARKANSAS			
	Bradley	5,100	5,000	
	Calhoun	2,200	2,200	
	LOUISIANA			
	Avoyelles	14,900	14,600	
	Sabine	10,700	10,400	
MISSISSIPPI				
Issaquena	800	800		
Totals		358,800	352,900	
Net Weekly Circulation (1990)			254,100	
Average Daily Circulation (1990)			165,000	

Louisiana—New Orleans

WCCL

Ch. 49

Service: None, independent.

Parent: Crescent City Communications Co. Inc., Debtor-in-Possession, 620 Desire St., New Orleans, LA 70117.

Address: 620 Desire St., New Orleans, LA 70117.

Phone: 504-945-4949. Fax: 504-942-9246.

Facilities: Channel No. 49 (680-686 MHz). Authorized power: 5000-kw total, 500-kw max. aural. Antenna: 889-ft. above av. terrain, 889-ft. above 89-ft. above sea level.

Latitude 29° 55' 11"
Longitude 90° 01' 29"

Location: Intersection of Behrman Hwy. & Garden Oaks Dr., New Orleans.

Birth Stations: Paraclype, 3.8-meter C-band; Winegard, 3-meter C-band; and receivers.

Parent: Crescent City Communications Co. Inc.

Start Date: March 19, 1989. Station left air Spring 1990. Plans to resume Jan. 1, 1991.

Ad (sales): Blair Television.

Ad (legal): Fletcher, Heald & Hildreth.

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

President: AMONT, president.

Vice President: ANTIS, vice president & general manager.

Program Director: GWARJANSKI, program director.

Engineering Director: Engineering director.

Request.

Market: New Orleans. ADI: New Orleans. Rank: 36.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
LOUISIANA			
Jefferson	175,200	174,300	99
Lafourche	28,900	28,600	99



WCCL BMPCT-880105KH Granted 2/29/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
	Totals		524,300	520,100
Net Weekly Circulation (1990)				93,600
Average Daily Circulation (1990)				30,800

Louisiana—New Orleans

WDSU-TV

Ch. 6

Network Service: NBC.

Licensee: WDSU Television Inc., 515 N. 6th St., No. 2020, St. Louis, MO 63101.

Studio: 520 Royal St., New Orleans, LA 70130.

Telephone: 314-234-5950. TWX: 810-951-6077. Fax: 504-527-0145.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 932-ft. above av. terrain, 972-ft. above ground, 975-ft. above sea level.

Latitude 29° 57' 01.00"
Longitude 89° 57' 28.50"

Transmitter: Tournefort St., Chalmette, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 8-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Harris, 3.5-meter Ku-band; Harris, Scientific-Atlanta receivers.

News Services: AP, CNN, UPI.

Ownership: Pulitzer Publishing Co. (Group Owner).

Began Operation: December 18, 1948. Sale to Cosmos Bcstg. by Royal Street Corp. approved by FCC Nov. 29, 1972 (Television Digest, Vol. 12:15, 49). Sale to present owner approved Sept. 22, 1989 (Vol. 29:31, 34, 35).

Represented (sales): Katz Television.

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

Personnel:

JOHN CARPENTER, general manager.

MIKE KIBBEY, general sales manager.

BROOKS HOGG, national sales manager.

DON HAIN, director of broadcast operations & engineering.

ANDY BARTON, news director.

CHARLES E. PAIGE, promotion & marketing director.

STEVE MOHAMMED, business manager.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2200.

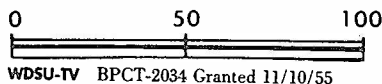
City of License: New Orleans. ADI: New Orleans. Rank: 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
St Tammany	54,000	53,400	99	



SCALE OF MILES



WDSU-TV BPCT-2034 Granted 11/10/55

© American Map Corp., Inc.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Tangipahoa	31,700	31,200	98
	Terrebonne	32,900	32,500	99
	Washington	17,100	16,800	98
	MISSISSIPPI			
	Hancock	12,200	12,100	99
Between 25-49%	Harrison	63,300	62,900	99
	Pearl River	14,300	14,100	98
	LOUISIANA			
Between 5-24%	Assumption	6,900	6,800	99
	St Mary	20,500	20,300	99
	MISSISSIPPI			
Between 5-24%	Walthall	4,900	4,800	98
	LOUISIANA			
	Ascension	19,800	19,500	98
Between 5-24%	Livingston	25,100	24,700	98
	St Helena	3,200	3,100	97
	MISSISSIPPI			
Between 5-24%	Jackson	45,200	44,900	99
	Stone	3,700	3,600	99
Totals		840,200	832,400	99
Net Weekly Circulation (1990)				640,900
Average Daily Circulation (1990)				376,300

Louisiana—New Orleans

WGNO

Ch. 26

Service: None, independent.

WGNO Inc., Two Canal St., Suite 2800, New Orleans, LA 70130.

World Trade Center, Suite 2800, New Orleans, LA 70130.

Phone: 504-581-2600. TWX: 810-954-6158. Fax: 504-522-1885.

Facilities: Channel No. 26 (542-548 MHz). Authorized power: 2690-kw
 100-kw horizontal visual, 269-kw max. & 111-kw horizontal aural. Anten-
 10-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 58' 55"
 Longitude 89° 56' 58"

Address: Paris Rd. & Bayou Bienvenue, New Orleans.

Earth Stations: Simulcast, 7-meter C-band; Vertex, 5-meter Ku-band; Harris,
 Atlanta receivers.

Service: INN.

Owner: Tribune Broadcasting Co. (Group Owner).

Operation: October 14, 1967. Sale to Tribune Bcstg. Co. by General Media
 approved by FCC July 22, 1983. Sale to General Media by Seymour Smith, et
 approved June 30, 1978. Previous sale by Receiver in Bankruptcy approved by
 court 29, 1971. Station was originally owned by David W. Wagenvoord, et al.

Ad sales: TeleRep Inc.

Legal: Schnader, Harrison, Segal & Lewis.

Engineering: Edward F. Lorentz & Associates.

Station manager: BILLION.

Director of sales: [Name obscured]

Local sales manager: [Name obscured]

National sales manager: MANZI.

Chief engineer: [Name obscured]

Program director: [Name obscured]

Promotion director: [Name obscured]

Controller: [Name obscured]

Marketing director: [Name obscured]

Sec. Rate: \$1500.

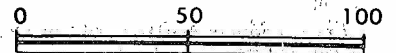
License: New Orleans. ADI: New Orleans. Rank: 36.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Sample based on Arbitron study.

City	State	Total	TV Households	%
Population	County	Households	Households	
	LOUISIANA			
Jefferson		175,200	174,300	99
Lafourche		28,900	28,600	99
Orleans		213,500	211,600	99
Plaquemines		8,300	8,200	99
St Bernard		24,200	24,100	100
St Charles		15,100	15,000	99
St James		6,800	6,700	99



SCALE OF MILES



WGNO BPCT-790523KE Granted 1/30/80

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Net Weekly Circulation	State	Total	TV Households	%
	County	Households	Households	
50% & Over	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
	Terrebonne	32,900	32,500	99
	MISSISSIPPI			
	Hancock	12,200	12,100	99
Between 25-49%	LOUISIANA			
	Ascension	19,800	19,500	98
	Assumption	6,900	6,800	99
	St Mary	20,500	20,300	99
	Tangipahoa	31,700	31,200	98
	Washington	17,100	16,800	98
	MISSISSIPPI			
Harrison	63,300	62,900	99	
Pearl River	14,300	14,100	99	
Between 5-24%	LOUISIANA			
	Livingston	25,100	24,700	98
	MISSISSIPPI			
	Walthall	4,900	4,800	98
Totals		788,100	780,800	99
Net Weekly Circulation (1990)				411,300
Average Daily Circulation (1990)				167,400

Louisiana—New Orleans

WNOL-TV

Ch. 38

Network Service: Fox.

Licensee: Quincy Jones Bcstg. Inc., 100 Glendon Ave., Suite 2010, Los Angeles, CA 90024.

Studio: 1661 Canal St., New Orleans, LA 70112.

Telephone: 504-525-3838. **Fax:** 504-569-0908.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1019-ft. above av. terrain, 1018-ft. above ground, 1019-ft. above sea level.

Latitude 29° 58' 41"
Longitude 89° 56' 26"

Transmitter: 0.37-mi. SE of intersection of Rte. 47 & St. Bernard Parish boundry, Chalmette.

Multichannel TV Sound: Stereo only.

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

Ownership: Quincy Jones Bcstg. Inc.

Began Operation: March 25, 1984. Sale to TVX Broadcast Group by Channel 38 Assoc. Inc. approved by FCC Feb. 28, 1986 (Television Digest, Vol. 25:50). Sale to present owner approved Nov. 17, 1989.

Represented (sales): Seltel Inc.

Personnel:

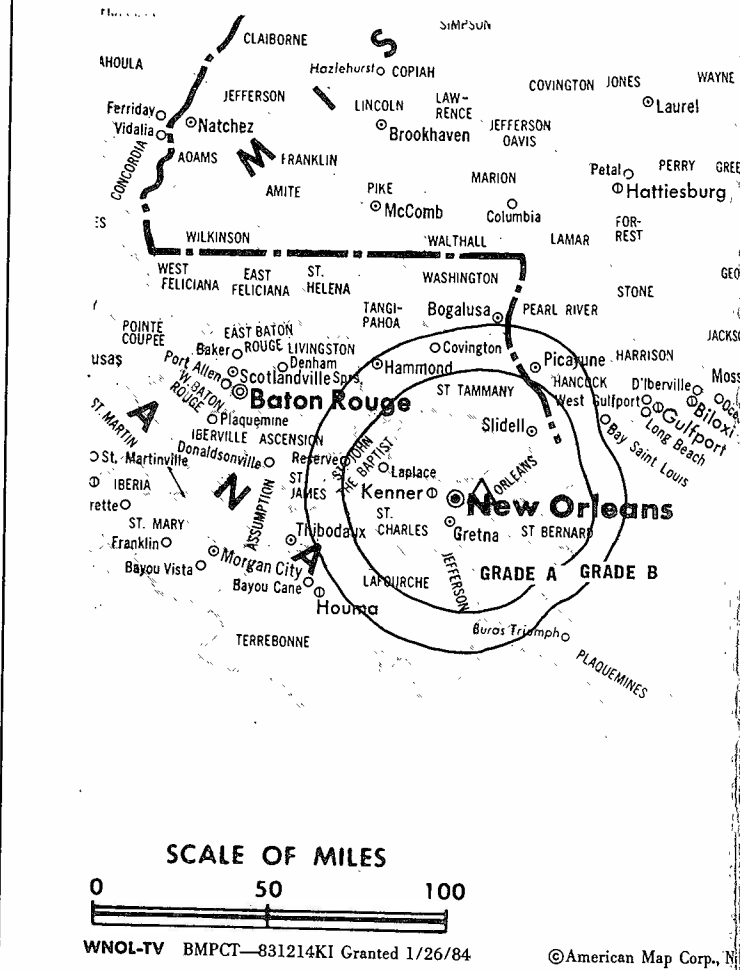
- MADELYNE MIX BONNOT, general manager.
- CHERYL FAUST, general sales manager.
- MIKE ZIKMUND, national sales manager.
- ERNIE HARVEY, chief engineer.
- JOHN MASON, program director.
- LOUISE MOORE, promotion director.
- LINDA RAE TUCKER, business manager.

Highest 30 Sec. Rate: \$1500.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	St Tammany	54,000	53,400
	Terrebonne	32,900	32,500
	MISSISSIPPI Hancock	12,200	12,100
Between 25-49%	LOUISIANA		
	St Charles	15,100	15,000
	Tangipahoa	31,700	31,200
	Washington	17,100	16,800
	MISSISSIPPI		
	Harrison	63,300	62,900
	Pearl River	14,300	14,100
Between 5-24%	LOUISIANA		
Livingston	25,100	24,700	
Totals		736,000	729,400
Net Weekly Circulation (1990)			400,400
Average Daily Circulation (1990)			178,100

Louisiana—New Orleans

WVUE

Ch. 8

Service: ABC.

Burnham Broadcasting Co. Ltd. Partnership, 980 N. Michigan Ave., Suite 1000, Chicago, IL 60611.

225 S. Jefferson Davis Parkway, New Orleans, LA 70125.

Phone: 504-486-6161. TWX: 810-951-6090. Fax: 504-483-1212; 504-483-1213 (news).

Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 316-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"

Address: 3900 Marrietta Rd., Chalmette, LA.

Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 9-meter C-band; Hughes, 7-meter C-band; Satcom Technologies, 7-meter Ku-band; AvanteK, Scientific-Atlanta receivers.

Service: AP.

Owner: Burnham Broadcasting Co. (Group Owner).

Operation: December 17, 1958 on Ch. 13, and on Jan. 28, 1959 FCC granted WVUE-TV Ch. 13 operation by New Orleans Television Corp. (Television Digest, 1959, 51; 15:5). Supreme Bcstg. Co. started operation on Ch. 20 Nov. 1, 1953, and 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. WVUE did not begin on Ch. 12 until Sept. 1, 1962. Sale of 60% by New Orleans Television Inc. (Joseph A. Paretti and associates) to Screen Gems and contingent interest by Rust Craft of its 40% to Screen Gems approved June 2, 1965 by FCC (Vol. 20, 23). Switched to Ch. 8 June 8, 1970. Sale to Gaylord Bcstg. approved by FCC June 30, 1977 (Vol. 16:26; 17:28). Sale to Burnham Bcstg. L.P. by Gaylord Bcstg. approved by FCC June 8, 1987 (Vol. 26:47; 27:3).

Stationed (sales): Petry Television Inc.

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

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

President & general manager: [Name]

Sales manager: [Name]

Local sales manager: [Name]

Chief engineer: [Name]

News director: [Name]

Program director: [Name]

Marketing director: [Name]

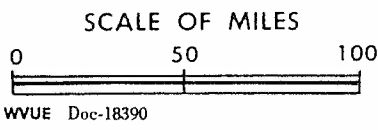
Director of finance: [Name]

Request: [Name]

Market: New Orleans. ADI: New Orleans. Rank: 36.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

City	State	Total Households	TV Households	%
	LOUISIANA			
New Orleans	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99



WVUE Doc-18390

© American Map Corp., 13244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99
	St Tammany	54,000	53,400	99
	Tangipahoa	31,700	31,200	98
	Terrebonne	32,900	32,500	99
	Washington	17,100	16,800	98
Between 25-49%	MISSISSIPPI			
	Hancock	12,200	12,100	99
	Pearl River	14,300	14,100	99
	LOUISIANA			
	Ascension	19,800	19,500	98
Assumption	6,900	6,800	99	
St Mary	20,500	20,300	99	
Between 5-24%	MISSISSIPPI			
	Harrison	63,300	62,900	99
	Walthall	4,900	4,800	98
Totals	LOUISIANA			
	Livingston	25,100	24,700	98
	MISSISSIPPI			
	Pike	13,900	13,700	98
Totals		802,000	794,500	99
Net Weekly Circulation (1990)			593,900	
Average Daily Circulation (1990)			316,800	

Louisiana—New Orleans

WWL-TV

Ch. 4

Network Service: CBS.

Licensee: Rampart Operating Partnership, 1024 N. Rampart St., New Orleans, LA 70116-2487.

Studio: 1024 N. Rampart St., New Orleans, LA 70116-2487.

Telephone: 504-529-4444. **TWX:** 810-951-5097. **Fax:** 504-529-6400.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: Circularly polarized, 1048-ft. above av. terrain, 1049-ft. above ground, 1049-ft. above sea level.

Latitude 29° 54' 22.50"
Longitude 90° 02' 23.30"

Transmitter: No. Four Cooper Rd., Gretna, LA 70053.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 7.4-meter Ku-band; Harris, 6.1-meter C-band; Harris, Scientific-Atlanta receivers.

SNM Mobile Dish: Dalsat, 4.2-meter Ku-band.

News Services: AP, UPI.

Ownership: Rampart Operating Partnership.

Began Operation: September 7, 1957. Sale to present owners by Loyola University approved by FCC May 23, 1990 (Television Digest, Vol. 30:1).

Represented (sales): Petry Television.

Represented (legal): Holland & Knight.

Personnel:

- J. MICHAEL EARLY, president & general manager.
- PHIL JOHNSON, vice president & assistant manager.
- JIMMIE B. PHILLIPS, director of sales.
- DON DELAHOSSAYE, local sales manager.
- BILLIE BONNETT, national sales manager.
- JOE DUKE, news director.
- DEE JOYCE, promotion & marketing director.
- DEBRA BARNEWOLD, business manager.
- WILLIAM MOSELY, finance director.
- TED SAARI, chief engineer.

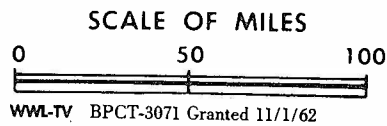
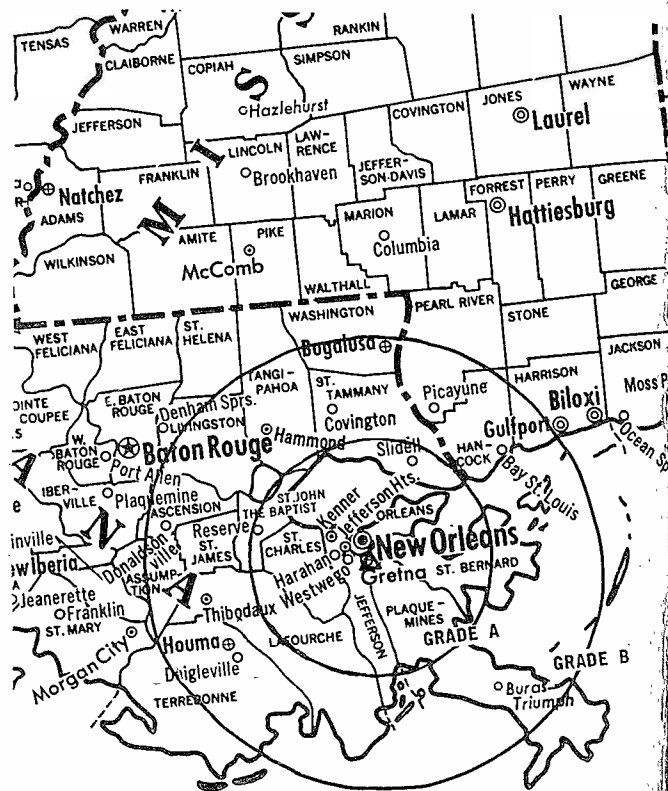
Highest 30 Sec. Rate: \$5000.

NETWORK BASE HOURLY RATE: \$4580.

City of License: New Orleans. **ADI:** New Orleans. **Rank:** 36.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Assumption	6,900	6,800	99
	Jefferson	175,200	174,300	99
	Lafourche	28,900	28,600	99
	Orleans	213,500	211,600	99
	Plaquemines	8,300	8,200	99
	St Bernard	24,200	24,100	100
	St Charles	15,100	15,000	99
	St James	6,800	6,700	99
	St John The Baptist	13,400	13,200	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MISSISSIPPI		
	Hancock	12,200	12,100
	Harrison	63,300	62,900
	Pearl River	14,300	14,100
	Walthall	4,900	4,800
Between 25-49%	LOUISIANA		
	Ascension	19,800	19,500
	St Mary	20,500	20,300
	MISSISSIPPI		
Between 5-24%	LOUISIANA		
	Pike	13,900	13,700
	Stone	3,700	3,600
	MISSISSIPPI		
	Livingston	25,100	24,700
St Helena	3,200	3,100	
Totals	MISSISSIPPI		
	Jackson	45,200	44,900
	Lamar	10,100	9,900
	Marion	9,400	9,200
	Totals	873,600	865,200
Net Weekly Circulation (1990)			672,300
Average Daily Circulation (1990)			466,100

Louisiana—Shreveport

KMSS-TV
Ch. 33

Service: Fox.
 SWMM/Shreveport Corp., 6100 Corporate Dr., Suite 130, Houston, TX
 19 Jewella Ave., Shreveport, LA 71109.
 Address: Box 30033, Shreveport, LA 71130.
 Phone: 318-631-5677. Telex: 62904020. Fax: 318-631-4195.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 4532-kw
 aural, 453.2-kw max. aural. Antenna: 1813-ft. above av. terrain, 1749-ft.
 ground, 2014-ft. above sea level.

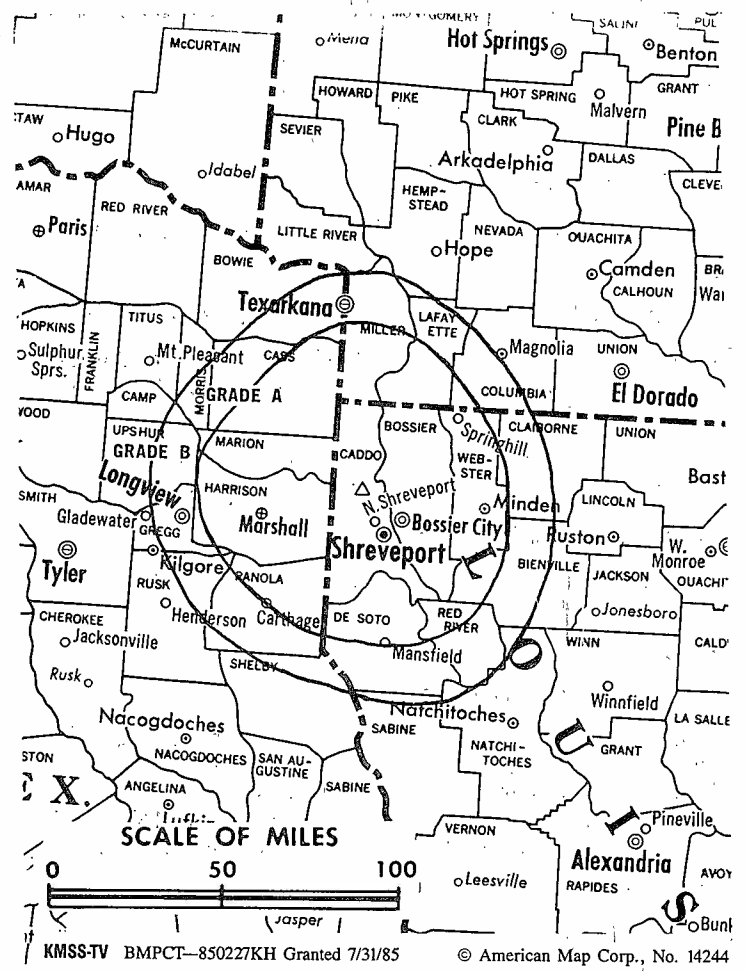
Latitude 32° 40' 00"
 Longitude 93° 56' 02"

Power: 0.57-mi. S of KSLA-TV transmitter site on St. John's Church Rd.
 Channel TV Sound: Stereo only.
 Earth Stations: Comtech, 5-meter C-band; AFC, 3.7-meter Ku-band; Agile,
 Pinzone receivers.
 Service: CNN Headline News.
 Owner: SouthWest MultiMedia Corp. (Group Owner).
 Operation: October 6, 1985. Sale by J. D. Waggoner & G. Teekell, et al., to
 owner approved by FCC June 24, 1987.
 Advertiser (sales): Seltel Inc.

AM, vice president & general manager.
 WMAN, general sales manager.
 ES, local sales manager.
 LOGAN, engineering director.
 LLIPS, news coordinator.
 ON, program & promotion director.
 SHILLIPS, business manager.

Sec. Rate: \$300.
 Base: Shreveport. ADI: Shreveport, LA-TEXARKANA, TX. Rank: 65.
 Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

	State County	Total Households	TV Households Households	%
LOUISIANA				
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
	Webster	17,400	17,100	99
TEXAS				
	Cass	11,300	11,100	98
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
ARKANSAS				
5-49%	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Miller	14,400	14,200	99
LOUISIANA				
	Bienville	6,200	6,100	98
	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Red River	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households Households	%
TEXAS				
Between 25-49%	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Gregg	42,100	41,600	99
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Shelby	9,400	9,200	98
	Upshur	12,200	12,000	98
ARKANSAS				
Between 5-24%	Columbia	9,800	9,600	98
	Howard	5,100	5,000	98
	Pike	4,200	4,100	98
	Sevier	5,500	5,400	98
LOUISIANA				
	Jackson	7,000	6,900	99
	Natchitoches	14,400	14,000	97
	Sabine	10,700	10,400	97
OKLAHOMA				
	Mc Curtin	13,000	12,700	98
TEXAS				
	Rusk	16,500	16,300	99
	San Augustine	3,300	3,200	97
	Wood	11,800	11,600	98
Totals		456,900	450,100	99
Net Weekly Circulation (1990)			189,000	
Average Daily Circulation (1990)			80,700	

Louisiana—Shreveport

KSLA-TV

Ch. 12

Network Service: CBS.

Licensee: VSC Communications Inc., Box 4812, Shreveport, LA 71104.

Studio: 1812 Fairfield Ave., Shreveport, LA 71101.

Telephone: 318-222-1212. TWX: 510-973-4013. Fax: 318-677-6703.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 38-kw aural. Antenna: 1800-ft. above av. terrain, 1794-ft. above ground, 2049-ft. above sea level.

Latitude 32° 40' 29"
Longitude 93° 55' 59"

Transmitter: 2-mi. ESE of Mooringsport.

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

News Services: AP, CBS, Group W Newsfeed.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: December 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 KSLA-TV by Mrs. George et al., who retained minority interest, approved May 25, 1960 (Vol. 16:6, 24). Sale to present owner approved by FCC March 29, 1983 (Vol. 23:3).

Represented (sales): TeleRep Inc.

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

Personnel:

ALAN F. CARTWRIGHT, vice president & general manager.

SANDI LOWE, director of sales.

ROGER HERRING, operations manager.

JIM WOMACK, chief engineer.

JACK HODGES, news director.

DONNA FRANK, program director.

MIKE THOMAS, promotion director.

CINDY TOWNSEND, business manager.

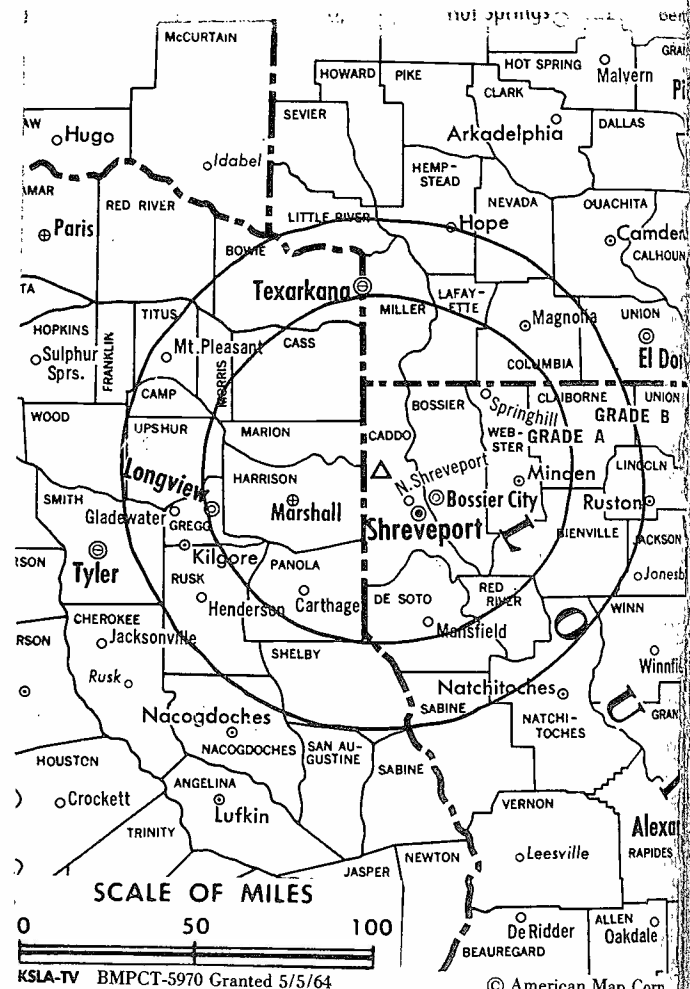
Rates: On request.

NETWORK BASE HOURLY RATE: \$1733.

City of License: Shreveport. ADI: Shreveport, LA-
Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	LOUISIANA			
	Bienville	6,200	6,100	98
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Red River	3,800	3,700	97
Sabine	10,700	10,400	97	
Webster	17,400	17,100	99	
TEXAS				
Bowie	31,000	30,700	99	
Camp	4,200	4,100	98	
Cass	11,300	11,100	98	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Gregg	42,100	41,600
	Harrison	20,400	20,100
	Marion	4,200	4,100
	Morris	5,300	5,200
	Nacogdoches	19,200	18,800
	Panola	8,500	8,400
	Rusk	16,500	16,300
	Shelby	9,400	9,200
	Titus	9,100	9,000
	Upshur	12,200	12,000
Between 25-49%	ARKANSAS		
	Howard	5,100	5,000
	Nevada	3,800	3,700
	Sevier	5,500	5,400
	LOUISIANA		
	Jackson	7,000	6,900
	Lincoln	14,200	14,100
Natchitoches	14,400	14,000	
OKLAHOMA			
Mc Curtain	13,000	12,700	
TEXAS			
Hopkins	11,600	11,400	
Red River	6,100	5,900	
San Augustine	3,300	3,200	
Between 5-24%	ARKANSAS		
	Ouachita	13,000	12,800
	LOUISIANA		
	Winn	6,200	6,100
	TEXAS		
Franklin	3,200	3,100	
Sabine	4,400	4,300	
Wood	11,800	11,600	
Totals		548,600	540,200
Net Weekly Circulation (1990)			390,900
Average Daily Circulation (1990)			237,000

Louisiana—Shreveport-Longview-Texarkana, Texas

KTAL-TV

Ch. 6

Service: NBC.
Address: KTAL-TV Inc., 3227 Summerhill Rd., Texarkana, TX.
Offices: 3150 N. Market St., Shreveport, LA 71107; 3227 Summerhill Rd., Texarkana, TX.
Phones: 318-425-2422, Texarkana; 214-793-1133, Shreveport. TWX: 510-33469.
Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 100-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"

Location: 2.3-mi. NNW of Vivian, LA, W of County Rd.

Earth Stations: In operation.

Frequency: KCMC, 1-kw, 740 kHz (ABC).

Frequency: KTAL-FM, 100-kw, 98.1 MHz (No. 251), 1447-ft.

Service: AP.

Owner: KTAL-TV Inc.

Operation: August 16, 1953.

Sales: Blair Television.

Legal: Covington & Burling.

President: HUSSMAN.
Vice President & General Manager: YANT.
Station Manager: YODER.
Program Director: D.
News Director: GRAFTON.
Chief Engineer: GRACY.
Promotion Director: DYKES.
Business Manager: ESE.

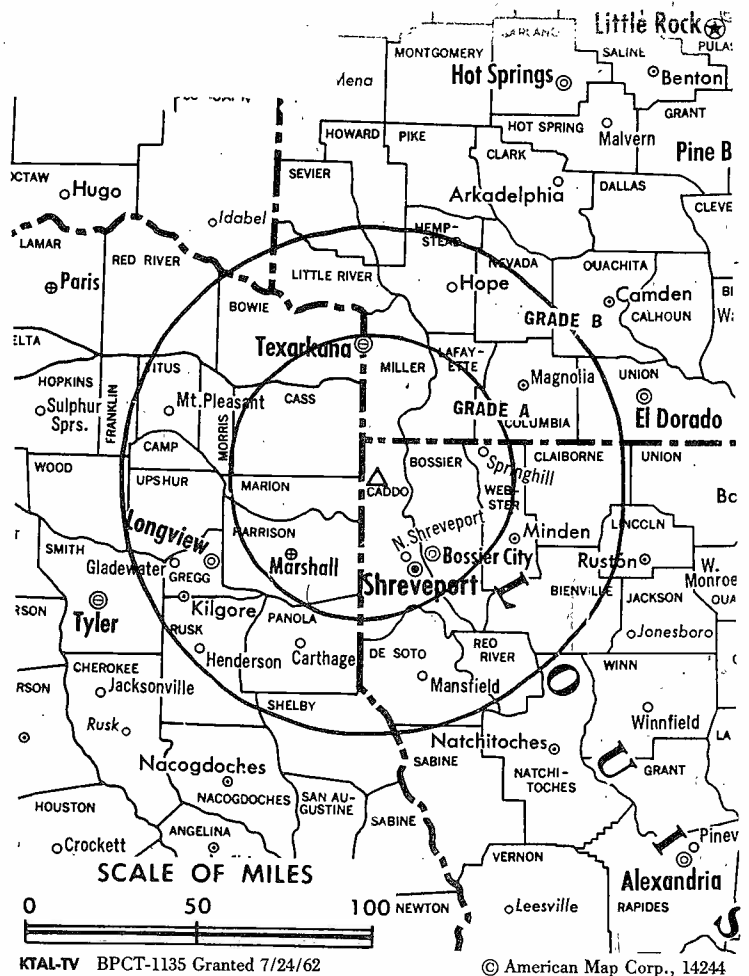
Sec. Rate: \$1400.

BASE HOURLY RATE: \$750.

Address: Texarkana, TX. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Page based on Arbitron study.

City	State County	Total Households	TV Households	%
	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Howard	5,100	5,000	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	Nevada	3,800	3,700	97
	SEVIER	5,500	5,400	98
	LOUISIANA			
	Bienville	6,200	6,100	98
	Bossier	32,800	32,500	99
	Caddo	103,400	102,400	99
	Claiborne	6,400	6,300	98
	De Soto	10,400	10,200	98
	Red River	3,800	3,700	97
	Webster	17,400	17,100	99
	OKLAHOMA			
	Mc Curtain	13,000	12,700	98



Net Weekly Circulation	State County	Total Households	TV Households	%
	TEXAS			
50% & Over	Bowie	31,000	30,700	99
	Camp	4,200	4,100	98
	Cass	11,300	11,100	98
	Gregg	42,100	41,600	99
	Harrison	20,400	20,100	99
	Marion	4,200	4,100	98
	Morris	5,300	5,200	98
	Panola	8,500	8,400	99
	Red River	6,100	5,900	97
	Shelby	9,400	9,200	98
	Titus	9,100	9,000	99
	Upshur	12,200	12,000	98
	LOUISIANA			
Between 25-49%	Sabine	10,700	10,400	97
	TEXAS			
	Franklin	3,200	3,100	97
	Rusk	16,500	16,300	99
	ARKANSAS			
Between 5-24%	Ouachita	13,000	12,800	98
	Pike	4,200	4,100	98
	Polk	6,600	6,400	97
	Union	18,700	18,400	98
	LOUISIANA			
	Natchitoches	14,400	14,000	97
	Winn	6,200	6,100	98
	TEXAS			
	Hopkins	11,600	11,400	98
(Continued on page A-539)				
Totals		615,100	605,600	98
Net Weekly Circulation (1990)				377,500
Average Daily Circulation (1990)				216,900

Louisiana—Shreveport

KTBS-TV

Ch. 3

Network Service: ABC.

Licensee: KTBS Inc., 312 E. Kings Hwy., Shreveport, LA 71104.

Studio: 312 E. Kings Hwy., Shreveport, LA 71104.

Mailing Address: Box 44227, Shreveport, LA 71134-4227.

Telephone: 318-868-3644. Fax: 318-865-1718.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1781-ft. above av. terrain, 1801-ft. above ground, 2049-ft. above sea level.

Latitude 32° 41' 08"
Longitude 93° 56' 00"

Transmitter: 1.5-mi. SE of Mooringsport, LA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6.2-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter; Avantek, Scientific-Atlanta receivers.

News Services: ABC, AP.

Ownership: KTBS Inc.

Began Operation: September 3, 1955.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

EDWIN N. WRAY JR., president & general manager.

STEVEN SMITH, local sales manager.

ALLAN STOLL, national sales manager.

ANDREW PONTZ, news director.

MARVIN L. PERRY JR., program manager.

DON WIEGEL, promotion manager.

A. DALE BEASLEY, business manager.

DAVID L. HENDRICKS, chief engineer.

ORAL LINK, production manager.

CAROLYN LOWRY, traffic manager.

GEORGE SIRVEN, community projects director.

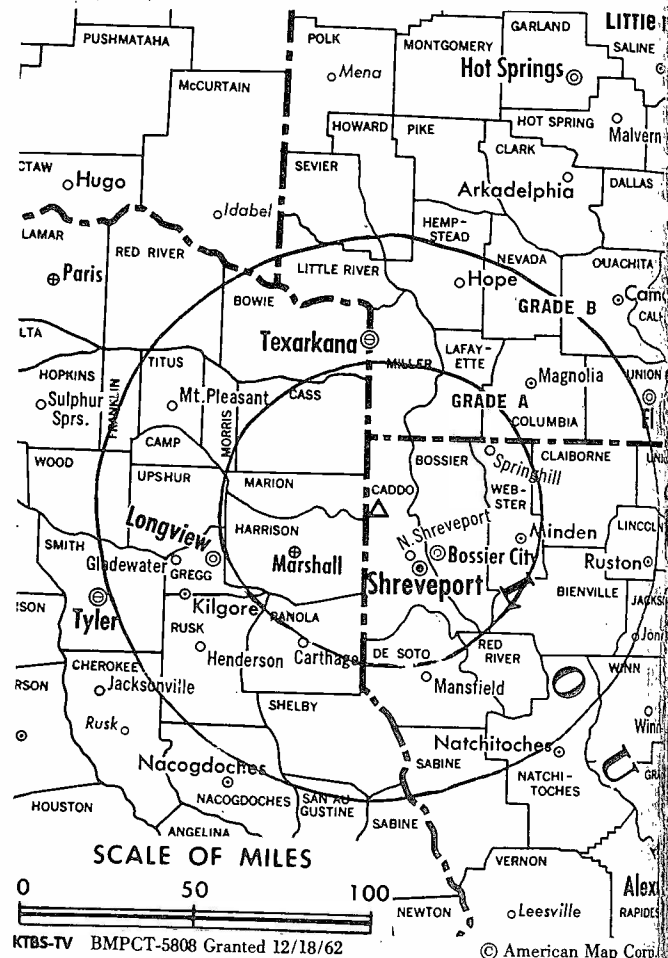
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1200.

City of License: Shreveport. ADI: Shreveport, LA-Texarkana, TX. Rank: 65.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Columbia	9,800	9,600	98
	Hempstead	8,600	8,400	98
	Lafayette	3,600	3,500	97
	Little River	5,100	5,000	98
	Miller	14,400	14,200	99
	Sevier	5,500	5,400	98
	LOUISIANA			
	Bienville	6,200	6,100	98
	Bossier	32,800	32,500	99
Caddo	103,400	102,400	99	
Claiborne	6,400	6,300	98	
De Soto	10,400	10,200	98	
Natchitoches	14,400	14,000	97	
Red River	3,800	3,700	97	
Sabine	10,700	10,400	97	
Webster	17,400	17,100	99	



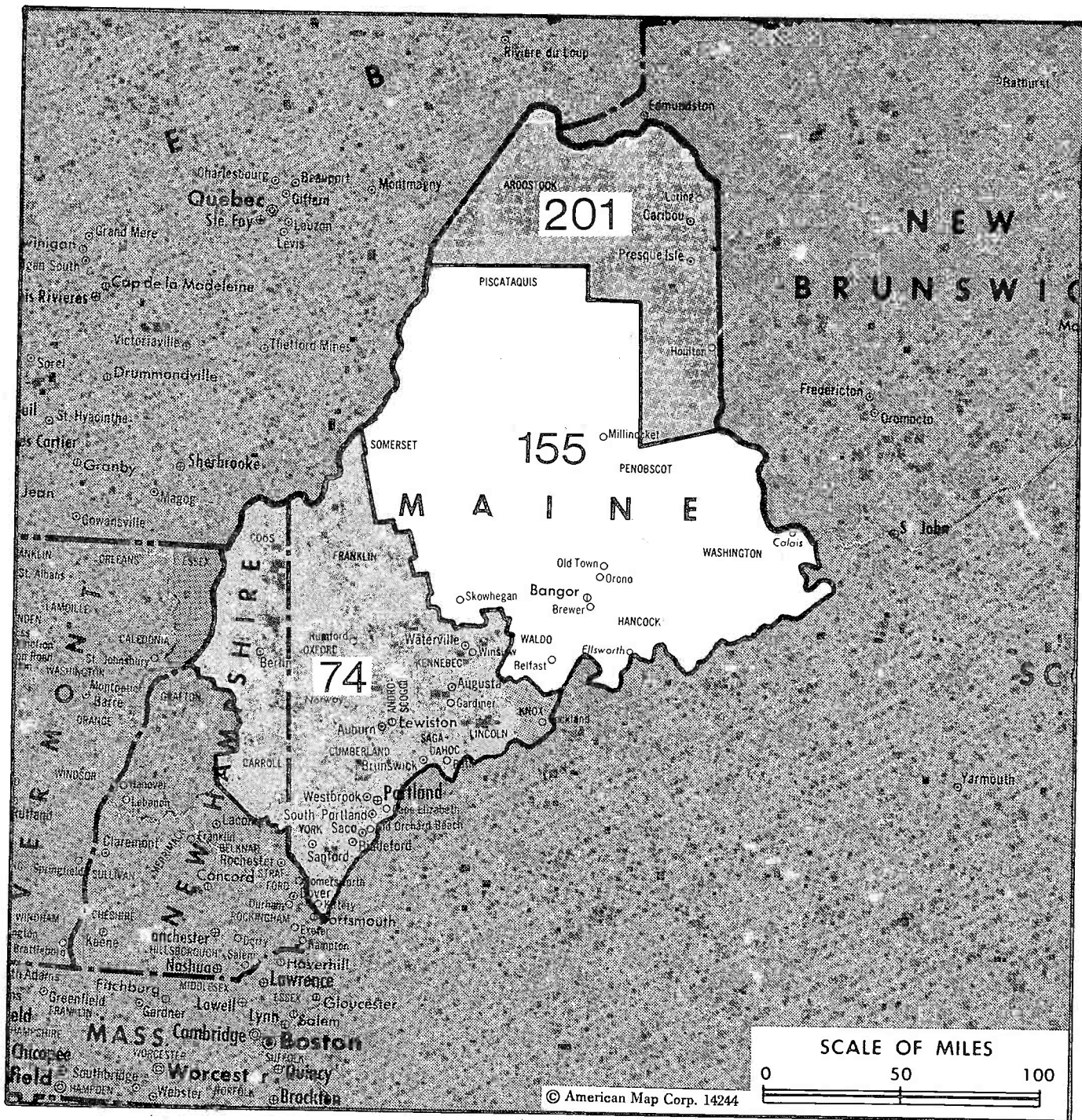
Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	OKLAHOMA		
	Mc Curtain	13,000	12,700
	TEXAS		
	Bowie	31,000	30,700
	Camp	4,200	4,100
	Cass	11,300	11,100
	Franklin	3,200	3,100
	Gregg	42,100	41,600
	Harrison	20,400	20,100
	Marion	4,200	4,100
	Morris	5,300	5,200
	Panola	8,500	8,400
	Red River	6,100	5,900
Rusk	16,500	16,300	
Shelby	9,400	9,200	
Titus	9,100	9,000	
Upshur	12,200	12,000	
Between 25-49%	ARKANSAS		
	Howard	5,100	5,000
	Nevada	3,800	3,700
	Union	18,700	18,400
	LOUISIANA		
Jackson	7,000	6,900	
Lincoln	14,200	14,100	
Between 5-24%	ARKANSAS		
	Ouachita	13,000	12,800
	LOUISIANA		
	Union	8,200	8,100
Winn	6,200	6,100	
(Continued on page A-539)			
Totals		637,700	628,100
Net Weekly Circulation (1990)			412,700
Average Daily Circulation (1990)			254,100

**KTAL-TV, Shreveport-Texarkana, Texas
(Arbitron Data Continued)**

	State County	Total Households	TV Households Households	%
	TEXAS			
5-24%	Nacogdoches	19,200	18,800	98
	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Smith	58,200	57,500	99
	Wood	11,800	11,600	98

**KTBS-TV, Shreveport
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	TEXAS			
Between 5-24%	Cherokee	15,600	15,300	98
	Nacogdoches	19,200	18,800	98
	Sabine	4,400	4,300	98
	San Augustine	3,300	3,200	97
	Smith	58,200	57,500	99
	Wood	11,800	11,600	98



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Portland-Poland Spring, ME.....	336,000	74	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Bangor, ME.....	116,300	155	WABI-TV (5), WLBZ-TV (2), WVII-TV (7)
Presque Isle, ME.....	29,300	201	WAGM-TV (8)

State Cross Reference List	
Communities that receive programs of stations that are located elsewhere.	
WMTW-TV, Portland.....	See Poland Spring, ME

Maine Station Totals as of October 1, 1990			
	VHF	UHF	TOTAL
Commercial Television Stations	7	1	8
Educational Television Stations	4	1	5
	11	2	13

Bangor

WABI-TV

Ch. 5

Service: CBS.

Diversified Communications, 5 Milk St., Portland, ME 04412.

Hildreth St., Bangor, ME 04401.

Phone: 207-947-8321. TWX: 910-240-1221. Fax: 207-941-9378.

Facilities: Channel No. 5 (76-82 MHz). Authorized power: 40-kw visual, 10-kw aural. Antenna: 1316-ft. above av. terrain, 490-ft. above ground, 1710-ft. above sea level.

Latitude 44° 42' 13"
Longitude 69° 04' 47"

Site: Pickard Mountain, near Maine Rte. 9.

Earth Stations: Scientific-Atlanta, 7-meter; M/A-Com Ku-band; M/A-Com, Scientific-Atlanta receivers.

File: WABI, 5-kw, 910 kHz.

File: WYOU-FM, 5-kw, 97.1 MHz (No. 246), 1250-ft. (ABC).

Service: AP.

Owner: Diversified Communications (Group Owner).

Operation: January 25, 1953.

Head (sales): Blair Television.

Head (legal): Dow, Lohnes & Albertson.

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

GEORGE ONYAR, vice president & general manager.

HARRIS, operations manager.

ELTON YOUNG, local sales manager.

WILLIAM ER, chief engineer.

JOHN DON, news director.

WALTER WANCHEK, promotion director.

PHILIP LIS, business manager.

JOHN BERTY, public service director.

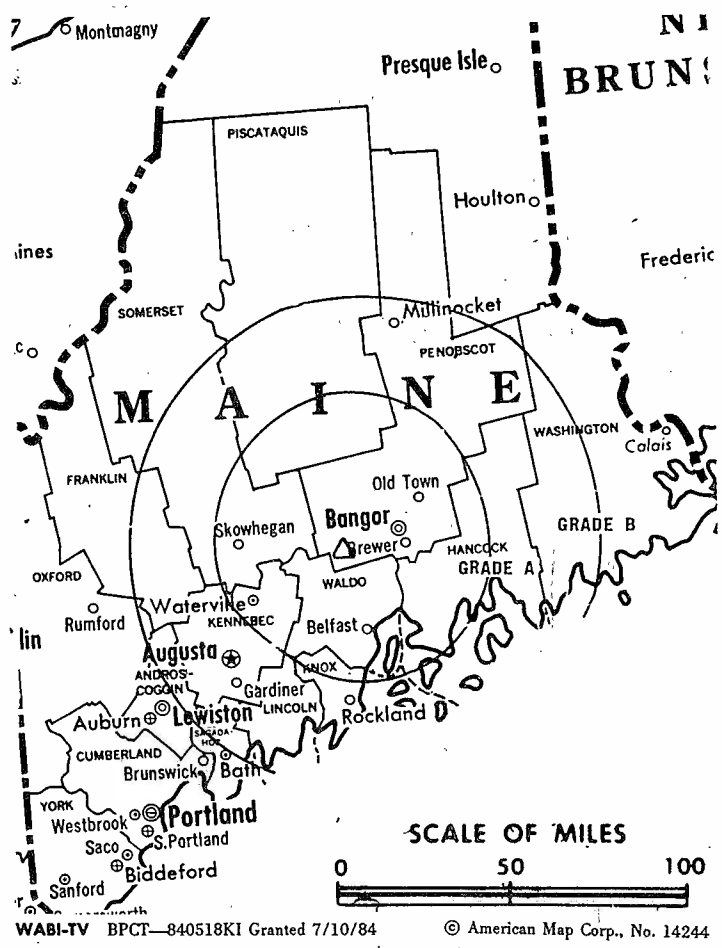
Sec. Rate: \$600.

BASE HOURLY RATE: \$1028.

License: Bangor. ADI: Bangor. Rank: 155.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Survey based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Franklin	11,100	10,800	97
	Hancock	18,400	18,100	98
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Somerset	17,100	16,800	98
	Waldo	11,900	11,600	97
Washington	13,500	13,100	97	
Between 5-24%	MAINE			
	Androscoggin	38,500	38,000	99
	Aroostook	30,000	29,300	98
	Lincoln	11,500	11,300	98
Oxford	19,700	19,400	98	
Totals		286,500	281,100	98
Net Weekly Circulation (1990)				149,600
Average Daily Circulation (1990)				96,400

Maine—Bangor

WLBZ-TV

Ch. 2

Network Service: NBC.

Licensee: Maine Bcstg. Co., One Congress Square, Portland, ME 04101.

Studio: 329 Mount Hope Ave., Bangor, ME 04401.

Telephone: 207-942-4822. **TWX:** 710-222-1877. **Fax:** 207-945-6816.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 51.3-kw visual, 10.2-kw aural. Antenna: 640-ft. above av. terrain, 99-ft. above ground, 941-ft. above sea level.

Latitude 44° 44' 10"
Longitude 68° 40' 17"

Transmitter: Riders Peak, near Holden, ME.

Satellite Earth Stations: In operation.

News Services: AP, NBC, Group W Newsfeed.

Ownership: Maine Broadcasting System (Group Owner).

Began Operation: September 12, 1954. Sale as WTWO to present owners by Murray Carpenter & wife approved May 14, 1958 by FCC (Television Digest, Vol. 14:12, 16, 20).

Represented (sales): Katz Television.

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

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

Personnel:

MARY RINES THOMPSON, chairman of board.

FREDERIC THOMPSON, president.

BRUCE MCGORRILL, executive vice president.

MARGO COBB, vice president & general manager.

JIM BARTLETT, sales manager.

PHIL GILDART, local sales manager.

SHARON GOSS, national sales manager.

PAUL REECE, news director.

JIM CHADWICK, chief engineer.

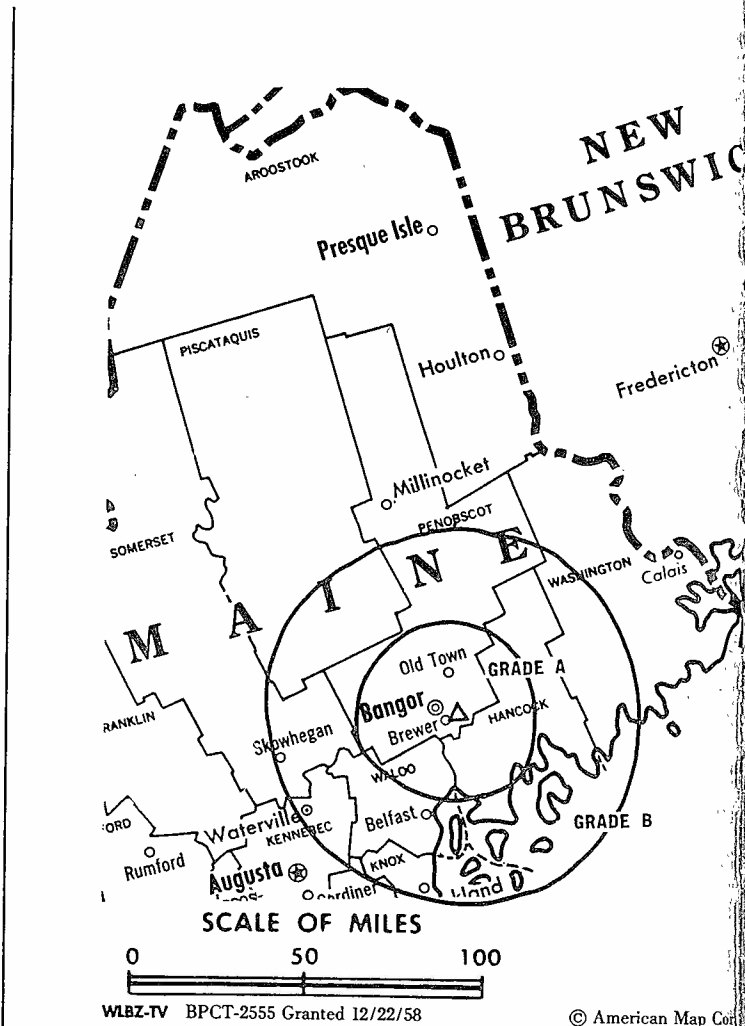
LAURA JOYNER, promotion director.

MARIA KREIL-KAMP, business manager.

Highest 30 Sec. Rate: \$900.

City of License: Bangor. **ADI:** Bangor. **Rank:** 155.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MAINE		
	Hancock	18,400	18,100
	Penobscot	49,800	49,000
	Piscataquis	6,800	6,700
	Somerset	17,100	16,800
	Waldo	11,900	11,600
Between 25-49%	MAINE		
	Aroostook	30,000	29,300
	Kennebec	44,000	43,200
Between 5-24%	MAINE		
	Franklin	11,100	10,800
Totals		216,800	212,400
Net Weekly Circulation (1990)			137,000
Average Daily Circulation (1990)			90,000

WVII-TV

Ch. 7

Service: ABC.
 Bangor Communications Inc., 371 Target Industrial Circle, Bangor, ME
 1 Target Industrial Circle, Bangor, ME 04401.
 207-954-6457. TWX: 710-222-1742. Fax: 207-942-0511.
 Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw max.
 1.6-kw max. aural. Antenna: 819-ft. above av. terrain, 137-ft. above ground,
 above sea level.

Latitude 44° 45' 35"
 Longitude 68° 34' 01"

er: Black Cap Mountain, Eddington, ME.
 Earth Stations: Comtech, 5-meter C-band; Andrew, 4.5-meter C-band;
 Pinzone receivers.
 Services: ABC, AP.

Station: Seaway Communications Inc. (Group Owner).
 Operation: October 15, 1965. Sale to present owners by John J. Pineau
 by FCC July 23, 1982. Sale to Pineau by Downeast TV Inc., Debtor-in-
 possession, approved by FCC Jan. 20, 1976.

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

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

Director: CYR, executive vice president & general manager.
 ADAMIS, program director & national sales manager.
 news director.
 SLATER, local sales manager.
 CHASE, business manager.
 PAREK, promotion director.
 LES, chief engineer.

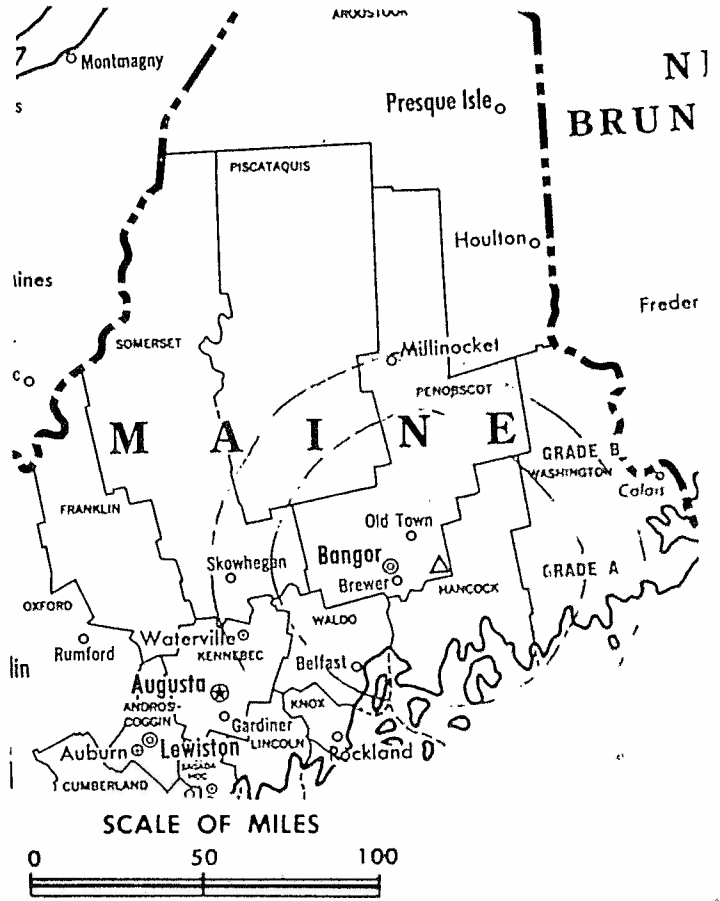
Sec. Rate: \$500.

BASE HOURLY RATE: \$250.

License: Bangor. ADI: Bangor. Rank: 155.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MAINE			
Hancock	18,400	18,100	98
Penobscot	49,800	49,000	98
Piscataquis	6,800	6,700	99
Waldo	11,900	11,600	97
Washington	13,500	13,100	97



WVII-TV BPCT-861010KN Granted 1/29/87

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MAINE			
	Aroostook	30,000	29,300	98
	Knox	14,200	13,800	97
	Somerset	17,100	16,800	98
Between 5-24%	MAINE			
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
Totals		216,800	212,400	98
Net Weekly Circulation (1990)				113,300
Average Daily Circulation (1990)				58,800

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Information Marketing Services
 703-821-8130

Maine—Portland-Poland Spring

WMTW-TV

Ch. 8

Network Service: ABC.

Licensee: Harron Communications Corp., 70 E. Lancaster Ave., Frazer, PA 19355-2121.

Studio: Box 8, Auburn, ME 04210.

Sales Office: 119 Middle St., Portland, ME 04112-9501.

Telephones: 207-775-1800, Portland; 207-782-1800, Auburn.

TWX: 710-221-1708. Fax: 207-783-7371.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 105-kw visual, 17.4-kw aural. Antenna: 3871-ft. above av. terrain, 120-ft. above ground, 6374-ft. above sea level.

Latitude 44° 16' 13"
Longitude 71° 18' 13"

Transmitter: Mount Washington, NH.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 5-meter C-band; Comtech, 5-meter C-band; Prodelin, 5-meter C-band; RCA, 5-meter Ku-band; AvanteK, M/A-Com, Pinzone receivers.

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

News Services: AP, ABC.

Ownership: Harron Communications Corp. (Group Owner).

Began Operation: August 31, 1954. Sale of 80% control to Dolphin Enterprises approved April 15, 1964 by FCC (Television Digest, Vol. 3:40, 41; 4:16). Sale to Mid New York Bcstg. (Harron) approved by FCC Nov. 8, 1967 (Vol. 7:46).

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Personnel:

- ALFRED P. RITTER, vice president & general manager.
- BERNARD AIELLO, program & operations manager.
- MARY JO SNYDER, local sales manager.
- DAVID KAUFMAN, national sales manager.
- RICHARD CUSHMAN, director of engineering.
- DENNIS TOMPKINS, news director.
- STEVE LAKEY, promotion manager.
- CONNIE DENSMORE, business manager.
- DAVID BEANE, production manager.
- JACK CONNOR, assistant chief engineer.
- PHYLLIS BOUCHLES, traffic manager, Auburn.
- DARLENE STERLING, traffic manager, Portland.

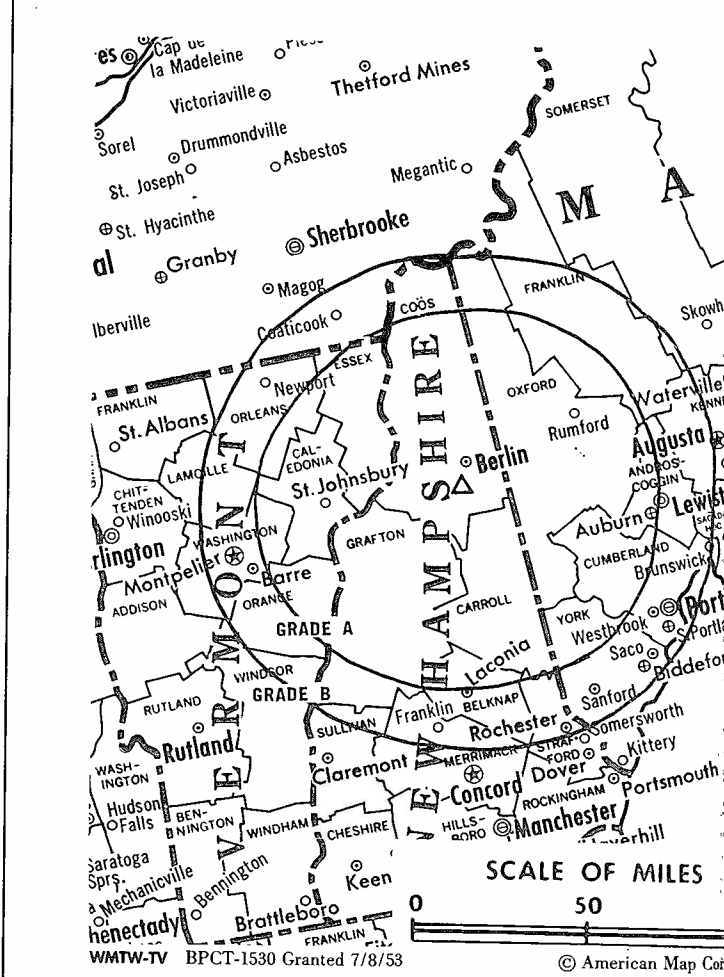
Highest 30 Sec. Rate: \$800.

NETWORK BASE HOURLY RATE: \$750.

City of License: Poland Spring. ADI: Portland-Poland Spring. Rank: 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	Sagadahoc	12,800	12,500	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	SOMERSET		
	Waldo	17,100	16,800
	York	64,500	63,700
	NEW HAMPSHIRE		
	Carroll	14,800	14,500
	Coos	13,500	13,300
	VERMONT		
	Caledonia	10,800	10,600
	Essex	2,700	2,700
	Orleans	9,100	9,000
Washington	21,400	21,000	
Between 25-49%	MAINE		
	Waldo	11,900	11,600
	NEW HAMPSHIRE		
	Belknap	19,400	19,200
	Grafton	26,900	26,100
	Merrimack	45,200	44,400
	Strafford	35,800	35,200
	Sullivan	15,500	15,100
	VERMONT		
	Orange	9,400	9,200
Windsor	22,700	22,100	
Between 5-24%	NEW HAMPSHIRE		
	Hillsborough	124,100	122,600
	Rockingham	89,400	88,300
	NEW YORK		
	Essex	14,400	14,100
	VERMONT		
	Addison	11,500	11,200
	Chittenden	48,000	47,300
	Lamoille	7,200	7,100
	Rutland	23,900	23,400
Windham	16,400	15,700	
Totals		919,600	904,100
Net Weekly Circulation (1990)			402,000
Average Daily Circulation (1990)			203,000

Portland

WCSH-TV

Ch. 6

Service: NBC.

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

One Congress Square, Portland, ME 04101.

Phone: 207-828-6666. TWX: 710-221-1988.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 100-kw aural. Antenna: 2000-ft. above av. terrain, 1274-ft. above ground, 2503-ft. above sea level.

Latitude 43° 51' 32"
Longitude 70° 42' 40"

Headquarters: Winn Mountain, Sebago, ME.

Earth Station: Satcom Technologies, 7-meter; M/A-Com receivers.

Services: AP, Group W Newsfeed, NBC.

System: Maine Broadcasting System (Group Owner).

Creation: December 1, 1953.

Head (sales): Katz Television.

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

Head (engineering): Jules Cohen & Associates.

... THOMPSON, president.

... GORRILL, executive vice president.

... vice president & general manager.

... ORN, treasurer.

... ER, public affairs & editorial director.

... ARKS, station manager.

... IS, chief engineer.

... ETT, film director.

... ON, local sales manager.

... JF, national sales manager.

... UE, news director.

... ETTE, promotion director.

... IN, business manager.

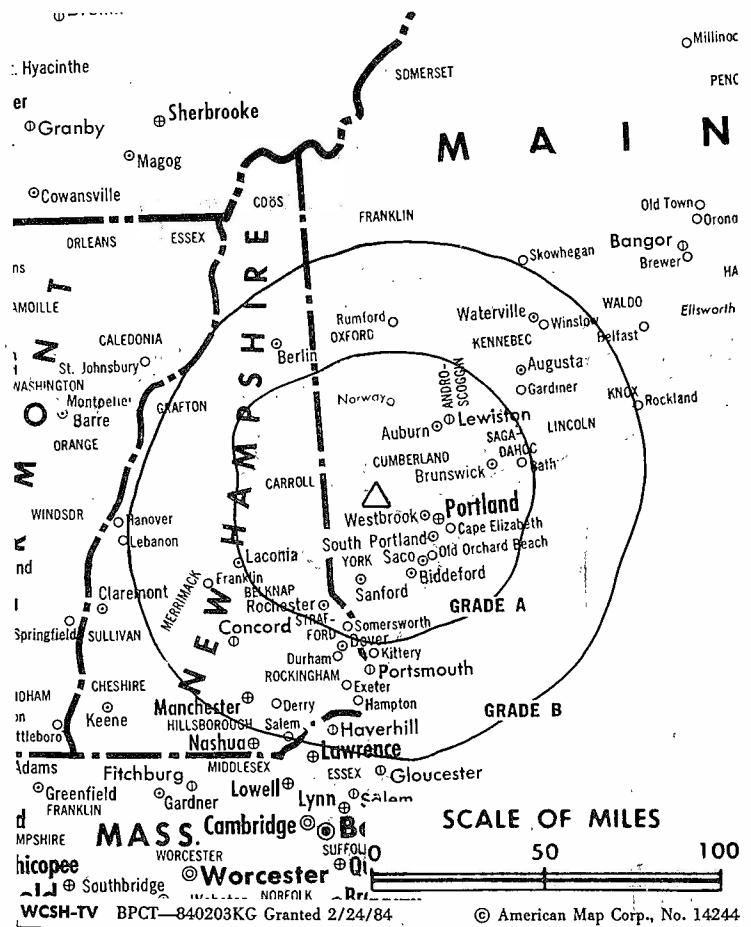
... GGS, marketing director.

Request.

Base: Portland. ADI: Portland-Poland Spring. Rank: 74.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State County	Total Households	TV Households Households	%
MAINE			
Androscoggin	38,500	38,000	99
Cumberland	92,200	90,900	99
Franklin	11,100	10,800	97
Kennebec	44,000	43,200	98
Knox	14,200	13,800	97
Lincoln	11,500	11,300	98
Oxford	19,700	19,400	98
Sagadahoc	12,800	12,500	98
York	64,500	63,700	99
NEW HAMPSHIRE			
Belknap	19,400	19,200	99
Carroll	14,800	14,500	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Coos	13,500	13,300	99
	Strafford	35,800	35,200	98
Between 25-49%	MAINE			
	Somerset	17,100	16,800	98
	NEW HAMPSHIRE			
	Merrimack	45,200	44,400	98
Between 5-24%	MAINE			
	Waldo	11,900	11,600	97
	NEW HAMPSHIRE			
	Grafton	26,900	26,100	97
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99
	Sullivan	15,500	15,100	97
	VERMONT			
	Caledonia	10,800	10,600	98
	Essex	2,700	2,700	100
Totals		735,600	724,000	98
Net Weekly Circulation (1990)			370,800	
Average Daily Circulation (1990)			229,400	

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Maine—Portland

WGME-TV

Ch. 13

Network Service: CBS.

Licensee: Guy Gannett Publishing Co., Northport Business Park, Washington Ave., Portland, ME 04103.

Studio: Northport Business Park, Portland, ME 04103.

Telephone: 207-797-9330. **Fax:** 207-878-3505.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 295-kw visual, 29.5-kw aural. Antenna: 1610-ft. above av. terrain, 1619-ft. above ground, 2049-ft. above sea level.

Latitude 43° 55' 28"
Longitude 70° 29' 28"

Transmitter: Brown Hill, Raymond.

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

News Services: AP, CBS.

Ownership: Guy Gannett Broadcasting Services (Group Owner).

Began Operation: May 16, 1954.

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Represented (engineering): Lohnes & Culver.

Personnel:

WILLIAM B. STOUGH, vice president & general manager.

WILLIAM WHITTEN, general sales manager.

JEANNINE LEFEVRE, national sales manager.

TOWLE TOMPKINS, operations manager.

JIM SANDERS, news director.

BARBARA GRAHAM, promotion director.

WAYNE BEAROR, business manager.

FRED DESJARDINS, chief engineer.

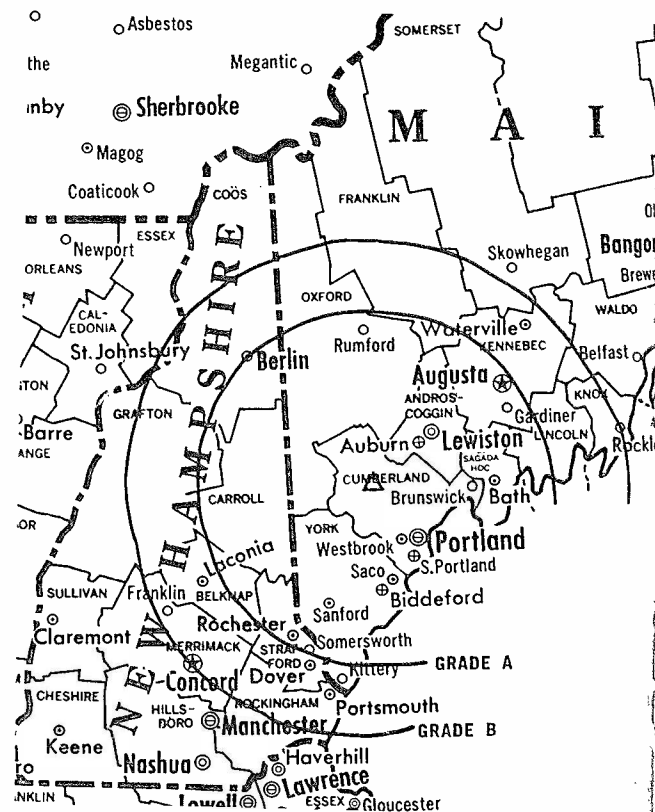
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Portland. **ADI:** Portland-Poland Spring. **Rank:** 74.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MAINE			
	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Franklin	11,100	10,800	97
	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98



SCALE OF MILES



WGME-TV BMPCT—2508 Granted 11/1/59

©American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Oxford	19,700	19,400	
	Sagadahoc	12,800	12,500	
	York	64,500	63,700	
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	
Between 25-49%	MAINE			
	Somerset	17,100	16,800	
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	
	Coos	13,500	13,300	
	Strafford	35,800	35,200	
Between 5-24%	MAINE			
	Waldo	11,900	11,600	
	NEW HAMPSHIRE			
	Grafton	26,900	26,100	
	Merrimack	45,200	44,400	
Totals		493,100	484,700	
Net Weekly Circulation (1990)			293,000	
Average Daily Circulation (1990)			168,000	

Portland

WPXT

Ch. 51

Service: Fox.

Portland Broadcasting Inc., 2320 Congress St., Portland, ME 04102.

2320 Congress St., Portland, ME 04102.

Phone: 207-774-0051. Fax: 207-774-6849.

Facilities: Channel No. 51 (692-698 MHz). Authorized power: 3011-kw visual, 301-kw max. aural. Antenna: 917-ft. above av. terrain, 697-ft. above 1177-ft. above sea level.

Latitude 43° 51' 05.50"
Longitude 70° 19' 40.00"

Center: 2.5-mi. S of Gray.

Channel TV Sound: Stereo only.

Earth Stations: Chapparral C-band; Comtech C-band; Scientific-Atlanta C-band; Vertex Ku-band; M/A-Com, Pinzone, Scientific-Atlanta receivers, Standard Communications.

Owner: Portland Broadcasting Inc.

Operation: September 14, 1986. FCC approved transfer of control to present owner Oct 6, 1986.

Sales (sales): Settel Inc.

Legal (legal): Hopkins & Sutter.

Engineering (engineering): Ray Goudreau.

General manager: [Name obscured]

General sales manager: [Name obscured]

Local sales manager: [Name obscured]

Chief engineer: [Name obscured]

Program & operations manager: [Name obscured]

Promotion manager: [Name obscured]

Business manager: [Name obscured]

Sec. Rate: \$900.

Market: Portland. ADI: Portland-Poland Spring. Rank: 74.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Coverage based on Arbitron study.

City	State	Total Households	TV Households	%
	MAINE			
Portland	Androscoggin	38,500	38,000	99
	Cumberland	92,200	90,900	99
	Sagadahoc	12,800	12,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
	MAINE			
Between 25-49%	Kennebec	44,000	43,200	98
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	York	64,500	63,700	99
Between 5-24%	MAINE			
	Franklin	11,100	10,800	97
	Penobscot	49,800	49,000	98
	Waldo	11,900	11,600	97
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
Totals		385,000	378,700	98
Net Weekly Circulation (1990)			141,900	
Average Daily Circulation (1990)			54,900	

Maine—Presque Isle

WAGM-TV

Ch. 8

Network Service: CBS, NBC, ABC.

Licensee: NEPSK Inc., 701 Alpha Dr., Pittsburgh, PA 15238.

Studio: U.S. Hwy. 1 & Parkhurst Road, Presque Isle, ME 04769.

Mailing Address: Box 1149, Presque Isle, ME 04769.

Telephone: 207-764-4461. TWX: 710-229-1631. Fax: 207-764-5329.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 58.9-kw visual, 12.9-kw aural. Antenna: 350-ft. above av. terrain, 292-ft. above ground, 962-ft. above sea level.

Latitude 46° 43' 44"
Longitude 68° 00' 07"

Transmitter: U.S. Hwy. 1 & Parkhurst Rd.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; Star, 3.6-meter; M/A-Com, Standard Communications receivers.

Ownership: NEPSK Inc.

Began Operation: October 13, 1956. Sale of 94.8% to Hildreth family by Harold Glidden approved Sept. 19, 1956 by FCC (*Television Digest*, Vol. 13:39). Sale to present owner approved Feb. 8, 1984.

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

THOMAS P. SHELBURNE III, chief operating officer.

NORMAN W. JOHNSON, vice president & general manager.

KATHLEEN McLAIN, general sales manager.

EDGAR DERY, chief engineer.

SUE BERNARD, news director.

BUDDY PRICE, promotion director.

CATHY DONOVAN, business manager.

Highest 30 Sec. Rate: \$300.

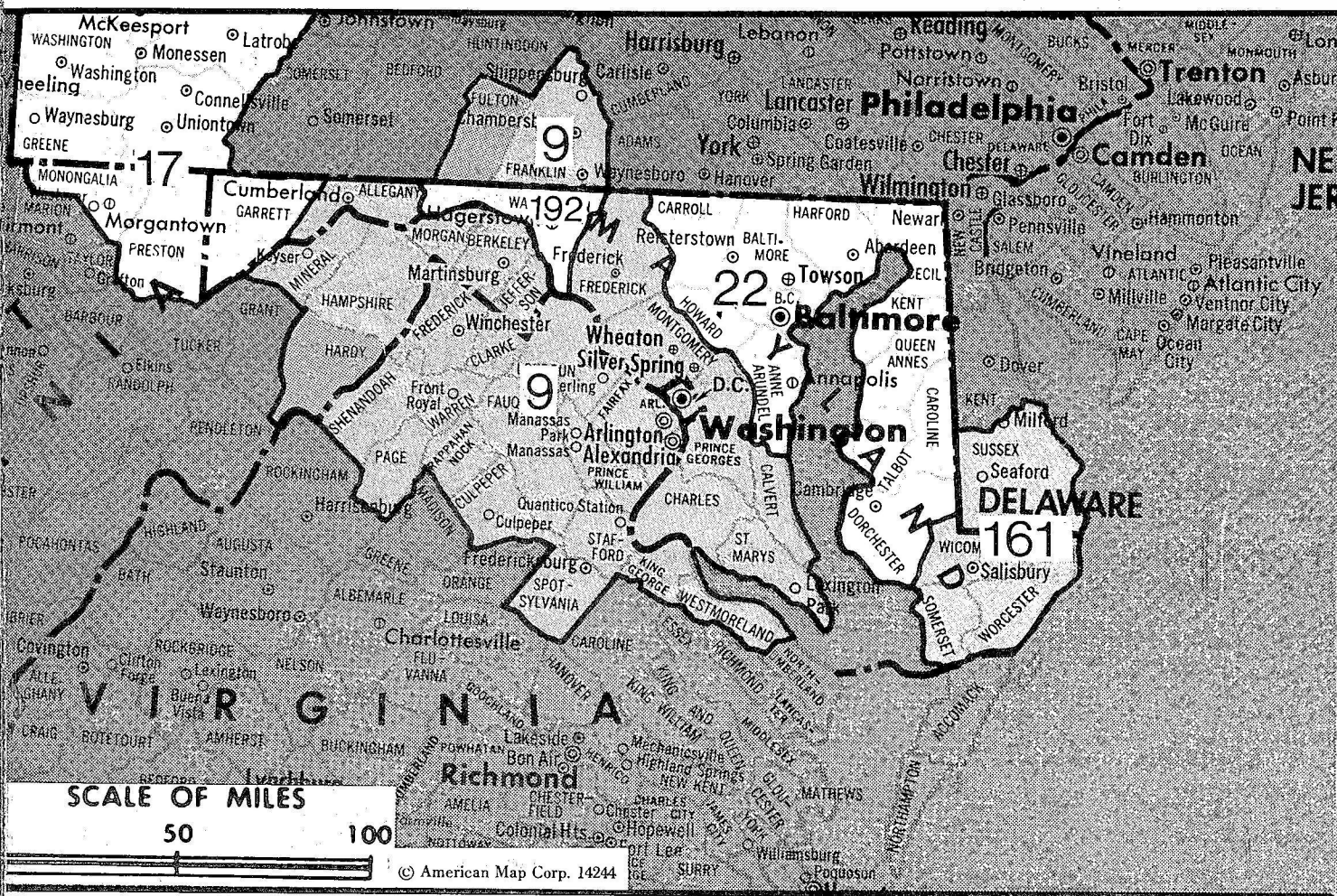
NETWORK BASE HOURLY RATE: \$450.

City of License: Presque Isle. ADI: Presque Isle. Rank: 201.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990
County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households
	MAINE		
50% & Over	Aroostook	30,000	29,300
Totals		30,000	29,300
Net Weekly Circulation (1990)			27,800
Average Daily Circulation (1990)			20,900



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Washington, DC	1,701,700	9	WDCA-TV (20), WFTY (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTTG (5), WUSA (9)
Harrisburg, PA	1,165,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Baltimore, MD	937,400	22	WBAL-TV (11), WBFF (45), WHSW (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
Salisbury, MD	93,400	161	WBOC-TV (16), WMDT (47)
Hagerstown, MD	42,100	192	WHAG-TV (25), WJAL (68)

Maryland Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	3	7	10
Educational Television Stations	0	6	6
	3	13	16

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

Call Lynn Levine or Nancy Cramer
202-872-9200

Maryland—Baltimore

WBAL-TV

Ch. 11

Network Service: CBS.

Licensee: Hearst Corp., Radio & TV Division, Maryland's Broadcast Center, Baltimore, MD 21211.

Studio: Maryland's Broadcast Center, Baltimore, MD 21211.

Telephone: 301-467-3000. TWX: 710-234-1086.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 998-ft. above ground, 1318-ft. above sea level.

Latitude 39° 20' 05"
Longitude 76° 39' 03"

Transmitter: 3800 Hooper Ave.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 7-meter C-band; Satcom Technologies, 5.5-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WBAL, 50-kw, 1090 kHz (NBC).

FM Affiliate: WIYY, 20-kw, 97.9 MHz (No. 250), 960-ft.

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

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 11, 1948.

Represented (sales): Blair Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

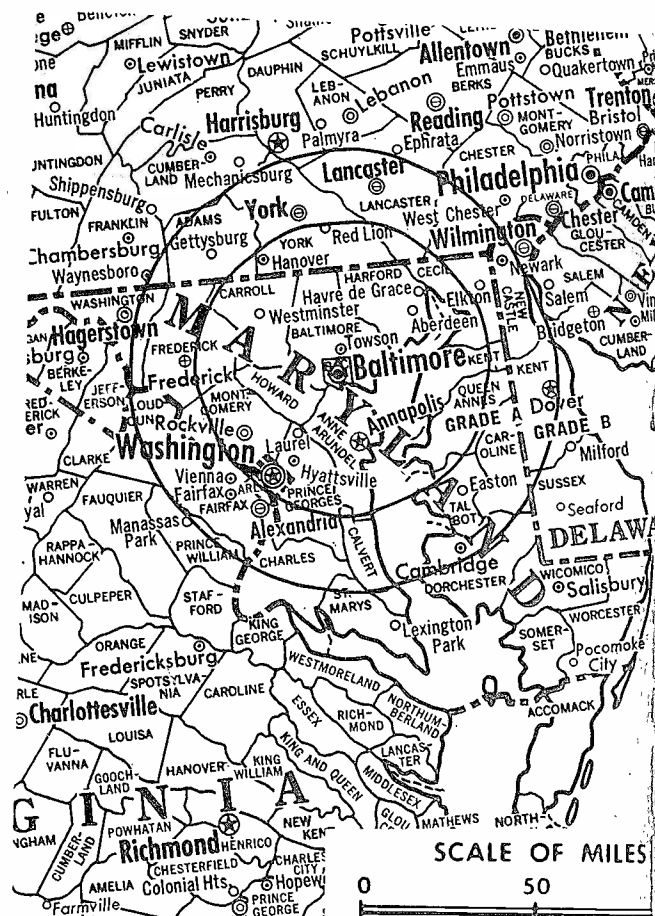
- DAVID J. BARRETT, vice president & general manager.
- JOSEPH W. HESTON, vice president & station manager.
- JACK GILMORE, vice president & general sales manager.
- T. C. SHULTZ, local sales manager.
- TOM VAN BENSCHOTEN, national sales manager.
- ROBERT OGREN, director of engineering.
- TOM HAUFF, news director.
- EMERSON COLEMAN, director of programming.
- KERRY RICHARDS, promotion director.
- GORDON JONES, business manager.
- KAREN MEEKINS, marketing director.
- EDITH HOUSE, public affairs manager.

Rates: On request.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Caroline	9,300	9,200	99
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	Baltimore City	282,400	281,100	100
	PENNSYLVANIA			
	Adams	26,100	25,500	98



WBAL-TV BPCT-5141 Granted 8/5/58

© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	MARYLAND		
	Calvert	16,400	16,200
	Frederick	49,100	48,800
	St Marys	24,000	23,800
	Wicomico	27,300	27,100
Between 5-24%	PENNSYLVANIA		
	Franklin	46,000	44,600
Between 5-24%	DISTRICT OF COLUMBIA		
	Dist Of Columbia	254,400	251,900
	DELAWARE		
	Kent	38,600	38,300
	Sussex	43,700	43,100
	MARYLAND		
	Montgomery	270,900	269,900
	Prince Georges	248,800	248,000
	Somerset	7,000	6,900
	Washington	42,000	41,700
PENNSYLVANIA			
Lancaster	149,100	144,500	
York	128,200	126,000	
VIRGINIA			
Arlington	133,900	133,200	
Clarke	4,100	4,100	
Frederick	22,200	22,000	
Prince William	70,000	69,600	
Rappahannock	2,600	2,600	
Warren	9,400	9,300	
WEST VIRGINIA			
Berkeley	21,200	21,000	
Jefferson	13,100	13,000	
Totals		2,595,100	2,573,300
Net Weekly Circulation (1990)			1,013,300
Average Daily Circulation (1990)			510,000

Wayland—Baltimore

WBFF

Ch. 45

Service: Fox.

Owner: Chesapeake Television Inc., 3500 Parkdale Ave., Baltimore, MD 21211.

Address: 3500 Parkdale Ave., Baltimore, MD 21211.

Phone: 301-462-4500. TWX: 710-234-1009. Fax: 301-462-4588.

Facilities: Channel No. 45 (656-662 MHz). Authorized power: 1292-kw. Visual. Antenna: 1238-ft. above av. terrain, 1259-ft. above ground, 1549-ft. above sea level.

Latitude 39° 20' 10"
Longitude 76° 38' 59"

Location: 0.24-mi. NNW of intersection of Hooper Ave. & 41st St., Baltimore.

Operator: Sinclair Broadcasting Group Inc. (Group Owner).

Start Date: April 11, 1971.

Advertiser: Seitel Inc.

Agency: Fisher, Wayland, Cooper & Leader.

Engineer: Carl T. Jones Corp.

- President: C. SMITH
- Executive vice president: SMITH
- General manager: JUMPKIN
- General sales manager: TER
- National sales manager: SON
- Chief engineer: WINTERS
- Program & promotion director: PROEDER
- Controller: AMY
- Business manager: MURPHY
- Marketing director: HARRISON
- Production manager: WEEMS
- Public affairs manager: WYLLIE

Sec. Rate: \$4,000.

Class: Baltimore. ADI: Baltimore. Rank: 22.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

City	State County	Total Households	TV Households	%
Baltimore	MARYLAND			
	Baltimore City	282,400	281,100	100
5-25-49%	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
5-24%	DISTRICT OF COLUMBIA			
	Dist Of Columbia	254,400	251,900	99
DELAWARE				
	Kent	38,600	38,300	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MARYLAND			
	Calvert	16,400	16,200	99
	Caroline	9,300	9,200	99
	Dorchester	11,600	11,500	99
	Frederick	49,100	48,800	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	PENNSYLVANIA			
Adams	26,100	25,500	98	
Franklin	46,000	44,600	97	
Lancaster	149,100	144,500	97	
Perry	15,600	15,200	97	
York	128,200	126,000	98	
VIRGINIA				
Arlington	133,900	133,200	100	
Clarke	4,100	4,100	100	
Fairfax	285,900	285,000	100	
Frederick	22,200	22,000	99	
Stafford	17,600	17,400	99	
Warren	9,400	9,300	98	
WEST VIRGINIA				
Berkeley	21,200	21,000	99	
Jefferson	13,100	13,000	99	
Totals		2,706,300	2,684,900	99
Net Weekly Circulation (1990)			636,000	
Average Daily Circulation (1990)			238,400	

Maryland—Baltimore

WHSW

Ch. 24

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of Maryland, 4820 Seton Dr., Suite M-N, Baltimore, MD 21215.

Studio: 4820 Seton Dr., Baltimore, MD 21215.

Telephone: 301-358-2400. **Fax:** 301-764-7232.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 1180-kw max. visual, 118-kw max. aural. Antenna: 1073-ft. above av. terrain, 900-ft. above ground, 1405-ft. above sea level.

Latitude	39°	17'	15"
Longitude	76°	45'	38"

Transmitter: 2038 Powers Lane, Catonsville, MD.

Satellite Earth Stations: Weatherscan, 3.9-meter C-band; M/A-Com, 3-meter C-band; DX Engineering, M/A-Com receivers.

Ownership: Silver King Broadcasting (Group Owner).

Began Operation: December 24, 1985. Sale to present owner by Sam Moore, et al., approved by FCC Nov. 6, 1986 (*Television Digest*, Vol. 26:33, 45).

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

KENNETH BECKER, vice president & station manager.

CAROLE A. TAYLOR, program manager.

JOHN C. SKELNIK, chief engineer.

MAXINE RUSH, business manager.

Highest 30 Sec. Rate: \$400.



Arbitron Data: Not available.

City of License: Baltimore. **ADI:** Baltimore. **Rank:** 22.

Land—Baltimore

WJZ-TV
Ch. 13

Service: ABC.

Group W Television Inc., 888 Seventh Ave., New York, NY 10106.

Television Hill, Baltimore, MD 21211.

Phone: 301-466-0013. TWX: 301-955-1178.

Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw
1.6-kw aural. Antenna: 990-ft. above av. terrain, 998-ft. above ground,
above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Address: Television Hill.

Sound: Stereo only.

Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta
receivers.

Services: AP, UPI.

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

Operation: November 2, 1948. Sale to present owner by Ben & Herman Cohen
approved June 27, 1957, by FCC (Television Digest, Vol. 13:18, 19, 26).

Sales: (sales): Group W Television Sales.

US ALEXANDER, vice president & general manager.

GERALD, general sales manager.

GIAMMARISE, director, new product development.

EAST, sales manager.

EASTERLING, program director.

BEK, operations manager.

BROWN, news director.

NGTON, creative services, marketing & promotion manager.

POWELL, human resources manager.

URUTO, business manager.

HELTON, public communications manager.

BY, chief engineer.

request.

BOOK BASE HOURLY RATE: \$1925.

License: Baltimore. ADI: Baltimore. Rank: 22.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Page based on Arbitron study.

City	State	Total	TV Households	%
Circulation	County	Households	Households	
MARYLAND				
er	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Caroline	9,300	9,200	99
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	Baltimore City	282,400	281,100	100
PENNSYLVANIA				
	Adams	26,100	25,500	98
DELAWARE				
25-49%	Kent	38,600	38,300	99
	Sussex	43,700	43,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
MARYLAND				
Between 25-49%	Allegany	28,800	28,600	99
	Frederick	49,100	48,800	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
PENNSYLVANIA				
	Franklin	46,000	44,600	97
	York	128,200	126,000	98
WEST VIRGINIA				
	Mineral	10,400	10,300	99
DISTRICT OF COLUMBIA				
Between 5-24%	Dist Of Columbia	254,400	251,900	99
MARYLAND				
	Calvert	16,400	16,200	99
	Charles	30,600	30,300	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	St Marys	24,000	23,800	99
	Somerset	7,000	6,900	99
	Washington	42,000	41,700	99
PENNSYLVANIA				
	Fulton	5,600	5,400	96
	Lancaster	149,100	144,500	97
VIRGINIA				
	Arlington	133,900	133,200	100
	Clarke	4,100	4,100	100
	Fauquier	16,100	15,900	99
	Frederick	22,200	22,000	99
	King George	4,400	4,300	99
	Loudoun	26,000	25,700	99
Totals				
		2,754,100	2,730,500	99
Net Weekly Circulation (1990)			1,155,000	
Average Daily Circulation (1990)			630,000	

(Continued on page A-560)

Maryland—Baltimore

WMAR-TV

Ch. 2

Network Service: NBC.

Licensee: WMAR Bcstg. Inc., 6400 York Rd., Baltimore, MD 21212.

Studio: 6400 York Rd., Baltimore, MD 21212.

Telephone: 301-377-2222. TWX: 310-374-6564. Fax: 301-377-0493.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 11-kw aural. Antenna: 1000-ft. above av. terrain, 999-ft. above ground, 1319-ft. above sea level.

Latitude 39° 20' 04.30"
Longitude 76° 39' 02.80"

Transmitter: Television Hill, 3724 Parkdale Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter Ku-band; AFC, 3.2-meter Ku-band; Harris, 3-meter Ku-band; DX Engineering, Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: Dalsat/Andrew, 4-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Gillett Holdings Inc. (Group Owner). Sale to Scripps Howard pending (Television Digest, Vol. 30:30, 33).

Began Operation: October 27, 1947. Sale to present owner by Times Mirror approved by FCC Sept. 4, 1986 (Television Digest, Vol. 26:28). Previous sale to Times Mirror by Abell Communications approved simultaneously.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Personnel:

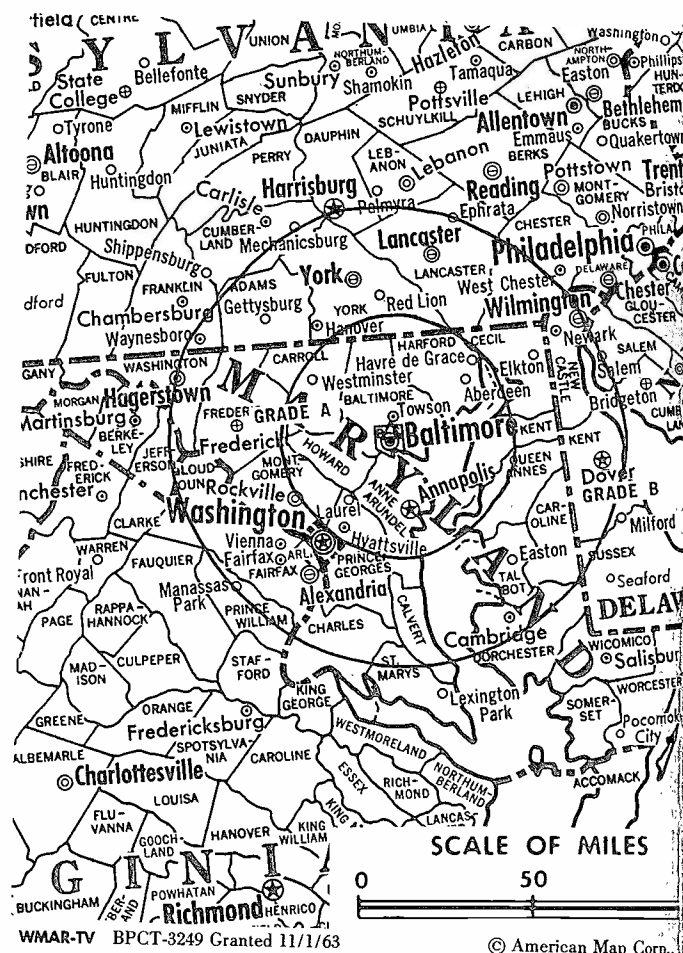
ARNOLD J. KLEINER, president & general manager.
HOWARD ZEIDEN, vice president, sales & marketing.
JOSEPH M. BRUNO, vice president, engineering.
EMILY BARR, director, broadcast operations.
GARY WORDLAW, news director.
LEN WEINSTEIN, local sales manager.
MARK DISTLER, national sales manager.
ROBERT IMHOFF, controller.

Highest 30 Sec. Rate: \$5000.

City of License: Baltimore. ADI: Baltimore. Rank: 22.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Caroline	9,300	9,200	99
	Carroll	41,500	41,300	100
	Cecil	24,600	24,500	100
	Dorchester	11,600	11,500	99
	Frederick	49,100	48,800	99
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99
	Talbot	11,500	11,400	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
Baltimore City	282,400	281,100	100	
Between 25-49%	DELAWARE			
	Kent	38,600	38,300	99
	Sussex	43,700	43,100	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MARYLAND			
	Calvert	16,400	16,200	99
	St Marys	24,000	23,800	99
	Somerset	7,000	6,900	99
	Washington	42,000	41,700	99
	PENNSYLVANIA			
	Adams	26,100	25,500	98
	York	128,200	126,000	98
	VIRGINIA			
	Warren	9,400	9,300	99
	WEST VIRGINIA			
	Jefferson	13,100	13,000	99
Morgan	4,500	4,400	98	
Between 5-24%	MARYLAND			
	Charles	30,600	30,300	99
	Montgomery	270,900	269,900	100
	Prince Georges	248,800	248,000	100
	PENNSYLVANIA			
	Franklin	46,000	44,600	97
	Fulton	5,600	5,400	96
	Lancaster	149,100	144,500	97
	Perry	15,600	15,200	97
	VIRGINIA			
	Arlington	133,900	133,200	100
	Fairfax	285,900	285,000	100
Fauquier	16,100	15,900	99	
Frederick	22,200	22,000	99	
Loudoun	26,000	25,700	99	
Prince William	70,000	69,600	99	
Rappahannock	2,600	2,600	100	
WEST VIRGINIA				
Berkeley	21,200	21,000	99	
Totals		2,720,900	2,699,200	99
Net Weekly Circulation (1990)				1,093,500
Average Daily Circulation (1990)				587,500

and—Baltimore

WNUV-TV

Ch. 54

Service: None, independent.

WNUV TV 54 Partnership, Two Copley Place, Boston, MA 02116.

1 Druid Park Dr., Baltimore, MD 21215.

301-462-5400. TWX: 910-333-6575. Fax: 301-523-4319.

Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw. Antenna: 1148-ft. above av. terrain, 971-ft. above ground, 1480-ft. above sea level.

Latitude 39° 17' 15"
Longitude 76° 45' 38"

0.37-mi. W of Rolling Rd., 0.16-mi. N of U.S. 40, Catonsville.

Earth Stations: Microdyne, 7-meter C-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter ku-band; M/A-Com receivers, Microdyne.

ABRY Communications (Group Owner).

Operation: July 1, 1982. Sale to present owners by Samuel S. Kravetz, et al., by FCC Jan. 23, 1989.

Station (sales): Petry Television Inc.

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

WNUV-TV, general manager.

WNUV-TV, general sales manager.

WNUV-TV, regional sales manager.

WNUV-TV, national sales manager.

WNUV-TV, program & promotion director.

WNUV-TV, chief engineer.

WNUV-TV, business manager.

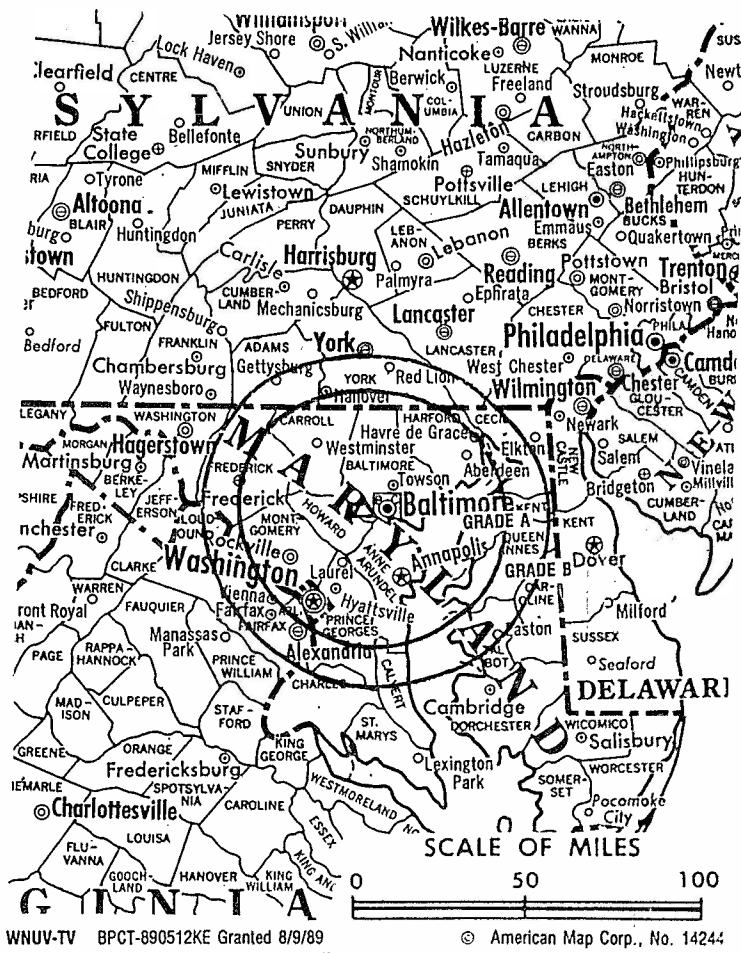
WNUV-TV, marketing director.

Sec. Rate: \$400.

License: Baltimore. ADI: Baltimore. Rank: 22.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State	County	Total Households	TV Households	%
MARYLAND				
	Baltimore City	282,400	281,100	100
MARYLAND				
	Anne Arundel	149,000	148,300	100
	Baltimore	264,900	263,800	100
	Carroll	41,500	41,300	100
	Harford	57,900	57,600	99
	Howard	60,900	60,600	100
	Kent	6,600	6,500	98
	Queen Annes	11,500	11,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 5-24%	DISTRICT OF COLUMBIA				
		Dist Of Columbia	254,400	251,900	99
	MARYLAND				
		Calvert	16,400	16,200	99
		Caroline	9,300	9,200	99
		Cecil	24,600	24,500	100
		Dorchester	11,600	11,500	99
		Frederick	49,100	48,800	99
		Montgomery	270,900	269,900	100
		Prince Georges	248,800	248,000	100
		St Marys	24,000	23,800	99
		Talbot	11,500	11,400	99
	PENNSYLVANIA				
		Adams	26,100	25,500	98
	VIRGINIA				
	King George	4,400	4,300	99	
	Westmoreland	6,000	5,900	98	
WEST VIRGINIA					
	Berkeley	21,200	21,000	99	
	Jefferson	13,100	13,000	99	
Totals		1,866,100	1,855,500	99	
Net Weekly Circulation (1990)				482,200	
Average Daily Circulation (1990)				174,300	

Maryland—Hagerstown

WHAG-TV

Ch. 25

Network Service: NBC.

Licensee: Great Trails Bcstg. Corp., 717 E. David Rd., Dayton, OH 45429.

Studio: 13 E. Washington St., Hagerstown, MD 21740.

Telephone: 301-797-4400. TWX: 898123. Fax: 301-733-1735.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1358-kw max. visual. Antenna: 1230-ft. above av. terrain, 427-ft. above ground, 1864-ft. above sea level.

Latitude 39° 39' 35"
Longitude 77° 57' 57"

Transmitter: 1.8-mi. W of Clear Spring, Fairview Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Comtech, 5-meter C-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Harris, Pinzone receivers.

News Services: NBC, UPI, Group W Newsfeed.

Ownership: Great Trails Broadcasting Corp. (Group Owner).

Began Operation: January 3, 1970. Sale to present owners by Richard Henson, et al., approved by FCC July 30, 1981 (Television Digest, Vol. 21:6). Transfer of control by Adler Communications Corp. granted by FCC Sept. 18, 1972.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

HUGH BRESLIN III, vice president & general manager.

BOB BÖRNGESSER, news director.

CHUCK NOLAND, program & promotion director.

MARK GREEN, business manager.

WAYNE YOUNKINS, chief engineer.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$145.

City of License: Hagerstown. ADI: Hagerstown. Rank: 192.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MARYLAND			
	Allegany	28,800	28,600	99
	Washington	42,000	41,700	99
	PENNSYLVANIA			
	Franklin	46,000	44,600	97
	WEST VIRGINIA			
	Berkeley	21,200	21,000	99
Mineral	10,400	10,300	99	



WHAG-TV BPCT-880601LE Granted 4/18/89 © American Map Corp., No

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	MARYLAND		
	Garrett	9,800	9,700
	PENNSYLVANIA		
	Fulton	5,600	5,400
	VIRGINIA		
	Page	7,800	7,800
Between 5-24%	WEST VIRGINIA		
	Hampshire	6,100	6,000
	Morgan	4,500	4,400
	MARYLAND		
	Frederick	49,100	48,800
	PENNSYLVANIA		
Adams	26,100	25,500	
VIRGINIA	Clarke	4,100	4,100
	Frederick	22,200	22,000
	Warren	9,400	9,300
	WEST VIRGINIA		
	Grant	3,600	3,500
Jefferson	13,100	13,000	
Pendleton	3,000	2,900	
Totals		312,800	308,600
Net Weekly Circulation (1990)			126,900
Average Daily Circulation (1990)			67,300

and—Hagerstown

WJAL
Ch. 68

Service: None, independent.

Channel 68 Bcstg. Corp., 2688 Molly Pitcher Hwy. S, Box 229, Chambersburg, PA 17201.

948 Buchanan Trail Rest, Mercersburg, PA 17326.

717-263-6852; 800-444-8868. Fax: 717-263-6652.

Facilities: Channel No. 68 (794-800 MHz). Authorized power: 3910-kw. Antenna: 1293-ft. above av. terrain, 276-ft. above ground, 2277-ft. above sea level.

Latitude 39° 53' 31"
Longitude 77° 58' 02"

State Rd. 16, 3-mi. SSE of McConnellsburg, PA.

Earth Stations: Paracclipse, 3-meter Ku & C-band; Winegard, 3-meter Ku &

Service: INN.

Channel 68 Bcstg. Corp.

Operation: May 5, 1987.

Legal: McCabe & Allen.

Engineering: E. Harold Munn Jr. & Associates Inc.

General manager.

Chief engineer.

Business manager.

Marketing director.

Sec. Rate: \$250.



Arbitron Data: Not available.

City of License: Hagerstown. ADI: Hagerstown. Rank: 192.

Maryland—Salisbury

WBOC-TV

Ch. 16

Network Service: CBS.

Licensee: WBOC-TV Inc., 1729 N. Salisbury Blvd., Salisbury, MD 21801.

Studio: Radio-TV Park, Salisbury, MD 21801.

Telephone: 301-749-1111. TWX: 301-344-4947.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 4070-kw max. & 933-kw horizontal visual, 407-kw max. & 93.3-kw horizontal aural. Antenna: 980-ft. above av. terrain, 1003-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 16"
Longitude 75° 38' 35"

Transmitter: 1.2-mi. S of intersection of Rtes. 24 & 347, approx. 5-mi. SE of Sharptown.

Satellite Earth Station: ADM, 6.8-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Draper Communications Inc. (Group Owner).

Began Operation: July 15, 1954. Sale to present owners by The A. S. Abell Co. approved by FCC Sept. 5, 1980.

Represented (sales): Katz Television.

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

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

Personnel:

WILLIAM K. KENTON, vice president & general manager.

ROBERT GETZ, general sales manager.

CAROL HESS, program director.

SALLY CANNON, news director.

VINCENT E. DONOVAN, chief engineer.

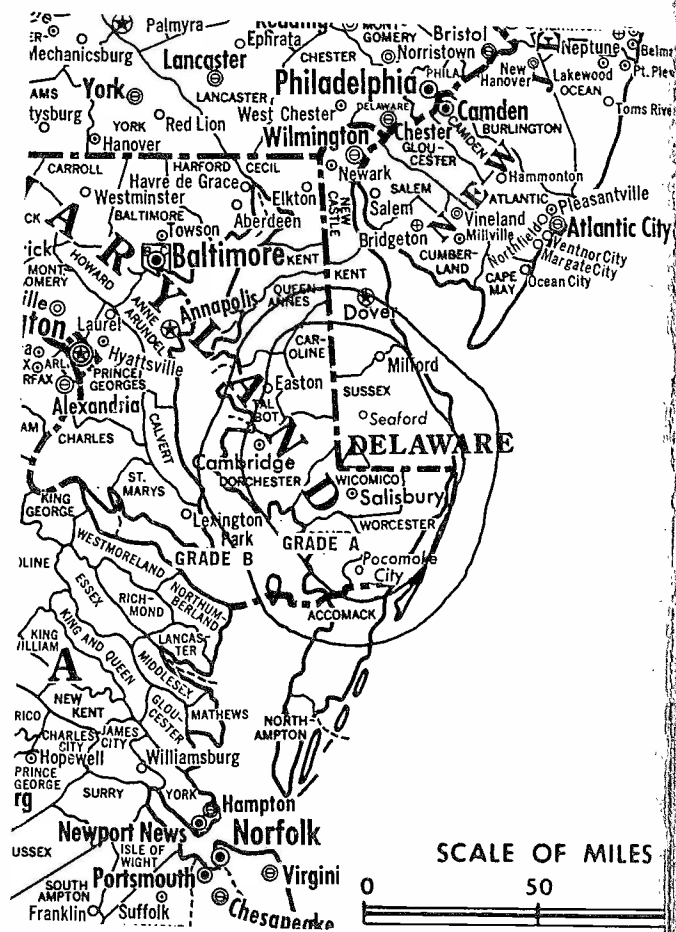
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$850.

City of License: Salisbury. ADI: Salisbury. Rank: 161.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Kent	38,600	38,300	99
	Sussex	43,700	43,100	99



WBOC-TV BNPCT-820805KE Granted 8/16/82

© American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MARYLAND		
	Dorchester	11,600	11,500
	Somerset	7,000	6,900
	Wicomico	27,300	27,100
	Worcester	15,300	15,000
Between 25-49%	VIRGINIA		
	Accomack	12,200	11,900
	MARYLAND		
Between 25-49%	Caroline	9,300	9,200
	Tabot	11,500	11,400
Between 5-24%	VIRGINIA		
	Northampton	5,700	5,600
	Northumberland	4,200	4,200
Totals		186,400	184,200
Net Weekly Circulation (1990)			131,100
Average Daily Circulation (1990)			87,100

Salisbury

WMDT

Ch. 47

Service: ABC, NBC.

Delmarva Broadcast Service Gen. Partnership, Box 4009, Salisbury, MD

Downtown Plaza, Salisbury, MD 21801.

301-742-4747. TWX: 710-864-7044. Fax: 301-742-5767.

Facilities: Channel No. 47 (668-674 MHz). Authorized power: 3470-kw
 6-kw horizontal visual, 347-kw max. & 67.6-kw horizontal aural. Antenna:
 above av. terrain, 1027-ft. above ground, 1049-ft. above sea level.

Latitude 38° 30' 06"
 Longitude 75° 44' 09"

for change to 2190-kw max. visual, 997-ft. above av. terrain, 1001-ft.
 ground, 1024-ft. above sea level, transmitter to 0.2-mi. NW of intersection
 rds. 452 & 477, Wicomico County. BMPCT-900518KQ.

Sneath Church Rd. near Sharptown, MD.

TV Sound: Stereo only.

Birth Stations: ADM, 6-meter C-band; Andrew, 4.5-meter C-band; AFC,
 Ku-band; Avantek, Microdyne, Standard Agile Omni receivers.

Services: ABC, AP.

Estate of Joseph Brechner & Marion Brechner (Group Owner).

Station: April 11, 1980. Sale to present owners approved by FCC May 5,

and (sales): Blair Television.

and (legal): Cohn & Marks.

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

PRIM, general manager.

PA, national/regional sales manager.

LY, local sales manager.

R, news director.

NON, program director.

WER, promotion director.

LEY, business manager.

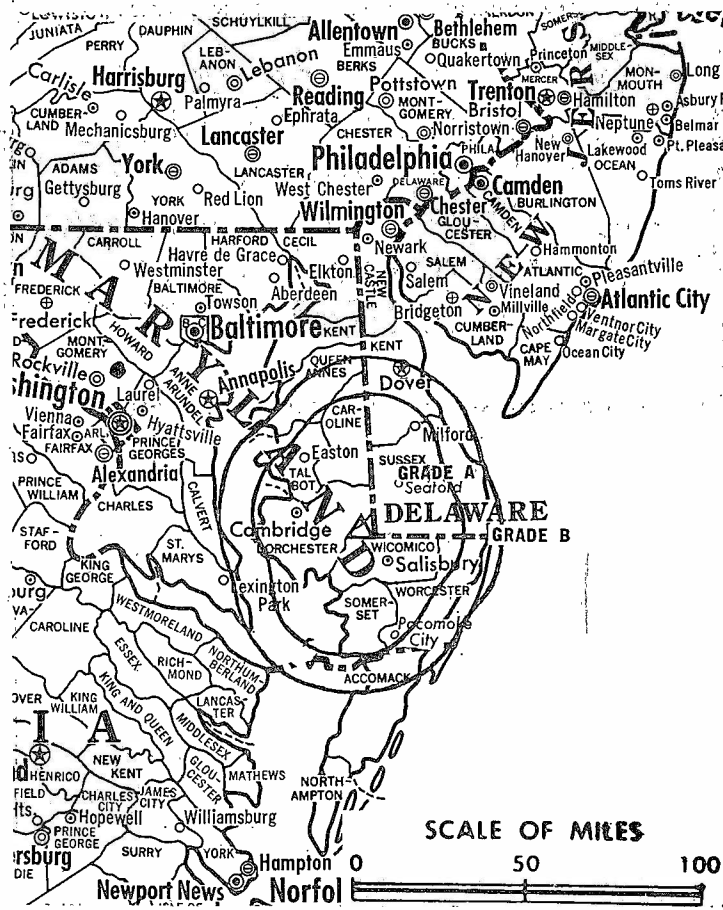
CTOR, director of engineering.

Sec. Rate: \$550.

PHASE HOURLY RATE: \$275.

Office: Salisbury. ADI: Salisbury. Rank: 161.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



WMDT BPCT-900518KQ Granted 7/13/90

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	DELAWARE			
	Sussex	43,700	43,100	99
	MARYLAND			
	Somerset	7,000	6,900	99
	Wicomico	27,300	27,100	99
	Worcester	15,300	15,000	98
Between 25-49%	DELAWARE			
	Kent	38,600	38,300	99
	MARYLAND			
	Caroline	9,300	9,200	99
	Dorchester	11,600	11,500	99
	VIRGINIA			
	Accomack	12,200	11,900	98
Between 5-24%	MARYLAND			
	Talbot	11,500	11,400	99
Totals		176,500	174,400	99
Net Weekly Circulation (1990)				98,200
Average Daily Circulation (1990)				52,500

Maryland

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WJZ-TV, Baltimore (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	VIRGINIA		
	Prince William	70,000	69,600
	Spotsylvania	22,100	21,900
	Stafford	17,600	17,400
	Warren	9,400	9,300
	WEST VIRGINIA		
	Berkeley	21,200	21,000
Jefferson	13,100	13,000	



	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
MA	2,105,800	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHRC (46), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Providence, RI-New Bedford, MA	556,900	44	WCVX (58), WJAR (10), WLNE (6), WNAC-TV (64), WPRI-TV (12)
Albany-Schenectady-Troy, NY	489,500	53	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Springfield, MA	244,700	98	WGGB-TV (40), WWLP (22)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WVSH, Boston	See Marlborough, MA
WVLL, Boston	See Worcester, MA
WVFP, Boston	See Lawrence, MA
WVHC, Boston	See Norwell, MA
WVLI-TV, Cambridge	See Boston, MA
WVCV, New Bedford	See Vineyard Haven, MA
WVLE, New Bedford	See Providence, RI

Massachusetts Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	3	11	14
Educational Television Stations	1	2	3
	4	13	17

Massachusetts—Adams

WCDC

Ch. 19

(Satellite of WTEN, Albany, NY)

Network Service: ABC.

Licensee: Young Bcstg. of Albany Inc., Three E. 54th St., New York, NY 10022.

Studio: See WTEN, Albany.

Telephones: 518-436-4822; 413-743-5326. Fax: 518-462-6065.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 220-kw visual, 20-kw aural. Antenna: 2090-ft. above av. terrain, 248-ft. above ground, 3688-ft. above sea level.

Latitude	42°	38'	14"
Longitude	73°	10'	07"

Transmitter: Mount Greylock, Adams, MA.

News Services: AP, UPI.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: February 5, 1954. Left air Feb. 25, 1956 when tower and antenna were destroyed by high winds. Sold to Capital Cities Bcstg. by Leon Podolsky and associates and station resumed operation Feb. 22, 1957 (Television Digest, Vol. 12:49; 13:6, 8). Sale to Knight-Ridder Bcstg. Inc. by Poole Bcstg. Co. approved by FCC 1977. Sale to present owner approved by FCC Aug. 24, 1989 (Vol. 29:13).

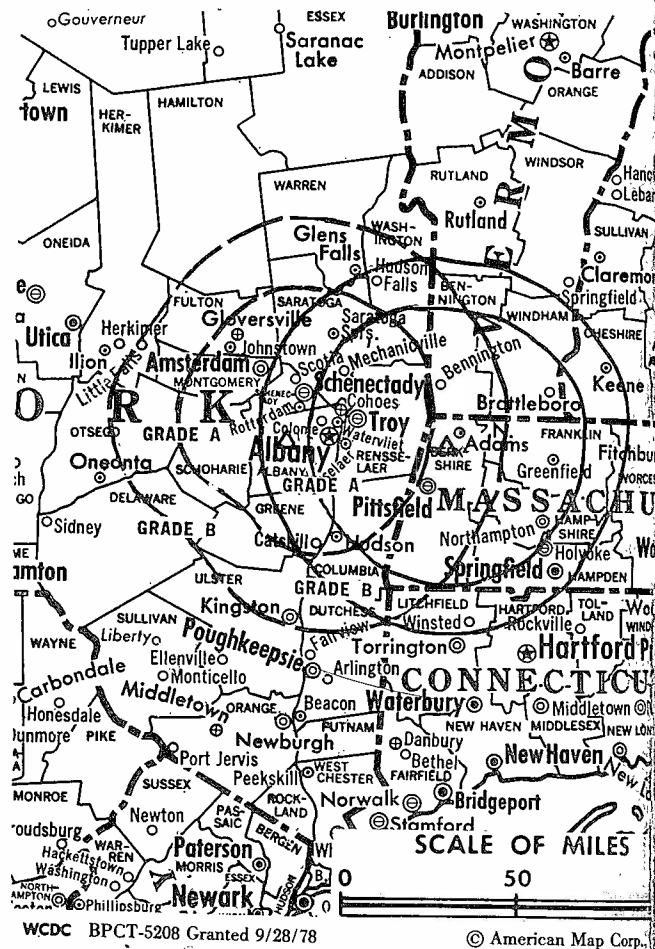
Represented (sales): Harrington, Righter & Parsons Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

See WTEN Albany, NY.

Rates: Sold in combination with WTEN, Albany, NY.



Arbitron Data: Included with parent WTEN, Albany, NY.

City of License: Adams. **ADI:** Albany-Schenectady-Troy. **Rank:** 53.

Massachusetts—Boston

WBZ-TV

Ch. 4

Service: NBC.

Group W Television Inc., 1025 Connecticut Ave. NW, Suite 506, Washington, DC 20036.

17 Soldiers Field Rd., Boston, MA 02134.

717-787-7000: TWX: 710-330-0283. Fax: 617-787-5969.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 60.3-kw visual, 10.0-kw audio. Antenna: 1160-ft. above av. terrain, 1199-ft. above ground, 1349-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

350 Cedar St., Needham Heights, MA 02194.

TV Sound: Stereo only.

Transmit/receive Scientific-Atlanta, 10-meter; Comsat Ku-band; Agile, Omni, Harris, Scientific-Atlanta

WBZ, 50-kw, 1030 kHz.

News: AP, Group W Newsfeed, NBC, UPI.

Group W—Westinghouse Broadcasting (Group Owner).

Station: June 9, 1948.

Sales: Group W Television Sales.

Legal: Wilkes, Artis, Hedrick & Lane.

OLA, vice president & general manager.

GUERRA, station manager.

RS, national sales manager.

RY, local sales manager.

ESSEY, local sales manager.

CLMAN, program manager.

HBAR, executive producer.

EIN, creative services director.

public relations director.

IS, news director.

CON, controller.

ANDRE, engineering manager.

KE, assistant engineering manager.

quest.

Base: Boston. ADI: Boston. Rank: 6.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State County	Total Households	TV Households Households	%
MASSACHUSETTS			
Barnstable	78,100	76,800	98
Bristol	185,800	183,800	99
Dukes	5,500	5,300	96
Essex	251,800	249,100	99
Franklin	27,700	26,900	97
Middlesex	507,900	502,400	99
Nantucket	2,800	2,700	96
Norfolk	224,900	222,900	99
Plymouth	153,800	152,000	99
Suffolk	272,000	266,100	98
Worcester	250,800	247,600	99
NEW HAMPSHIRE			
Belknap	19,400	19,200	99
Cheshire	25,800	25,100	97
Hillsborough	124,100	122,600	99
Merrimack	45,200	44,400	98



WBZ-TV BPCT-2072 Granted 2/8/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Rockingham	89,400	88,300	99
	Strafford	35,800	35,200	98
	Sullivan	15,500	15,100	97
	VERMONT			
	Windham	16,400	15,700	96
Between 25-49%	CONNECTICUT			
	Windham	36,900	36,200	98
	MAINE			
	York	64,500	63,700	99
	NEW HAMPSHIRE			
	Grafton	26,900	26,100	97
	RHODE ISLAND			
	Providence	222,400	219,800	99
VERMONT				
Caledonia	10,800	10,600	98	
Windsor	22,700	22,100	97	
Between 5-24%	CONNECTICUT			
	New London	91,400	89,600	98
	Tolland	42,700	41,900	98
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Hampden	170,500	168,100	99
	Hampshire	49,500	48,500	98
	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	RHODE ISLAND			
	Bristol	16,400	16,300	99
Kent	60,100	59,600	99	
Newport	31,100	30,700	99	
Washington	37,900	37,300	98	
VERMONT				
Orange	9,400	9,200	98	
Totals		3,296,200	3,250,000	99
Net Weekly Circulation (1990)			2,120,400	
Average Daily Circulation (1990)			1,204,900	

Massachusetts—Boston

WCVB-TV

Ch. 5

Network Service: ABC.

Licensee: The Hearst Corp., 5 TV Place, Needham Branch, Boston, MA 02192.

Studio: 5 TV Place, Needham Branch, Boston, MA 02192.

Telephone: 617-449-0400. Telex: 710-325-0773.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 960-ft. above av. terrain, 1199-ft. above ground, 1200-ft. above sea level.

Latitude 42° 18' 37"
Longitude 71° 14' 14"

Transmitter: 352 Cedar St., Needham, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Harris, 6.1-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter Ku-band; Avantek, Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 19, 1972. Sale to present owner by Metromedia approved by FCC Nov. 14, 1985. Sale to Metromedia by Boston Broadcasters approved April 1, 1982 (Television Digest, Vol. 21:30, 31; 22:1, 14).

Represented (sales): Katz Television.

Represented (legal): Dempsey & Koplovitz.

Personnel:

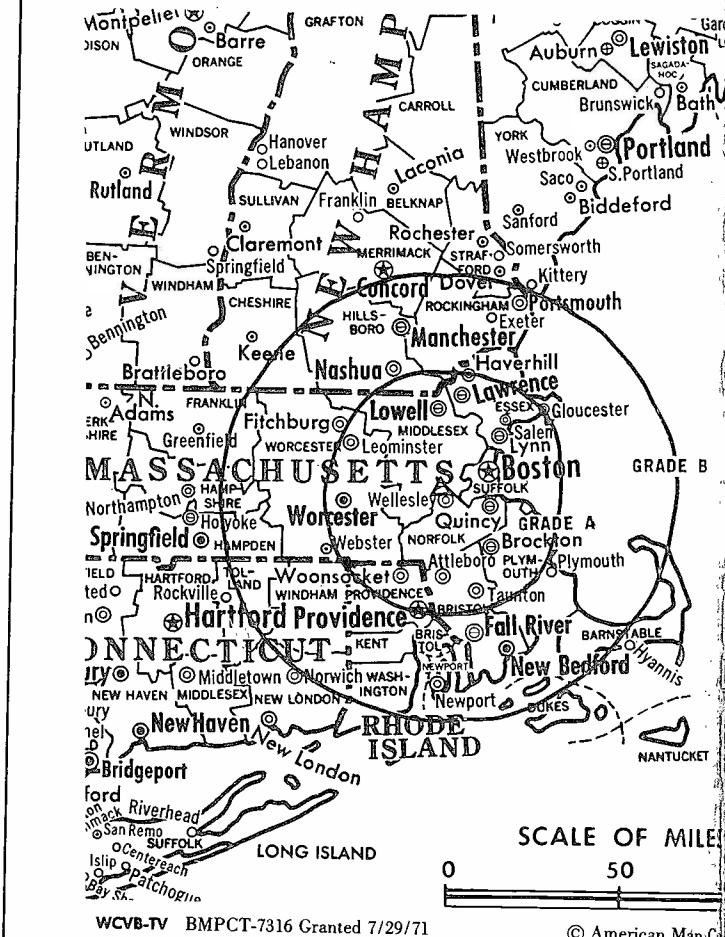
S. JAMES COPPERSMITH, president & general manager.
DEBORAH J. SINAY, vice president & sales director.
PAUL LA CAMERA, vice president & station manager.
THOMAS J. BRINGOLA, vice president & business manager.
ROSS KAUFFMAN, vice president & director of engineering.
EMILY ROONEY, news director.
MICHAEL TIEDEMANN, design director.
EDWARD AARONSON, creative services director.
ANN MARIE REDDY, director of commercial operations.
WILLIAM FINE, local sales manager.
BURT PERETSKY, public relations manager.
ANDREW HOFFMAN, national sales manager.
CAROL BOLLING, human resources manager.
GLORIA LEE, promotion manager.

Rates: On request.

City of License: Boston. ADI: Boston. Rank: 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
Belknap	19,400	19,200	99	
Cheshire	25,800	25,100	97	
Hillsborough	124,100	122,600	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Merrimack	45,200	44,400
	Rockingham	89,400	88,300
	Strafford	35,800	35,200
	VERMONT		
	Windham	16,400	15,700
Between 25-49%	CONNECTICUT		
	New London	91,400	89,600
	MASSACHUSETTS		
	Berkshire	55,500	54,600
	Dukes	5,500	5,300
	Franklin	27,700	26,900
	MAINE		
	York	64,500	63,700
	NEW HAMPSHIRE		
	Sullivan	15,500	15,100
RHODE ISLAND			
Providence	222,400	219,800	
Between 5-24%	CONNECTICUT		
	Tolland	42,700	41,900
	MASSACHUSETTS		
	Hampshire	49,500	48,500
	NEW HAMPSHIRE		
	Carroll	14,800	14,500
	Grafton	26,900	26,100
	RHODE ISLAND		
	Bristol	16,400	16,300
	Kent	60,100	59,600
Newport	31,100	30,700	
Washington	37,900	37,300	
VERMONT			
Windsor	22,700	22,100	
Totals		3,105,500	3,062,100
Net Weekly Circulation (1990)			2,062,100
Average Daily Circulation (1990)			1,132,000

Massachusetts—Boston

WFXT

Ch. 25

Service: Fox.

Boston Celtics Communications L.P., 151 Merrimac St., Boston, MA

2nd Ave., Needham, MA 02194.

617-449-2525. Fax: 617-455-8768.

Facilities: Channel No. 25 (536-542 MHz). Authorized power: 1950-kw
380-kw horizontal visual, 201.4-kw max. & 142.6-kw horizontal aural.
1174-ft. above av. terrain, 1201-ft. above ground, 1349-ft. above sea

Latitude 42° 18' 12"

Longitude 71° 13' 08"

0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Earth Station: Scientific-Atlanta, 10-meter C-band; Scientific-Atlanta

Source: UPI.

Boston Celtics Communications L.P.

Station: October 10, 1977. FCC approved sale by CBN Bcstg. Network Inc.
Television Stations Nov. 18, 1986 (Television Digest, Vol. 26:33). Transfer
to trustees approved April 26, 1989 (Vol. 28:11, 17, 25; 29:18). Sale to
owners approved April 25, 1990 (Vol. 29:39).

Ad (sales): Petry Television Inc.

D WALSH, vice president & general manager.

IER T. KAGER, general sales manager.

TH, local sales manager.

D GHERTY, national sales manager.

R EGER, chief engineer.

C ISHER, program director.

YRNE, promotion director.

ANEY, research director.

Y, business manager.

ARD, cable relations director.

Sec. Rate: \$3000.

Use: Boston. ADI: Boston. Rank: 6.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Data based on Arbitron study.

City	State County	Total Households	TV Households Households	%
MASSACHUSETTS				
Between 5-49%	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
NEW HAMPSHIRE				
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99



WFXT BMPCT-7672 Granted 4/28/77

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
RHODE ISLAND				
Between 25-49%	Bristol	16,400	16,300	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
MASSACHUSETTS				
Between 5-24%	Dukes	5,500	5,300	96
	Hampshire	49,500	48,500	98
	Nantucket	2,800	2,700	96
MAINE				
	York	64,500	63,700	99
NEW HAMPSHIRE				
	Merrimack	45,200	44,400	98
	Strafford	35,800	35,200	98
	Sullivan	15,500	15,100	97
RHODE ISLAND				
	Kent	60,100	59,600	99
Totals		2,725,300	2,690,200	99
Net Weekly Circulation (1990)			1,024,200	
Average Daily Circulation (1990)			320,500	

Some 23,705 key industry people can see
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Television & Cable Factbook

Massachusetts—Boston

WHDH-TV
(formerly WNEV-TV)
Ch. 7

WHDH-TV BOSTON

Network Service: CBS.

Licensee: New England Television Corp., Government Center, Boston, MA 02114.

Studio: 7 Bulfinch Place, Government Center, Boston, MA 02114.

Telephone: 617-725-0777. **TWX:** 710-321-0361. **Fax:** 617-227-4782.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1000-ft. above av. terrain, 1069-ft. above ground, 1184-ft. above sea level.

Latitude 42° 18' 40"
Longitude 71° 13' 00"

Transmitter: Tower Rd., Newton, MA.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Avantek, Scientific-Atlanta receivers.

AM Affiliate: WHDH.

News Services: AP, CBS.

Ownership: New England Television Corp.

Began Operation: June 21, 1948 owned by RKO General Inc. Following loss of station license, combination of two competing applicants began operation May 22, 1982 (Television Digest, Vol. 18:17, 36; 21:49; 22:1, 4, 19).

Represented (sales): TeleRep Inc.

Represented (legal): Fitch, Miller & Tourse.

Personnel:

SEYMOUR YANOFF, president & general manager.
GARY CECCHINI, vice president, sales.
BRUCE MARSON, vice president & station manager.
RICHARD WEISBERG, vice president, marketing & creative services.
JACQUES NATZ, vice president, news.
KARL RENWANZ, vice president, engineering & operations.
VICTOR LAI, vice president, finance & administration.
JACKIE COMEAU, vice president, research.
HAIG SARIAN, local sales manager.
LEONARD GOLDMAN, regional sales manager.
PETER DADOMO, national sales manager.
DAVID TING, controller.
ED BELL, managing editor, news.
JUDITH YOUNG, design director.

Rates: On request.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Belknap	19,400	19,200	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Cheshire	25,800	25,100
	Hillsborough	124,100	122,600
	Merrimack	45,200	44,400
	Rockingham	89,400	88,300
	Strafford	35,800	35,200
Between 25-49%	MASSACHUSETTS		
	Bristol	185,800	183,800
	Dukes	5,500	5,300
	Franklin	27,700	26,900
	MAINE		
	York	64,500	63,700
	NEW HAMPSHIRE		
	Sullivan	15,500	15,100
	RHODE ISLAND		
	Bristol	16,400	16,300
Providence	222,400	219,800	
VERMONT			
Windham	16,400	15,700	
Between 5-24%	CONNECTICUT		
	Windham	36,900	36,200
	MASSACHUSETTS		
	Hampshire	49,500	48,500
	NEW HAMPSHIRE		
	Carroll	14,800	14,500
	Grafton	26,900	26,100
	RHODE ISLAND		
	Kent	60,100	59,600
	Newport	31,100	30,700
Washington	37,900	37,300	
VERMONT			
Windsor	22,700	22,100	
Totals		2,915,900	2,876,000
Net Weekly Circulation (1990)			1,872,500
Average Daily Circulation (1990)			932,600

BOSTON IS
A  PEOPLE TOWN.



WHDH-TV BOSTON

Massachusetts—Cambridge-Boston

WLVI-TV

Ch. 56

Network Service: None, independent.

Licensee: Gannett Massachusetts Bcstg. Inc., 75 Morrissey Blvd., Boston, MA 02125.

Studio: 75 Morrissey Blvd., Boston, MA 02125.

Telephone: 617-265-5656. Fax: 617-265-0063.

Technical Facilities: Channel No. 56 (722-728 MHz). Authorized power: 2240-kw max. & 1660-kw horizontal visual, 226-kw max. & 166-kw horizontal aural. Antenna: 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, MA.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Microdyne, 5-meter C-band; Microdyne, 4.5-meter Ku-band; Microdyne, 4-meter Ku-band; M/A-Com receivers.

News Services: AP, CNN, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: August 31, 1953; left air March 30, 1956. Sale to Harvey Radio Labs by Middlesex Bcstg. approved by FCC Sept. 1, 1959. Harvey operated station experimentally from May 17 to Nov. 17, 1962. Sale to Kaiser Bcstg. approved Oct. 20, 1966 (Television Digest, Vol. 6:26, 43) and station resumed operation Dec. 21, 1966. Sale to Field by Kaiser approved June 22, 1977 (Vol. 16:51; 17:26). Sale to present owner by Field Communications approved by FCC May 12, 1983 (Vol. 22:47).

Represented (sales): Blair Television.

Personnel:

- PETER S. TEMPLE, vice president & general manager.
- RON BECKER, vice president, news & operations.
- PETER SCHRUTH, general sales manager.
- DENIS DOWLE, local sales manager.
- CHARLES COWDREY, national sales manager.
- JAMES GILBERT, director of operations & engineering.
- BILL BUTLER, program director.
- MICHAEL J. IZOR, controller.
- BARBARA BETHEA, production manager.
- GRACELYN BROWN, creative services director.
- NATALIE McIVER, public affairs manager.
- SUSAN BYRNE, research director.

Rates: On request.

City of License: Cambridge. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Bristol	185,800	183,800	99
	Dukes	5,500	5,300	96
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
Cheshire	25,800	25,100	97	



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Hillsborough	124,100	122,600
	Merrimack	45,200	44,400
	Rockingham	89,400	88,300
	Strafford	35,800	35,200
	RHODE ISLAND		
	Bristol	16,400	16,300
	Kent	60,100	59,600
	Newport	31,100	30,700
	Providence	222,400	219,800
	Washington	37,900	37,300
Between 5-24%	CONNECTICUT		
	Tolland	42,700	41,900
	Windham	36,900	36,200
	MASSACHUSETTS		
	Berkshire	55,500	54,600
	Franklin	27,700	26,900
	Hampshire	49,500	48,500
	MAINE		
	Franklin	11,100	10,800
	Kennebec	44,000	43,200
Oxford	19,700	19,400	
Somerset	17,100	16,800	
York	64,500	63,700	
NEW HAMPSHIRE			
Belknap	19,400	19,200	
Coos	13,500	13,300	
Grafton	26,900	26,100	
Sullivan	15,500	15,100	
VERMONT			
Windham	16,400	15,700	
Windsor	22,700	22,100	
Totals		3,196,100	3,151,100
Net Weekly Circulation (1990)			1,156,397
Average Daily Circulation (1990)			397,000

Massachusetts—Boston

WQTV

Ch. 68

Service: None, independent.

Monitor Television Inc., 1660 Soldiers Field Rd., Boston, MA 02135.

1660 Soldiers Field Rd., Boston, MA 02135.

617-787-6868. Fax: 617-787-6853.

Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1337-kw
 10-kw aural. Antenna: 785-ft. above av. terrain, 887-ft. above ground,
 above sea level.

Latitude 42° 20' 50"
 Longitude 71° 04' 59"

CP for change to 1350-kw max. visual, 818-ft. above av. terrain, 884-
 ground, 894-ft. above sea level, lat. 42° 20' 20", long. 71° 04' 59",
 Prudential Bldg., 800 Boylston St., Boston. BPCT-900418KF.

Prudential Center, Boston.

Transmitters: Andrew, 4.5-meter Ku & C-band; Vertex, 3.5-meter Ku-band;
 5-meter C-band; Andrew, M/A-Com receivers.

Monitor Television Inc.

Station: January 3, 1979. Sale to present owner by Arlington Broadcast
 approved by FCC Oct. 6, 1986 (Television Digest, Vol. 26:23). Sale to
 approved by FCC March 22, 1982.

Advertiser: Seltel Inc.

Station manager.

General sales manager.

Program director.

Chief engineer.

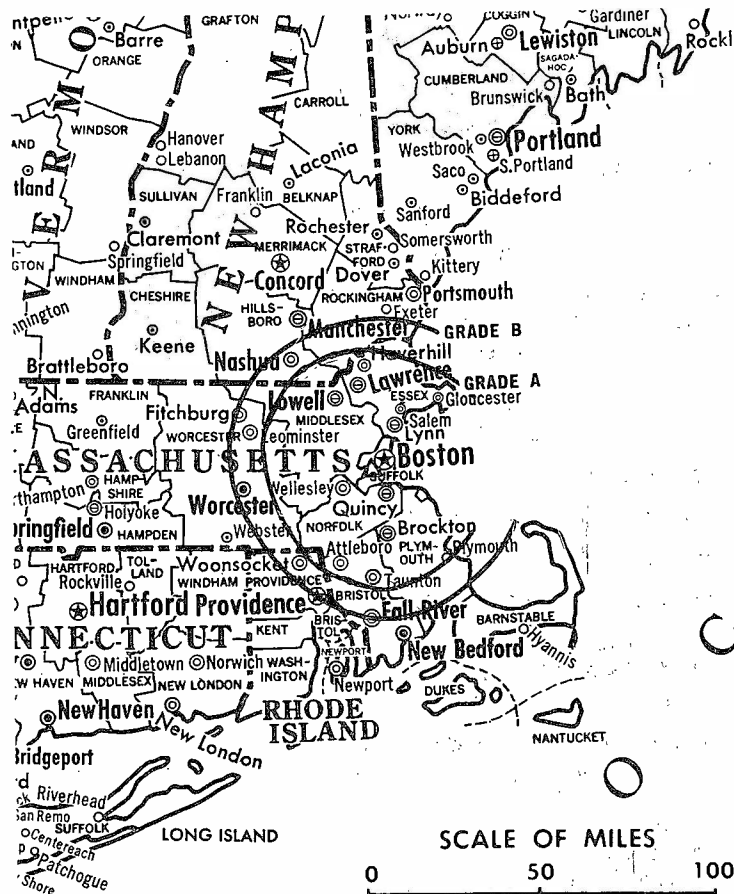
Business manager.

Request.

Market: Boston. ADI: Boston. Rank: 6.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MASSACHUSETTS			
Bristol	185,800	183,800	99
Essex	251,800	249,100	99



WQTV BMPCT-7747 Granted 12/22/78

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Middlesex	507,900	502,400	99
	Norfolk	224,900	222,900	99
	Plymouth	153,800	152,000	99
	Suffolk	272,000	266,100	98
	Worcester	250,800	247,600	99
	NEW HAMPSHIRE			
	Rockingham	89,400	88,300	99
Totals		1,936,400	1,912,200	99
Net Weekly Circulation (1990)			230,000	
Average Daily Circulation (1990)			59,600	

Massachusetts—Boston

WSBK-TV

Ch. 38

Network Service: None, independent.

Licensee: GNG Corp., 555 17th Ave., Suite 3300, Denver, CO 80202.

Studio: 83 Leo Birmingham Pkwy., Brighton, MA 02135.

Telephone: 617-783-3838. **Fax:** 617-783-1875.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 3160-kw max. & 1170-kw horizontal visual, 316-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: 0.33-mi. E of Highland Ave. & Rte. 128, Needham.

Satellite Earth Station: Scientific-Atlanta, 10-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: SCI Television Inc. (Group Owner).

Began Operation: October 12, 1964. Transfer of control to Storer Bcstg. by Catholic TV Center approved by FCC July 29, 1966 (Television Digest, Vol. 6:15, 31). Transfer of control to present owner approved Oct. 29, 1987.

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

Represented (legal): Pepper & Corazzini.

Personnel:

DANIEL J. BERKERY, president & general manager.

VIRGINIA C. JONES, controller.

STUART P. TAUBER, assistant general manager.

FRANK X. COMERFORD, general sales manager.

THOMAS S. WARNER, local sales manager.

JOHN ANDERSON, director, sales development.

JOHN S. VIALI, director of operations.

JAMES MCCARTHY, chief engineer.

LESLIE SAVAGE, program director.

VICTORIA KENDALL, promotion director.

Highest 30 Sec. Rate: \$5000.

City of License: Boston. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Essex	251,800	249,100	99
	Middlesex	507,900	502,400	99
	Nantucket	2,800	2,700	96
Between 25-49%	CONNECTICUT			
	New London	91,400	89,600	98
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	MASSACHUSETTS			
	Barnstable	78,100	76,800	98
	Berkshire	55,500	54,600	98
Bristol	185,800	183,800	99	
Dukes	5,500	5,300	96	
Franklin	27,700	26,900	97	
Hampden	170,500	168,100	99	
Hampshire	49,500	48,500	98	
Norfolk	224,900	222,900	99	
Plymouth	153,800	152,000	99	
Suffolk	272,000	266,100	98	
Worcester	250,800	247,600	99	
MAINE				
Androscoggin	38,500	38,000	99	
Cumberland	92,200	90,900	99	



WSBK-TV BPCT-790628KG Granted 10/30/79

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Kennebec	44,000	43,200
	Somerset	17,100	16,800
	York	64,500	63,700
	NEW HAMPSHIRE		
	Belknap	19,400	19,200
	Cheshire	25,800	25,100
	Coos	13,500	13,300
	Grafton	26,900	26,100
	Hillsborough	124,100	122,600
	Merrimack	45,200	44,400
	Rockingham	89,400	88,300
	Stafford	35,800	35,200
	Sullivan	15,500	15,100
	NEW YORK		
	Onondaga	172,800	170,700
	Saratoga	60,300	59,600
	Schenectady	59,200	58,500
	Warren	21,000	20,600
	RHODE ISLAND		
	Bristol	16,400	16,300
	Kent	60,100	59,600
	Newport	31,100	30,700
	Providence	222,400	219,800
	Washington	37,900	37,300
	VERMONT		
	Bennington	14,100	13,800
	Windham	16,400	15,700
	Windsor	22,700	22,100

(Continued on page A-577)

Totals	6,900,000	6,801,900
Net Weekly Circulation (1990)		
Average Daily Circulation (1990)		

Massachusetts—Lawrence

WMFP
Ch. 62

Service: None, independent.

City of License: MFP Inc., One Parker St., Lawrence, MA 01843.

Address: One Parker St., Lawrence, MA 01843.

Phone: 508-975-3053.

Facilities: Channel No. 62 (758-764 MHz). Authorized power: 20-kw max. aural. Antenna: 505-ft. above av. terrain, 271-ft. above ground, 100-ft. above sea level.

Latitude	42°	42'	25"
Longitude	71°	00'	54"

Notes: For change to 5000-kw max. visual, 650-ft. above av. terrain, 643-ft. above ground, 699-ft. above sea level, lat. 42° 21' 29", long. 71° 03' 40", transmittance One Beacon St., Boston. BMPCT-871203KJ.

Location: Baldpate Hill, approx. 1-mi. SSW of intersection with Hwy. 133.

Height Station: Paraclipse, 3.8-meter.

Owner: MFP Inc.

Effective Date: October 16, 1987.

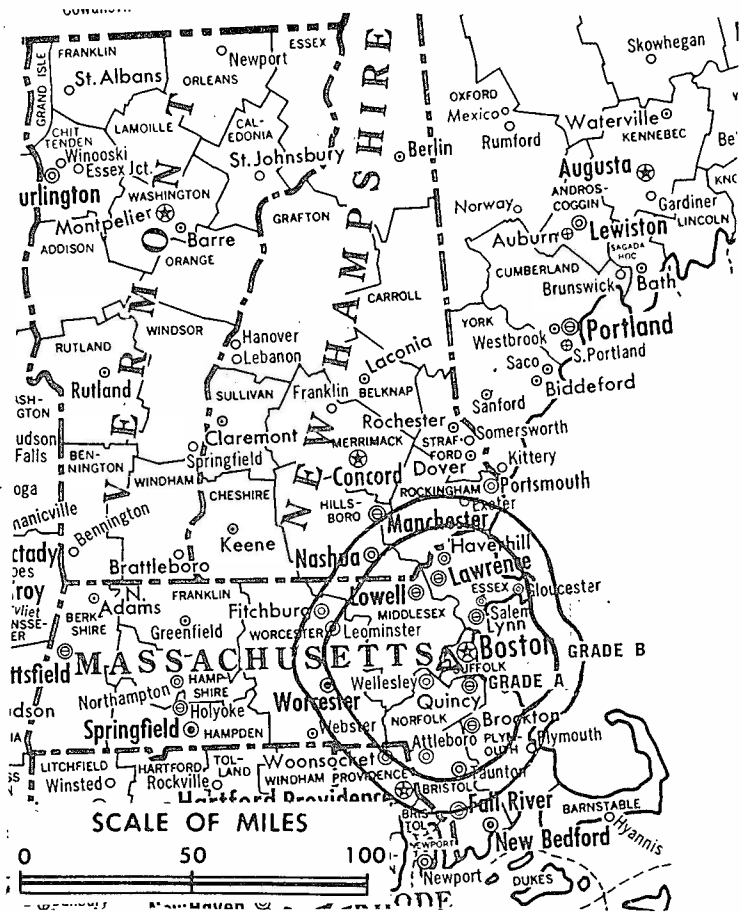
Legal Counsel: Hopkins & Sutter.

Engineering: Moffet, Larson & Johnson P.C.

Station Manager: E. SMITH, station manager.

Sec. Rate: \$85.

Notes: Not available.



WMFP BMPCT-871203KJ Granted 6/12/89

© American Map Corp., No. 14244

City of License: Lawrence. ADI: Boston. Rank: 6.

Massachusetts—Marlborough

WHSH

Ch. 66

Network Service: Home Shopping Network.

Licensee: Silver King Broadcasting of Massachusetts Inc., 71 Parmenter Rd., Hudson, MA 01749.

Studio: 71 Parmenter Rd., Hudson, MA 01749.

Telephones: 617-350-6666; 508-879-6666. **Fax:** 508-875-3416.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 3160-kw visual, 316-kw aural. Antenna: 1070-ft. above av. terrain, 1249-ft. above ground, 1449-ft. above sea level.

Latitude	42°	23'	01"
Longitude	71°	29'	35"

Transmitter: 71 Parmenter Rd., Hudson, MA.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Comtech, 7.3-meter C-band; Vertex, 4.5-meter C-band; Pinzone receivers.

News Service: UPI.

Ownership: Silver King Broadcasting (Group Owner).

Began Operation: February 12, 1985. Sale to present owner by Arnold Ginsburg & John Garabedian approved by FCC Sept. 23, 1986 (Television Digest, Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

MERRIL BUCHHALTER, vice president & station manager.

JANE WOODHOUSE, marketing & promotion director.

FRANCESCA BRYDEN, news & program director.

JOSEPH J. CENTORINO, chief engineer.

BARBARA PEREZ, business manager.

ROBIN BELLE-ISLE, operations supervisor.



Highest 30 Sec. Rate: \$200.

Arbitron Data: Not available.

City of License: Marlborough. **ADI:** Boston. **Rank:** 6.

Massachusetts—Springfield-Holyoke

WGGB-TV

Ch. 40

Service: ABC.

Buy Gannett Publishing Co., Box 40, Springfield, MA 01102-0040.

10 Liberty St., Springfield, MA 01104.

413-733-4040. Fax: 413-781-1363.

Facilities: Channel No. 40 (626-632 MHz). Authorized power: 4270-kw
 7-kw aural. Antenna: 1056-ft. above av. terrain, 167-ft. above ground,
 above sea level.

Latitude 42° 14' 30"

Longitude 72° 38' 57"

Top of Mt. Tom, Holyoke, MA.

TV Sound: Stereo only.

Stations: Andrew, 7.5-meter C-band; Andrew, 4.5-meter C-band;
 Atlanta, 4.5-meter Ku-band; AFC, 3.5-meter Ku-band; Comtech, 3.5-
 m; Avantek, M/A-Com, Microdyne receivers.

ies: ABC, AP.

Buy Gannett Broadcasting Services (Group Owner).

ation: April 14, 1953. Sale with AM & FM affiliates to present owner by
 Hampshire Corp. approved June 7, 1967 by FCC (Television Digest, Vol.
 rious sale of 50% to Republican TV Inc. approved July 21, 1954 (Vol.

(sales): Katz Television.

(legal): Dow, Lohnes & Albertson.

(engineering): Lohnes & Culver.

OUX, vice president & general manager.

COE, general sales manager.

local sales manager.

WSKI, chief engineer.

ON, director of marketing & station operations.

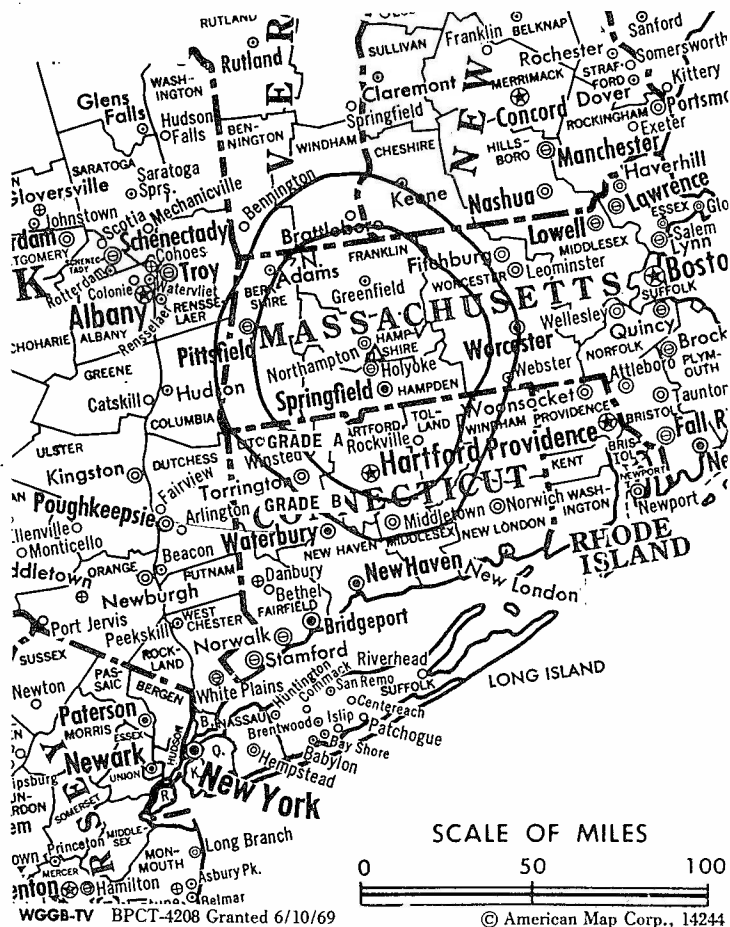
LIE, traffic manager.

ec. Rate: \$1600.

ASE HOURLY RATE: \$750.

ge: Springfield. ADI: Springfield, MA. Rank: 98.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MASSACHUSETTS			
	Franklin	27,700	26,900	97
	Hampden	170,500	168,100	99
	Hampshire	49,500	48,500	98
Between 25-49%	VERMONT			
	Windham	16,400	15,700	96
Between 5-24%	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
	Tolland	42,700	41,900	98
Totals		682,200	670,900	98
Net Weekly Circulation (1990)			277,600	
Average Daily Circulation (1990)			139,000	

Massachusetts—Springfield

WWLP

Ch. 22

Network Service: NBC.

Licensee: Adams TV of Springfield Inc., Box 2210, Springfield, MA 01102-2210.

Studio: Provin Mountain, Feeding Hills, MA 01030.

Mailing Address: Box 2210, Springfield, MA 01102-2210.

Telephone: 413-786-2200. Easylink: 621-475-20.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 3420-kw max. visual, 342-kw max. aural. Antenna: 877-ft. above av. terrain, 495-ft. above ground, 1135-ft. above sea level.

Latitude 42° 05' 00"
Longitude 72° 42' 16"

Transmitter: Provin Mountain, Agawam, MA.

Multichannel TV Sound: Stereo only.

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

News Service: AP.

Ownership: Adams Communications (Group Owner).

Began Operation: March 17, 1953. Sale to present owner by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

WILLIAM PEPIN, president & general manager.
CONSTANCE O'BRIEN, vice president, business affairs.
E. HOLLAND LOW, vice president & national sales manager.
NANCY JANUS, local sales manager.
MAX MAREK, chief engineer.
KEITH SILVER, news director.
ANNA GIZA, promotion manager.
FRANCIS KOZLOWSKI JR., traffic manager.
RICH TETTEMER, sports director.

Highest 30 Sec. Rate: \$1000.

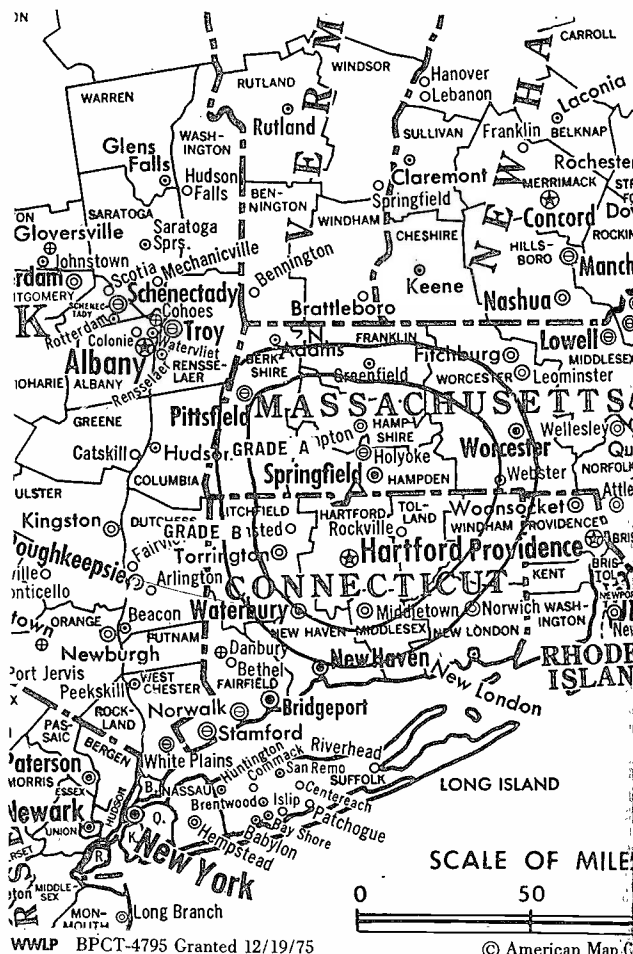
NETWORK BASE HOURLY RATE: \$725.

City of License: Springfield. ADI: Springfield, MA. Rank: 98.

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Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MASSACHUSETTS		
	Franklin	27,700	26,900
	Hampden	170,500	168,100
Between 25-49%	MASSACHUSETTS		
	Berkshire	55,500	54,600
Between 5-24%	CONNECTICUT		
	Hartford	321,500	316,800
	Middlesex	53,900	53,000
	Tolland	42,700	41,900
Totals	MASSACHUSETTS		
	Worcester	250,800	247,600
Totals		972,100	957,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Massachusetts—Vineyard Haven

WCVX

Ch. 58

Service: None, independent.

Owner: Cape Cod Television Inc.

Address: Bassett Lane, Hyannis, MA 02601.

Phone: 617-775-4242; 617-693-5458.

Facilities: Channel No. 58 (734-740 MHz). Authorized power: 1191-kw
 actual, 119.1-kw max. aural. Antenna: 439-ft. above av. terrain, 370-ft. above
 195-ft. above sea level.

Latitude 41° 41' 19"
 Longitude 70° 20' 49"

Address: Oak St., 0.6-mi. N of Rte. 6, Barnstable.

Signal TV Sound: Stereo only.

Receiving Station: Microdyne, 5-meter C-band; Microdyne receivers.

Company: AP.

Owner: Cape Cod Television Inc.

Original Station: July 19, 1985. Sale to present owner by Donald Moore, et al.,
 by FCC Dec. 3, 1987.

Advertiser (sales): Landin Media Sales.

Advertiser (legal): Arter & Hadden.

General Manager: ARNEY, general manager.

General Sales Manager: INLAN, general sales manager.

News Director: news director.

Program Director: KEAD, program director.

Promotion Director: LAWROTUK, promotion director.

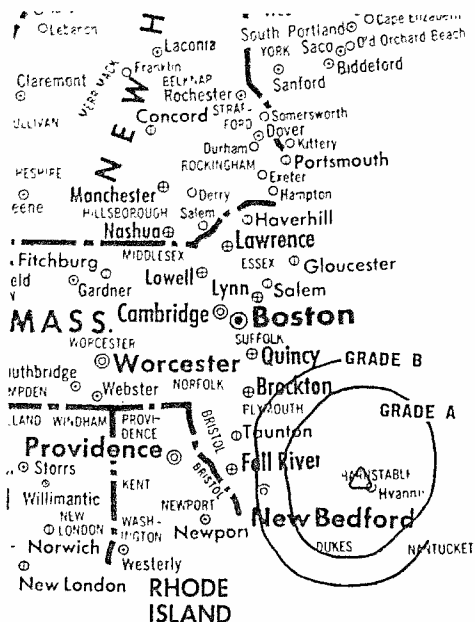
Business Manager: WHITE, business manager.

Chief Engineer: MORE, chief engineer.

Class Rate: \$200.

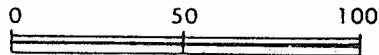
Market: Vineyard Haven. ADI: Providence, RI-New Bedford, MA. Rank: 44.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.



erehead

SCALE OF MILES



WCVX BMPCT—850607KH Granted 6/21/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
MASSACHUSETTS				
Between 5-24%	Barnstable	78,100	76,800	98
	Dukes	5,500	5,300	96
Totals		83,600	82,100	98
Net Weekly Circulation (1990)			13,900	
Average Daily Circulation (1990)			4,400	

Massachusetts—Worcester

WHLL

Ch. 27

Network Service: None, independent.

Licensee: Corridor Bcstg. Corp., Box 27, Shrewsbury, MA 01545.

Studio: Box 27, Shrewsbury, MA 01545.

Telephones: 617-799-2727; 508-799-2727.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 2301-kw max. visual, 230-kw max. aural. Antenna: 1531-ft. above av. terrain, 1315-ft. above ground, 2015-ft. above sea level.

Latitude	42°	20'	01"
Longitude	71°	42'	53"

Transmitter: Stiles Hill, Cross St., Boylston.

Satellite Earth Station: Microdyne, 7-meter.

News Service: CNN.

Ownership: Corridor Broadcasting Corp. (Group Owner).

Began Operation: January 2, 1970. Sale to present owner by Melvin & Fred Simon, Gerald & Irwin Katz approved by FCC Oct. 18, 1983. Previous sale by America Group Management Corp. approved April 21, 1977. Began subscription TV operation Sept. 8, 1980. Resumed independent operation Jan. 1, 1986.

Personnel:

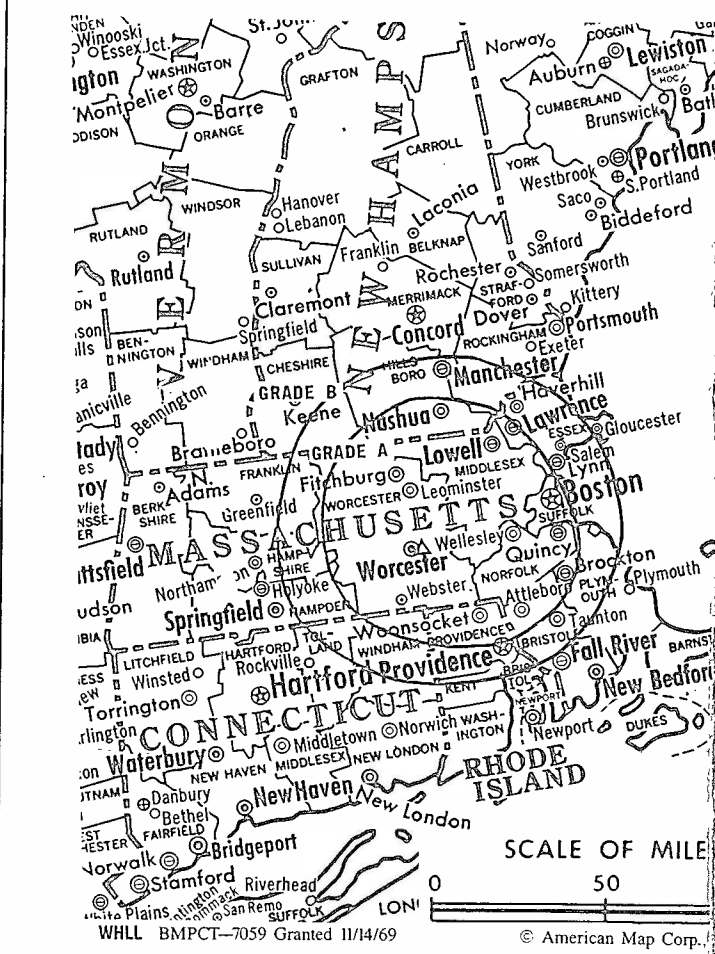
- MICHAEL VOLPE, general manager.
- RICHARD BETRO, station manager.
- MICHAEL NURSE, local sales manager.
- DOROTHY BUDUO, marketing manager.
- FRAN VACCARI, chief engineer.
- LYNNE MACNAMEE, news director.
- LILLIAN CHAN, program director.
- ROBERT DAVIS, promotion director.
- RICHARD BETRO, business manager.

Highest 30 Sec. Rate: \$360.

City of License: Worcester. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. **TV Homes, TV% and Circulation** ©1990 Arbitron. County coverage based on Arbitron study.

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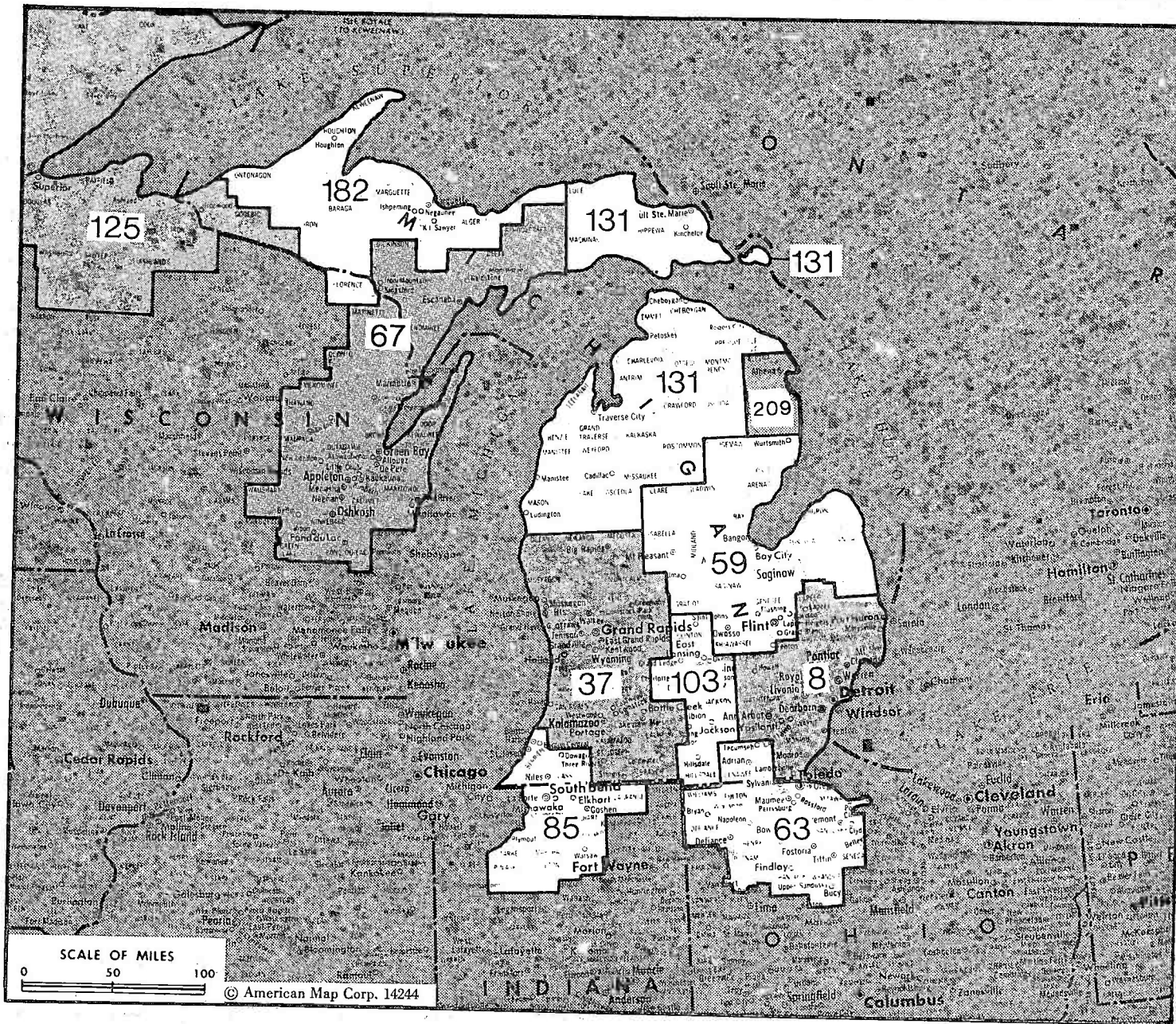
Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	MASSACHUSETTS		
	Bristol	185,800	183,800
	Essex	251,800	249,100
	Middlesex	507,900	502,400
	Norfolk	224,900	222,900
	Plymouth	153,800	152,000
	Suffolk	272,000	266,100
	Worcester	250,800	247,600
	NEW HAMPSHIRE		
	Rockingham	89,400	88,300
	RHODE ISLAND		
	Bristol	16,400	16,300
	Newport	31,100	30,700
	Providence	222,400	219,800
	VERMONT		
	Windham	16,400	15,700
Totals		2,222,700	2,194,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

**WSBK-TV, Boston
(Arbitron Data Continued)**

City	State County	Total Households	TV Households Households	%
24%	CALIFORNIA Sacramento	392,400	381,900	97
	CONNECTICUT Fairfield	302,800	299,400	99
	Hartford	321,500	316,800	99
	Litchfield	63,500	62,400	98
	Middlesex	53,900	53,000	98
	New Haven	296,100	292,300	99
	GEORGIA Atkinson	2,100	2,000	95
	KANSAS Allen	6,200	6,100	98
	Mitchell	3,300	3,200	97
	Rice	4,600	4,600	100
	Woodson	1,800	1,800	100
	LOUISIANA Union	8,200	8,100	99
	West Carroll	4,700	4,600	98
	MAINE Aroostook	30,000	29,300	98
	Franklin	11,100	10,800	97
	Knox	14,200	13,800	97
	Lincoln	11,500	11,300	98
	Oxford	19,700	19,400	98
	Penobscot	49,800	49,000	98
	Piscataquis	6,800	6,700	99
	Sagadahoc	12,800	12,500	98
	Waldo	11,900	11,600	97
	MICHIGAN Benzie	4,700	4,600	98
	MINNESOTA Beltrami	12,000	11,500	96
	Faribault	7,300	7,200	99
	NORTH CAROLINA Clay	2,900	2,800	97
	NEBRASKA Arthur	200	200	100
	Blaine	300	300	100

**WSBK-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NEW HAMPSHIRE Carroll	14,800	14,500	98
	NEVADA Eureka	500	500	100
	NEW YORK Albany	112,900	111,100	98
	Broome	80,600	79,500	99
	Cayuga	29,300	28,700	98
	Columbia	23,600	23,200	98
	Delaware	18,000	17,400	97
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98
	Montgomery	20,300	19,900	98
	Nassau	449,500	447,100	99
	Oneida West	33,800	33,400	99
	Oswego	42,000	41,400	99
	Otsego	21,700	21,200	98
	Rensselaer	56,400	55,400	98
	Suffolk	430,600	426,600	99
	Tioga	18,800	18,500	98
	Washington	20,000	19,700	98
	PENNSYLVANIA Potter	7,000	6,800	97
	SOUTH CAROLINA Bamberg	6,200	6,100	98
SOUTH DAKOTA Haakon	1,000	1,000	100	
TENNESSEE Unicoi	6,500	6,400	98	
TEXAS Edwards	700	700	100	
VERMONT Caledonia	10,800	10,600	98	
WEST VIRGINIA Doddridge	2,900	2,800	98	
Hardy	3,700	3,600	97	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Detroit, MI.....	1,723,500	8	WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXL (20), WXYZ-TV (7)
Grand Rapids-Kalamazoo-Battle Creek, MI.....	623,200	37	WLLA (64), WOTV (8), WTLJ (54), WUHQ-TV (41), WWMT (3), WXMI (17), WZZM-TV (13)
Flint-Saginaw-Bay City, MI.....	452,900	59	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Toledo, OH.....	409,700	63	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Green Bay-Appleton, WI.....	381,600	67	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WSCO (14), WXTV (32)
South Bend-Elkhart, IN.....	294,500	85	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Lansing, MI.....	225,000	103	WILX-TV (10), WLNS-TV (6), WSYM-TV (47)
Duluth, MN-Superior, WI.....	170,200	125	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
Traverse City-Cadillac, MI.....	162,100	131	WGKI (33), WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
Marquette, MI.....	55,300	182	WLUC-TV (6)
Alpena, MI.....	15,500	209	WBKB-TV (11)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WILX-TV, Battle Creek	See Lansing, MI
WUHQ-TV, Battle Creek	See Grand Rapids, MI
WMT, Battle Creek	See Kalamazoo, MI
WJRT-TV, Bay City	See Flint, MI
WEYI-TV, Bay City	See Saginaw, MI
WPBN-TV Cadillac	See Traverse City, MI
WEYI-TV, Flint	See Saginaw, MI
WLS-TV, Flint	See Lansing, MI
WEM-TV, Flint	See Bay City, MI
WMT, Grand Rapids	See Kalamazoo, MI
WOTV & WZZM-TV, Kalamazoo	See Grand Rapids, MI
WUHQ-TV, Kalamazoo	See Grand Rapids, MI
WJRT-TV, Saginaw	See Flint, MI
WEM-TV, Saginaw	See Bay City, MI
WTV, Traverse City	See Cadillac, MI

Michigan Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	18	15	33
Educational Television Stations	2	10	12
	20	25	45

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Michigan—Alpena-Oscoda-Tawas City- East Tawas

WBKB-TV
Ch. 11

Network Service: CBS.

Licensee: Thunder Bay Broadcasting Corp., 1390 Bagley St., Alpena, MI 49707.

Studio: 1390 Bagley St., Alpena, MI 49707.

Telephone: 517-356-3434.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 670-ft. above av. terrain, 500-ft. above ground, 1510-ft. above sea level.

Latitude 44° 42' 25.00"
Longitude 83° 31' 22.50"

Transmitter: Hubbard Lake Rd., 3-mi. N of M-72.

Satellite Earth Stations: RCA Americom, 4.5-meter Ku-band; 3.8-meter C-band; M/A-Com, Standard Communications receivers.

News Services: CBS, UPI.

Ownership: Thunder Bay Broadcasting Corp.; Stephen A. Marks (Group Owner).

Began Operation: September 22, 1975.

Represented (sales): Seltel Inc.

Represented (legal): Cohn & Marks.

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

Personnel:

STEPHEN A. MARKS, president.

CURTIS W. SMITH, vice president & general manager.

BARB BOWEN, general sales manager.

CHER ALLEN, local sales manager.

MARK NOWAK, chief engineer.

TERESE THOMAS, news director.

THERESA STOPPA, business manager.

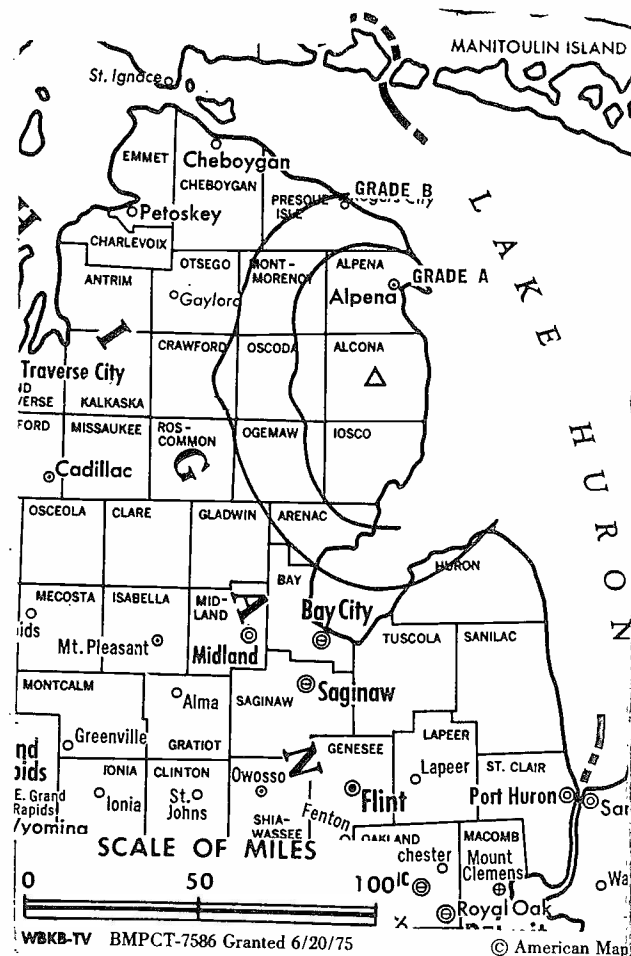
MICHAEL STROUD, production manager.

Rates: On request.

City of License: Alpena. ADI: Alpena. Rank: 209.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Iosco	11,900	11,800
Between 25-49%	MICHIGAN		
	Huron	13,700	13,400
	Montmorency	3,300	3,200
	Ogemaw	7,100	7,000
	Oscoda	3,000	2,900
	Presque Isle	5,400	5,200
Between 5-24%	MICHIGAN		
	Arenac	5,900	5,800
Totals		66,200	64,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Michigan—Ann Arbor

WBSX

Ch. 31

Service: None, independent.

Blackstar Communications of Michigan Inc., 3975 Varsity Dr., Ann Arbor, MI 48108.

3975 Varsity Dr., Ann Arbor, MI 48108.

Phone: 313-973-7900. Fax: 313-973-7906.

Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1230-kw. 222-kw horizontal visual, 200-kw horizontal aural. Antenna: 1080-ft. above ground, 1044-ft. above ground, 2049-ft. above sea level.

Latitude	42°	22'	25.00"
Longitude	84°	01'	13.50"

Transmitter: RFD M-52, Lyndon Twp.

Earth Stations: Gardiner, 5.6-meter C-band; Gardiner, 4.6-meter Ku-band; Grand Rapids, 5.6-meter C-band; Microdyne receivers.

Owner: Blackstar Communications (Group Owner).

Original Station: January 12, 1981. Sale to present owner by FAB Communications by FCC July 10, 1989 (Television Digest, Vol. 28:52; 29:20).

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

Attorney (engineering): Lohnes & Culver.

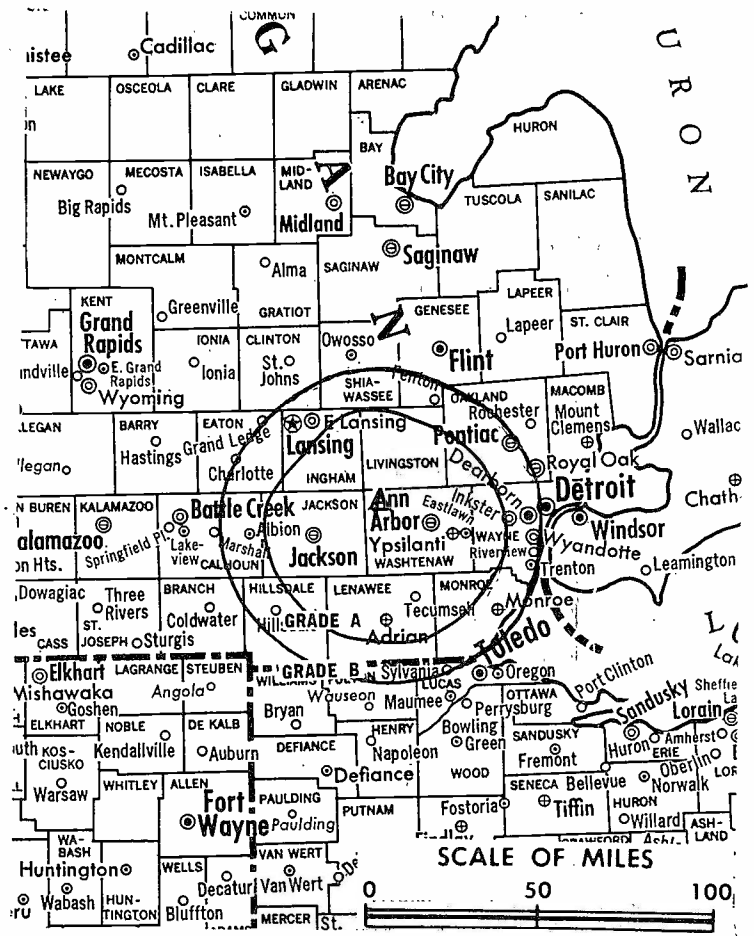
General Manager: HER WEBB, vice president & general manager.

Chief Engineer: COMPSON, chief engineer.

Program Director: SONS, program director.

Business Manager: WIECHERS, business manager.

Sec. Rate: \$100.



WBSX BMPCT-800522KF Granted 9/10/80 © American Map Corp., No. 14244

NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Not available.

City of License: Ann Arbor. ADI: Detroit. Rank: 8.

Michigan—Bay City-Saginaw-Flint

WNEM-TV

Ch. 5

Network Service: NBC.

Licensee: Meredith Corp., Box 531, Saginaw, MI 48606.

Studios: 107 N. Franklin St., Saginaw, MI 48606; 5409 Gateway Centre, Flint, MI 48507.

Telephones: 517-755-8191, Saginaw; 313-232-3900, Flint.

Fax: 517-755-1860, Saginaw; 312-239-2420, Flint.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1036-ft. above av. terrain, 1049-ft. above ground, 1635-ft. above sea level.

Latitude 43° 28' 13"
Longitude 83° 50' 35"

Transmitter: 5700 Becker Rd., Saginaw, MI.

Satellite Earth Station: Harris; Drake, Harris receivers.

News Service: AP.

Ownership: Meredith Corp. (Group Owner).

Began Operation: February 16, 1954. Sale to present owner by James Gerity Jr. approved by FCC April 16, 1969 (Television Digest, Vol. 9:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

PAUL VIRCIGLIO, vice president & general manager.

GARY RIVARD, general sales manager.

SANDY LANGWORTHY, sales & operations manager, Saginaw.

PEGGY MADIGAN, national sales manager, Flint.

GREG SURMA, director of engineering.

BRUCE WHITEAKER, news director.

BILL AVERY, program director.

PAT DeCORTE, business manager.

JOHN HAUPRICHT, production manager.

MICHELLE KEILITZ, creative services director.

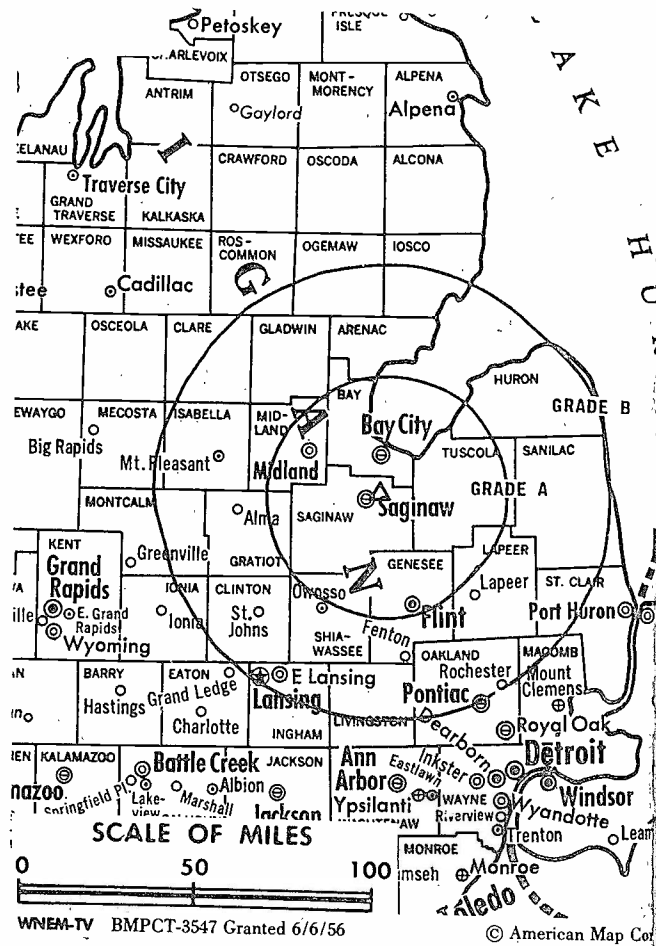
MARC WESLEY, sports director.

Rates: On request.

City of License: Bay City. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97
	Arenac	5,900	5,800	98
	Bay	41,800	41,400	99
	Clare	10,500	10,300	98
	Genesee	161,400	159,900	99
	Gladwin	9,000	8,800	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Gratiot	14,000	13,800
	Huron	13,700	13,400
	Iosco	11,900	11,800
	Isabella	17,800	17,500
	Lapeer	24,100	23,800
	Midland	27,100	26,900
	Ogemaw	7,100	7,000
	Saginaw	77,100	76,300
	Sanilac	15,500	15,200
	Shiawassee	24,400	24,100
	Tuscola	19,100	18,800
Between 25-49%	MICHIGAN		
	Chippewa	10,200	10,000
	Roscommon	8,600	8,500
Between 5-24%	MICHIGAN		
	Clinton	19,300	19,100
	Emmet	9,500	9,300
	Mecosta	12,800	12,600
	Missaukee	4,000	3,900
	Montcalm	18,800	18,500
	Oscoda	3,000	2,900
Totals		582,500	575,000
Net Weekly Circulation (1990)			446,000
Average Daily Circulation (1990)			288,000

gan—Cadillac

WGKI
Ch. 33

Service: Fox.
GRK Productions Joint Venture, 7400 S. 45th Rd., Cadillac, MI 49601.
90 S. 45th Rd., Cadillac, MI 49601.
Phone: 616-775-9813; 616-775-0330. Fax: 616-775-1898.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 61.52-kw
Total, 6.152-kw aural. Antenna: 945-ft. above av. terrain, 584-ft. above
153-ft. above sea level.

Latitude 44° 08' 53"
Longitude 85° 20' 45"

Distance: 6.5-mi. SSE of Cadillac.
Earth Station: Master Channel, 10-meter; Uniden, 10-meter; Uniden

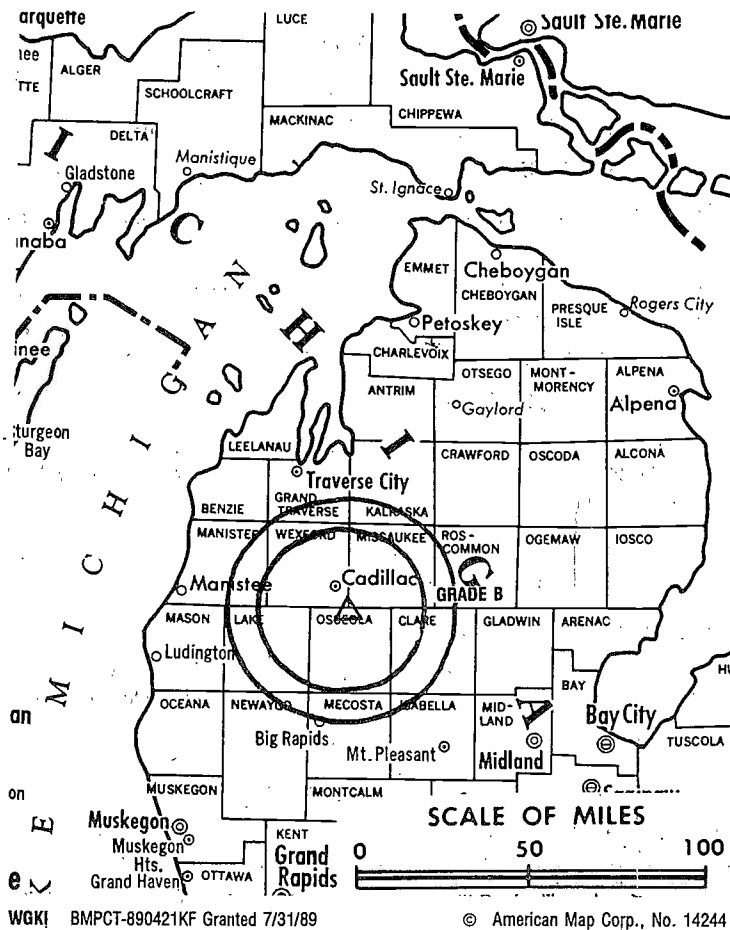
GRK Productions Joint Venture.
Date: October 11, 1989.
Sales: Roslin TV Sales.
Legal: Reddy, Begley & Martin.
Engineering: E. Harold Munn Jr. & Associates Inc.

PP, general manager.
Operations manager.
SETTE, traffic.
WRNING, national & local sales manager.
SEL, program director.
APP, business manager.
KER, chief engineer.

Sec. Rate: \$75.
License: Cadillac. ADI: Traverse City-Cadillac. Rank: 131.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Data based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MICHIGAN			
24% Clare	10,500	10,300	98
Lake	3,900	3,800	97



WGKI BMPCT-890421KF Granted 7/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Mecosta	12,800	12,600	98
	Missaukee	4,000	3,900	98
	Montcalm	18,800	18,500	98
	Osceola	7,700	7,600	99
	Wexford	10,600	10,400	98
Totals		68,300	67,100	98
Net Weekly Circulation (1990)			9,500	
Average Daily Circulation (1990)			4,000	

Michigan—Cadillac-Traverse City

WWTV

Ch. 9

(Operates satellite WWUP-TV, Sault Ste. Marie, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward, Birmingham, MI 48009.

Studios: 11360 N. 130th Ave., Cadillac, MI 49601; 3920 U.S. 31 South, Traverse City, MI 49684-0627.

Mailing Address: Box 627, Cadillac, MI 49601.

Telephones: 616-775-3478; 616-775-3671.

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.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microwave General, 5-meter C-band; RCA, 3-meter Ku-band; Pinzone, Scientific-Atlanta receivers.

News Services: AP, CBS, Michigan News Exchange, UPI.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: December 11, 1953. Sale to present owner by Wilson Communications approved by FCC March 2, 1989. Sale to Wilson Communications by Fetzer Bcstg. Co. approved by FCC Dec. 28, 1978 (Television Digest, Vol. 19:14). Sale to Fetzer by Spartan Corp. approved July 23, 1958 (Vol. 14:25, 27).

Represented (sales): Blair Television.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Lohnes & Culver.

Personnel:

WILLIAM D. WEBB, vice president & general manager.

FRANCIS X. BRADY, general sales manager.

BOB YOUNG, director of news, community & public affairs.

SHERRI MCKINLEY, program director.

BOB FAULL, promotion director.

LOWELL SHORE, chief engineer.

Highest 30 Sec. Rate: \$400.

Rates: WWTV is sold in combination with WWUP-TV, Sault Ste. Marie.

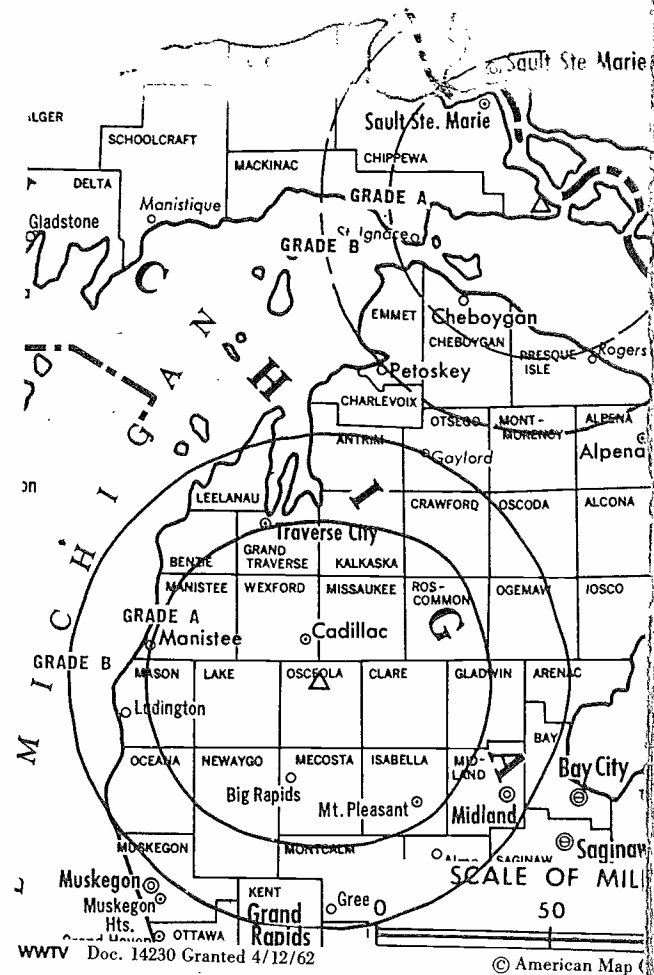
NETWORK BASE HOURLY RATE: \$1000.

Arbitron Data: Figures include WWUP-TV, Sault Ste. Marie.

City of License: Cadillac. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Antrim	6,600	6,500	98
	Benzie	4,700	4,600	98
	Charlevoix	8,400	8,200	98
	Cheboygan	8,300	8,000	96
	Chippewa	10,200	10,000	98
	Clare	10,500	10,300	98
	Crawford	3,900	3,800	97
	Emmet	9,500	9,300	97
	Gladwin	9,000	8,800	98
Grand Traverse	23,500	23,000	98	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Isabella	17,800	17,500
	Kalkaska	5,000	4,900
	Lake	3,900	3,800
	Leelanau	6,200	6,100
	Luce	2,200	2,100
	Mackinac	3,900	3,800
	Manistee	9,500	9,300
	Mason	10,500	10,200
	Mecosta	12,800	12,600
	Missaukee	4,000	3,900
	Montmorency	3,300	3,200
	Oceana	8,500	8,300
	Ogemaw	7,100	7,000
	Osceola	7,700	7,600
Oscoda	3,000	2,900	
Otsego	6,100	6,000	
Presque Isle	5,400	5,200	
Roscommon	8,600	8,500	
Wexford	10,600	10,400	
Between 25-49%	MICHIGAN		
	Gratiot	14,000	13,800
	Midland	27,100	26,900
	Montcalm	18,800	18,500
Newaygo	14,800	14,500	
Between 5-24%	MICHIGAN		
	Alger	3,200	3,100
	Alpena	11,500	11,100
	Bay	41,800	41,400
	Delta	13,900	13,600
	Dickinson	10,700	10,600
	Marquette	25,400	25,100
Schoolcraft	3,000	2,900	
Totals		414,900	407,300
Net Weekly Circulation (1990)			240,000
Average Daily Circulation (1990)			139,000

Cheboygan

WTOM-TV

Ch. 4

(Satellite of WPBN-TV, Traverse City, MI)

Service: NBC.
 Federal Bcstg. Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.
 Rte. 23, 6.7-mi. E of Cheboygan.
 Address: Box 546, Traverse City, MI 49684.
 Phone: 616-947-7770.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual.
 Aerial Antenna: 620-ft. above av. terrain, 590-ft. above ground, 1290-ft. above sea level.

Latitude 45° 39' 01"
 Longitude 84° 20' 37"

Location: U.S. Rte. 23, 6.7-mi. E of Cheboygan.

Sound: Stereo only.

Earth Stations: Transmit/receive Roscor, 2.4-meter Ku-band; Harris, 6.1-meter Ku-band; Harris, 3-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4-meter Ku-band; Harris, M/A-Com receivers.

Services: AP, CNN Headline News, Conus, NBC, Sports News Satellite, Sun News, Satellite News.

Owner: Federal Broadcasting Co. (Group Owner).

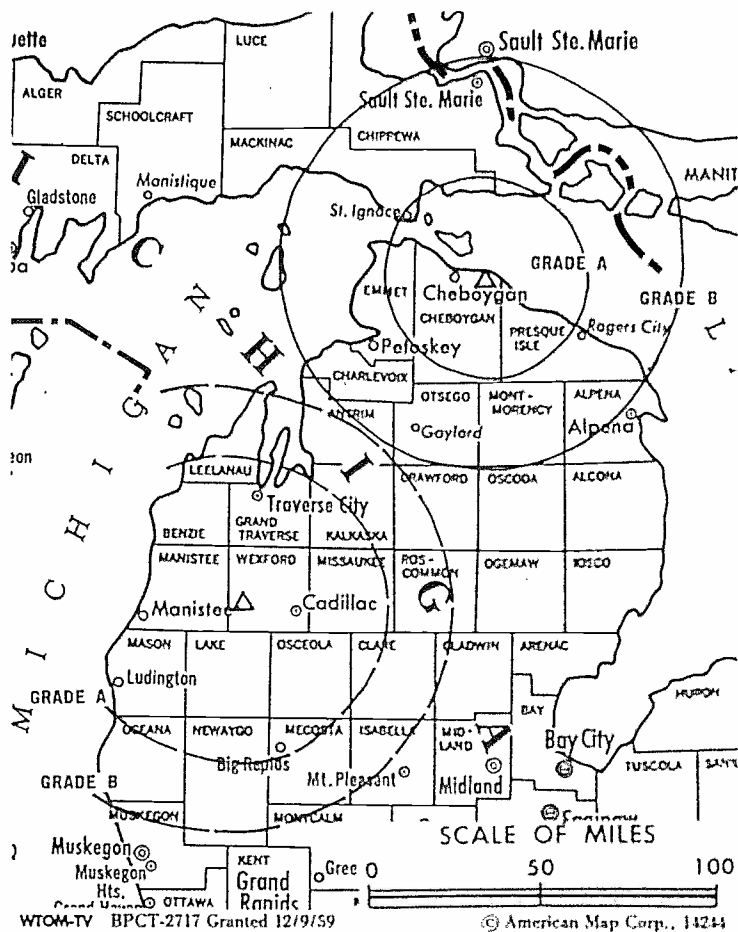
Origin: May 16, 1959. Sale by Beam Communications Corp. to present owner approved by FCC August 2, 1990.

Advertiser (sales): Katz Television.

Agency (legal): Hogan & Hartson.

Agency (engineering): Lohnes & Culver.

Station Manager: [Name obscured], general manager.



CHARLES CONNOR, general sales manager.

Rates: See WPBN-TV, Traverse City.

Arbitron Data: Included with WPBN-TV, Traverse City.

City of License: Cheboygan. ADI: Traverse City-Cadillac. Rank: 131.

Michigan—Mount Clemens-Detroit

WADL

Ch. 38

Network Service: None, independent.

Grantee: Adell Bcstg. Corp., 22590 Fifteen Mile Rd., Mount Clemens, MI 48043.

Studio: 35000 Adell Dr., Mount Clemens, MI 48043.

Telephone: 313-790-3838.

Technical Facilities: Channel No. 38 (614-620 MHz). Authorized power: 5000-kw max. visual. Antenna: 630-ft. above av. terrain, 623-ft. above ground, 1214-ft. above sea level.

Latitude	42°	33'	15"
Longitude	82°	53'	15"

Transmitter: 22590 15 Mile Rd., 1.6-mi. S of Mount Clemens.

Ownership: Adell Broadcasting Corp.

Began Operation: May 20, 1989.

Represented (sales): Landin Media Sales.

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

Personnel:

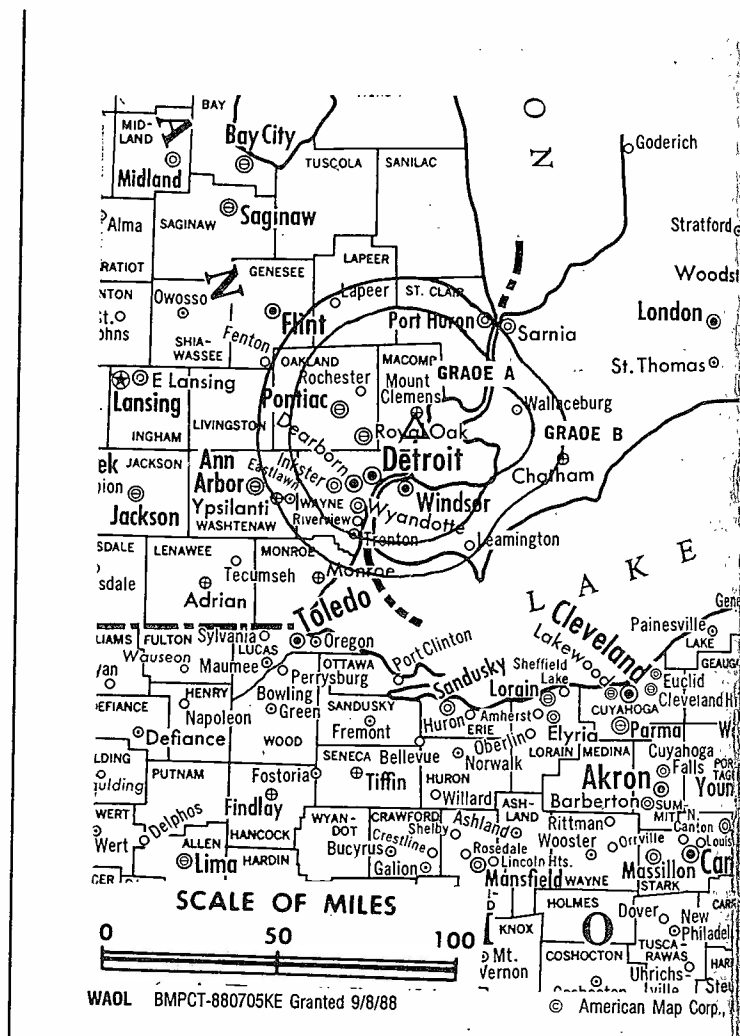
FRANK ADELL, general manager.

JIM PANAGOS, general sales & programming manager.

JIM KUHNS, chief engineer.

KEVIN ADELL, marketing.

Arbitron Data: Not available.



WDIV

Ch. 4

Service: NBC.

Post-Newsweek Stations Michigan Inc., 550 Lafayette Blvd., Detroit, MI

550 Lafayette Blvd., Detroit, MI 48231.

Phone: 313-222-0444. TWX: 810-221-1623. Fax: 313-222-0471.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 100-w audio. Antenna: 1004-ft. above av. terrain, 1020-ft. above ground, 1706-ft. above sea level.

Latitude 42° 28' 59"
Longitude 83° 12' 20"

Address: 15700 Lincoln Dr., Southfield, MI.

Sound: Stereo and separate audio program.

Transmitters: Harris, 4.5-meter Ku-band; Harris, 6.1-meter C-band; Satcom Technologies, 5.5-meter C-band; Satcom Technologies, 7.0-meter C-band; Scientific-Atlanta receivers.

Carriers: AP, CNN, NBC, UPI.

Owner: Post-Newsweek Stations Inc. (Group Owner).

Origin: June 3, 1947. Exchange for WTOP-TV (now WUSA), Washington, D.C., by FCC May 18, 1978 (Television Digest, Vol. 17:50; 18:21).

Advertiser: Petry Television Inc.

Agency: Covington & Burling.

Engineer: Jules Cohen & Associates, P.C.

President: [Name], vice president & general manager.

[Name], vice president & station manager.

[Name], vice president, programming & promotion.

[Name], general sales manager.

[Name], local sales manager.

[Name], national sales manager.

[Name], press & publicity manager.

[Name], chief engineer.

[Name], director of business & administrative affairs.

[Name], operations manager.

[Name], business manager.

[Name], news director.

[Name], manager, on-air promotion.

[Name], research director.

[Name], senior producer, promotion.

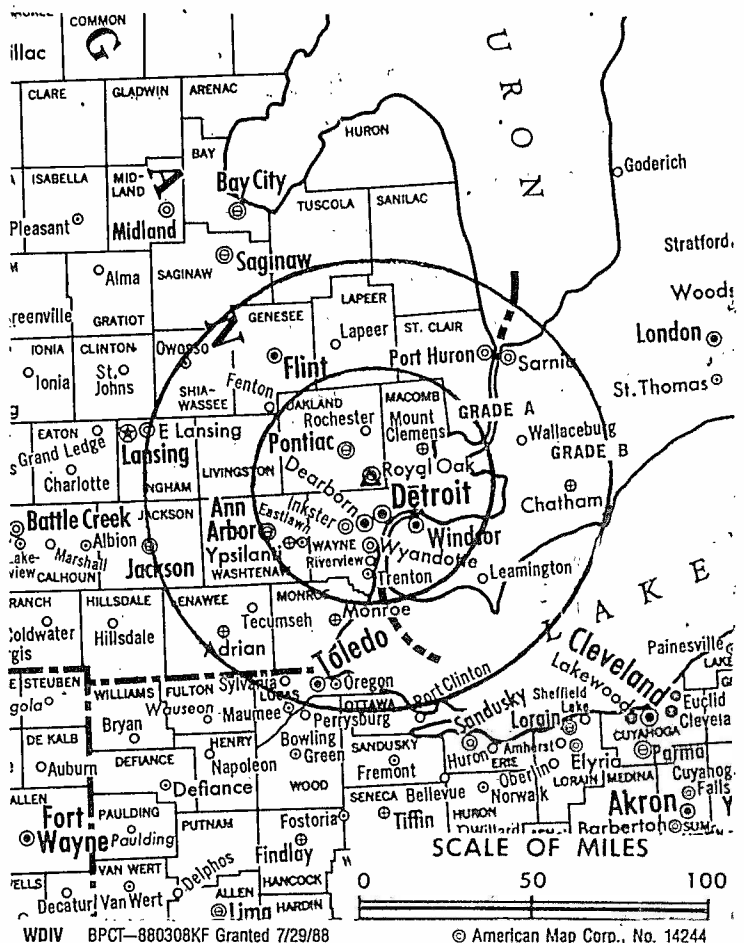
Request.

Hourly Rate: \$3802.

License: Detroit. ADI: Detroit. Rank: 8.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State	Total Households	TV Households	%
MICHIGAN			
Lapeer	24,100	23,800	99
Livingston	37,300	37,000	99
Macomb	255,100	253,800	99
Monroe	46,800	46,400	99
Oakland	395,400	393,000	99
St Clair	52,100	51,500	99
Washtenaw	101,600	99,500	98
Wayne	814,200	805,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	MICHIGAN			
	Genesee	161,400	159,900	99
	Jackson	52,400	51,800	99
	Lenawee	32,000	31,600	99
	Sanilac	15,500	15,200	98
Between 5-24%	KENTUCKY			
	Cumberland	2,800	2,800	98
	Hart	6,000	6,000	99
	MICHIGAN			
	Hillsdale	15,500	15,200	98
	Houghton	13,600	13,200	97
	Huron	13,700	13,400	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
	MISSOURI			
	Carter	2,100	2,000	95
	Harrison	4,100	4,000	98
	Ripley	5,200	4,900	94
	NEBRASKA			
	Rock	900	900	100
	OHIO			
	Fulton	14,600	14,300	98
	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
	Wood	39,400	39,000	99
	SOUTH DAKOTA			
	Brown	14,400	14,300	99
	Hyde	800	800	100
	Potter	1,300	1,300	100
Totals		2,361,800	2,338,200	99
Net Weekly Circulation (1990)				1,704,000
Average Daily Circulation (1990)				1,058,100

Michigan—Detroit

WGPR-TV

Ch. 62

Network Service: None, independent.

Licensee: WGPR Inc., 3140 E. Jefferson Ave., Detroit, MI 48207.

Studio: 3140-46 E. Jefferson Ave., Detroit, MI 48207.

Telephone: 313-259-8862. Fax: 313-259-6662.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 759-kw horizontal visual, 75.9-kw horizontal aural. Antenna: 970-ft. above av. terrain, 1000-ft. above ground, 1662-ft. above sea level.

Latitude 42° 27' 13"
Longitude 83° 09' 50"

Transmitter: One Radio Plaza, Royal Oak Twp., MI.

Satellite Earth Stations: Harris, 5-meter; Harris, 4.6-meter; M/A-Com, 3.3-meter; M/A-Com, Harris, Pinzone receivers.

Ownership: WGPR Inc.

Began Operation: September 29, 1975.

Represented (sales): R. A. Lazar Co.

Represented (legal): Hogan & Hartson.

Personnel:

GEORGE MATHEWS, president & general manager.

MICHELLE DeSOUZA, vice president, traffic & production manager.

CELESTINE HARRIS, public relations & promotion director.

ALBERT RUEDEMANN, chief engineer.

JILL JONES, news director.

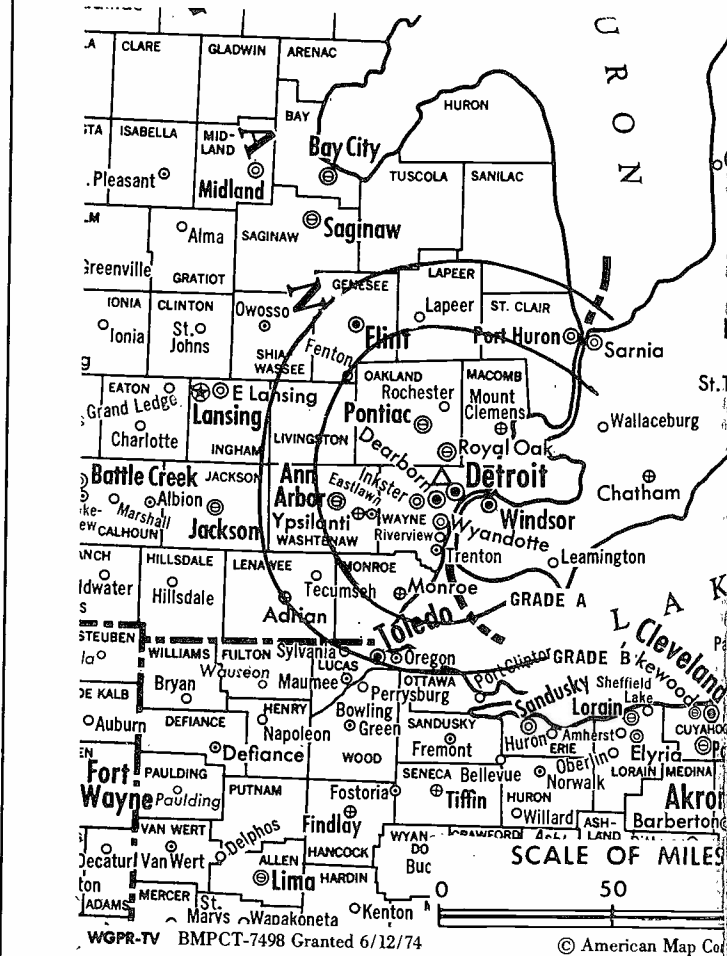
JOE SPENCER, program director.

ROGER WILLIAMS, business manager.

Highest 30 Sec. Rate: \$100.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
	MICHIGAN		
Between 5-24%	Macomb	255,100	253,800
	Monroe	46,800	46,400
	Oakland	395,400	393,000
	Wayne	814,200	805,700
Totals		1,511,500	1,498,900
Net Weekly Circulation (1990)			199
Average Daily Circulation (1990)			57

WJBK-TV

Ch. 2

Service: CBS.
 Fillet Communications of Detroit Inc., 16550 W. Nine Mile Rd., Southfield,
 50 West 9 Mile Rd., Southfield, MI 48075.
 Address: Box 2000, Southfield, MI 48037.
 313-557-2000. TWX: 810-224-4876. Fax: 313-552-0280.
 Channels: Channel No. 2 (54-60 MHz). Authorized power: 100-kw. visual,
 al. Antenna: 1000-ft. above av. terrain, 1057-ft. above ground, 1730-ft.
 s level.

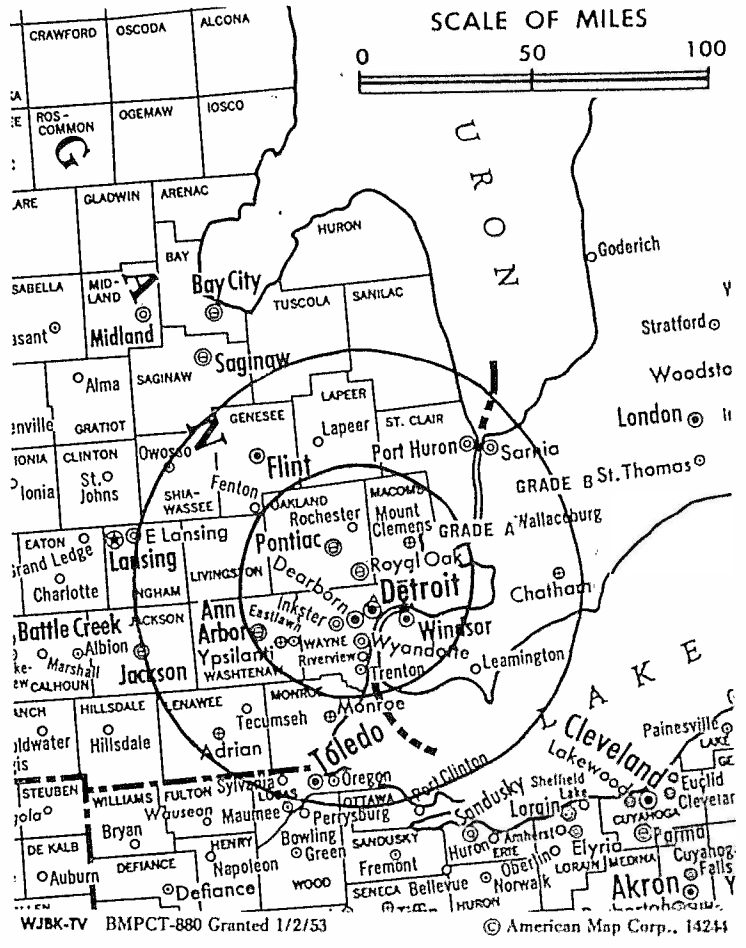
Latitude 42° 27' 38"
 Longitude 83° 12' 47"

Southfield, MI.
 TV Sound: Stereo only.
 Stations: Satcom Technologies, 7-meter C-band; Vertex, 6-meter
 Scientific-Atlanta receivers.
 as: AP, CBS, UPI.
 CI Television Inc. (Group Owner).
 tion: October 24, 1948.
 (sales): Harrington, Righter & Parsons Inc.
 (legal): Pepper & Corazzini.

NIOTTI, president & general manager.
 CH, vice president of sales & station manager.
 OTT, vice president of finance & administration.
 N, national sales manager.
 PH, local sales manager.
 SON, community affairs director.
 R, operations manager.
 RFORD, program manager.
 ERSON, controller.
 ER, news director.
 E, promotion director.
 CIAM, marketing director.

quest.
 e: Detroit. ADI: Detroit. Rank: 8.
 ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Lapeer	24,100	23,800	99
Livingston	37,300	37,000	99
Macomb	255,100	253,800	99
Monroe	46,800	46,400	99
Oakland	395,400	393,000	99
St Clair	52,100	51,500	99
Washtenaw	101,600	99,500	98
Wayne	814,200	805,700	99
MICHIGAN			
Genesee	161,400	159,900	99
Sanilac	15,500	15,200	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ARKANSAS			
	Jackson	7,600	7,500	99
	FLORIDA			
	Levy	9,900	9,600	97
	MICHIGAN			
	Houghton	13,600	13,200	97
	Jackson	52,400	51,800	99
	Lenawee	32,000	31,600	99
	Shiawassee	24,400	24,100	99
	MISSOURI			
Harrison	4,100	4,000	98	
NEBRASKA				
Rock	900	900	100	
OHIO				
Lucas	180,500	178,700	99	
Sandusky	23,700	23,500	99	
Wood	39,400	39,000	99	
SOUTH DAKOTA				
Fall River	3,400	3,300	97	
Totals		2,295,400	2,273,000	99
Net Weekly Circulation (1990)			1,563,200	
Average Daily Circulation (1990)			812,200	

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Michigan—Detroit

WKBD-TV

Ch. 50

Network Service: Fox.

Licensee: WKBD Inc., Box 50, Southfield, MI 48037.

Studio: 26905 West 11 Mile Rd., Southfield, MI 48037.

Mailing Address: Box 50, Southfield, MI 48037.

Telephone: 313-444-8500. TWX: 810-224-4897. Fax: 313-355-2692.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 2340-kw max. & 2090-kw horizontal visual, 234-kw max. & 209-kw horizontal aural. Antenna: 960-ft. above av. terrain, 1053-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26955 West 11 Mile Rd., Southfield, MI.

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

News Services: AP, CNN Headline News, UPI.

Ownership: Cox Enterprises Inc. (Group Owner).

Began Operation: January 10, 1965. Sale of Kaiser Industries Corp.'s 77.5% interest approved by FCC June 22, 1977 (Television Digest, Vol. 16:51; 17:26). Sale by Field Enterprises Holdings Ltd. to Cox approved by FCC Jan. 30, 1984 (Vol. 23:21, 40).

Represented (sales): TeleRep Inc.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

DUANE G. KELL, vice president & general manager.

ELLEN M. BRAMSON, general sales manager.

BILL TYNAN, local sales manager.

STEVE SCHWARZ, national sales manager.

HELEN PASAKARNIS, news director.

PAUL A. PRANGE, program director.

TOBY CUNNINGHAM, promotion director.

BOB FITZGERALD, business manager.

LORI BELL-SHUK, marketing director.

DAVID L. JERRELL, director of operations.

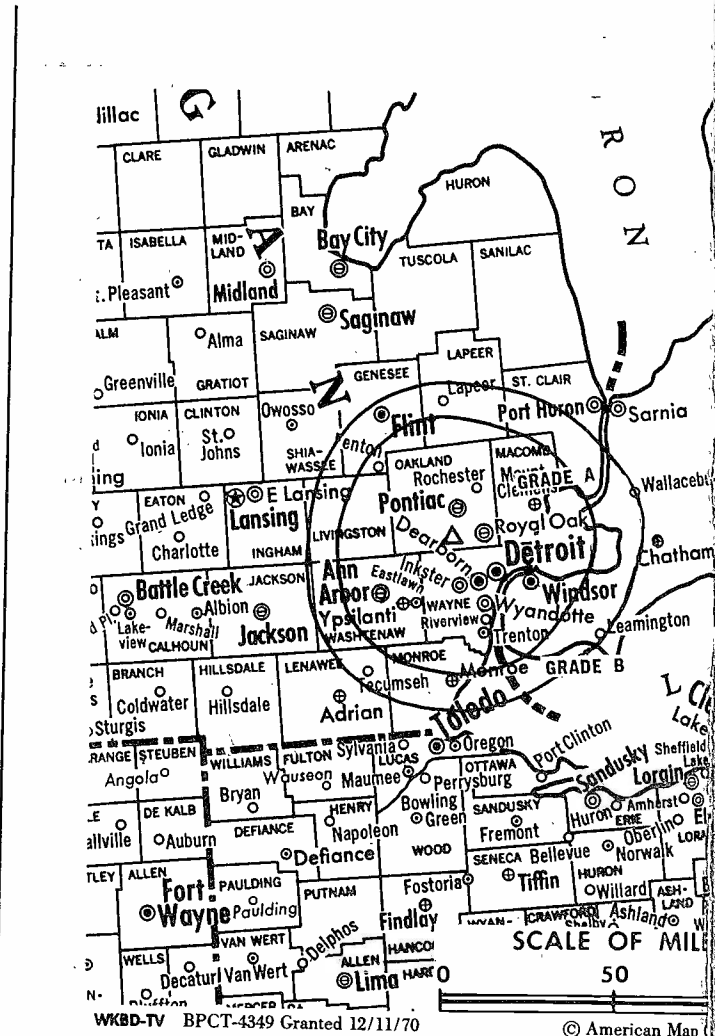
GENE FAULKNER, chief engineer.

Highest 30 Sec. Rate: \$7000.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

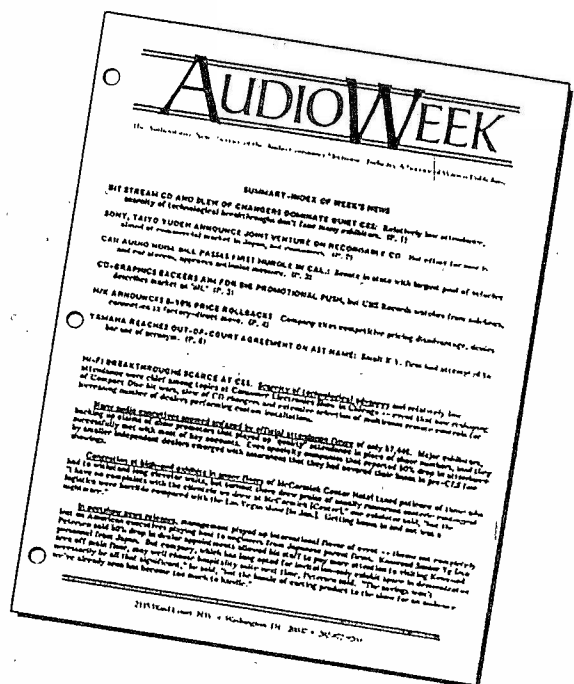
Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Houghton	13,600	13,200	97
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
	Wayne	814,200	805,700	99
	Between 25-49%	MICHIGAN		
Alpena		11,500	11,100	97
Antrim		6,600	6,500	98
Baraga		3,000	2,900	97
Bay		41,800	41,400	99
Calhoun		53,000	52,500	99
Charlevoix		8,400	8,200	98
Cheboygan		8,300	8,000	96
Chippewa		10,200	10,000	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Delta	13,900	13,600
	Dickinson	10,700	10,600
	Emmet	9,500	9,300
	Genesee	161,400	159,900
	Gogebic	7,500	7,300
	Grand Traverse	23,500	23,000
	Ingham	103,200	101,900
	Iosco	11,900	11,800
	Jackson	52,400	51,800
	Kalamazoo	83,700	82,600
	Keweenaw	700	700
	Lapeer	24,100	23,800
	Lenawee	32,000	31,600
	Luce	2,200	2,100
	Marquette	25,400	25,100
	Muskegon	58,300	57,600
	Otsego	6,100	6,000
	Sanilac	15,500	15,200
	Schoolcraft	3,000	2,900
	Wexford	10,600	10,400
OHIO	Hancock	25,300	25,000
	Lucas	180,500	178,700
	Sandusky	23,700	23,500
	WISCONSIN		
Ashland	6,400	6,300	
Between 5-24%	MICHIGAN		
	Alcona	4,400	4,300
Alger	3,200	3,100	
(Continued on page A-617)			
Totals		3,505,000	3,465,600
Net Weekly Circulation (1990)			1,670,678
Average Daily Circulation (1990)			678,678

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Michigan—Detroit

WXON

Ch. 20



Network Service: None, independent.

Licensee: WXON-TV Inc., 27777 Franklin Rd., Suite 708, Southfield, MI 48034.

Studio: 26935 West 11 Mile Rd., Southfield, MI 48034.

Telephone: 313-355-2900. Fax: 313-355-0368.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1200-kw max. & 1000-kw horizontal visual, 120-kw aural. Antenna: 961-ft. above av. terrain, 1050-ft. above ground, 1751-ft. above sea level.

Latitude 42° 29' 01"
Longitude 83° 18' 44"

Transmitter: 26935 W. 11 Mile Rd., Southfield.

Satellite Earth Station: M/A-Com, 4.7-meter Ku-band.

News Service: UPI.

Ownership: WXON-TV Inc.

Began Operation: September 15, 1968, on Ch. 62. Ch. 20 (as WJMY) began operation Oct. 1962, left air June 10, 1963. Station was then sold to United Bcstg. Co. by Triangle Bcstg. Co. Sale to present owner approved June 1972. Began operation Dec. 9, 1972.

Represented (legal): Arthur V. Belendiuk.

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

Personnel:

DOUGLAS JOHNSON, vice president & general manager.

MICHAEL BERMAN, station manager.

JACK DABBAH, local sales manager.

HOWARD LEVINSON, national sales manager.

A. J. SCHWEIZER, operations manager.

GARY KING, chief engineer.

TRACEY NICHOL, publicity & promotions.

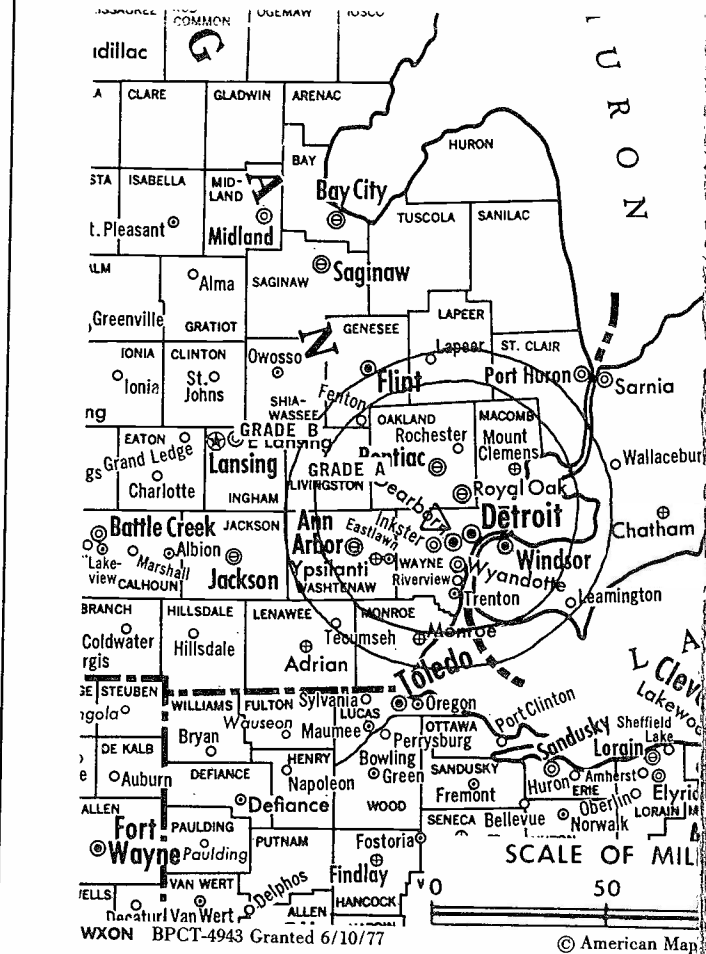
MELANIE CHURELLA, news director.

KATHY DUBRO, business manager.

Highest 30 Sec. Rate: \$400.

City of License: Detroit. ADI: Detroit. Rank: 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



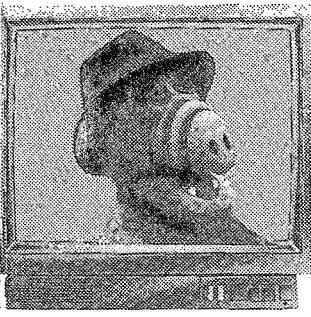
Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MICHIGAN		
	Macomb	255,100	253,800
	St Clair	52,100	51,500
	Wayne	814,200	805,700
Between 25-49%	MICHIGAN		
	Lapeer	24,100	23,800
	Livingston	37,300	37,000
	Monroe	46,800	46,400
	Oakland	395,400	393,000
Between 5-24%	MICHIGAN		
	Washtenaw	101,600	99,500
	Genesee	161,400	159,900
	Hillsdale	15,500	15,200
	Jackson	52,400	51,800
	Lenawee	32,000	31,600
	Sanilac	15,500	15,200
	Shiawassee	24,400	24,100
	Tuscola	19,100	18,800
	OHIO		
Fulton	14,600	14,300	
Totals		2,061,500	2,041,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			



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WXON
DETROIT

Michigan—Detroit

WXYZ-TV
Ch. 7

Network Service: ABC.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 20777 W. Ten Mile Rd., Southfield, MI 48037.

Mailing Address: Box 789, Southfield, MI 48037.

Telephone: 313-827-7777. **TWX:** 810-224-4924. **Fax:** 313-827-4454.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1000-ft. above av. terrain, 1073-ft. above ground, 1737-ft. above sea level.

Latitude 42° 28' 15"
Longitude 83° 15' 00"

Transmitter: Broadcast House, 20777 W. Ten Mile Rd.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Avantek, Standard Communications receivers.

News Services: ABC, AP, UPI.

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

Began Operation: October 9, 1948. FCC approved sale to present owner by American Bcstg. Cos. Nov. 14, 1985.

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Personnel:

- THOMAS GRIESDORN, vice president & general manager.
- GRACE GILCHRIST, assistant general manager & general sales manager.
- JOE TRONDLE, local sales manager.
- ROBERT SLIVA, national sales manager.
- MILDA SKORUPSKAS, traffic manager.
- WALLACE RODAMMER, director of engineering.
- BOB ROWE, news director.
- MARLA DRUTZ, program director.
- JAN QUALTIERE, business manager.
- THOMAS POLK, promotion director.

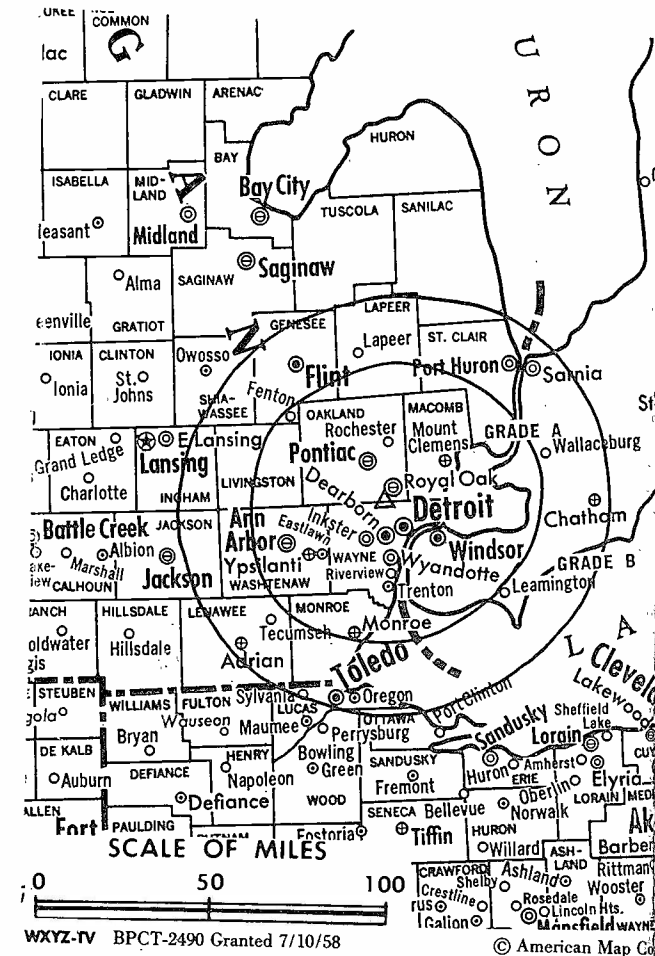
Rates: On request.

NETWORK BASE HOURLY RATE: \$3600.

City of License: Detroit. **ADI:** Detroit. **Rank:** 8.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Jackson	52,400	51,800	99
	Lapeer	24,100	23,800	99
	Lenawee	32,000	31,600	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Monroe	46,800	46,400	99
	Oakland	395,400	393,000	99
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
Wayne	814,200	805,700	99	



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	MICHIGAN		
	Genesee	161,400	159,900
	Hillsdale	15,500	15,200
	Sanilac	15,500	15,200
	NORTH DAKOTA		
	Golden Valley	900	900
Between 5-24%	NEBRASKA		
	Rock	900	900
	MICHIGAN		
	Houghton	13,600	13,200
	Huron	13,700	13,400
	Ingham	103,200	101,900
	Iosco	11,900	11,800
	Shiawassee	24,400	24,100
	Tuscola	19,100	18,800
	NORTH DAKOTA		
	Hettinger	1,500	1,500
	Mc Kenzie	2,700	2,700
OHIO			
Lucas	180,500	178,700	
Ottawa	15,500	15,300	
PENNSYLVANIA			
Elk	14,000	13,800	
Totals		2,405,300	2,381,400
Net Weekly Circulation (1990)			1,722,800
Average Daily Circulation (1990)			1,043,600

Windsor—Detroit-Windsor, Ontario

CBET
Ch. 9

Service: CBC.
Canadian Broadcasting Corp., 1500 Bronson Ave., Ottawa, Ont. K1G 3J5.
5 Riverside Drive W, Windsor, Ont. N9A 5K9.
Address: Box 1609, Windsor, ON N9A 1K7.
Phone: 519-255-3411. Telex: 064-77622. Fax: 519-255-3403.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 325-kw visual, 325-kw aural. Antenna: Directional, 621-ft. above av. terrain, 623-ft. above ground, 100-ft. above sea level.

Latitude 42° 18' 59"
Longitude 83° 02' 58"

Address: 825 Riverside Dr. W, Windsor.

Owner: Canadian Bcstg. Corp.

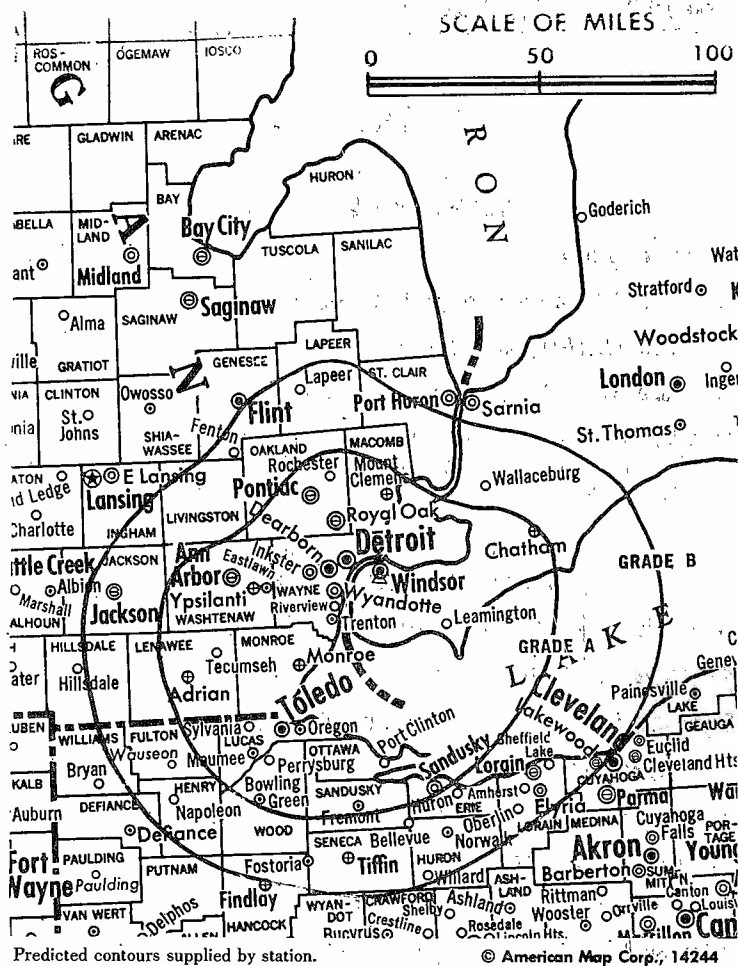
Origin: September 16, 1954. as KKLW-TV. Transferred from RKO General
on September 24, 1970 in accordance with CRTC's direction on Canadian ownership.
Acquired by CBC Sept. 1, 1975.

Sales: Canadian Standard Broadcast Sales Inc. (U.S.); CBC National
Television Sales (Canada).

Director of television, CBC Windsor.
Plant manager.
Manager, television technical facilities.
Sales manager.
Executive producer, news.
Supervisor, television technical production services.
Communications officer.

Request.
Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State	County	Total Households	TV Households	%
MICHIGAN	Monroe	46,800	46,400	99
	Alpena	11,500	11,100	97
MICHIGAN	Genesee	161,400	159,900	99
	Gratiot	14,000	13,800	99
	Lapeer	24,100	23,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lenawee	32,000	31,600	99
	Livingston	37,300	37,000	99
	Macomb	255,100	253,800	99
	Oakland	395,400	393,000	99
	Otsego	6,100	6,000	98
	St Clair	52,100	51,500	99
	Washtenaw	101,600	99,500	98
OHIO	Lucas	180,500	178,700	99
	Ottawa	15,500	15,300	99
Totals		2,147,600	2,127,100	99
Net Weekly Circulation (1990)			389,500	
Average Daily Circulation (1990)			108,200	

Michigan—Escanaba

WJMN-TV

Ch. 3

(Satellite of WFRV-TV, Green Bay, WI)

Network Service: ABC.

Licensee: WFRV Television Inc., 1181 E. Mason, Box 19055, Green Bay, WI 54307.

Studio: See WFRV-TV, Green Bay, WI.

Telephone: 414-437-5411. **Fax:** 414-437-4576.

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, MI.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: October 7, 1969.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

Personnel: See WFRV-TV, Green Bay, WI.

Rates: See WFRV-TV, Green Bay, WI.

Arbitron Data: Included with WFRV-TV, Green Bay, WI.



City of License: Escanaba. ADI: Green Bay-Appleton. Rank: 67.

Flint-Saginaw-Bay City

WJRT-TV

Ch. 12

Service: ABC.

Parent License Subsidiary Corp., 3302 Lapeer Rd., Flint, MI 48502.

3302 Lapeer Rd., Flint, MI 48502.

Phone: 313-265-3333. Fax: 313-257-2834.

Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw
 316-kw aural. Antenna: 940-ft. above av. terrain, 999-ft. above ground,
 above sea level.

Latitude 43° 13' 48"
 Longitude 84° 03' 35"

7401 Burt Rd., St. Charles.

Stations: Harris, 7.3-meter C-band; Harris, 6.1-meter C-band; Scien-
 5-meter C-band; Harris, 4.6-meter Ku-band; Harris, M/A-Com, Scien-
 receivers.

Line: AP.

JL Broadcast Management Corp. (Group Owner).

Station: October 12, 1958. Sale to present owner by Knight-Ridder Bcstg.
 FCC June 8, 1989 (Television Digest, Vol. 29:13). Sale to Knight-Rid-
 by Poole Bcstg. approved by FCC Dec. 12, 1958. (Vol. 17:26). Poole
 when Goodwill Stations Inc. sold all its other properties to Capital
 Corp. This was approved July 29, 1964 by FCC (Vol. 4:18, 19, 31).

(sales): Katz Television.

(legal): Latham & Watkins.

SON, president & general manager.

general sales manager.

ELKER, local sales manager.

national sales manager.

TON, chief engineer.

HER, news director.

LOCK, director of programming & creative services.

RRISON, business manager.

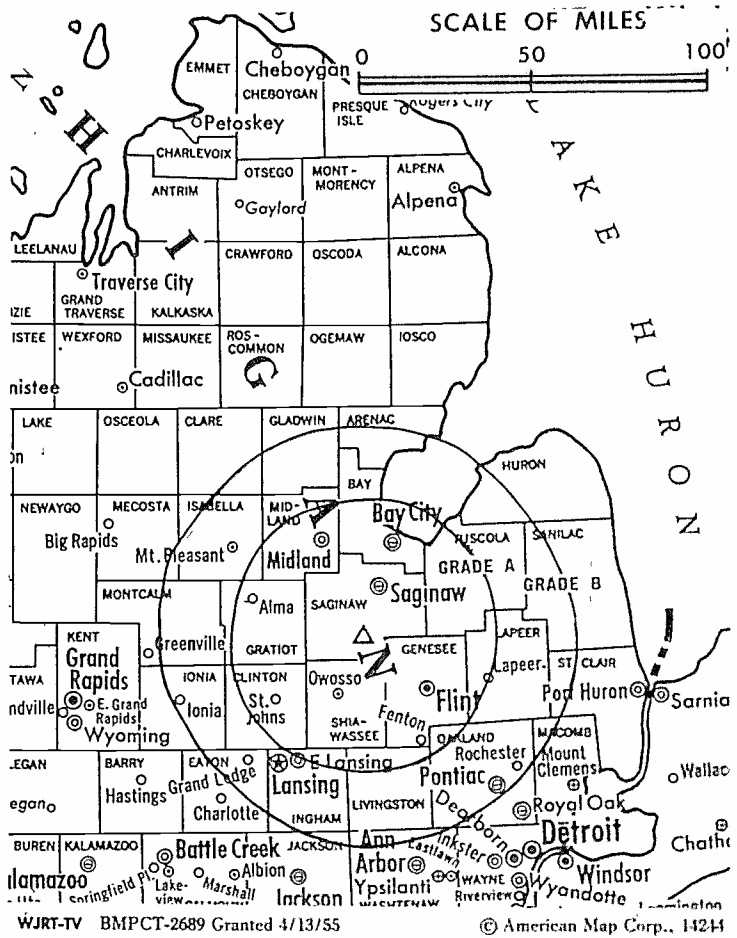
Rate: \$1200.

HOURLY RATE: \$1650.

Flint. ADI: Flint-Saginaw-Bay City. Rank: 59.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Alpena	11,500	11,100	97
Arenac	5,900	5,800	98
Bay	41,800	41,400	99
Clare	10,500	10,300	98
Clinton	19,300	19,100	99
Genesee	161,400	159,900	99
Gladwin	9,000	8,800	98
Gratiot	14,000	13,800	99
Huron	13,700	13,400	98
Ingham	103,200	101,900	99
Iosco	11,900	11,800	99
Isabella	17,800	17,500	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Lapeer	24,100	23,800	99
	Midland	27,100	26,900	99
	Ogemaw	7,100	7,000	99
	Saginaw	77,100	76,300	99
	Sanilac	15,500	15,200	98
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98
Between 25-49%	MICHIGAN			
	Alcona	4,400	4,300	97
	Eaton	35,300	34,900	99
	Montcalm	18,800	18,500	98
Between 5-24%	MICHIGAN			
	Ionia	17,700	17,500	99
	Jackson	52,400	51,800	99
	Livingston	37,300	37,000	99
Totals		801,700	792,000	99
Net Weekly Circulation (1990)				546,000
Average Daily Circulation (1990)				305,800

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Television & Cable Factbook

Michigan—Flint

WSMH

Ch. 66

Network Service: Fox.

Licensee: Flint Television Inc., 2250 Seymour Ave., Cincinnati, OH 45212.

Studio: G-2288 S. Ballenger Hwy., Flint, MI 48503.

Mailing Address: Box 1556, Flint, MI 48501.

Telephone: 313-767-8866.

Technical Facilities: Channel No. 66 (782-788 MHz). Authorized power: 1170-kw max. visual, 117-kw max. aural. Antenna: 943-ft. above av. terrain, 967-ft. above ground, 1577-ft. above sea level.

Latitude 43° 13' 18"
Longitude 84° 03' 14"

Transmitter: 7114 Gary Road, Chesaning.

Multichannel TV Sound: Separate audio program.

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

Ownership: Gerald J. Robinson (Group Owner).

Began Operation: April 8, 1985. Sale to present owner by Flint Family TV Inc., et al, approved by FCC April 21, 1986.

Represented (sales): Seltel Inc.

Represented (legal): McCampbell & Young.

Represented (engineering): Sterling Communications Inc.

Personnel:

WILLIAM W. HARPER, general manager.

JON HARPST, local sales manager.

JIM REPERT, program manager.

DAWN FLEETWOOD, promotion director.

JEANETTE NIELSEN, business manager.

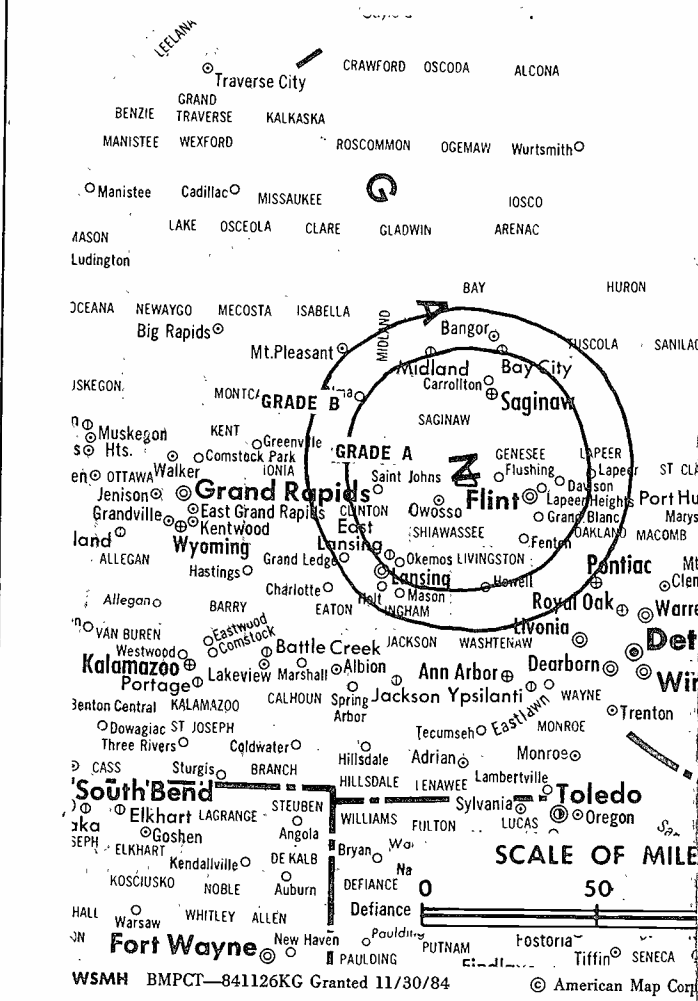
JOHN GROVER, chief engineer.

Highest 30 Sec. Rate: \$250.

City of License: Flint. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Bay	41,800	41,400	99
	Genesee	161,400	159,900	99
	Saginaw	77,100	76,300	99
	Shiawassee	24,400	24,100	99
	Tuscola	19,100	18,800	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	MICHIGAN		
	Clinton	19,300	19,100
	Gladwin	9,000	8,800
	Gratiot	14,000	13,800
	Huron	13,700	13,400
	Isabella	17,800	17,500
	Lapeer	24,100	23,800
	Midland	27,100	26,900
Between 5-24%	MICHIGAN		
	Arenac	5,900	5,800
	Clare	10,500	10,300
	Ionia	17,700	17,500
	Livingston	37,300	37,000
	Montcalm	18,800	18,500
	Sanilac	15,500	15,200
Totals		554,500	548,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

an—Grand Rapids-Kalamazoo-Creek

WOTV
Ch. 8

Service: NBC.
 Cellular Inc., 1370 Ave. of the Americas, New York, NY 10019.
 College Ave. SE, Grand Rapids, MI 49503.
 616-456-8888. TWX: 810-273-6920. Fax: 616-456-9676.
 Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual.
 Circularly polarized 970-ft. above av. terrain, 1015-ft. above ground,
 above sea level.

Latitude 42° 41' 13"
 Longitude 85° 30' 35"

2.5-mi. SW of Middleville, MI.

TV Sound: Stereo only.

Stations: Harris, 6-meter Ku-band; Harris, 6-meter C-band; Harris,
 band; Harris receivers.

Services: AP, CNN, Group W Newsfeed, Michigan News Exchange, Skycorn,

IN Television Corp. (Group Owner).

Origin: August 15, 1949. Sale to present owner by Time Inc. approved by
 FCC, 1983 (Television Digest, Vol. 22:46). Sale to Time-Life by H. M. Bitner
 approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:16). Bitner group's
 station, then called WLAV-TV, from Leonard A. Versluis approved by
 FCC, 1951 (Vol. 7:19, 38).

(sales): Blair Television.

(legal): Covington & Burling.

(engineering): Jansky & Bailey.

ROOTHAND, president & general manager.

KAY, general sales manager.

EN, marketing director.

RIGHT, local sales manager.

HDS, program manager.

HAS, promotion director.

K, news director.

HER, chief engineer.

ELTI, business manager.

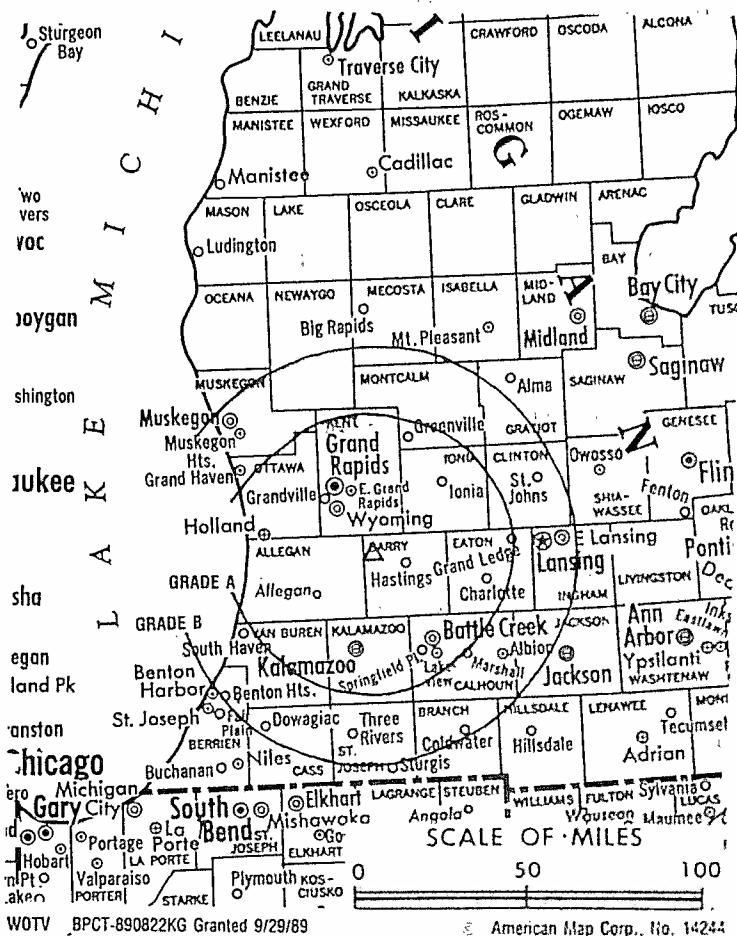
Loc. Rate: \$2400.

LEASE HOURLY RATE: \$2400.

Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MICHIGAN			
Allegan	32,100	31,700	99
Barry	17,700	17,500	99
Branch	15,100	14,900	99
Calhoun	53,000	52,500	99
Eaton	35,300	34,900	99
onia	17,700	17,500	99
Kalamazoo	83,700	82,600	99
Kent	183,400	180,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Montcalm	18,800	18,500	98
	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98
	Ottawa	60,500	59,700	99
	Van Buren	26,200	25,900	99
Between 25-49%	MICHIGAN			
	Clinton	19,300	19,100	99
	Ingham	103,200	101,900	99
	Mecosta	12,800	12,600	98
St Joseph	22,700	22,400	99	
Between 5-24%	INDIANA			
	Steuben	10,700	10,500	98
	MICHIGAN			
	Berrien	62,600	61,600	98
	Cass	18,500	18,200	98
	Gratiot	14,000	13,800	99
	Hillsdale	15,500	15,200	98
	Isabella	17,800	17,500	98
Jackson	52,400	51,800	99	
Oceana	8,500	8,300	98	
Totals		974,600	961,400	99
Net Weekly Circulation (1990)				596,000
Average Daily Circulation (1990)				344,200

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Michigan—Grand Rapids-Kalamazoo-Battle Creek

WUHQ-TV

Ch. 41

Network Service: ABC.

Licensee: Channel 41 Inc., Box 1616, Battle Creek, MI 49016.

Studio: 5200 Dickman Rd., Battle Creek, MI 49016.

Telephone: 616-968-9341. TWX: 810-276-2201. Fax: 616-966-6837.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 2000-kw max. & 891-kw horizontal visual, 89.1-kw horizontal aural. Antenna: 1080-ft. above av. terrain, 963-ft. above ground, 1952-ft. above sea level.

Latitude 42° 34' 15"
Longitude 85° 28' 11"

Transmitter: 5800 Norris Rd., Delton, MI.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Microdyne, 7-meter C-band; Andrew, 5-meter C-band; Scientific-Atlanta, 5-meter C-band; RCA, 4.5-meter Ku-band; Avantek, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Channel 41 Inc. Sale to Northstar TV Group pending (Television Digest, Vol. 30:33).

Began Operation: July 24, 1971.

Represented (sales): Settel Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

JERRY P. COLVIN, executive vice president & general manager.
MICHAEL J. LAEMERS, vice president & station manager.
MARK FEATHERSTON, vice president & regional sales manager.
MARK CRAWFORD, vice president & director of communications.
ANN ELLIS, southern sales manager.
ROB PENNOCK, accounting supervisor.
PHIL HARTMAN, program & promotion director.
LARRY NIENHAUS, news director.
KATHY LONG, traffic manager.

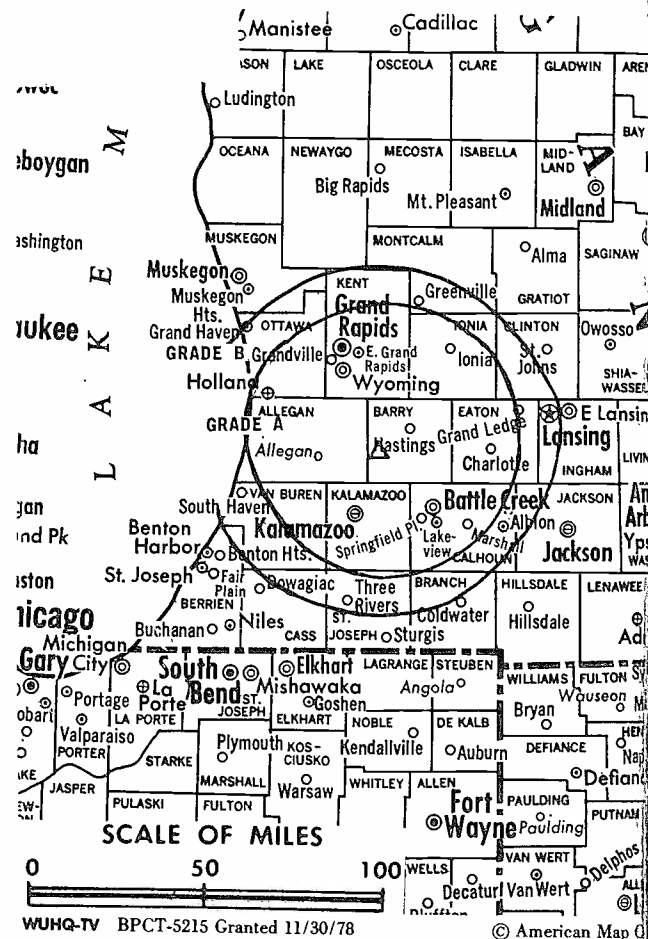
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$475.

City of License: Battle Creek. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Kalamazoo	83,700	82,600	99
	Van Buren	26,200	25,900	99



Net Weekly Circulation	State County	Total Households	TV Households
MICHIGAN			
Between 25-49%	Allegan	32,100	31,700
	Eaton	35,300	34,900
	Hillsdale	15,500	15,200
	Ionia	17,700	17,500
	Kent	183,400	180,700
	St Joseph	22,700	22,400
MICHIGAN			
Between 5-24%	Cass	18,500	18,200
	Clinton	19,300	19,100
	Ingham	103,200	101,900
	Jackson	52,400	51,800
	Montcalm	18,800	18,500
	Muskegon	58,300	57,600
	Ottawa	60,500	59,700
Totals		833,400	822,600
Net Weekly Circulation (1990)			300
Average Daily Circulation (1990)			117

an—Grand Rapids-Kalamazoo- Creek

WWMT

Ch. 3

(Also serves Muskegon)

Service: CBS.

Busse Bcstg. Corp., 590 W. Maple St., Kalamazoo, MI 49008.

590 W. Maple St., Kalamazoo, MI 49008.

616-388-3333. Fax: 616-388-8322.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 100-kw aural. Antenna: 1000-ft. above av. terrain, 1130-ft. above ground, 1900-ft. above ground level.

Latitude 42° 37' 56"
Longitude 85° 32' 16"

0.25-mi. E of Bradley Rd. & Patterson Rd., Yankee Springs area, MI.

Receiving Stations: In operation; Microdyne, Scientific-Atlanta receivers.

Services: AP, CBS, UPI.

Busse Broadcasting Corp. (Group Owner).

Original station: June 1, 1950. FCC approved sale to Gillett Bcstg. by Fetzer TV Corp. in 1985. Sale to present owners approved July 31, 1987.

(Sales): TeleRep Inc.

(Legal): Pepper & Corazzini.

John Busse, president & general manager.

John R. Cornelius, station manager.

John R. Cornelius, general sales manager.

John R. Cornelius, national sales manager.

John R. Cornelius, news director.

John R. Cornelius, business manager.

John R. Cornelius, production manager.

John R. Cornelius, program manager.

John R. Cornelius, chief engineer.

John R. Cornelius, studio operations manager.

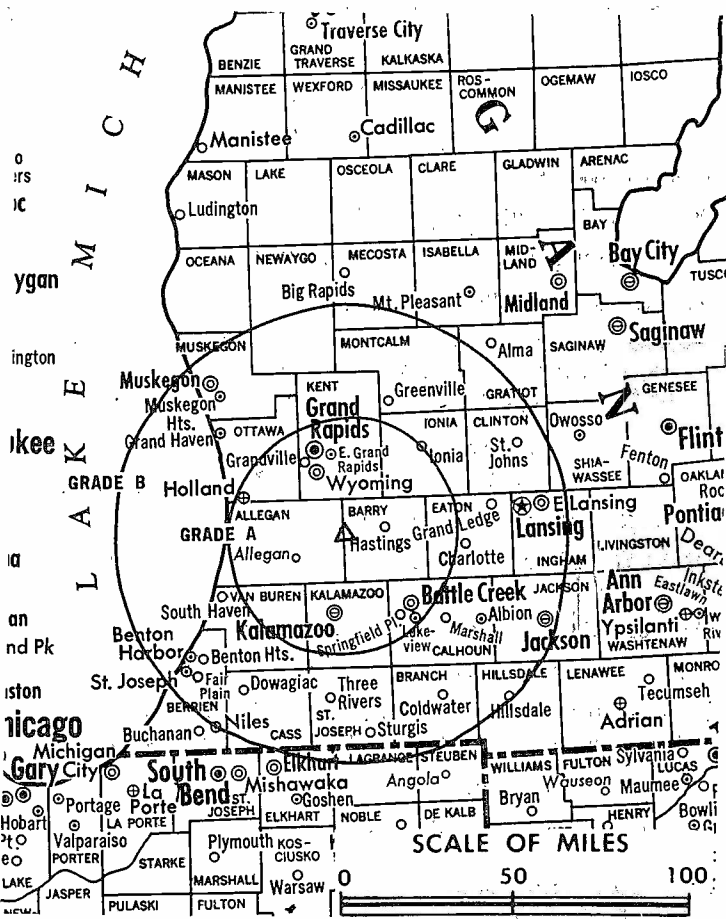
John R. Cornelius, promotion manager.

Request:

Market: Kalamazoo. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Allegan	32,100	31,700	99
Barry	17,700	17,500	99
Branch	15,100	14,900	99
Calhoun	53,000	52,500	99
Ionia	17,700	17,500	99
Kalamazoo	83,700	82,600	99
Kent	183,400	180,700	99
Montcalm	18,800	18,500	98
Muskegon	58,300	57,600	99
Newaygo	14,800	14,500	98



WWMT BPC1-2745 Granted 6/29/60

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Ottawa	60,500	59,700	99
	St Joseph	22,700	22,400	99
	Van Buren	26,200	25,900	99
Between 25-49%	MICHIGAN			
	Cass	18,500	18,200	98
	Eaton	35,300	34,900	99
Ingham	103,200	101,900	99	
Between 5-24%	INDIANA			
	Steuben	10,700	10,500	98
	MICHIGAN			
	Berrien	62,600	61,600	98
	Clinton	19,300	19,100	99
	Hillsdale	15,500	15,200	98
	Jackson	52,400	51,800	99
Mecosta	12,800	12,600	98	
Oceana	8,500	8,300	98	
Totals		942,800	930,100	99
Net Weekly Circulation (1990)			566,200	
Average Daily Circulation (1990)			287,100	

Some 23,705 key industry people can see
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Michigan—Grand Rapids

WXMI

Ch. 17

Network Service: Fox.

Licensee: TV 17 Unlimited Inc., 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Studio: 3117 Plaza Dr. NE, Grand Rapids, MI 49505.

Telephone: 616-364-8722. **TWX:** 810-273-6084. **Fax:** 616-364-8500.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 1300-kw visual, 130-kw aural. Antenna: 1081-ft. above av. terrain, 1083-ft. above ground, 1884-ft. above sea level.

Latitude 42° 41' 15"
Longitude 85° 31' 57"

Transmitter: Davis Rd., 1-mi. W of Cherry Valley Rd.

Satellite Earth Stations: Harris, 6.1-meter C-band; Harris, 4-meter Ku-band C-band; Harris receivers.

SNG Mobile Dish: 2.2-meter Ku-band.

Ownership: Dudley Communications Group (Group Owner).

Began Operation: March 18, 1982. Sale to present owner by Harold O. Shively, et al., approved by FCC November 17, 1988 (Television Digest, Vol. 29:19).

Represented (sales): Petry Television Inc.

Represented (legal): Arter & Hadden.

Personnel:

PATRICK J. MULLEN, vice president & general manager.

JUDY KENNEY, director of sales.

ED FERNANDEZ, local sales manager.

JULIANE GALLE, national sales manager.

DALE SCHOLTEN, director of engineering.

MONICA F. EDISON, promotion director.

PAM SWENK, director of broadcast services.

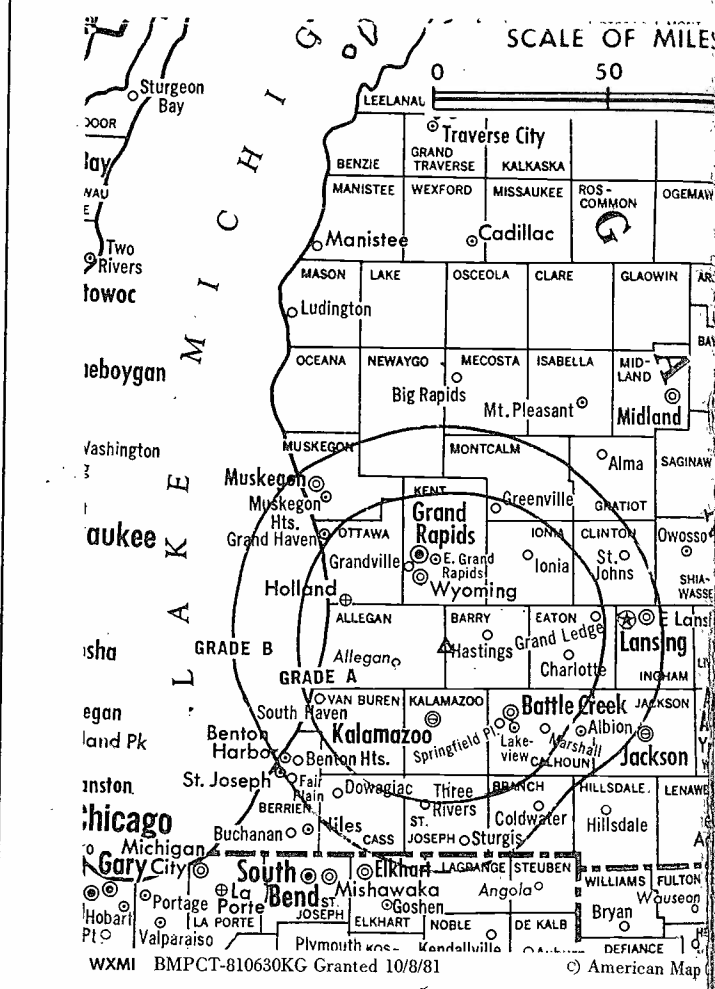
BONNIE HUNTER, director of office services.

Highest 30 Sec. Rate: \$2000.

City of License: Grand Rapids. **ADI:** Grand Rapids-Kalamazoo-Battle Creek. **Rank:** 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
MICHIGAN				
	Allegan	32,100	31,700	99
	Barry	17,700	17,500	99
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Ionia	17,700	17,500	99
	Kalamazoo	83,700	82,600	99
	Kent	183,400	180,700	99
	Montcalm	18,800	18,500	98
	Ottawa	60,500	59,700	99
	Van Buren	26,200	25,900	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%			
MICHIGAN			
	Eaton	35,300	34,900
	Mecosta	12,800	12,600
	Muskegon	58,300	57,600
	Newaygo	14,800	14,500
	St Joseph	22,700	22,400
Between 5-24%			
MICHIGAN			
	Cass	18,500	18,200
	Clinton	19,300	19,100
	Gratiot	14,000	13,800
	Hillsdale	15,500	15,200
	Isabella	17,800	17,500
	Jackson	52,400	51,800
	Oceana	8,500	8,300
Totals		798,100	787,400
Net Weekly Circulation (1990)			376
Average Daily Circulation (1990)			162

Grand Rapids

WZZM-TV

Ch. 13

Service: ABC.

Address: TG Inc., 405 Lexington Ave., 54th Floor, New York, NY 10174.

Address: Three Mile Rd., Walker, MI 49504.

Address: Box Z, Grand Rapids, MI 49501.

Phone: 212-697-2280. Fax: 616-784-2408.

Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw
 Power: 1000-ft. above av. terrain, 991-ft. above ground,
 above sea level.

Latitude 43° 18' 34"
 Longitude 85° 54' 44"

6-mi. SW of Grant, MI.

Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; RCA,
 U-band; Avantek, Harris, M/A-Com receivers.

Services: ABC, AP, UPI.

Northstar Television Group Inc. (Group Owner).

Operation: November 1, 1962 on interim basis with all four applicants operating
 on a non-exclusive basis. Began operation as West Michigan Telecasters Inc. on Jan.
 Transfer of control to Synercom Communications Corp. approved by FCC
 1969. Split-off to Lewis V. Chamberlin, et al., Dec. 31, 1973. Sale to
 Enterprises Inc. approved by FCC Dec. 8, 1977 (Television Digest, Vol.
 50). Sale to KKR approved April 11, 1984 (Vol. 23:39, 52; 24:14, 16).
 Communications approved Dec. 19, 1985. Sale to present owner
 Sept. 11, 1989.

(sales): Katz Television.

(legal): Cohn & Marks.

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

(K) MAZZIE, vice president & general manager.

(SS) KUNST, general sales manager.

National sales manager.

Operations manager.

Chief engineer.

News director.

TMANSHOF, controller.

Rate: \$2000.

HOURLY RATE: \$1200.

Grand Rapids. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MICHIGAN			
Allegan	32,100	31,700	99
Ionia	17,700	17,500	99
Kent	183,400	180,700	99
Lake	3,900	3,800	97
Mason	10,500	10,200	97
Mecosta	12,800	12,600	98
Montcalm	18,800	18,500	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Muskegon	58,300	57,600	99
	Newaygo	14,800	14,500	98
	Oceana	8,500	8,300	98
	Osceola	7,700	7,600	99
	Ottawa	60,500	59,700	99
MICHIGAN				
Between 25-49%	Manistee	9,500	9,300	98
	Van Buren	26,200	25,900	99
MICHIGAN				
Between 5-24%	Barry	17,700	17,500	99
	Clare	10,500	10,300	98
	Grand Traverse	23,500	23,000	98
	Gratiot	14,000	13,800	99
	Isabella	17,800	17,500	98
	Kalamazoo	83,700	82,600	99
	Missaukee	4,000	3,900	98
	Wexford	10,600	10,400	98
Totals		646,500	636,900	99
Net Weekly Circulation (1990)				404,300
Average Daily Circulation (1990)				249,100

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Michigan—Kalamazoo

WLLA

Ch. 64

Network Service: None independent

Licenses: Christian Faith Broadcast Inc. 3829 Maple Ave., Box 247, Castalia, OH 44624.

Studio: 6943 Kijora Rd., Box 431, Kalamazoo, MI 49001

Telephone: 616-345-8421

Technical Facilities: Channel No. 64 (770-776 MHz) Authorized power: 1500-4W max. visual, 145-4W max. aural. Antenna: 1000-ft. above air terrain, 903-ft. above ground, 1647-ft. above sea level.

Latitude 42° 34' 15"

Longitude 85° 25' 11"

Holds OP for change to 2500-4W max. visual EPCT-690404NF

Transmitter: 5800 Norris Rd., Eaton, MI

Ownership: Christian Faith Broadcast Inc. (Group Owner)

Began Operations: June 30, 1987.

Represented (legal): May & Dunne, Chartered

Represented (engineering): Smith Electronics

Personnel:

RICHARD HAWKINS, general manager

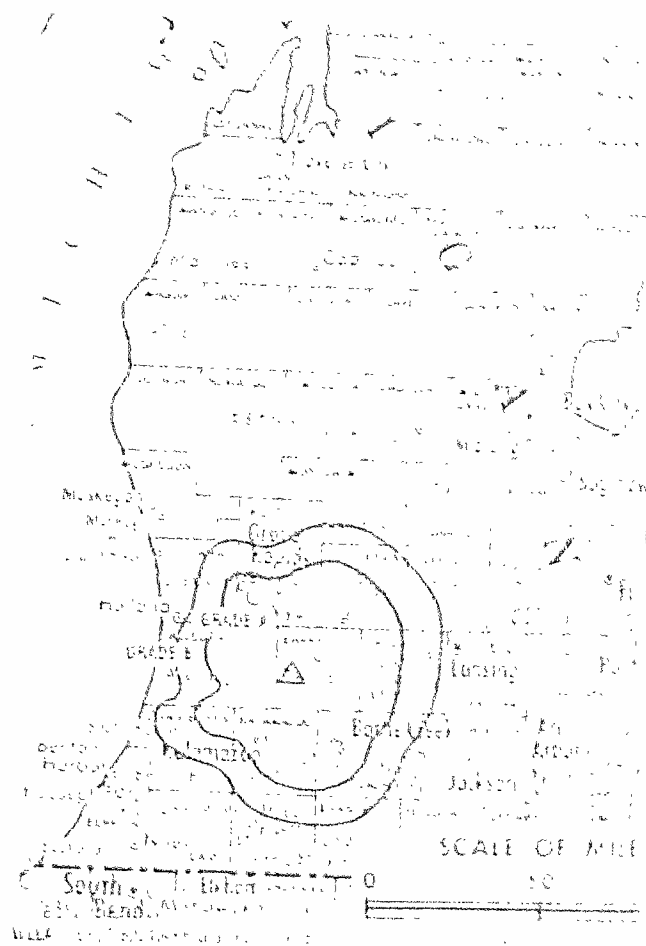
RUSTY TOST, chief engineer

DANIEL BEHRMANN, program director

Highest 30 Sec. Rate: \$32.

City of License: Kalamazoo ADI: Grand Rapids-Kalamazoo-Battle Creek Rank: 37

Total Households (P.M. Complete Make Estimate of 1990) Estimated TV and Circulation in 1990 and by County (see separate section Appendix 2)



Net Weekly Circulation	State County	Total Households	Total Circulation
Between 5-24%	MICHIGAN Barry	17,700	17,500
Totals		17,700	17,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Lansing-Onondaga

WILX-TV

Ch. 10

(Also serves Battle Creek & Jackson, MI)

Service: NBC.

Adams TV of Lansing Inc., Box 30380, Lansing, MI 48909.

10 Springport Rd., Jackson, MI 49202; 500 American Rd., Lansing, MI

Address: Box 30380, Lansing, MI 48909.

Phone: 517-482-0721, Lansing; 517-783-2621, Jackson.

787-9744.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 309-kw. 7-kw aural. Antenna: 980-ft. above av. terrain, 993-ft. above ground, above sea level.

Latitude 42° 36' 33"
Longitude 84° 34' 21"

Address: Rossman Rd., Onondaga.

TV Sound: Stereo only.

Transmitters: ChannelMaster, 3.3-meter C-band; Comtech, 5-meter C-band; Harris, 4.6-meter Ku-band; Harris, 6-meter Ku-band; Harris, ChannelMaster, Pinzone, M/A-Com receivers.

Service: AP, NBC.

Parent: Adams Communications (Group Owner).

Origin: March 15, 1959. Sale to present owner by Figgie International Inc. by FCC April 8, 1983. Sale to Figgie by Edward E. Wilson & Lansing Bcstg. by FCC Sept. 6, 1978 (Television Digest, Vol. 18:23).

Marketing (sales): Blair Television.

Marketing (legal): Wiley, Rein & Fielding.

Marketing (engineering): John H. Mullaney & Associates.

President: SNIDER, president & general manager.

Vice President: CARSON, vice president & national sales manager.

Vice President: MANOR, vice president of business affairs.

Local Sales Manager: BRANDT, local sales manager.

Director of Broadcast Operations: PERNOT, director of broadcast operations.

News Director: CHALGIAN, news director.

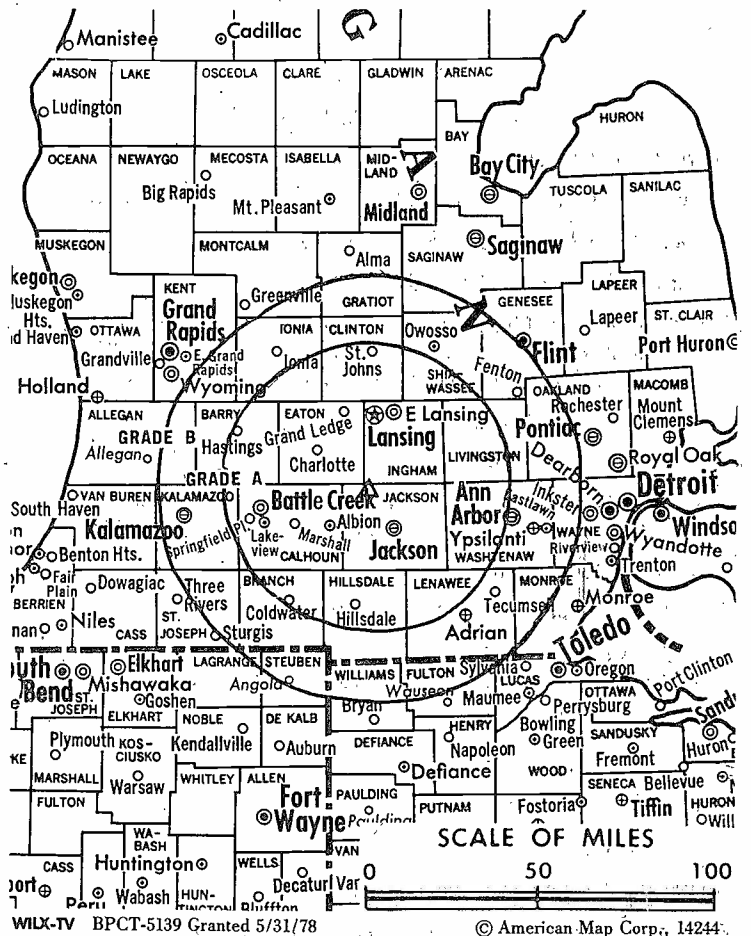
Creative Services Director: MOE, creative services director.

Basic Rate: \$2000.

Base Hourly Rate: \$1050.

Market: Onondaga. ADI: Lansing. Rank: 103.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Branch	15,100	14,900	99
	Clinton	19,300	19,100	99
	Eaton	35,300	34,900	99
	Hillsdale	15,500	15,200	98
	Ingham	103,200	101,900	99
	Jackson	52,400	51,800	99
Between 25-49%	MICHIGAN			
	Calhoun	53,000	52,500	99
	Ionia	17,700	17,500	99
Between 5-24%	MICHIGAN			
	Livingston	37,300	37,000	99
	Barry	17,700	17,500	99
	Gratiot	14,000	13,800	99
	Kalamazoo	83,700	82,600	99
Totals	Lenawee	32,000	31,600	99
	Montcalm	18,800	18,500	98
Totals		539,400	532,900	99
Net Weekly Circulation (1990)				288,900
Average Daily Circulation (1990)				152,100

Michigan—Lansing

WLAJ

Ch. 53

Network Service: ABC.

Grantee: Lansing 53 Inc., 600 W. St. Joseph St., Suite 10, Lansing, MI 48933.

Studio: 5815 S. Pennsylvania Ave., Lansing, MI 48911.

Telephone: 517-484-9100. **Fax:** 517-484-0553.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 1740-kw max. visual, 174-kw max. aural. Antenna: Circularly polarized, 976-ft. above av. terrain, 1009-ft. above ground, 1949-ft. above sea level.

Latitude	42°	25'	11.0"
Longitude	84°	31'	25.5"

Requests modification of CP for change to 1660-kw max. visual, 981-ft. above av. terrain, 988-ft. above ground, 1929-ft. above sea level. BMPCT-900717KG.

Transmitter: 4543 Baseline Rd., Rives Junction, MI.

Multichannel TV Sound: Planned stereo only.

Satellite Earth Stations: Andrew, 7.3-meter; Andrew, 4.5-meter; Vertex, 6.1-meter; DH Satellite, 3.8-meter; Andrew, Standard Components receivers.

News Service: ABC.

Ownership: Lansing 53 Inc.

Scheduled to Begin: October 15, 1990.

Represented (sales): Katz Television.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

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

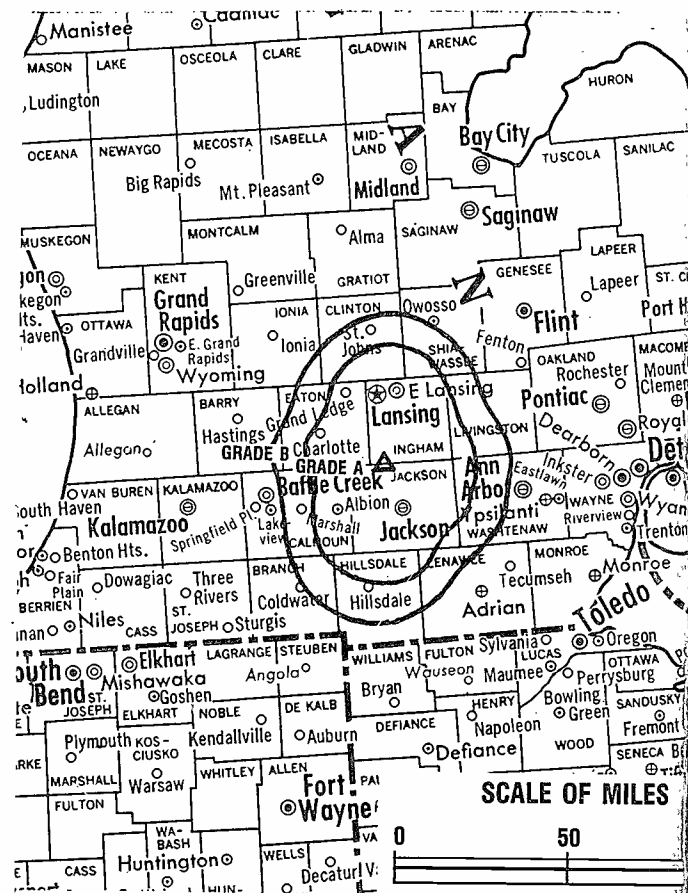
Personnel:

THOMAS B. JONES, general manager.

ROBERT E. SERRE, general sales manager.

LARRY A. ESTLACK, chief engineer.

BRUCE N. CORNELIUS, news director.



WLAJ BMPCT-890501KF Granted 3/2/90

© American Map Corp.

RUTH GLOVER, business manager.

Highest 30 Sec. Rate: \$2000.

Arbitron Data: Not available.

City of License: Lansing. ADI: Lansing. Rank: 103.

Lansing

WLNS-TV

Ch. 6

(Also serves Flint & Jackson, MI)

Service: CBS.

Broadcasting of Lansing Inc., 3 East 54th St., New York, NY 10022.

100 E. Saginaw St., Lansing, MI 48912.

Phone: 517-372-8282. TWX: 810-251-0805.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual.
 Antenna: 1000-ft. above av. terrain, 1023-ft. above ground, 1923-ft. above level.

Latitude 42° 41' 14"
 Longitude 84° 22' 35"

Address: Vanatta Rd. near Jolly Rd.

Relay Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter; Scientific-Atlanta receivers.

Services: AP, CNN, Sports News Satellite.

Parent: Young Broadcasting Inc. (Group Owner).

History: Station: May 1, 1950. Sale to present owner by Backe Communications Co. by FCC May 14, 1986 (Television Digest, Vol. 26:15). Sale to Backe Communications Co. by FCC April 26, 1984 (Vol. 24:12, 12).

Owner: (sales): Adam Young Inc.

Legal: (legal): Wiley, Rein & Fielding.

President: VASNICK, president.

Vic President: VINTIMORE, vice president & general manager.

General Sales Manager: SMAR, general sales manager.

Local Sales Manager: HELOR, local sales manager.

Chief Engineer: chief engineer.

Operations Manager: MAN, operations manager.

Business Manager: RYDSON, business manager.

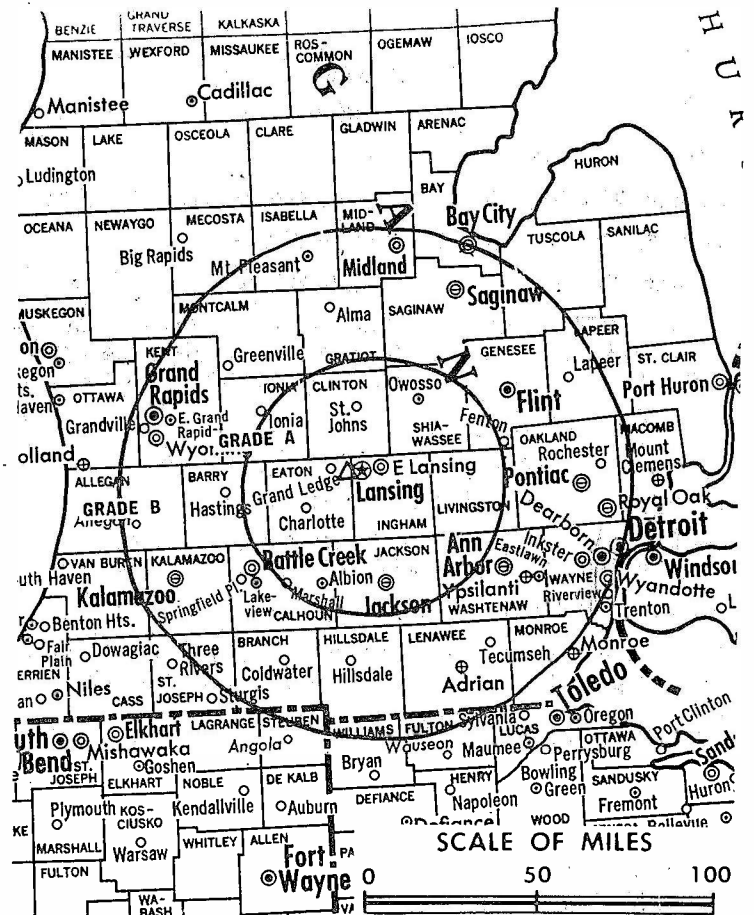
Rate: \$900.

Hourly Rate: \$1214.

Rank: Lansing. ADI: Lansing. Rank: 103.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MICHIGAN			
Clinton	19,300	19,100	99
Eaton	35,300	34,900	99
Gratiot	14,000	13,800	99
Hillsdale	15,500	15,200	98
Ingham	103,200	101,900	99
Jackson	52,400	51,800	99
Shiawassee	24,400	24,100	99



WLNS-TV BPCT-2041 Granted 11/23/55

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Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
Between 25-49%	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99
	Genesee	161,400	159,900	99
	Ionia	17,700	17,500	99
	Livingston	37,300	37,000	99
	Montcalm	18,800	18,500	98
MICHIGAN				
Between 5-24%	Barry	17,700	17,500	99
	Isabella	17,800	17,500	98
	Lapeer	24,100	23,800	99
	Lenawee	32,000	31,600	99
	Saginaw	77,100	76,300	99
Totals		837,700	827,300	99
Net Weekly Circulation (1990)			368,600	
Average Daily Circulation (1990)			180,200	

Michigan—Lansing

WSYM-TV

Ch. 47

Network Service: Fox.

Licensee: WTMJ Inc., 600 W. St. Joseph St., Suite 47, Lansing, MI 48933.

Studio: 600 W. St. Joseph St., Lansing, MI 48933.

Telephone: 517-484-7747. TWX: 810-251-0807. Fax: 517-484-3144.

Technical Facilities: Channel No. 47 (668-674 MHz). Authorized power: 1350-kw max. & 813-kw horizontal visual, 135-kw max. & 81.3-kw horizontal aural. Antenna: 1000-ft. above av. terrain, 1036-ft. above ground, 1956-ft. above sea level.

Latitude 42° 28' 03"
Longitude 84° 39' 06"

Transmitter: 9447 Holmes Hwy., Eaton Rapids.

Satellite Earth Stations: Microdyne, 7-meter C-band; Vertex, 4.6-meter Ku-band; M/A-Com, 3.2-meter C-band; M/A-Com, Microdyne, Drake receivers.

Ownership: WTMJ Inc. (Group Owner).

Began Operation: December 1, 1982. Sale to present owner by F & S Development Group approved by FCC Nov. 9, 1984 (Television Digest, Vol. 24:34, 39).

Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

PETER BANNISTER, vice president & general manager.

RANDY ROSE, local sales manager.

W. B. SHIPLEY, operations manager.

THOM LILLY, national sales manager.

BILL SHIPLEY, program director.

KIP BOHNE, promotion director.

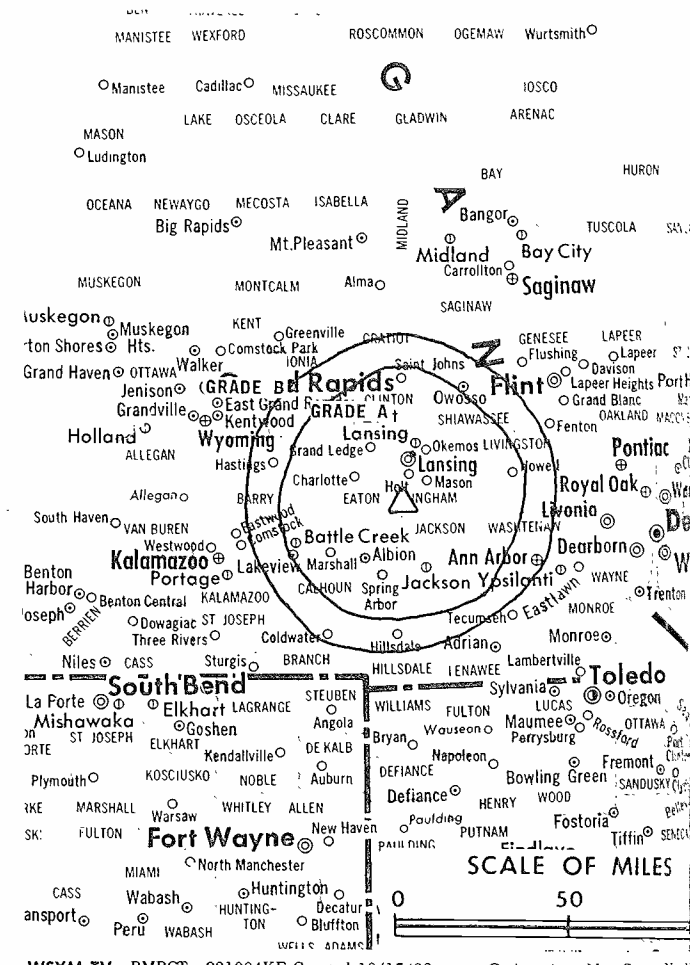
LARRY AMBURGEY, business manager.

Highest 30 Sec. Rate: \$500.

City of License: Lansing. ADI: Lansing. Rank: 103.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Eaton	35,300	34,900	99
	Ingham	103,200	101,900	99
	Jackson	52,400	51,800	99
Between 25-49%	MICHIGAN			
	Branch	15,100	14,900	99
	Calhoun	53,000	52,500	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Clinton	19,300	19,100
	Hillsdale	15,500	15,200
	Ionia	17,700	17,500
	Shiawassee	24,400	24,100
Between 5-24%	INDIANA		
	Steuben	10,700	10,500
	MICHIGAN		
	Barry	17,700	17,500
	Gratiot	14,000	13,800
	Kalamazoo	83,700	82,600
	Livingston	37,300	37,000
Montcalm	18,800	18,500	
St Joseph	22,700	22,400	
Totals		540,800	534,200
Net Weekly Circulation (1990)			193,500
Average Daily Circulation (1990)			73,400

ian—Marquette

WLUC-TV

Ch. 6

Service: CBS, NBC.

Parent: Federal Bcstg Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

Address: 1777 S. Highway 41, Negaunee, MI 49866.

Phone: 906-475-4161; 906-475-4141, news. TWX: 62127136.

Teletype: 5-4824.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 100-kw audio. Antenna: 978-ft. above av. terrain, 1018-ft. above ground, 2495-ft. above sea level.

Latitude 46° 20' 11"
Longitude 87° 50' 55"

Location: 3-mi. W of Rte. 581, 14-mi. SW of Ishpeming.

Transmitters: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Scientific-Atlanta receivers.

Feeds: AP, Group W Newsfeed.

Parent: Federal Broadcasting Co. (Group Owner).

History: Station: March 23, 1956. Sale to present owner approved by FCC July 17, 1956 (FCC Docket # 56-1000, Vision Digest, Vol. 27:20). Sale to Gillett Group by Post Corp. approved July 17, 1956 (FCC Docket # 56-1000, Vision Digest, Vol. 27:20). Sale to Post Corp. with WLUK-TV, Green Bay, WI by M & M Broadcasting Co. approved Jan. 6, 1965 by FCC (Vol. 4:41; 5:2). Sale of 52% control to Lake Superior Broadcasting Co. by original licensee Lake Superior Bcstg. approved July 8, 1959 (Vol. 1:100). In 1960 Lake Superior sold remaining 48% to M & M Bcstg. for \$40,000.

Marketing: (sales): Blair Television.

Legal: (legal): Hogan & Hartson.

Management: [Name], vice president & general manager.

[Name], UYTERS, general sales manager.

[Name], national sales manager.

[Name], news director.

[Name], business manager.

[Name], marketing director.

[Name], production manager.

[Name], chief engineer.

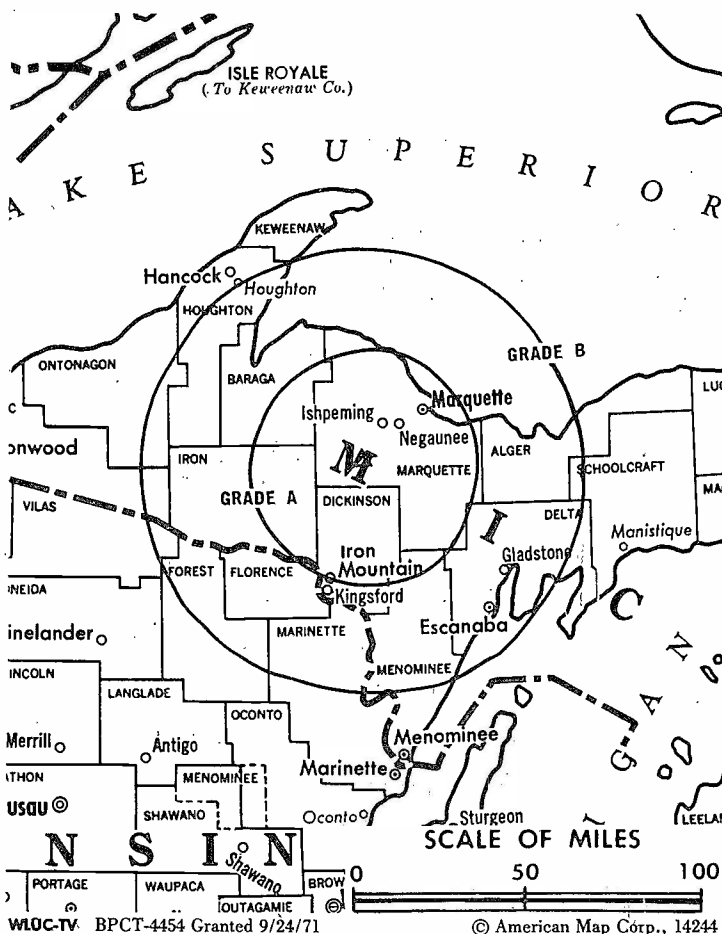
Rate: \$575.

Hourly Rate: \$972.

Market: Marquette. ADI: Marquette. Rank: 182.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State	Total Households	TV Households	%
MICHIGAN			
Alger	3,200	3,100	97
Baraga	3,000	2,900	97
Delta	13,900	13,600	98
Dickinson	10,700	10,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Gogebic	7,500	7,300	97
	Houghton	13,600	13,200	97
	Iron	5,800	5,700	98
	Keweenaw	700	700	100
	Marquette	25,400	25,100	99
	Ontonagon	3,500	3,400	97
	Schoolcraft	3,000	2,900	97
	WISCONSIN			
	Florence	1,400	1,400	100
	Between 25-49%	MICHIGAN		
Luce		2,200	2,100	95
Menominee		9,700	9,500	98
Between 5-24%	WISCONSIN			
	Iron	2,700	2,700	100
	Forest	3,400	3,300	97
	Marinette	16,200	16,000	99
	Oneida	13,100	12,800	98
	Vilas	7,600	7,400	97
Totals		146,600	143,700	98
Net Weekly Circulation (1990)				92,000
Average Daily Circulation (1990)				64,300

Michigan—Muskegon

WTLJ

Ch. 54

Network Service: None, independent.

Licensee: Miami Valley Christian Television Inc., 2675 Dayton Rd., Springfield, OH 45506.

Studio: 10290 48th Ave., Allendale, MI 49401.

Telephone: 616-895-6054.

Technical Facilities: Channel No. 54 (710-716 MHz). Authorized power: 4395-kw max. visual, 440-kw max. aural. Antenna: 966-ft. above av. terrain, 962-ft. above ground, 1642-ft. above sea level.

Latitude 42° 57' 25"
Longitude 85° 54' 07"

Transmitter: 3-mi. ESE at SE corner of 48th & Pierce Sts., Allendale.

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

Ownership: Miami Valley Christian Television Inc. (Group Owner).

Began Operation: November 3, 1986.

Represented (legal): Miller & Fields, P.C.

Represented (engineering): R. L. Purcell.

Personnel:

MARVIN D. SPARKS, president & general manager.

ROBERT KORNSTADT, station manager & chief engineer.

RICK WOODBY, business manager.

Rates: On request.

City of License: Muskegon. ADI: Grand Rapids-Kalamazoo-Battle Creek. Rank: 37.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
	MICHIGAN		
Between 5-24%	Ottawa	60,500	59,700
Totals		60,500	59,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

an—Saginaw

WAQP

Ch. 49

Service: None, independent.

Address: Five-State Christian TV, Box 1010, Marion, IL 62959.

Address: Federal Ave., Saginaw, MI 48606.

Address: Box 2215, Saginaw, MI 48607.

Phone: 517-754-1038. Fax: 517-754-8668.

Facilities: Channel No. 49 (680-686 MHz). Authorized power: 1000-kw
 3.68-kw horizontal visual, 100-kw max. & 83.37-kw horizontal aural.
 40-ft. above av. terrain, 964-ft. above ground, 1574-ft. above sea level.

Latitude 43° 13' 18"
 Longitude 84° 03' 14"

Address: 7114 W. Gary Rd., Chesaning.

Antennas: Scientific-Atlanta, 4.5-meter Ku-band; Scientific-Atlanta,
 C-band; SatCom, Scientific-Atlanta receivers.

Owner: Five-State Christian TV Inc. (Group Owner).

License: March 26, 1985.

Legal: May & Dunne, Chartered.

CEO, general manager.

VP, local sales manager & news director.

VP, chief engineer.

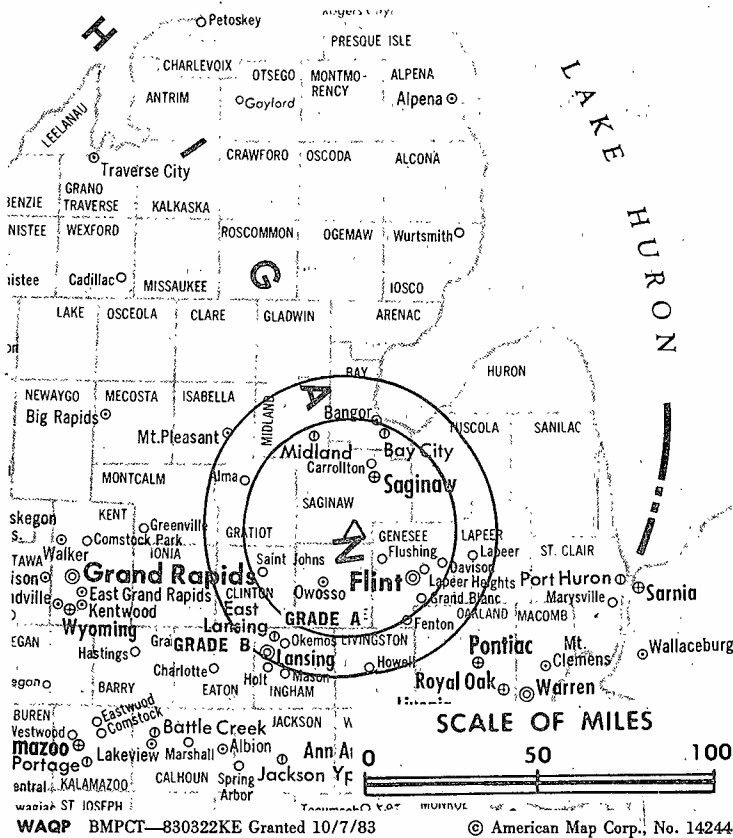
VP, program director.

VP, office manager.

VP, guest.

Market: Saginaw. ADI: Flint-Saginaw-Bay City. Rank: 59.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



WAQP BMPCT—830322KE Granted 10/7/83

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Net Weekly Circulation	State County	Total Households	TV Households	
			Households	%
MICHIGAN				
Between 5-24%	Arenac	5,900	5,800	98
	Sanilac	15,500	15,200	98
Totals		21,400	21,000	98
Net Weekly Circulation (1990)			11,100	
Average Daily Circulation (1990)			3,900	

Michigan—Saginaw-Flint-Bay City-Midland

WEYI-TV

Ch. 25

Network Service: CBS.

Licensee: WEYI Associates, 2225 W. Willard Rd., Box 250, Clio, MI 48420.

Studio: 2225 W. Willard Rd., Clio, MI 48420.

Telephone: 313-687-1000; 517-755-0525. TWX: 810-235-1132.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2035-kw max. & 675-kw horizontal visual, 204-kw max. & 68-kw horizontal aural. Antenna: 1320-ft. above av. terrain, 1359-ft. above ground, 2049-ft. above sea level.

Latitude 43° 13' 01"
Longitude 83° 43' 17"

Transmitter: 2225 W. Willard Rd., Clio, MI.

Satellite Earth Stations: Harris, 9-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 3.1-meter Ku-band; Harris receivers.

News Service: AP.

Ownership: Television Station Partners L.P. (Group Owner).

Began Operation: April 5, 1953 on Ch. 57. Sept. 14, 1965 it shifted to Ch. 25. Sale of 33.333% by estate of Alvin Bentley to William J. Edwards & Howard H. Wolfe increasing their holdings to 50% each approved by FCC March 6, 1970. Sale to Rust Craft approved Feb. 16, 1972 (Television Digest, Vol. 11:43; 12:8). For subsequent sales, see Sales & Transfers of TV Stations.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

RALPH E. BECKER, president.

ERIC LAND, vice president & general manager.

RAY NELSON, local & regional sales manager.

JON BENGTON, program manager.

TERRY STANTON, news director.

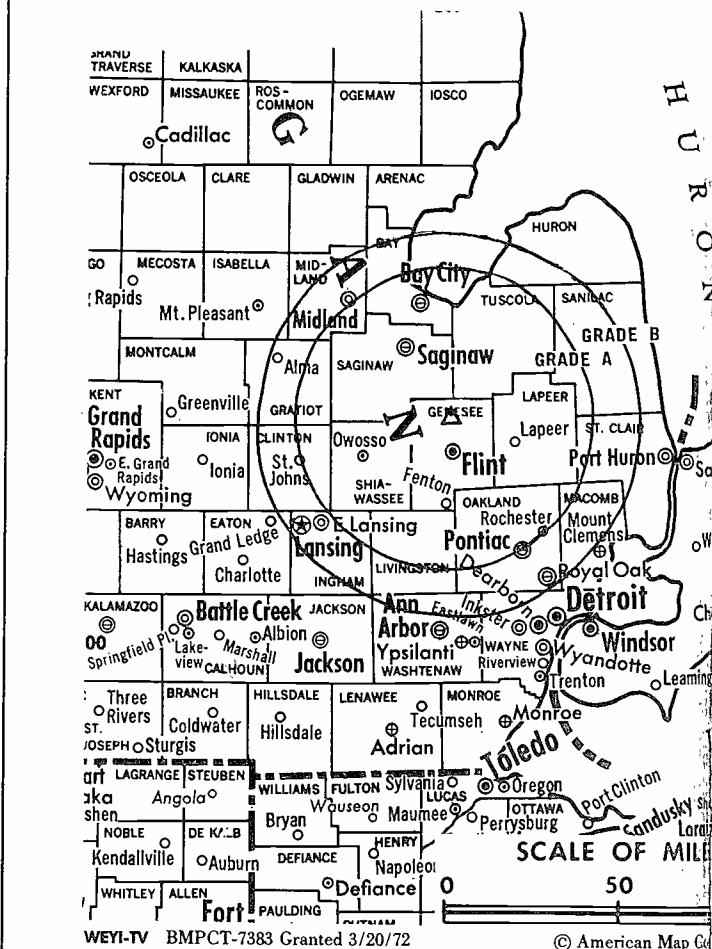
Highest 30 Sec. Rate: \$750.

NETWORK BASE HOURLY RATE: \$569.

City of License: Saginaw. ADI: Flint-Saginaw-Bay City. Rank: 59.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Bay	41,800	41,400	99
	Genesee	161,400	159,900	99
	Huron	13,700	13,400	98
	Lapeer	24,100	23,800	99
	Midland	27,100	26,900	99
	Saginaw	77,100	76,300	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Sanilac	15,500	15,200
	Shiawassee	24,400	24,100
	Tuscola	19,100	18,800
Between 25-49%	MICHIGAN		
	Arenac	5,900	5,800
	Gratiot	14,000	13,800
	Iosco	11,900	11,800
	Isabella	17,800	17,500
Between 5-24%	MICHIGAN		
	Alcona	4,400	4,300
	Clare	10,500	10,300
	Clinton	19,300	19,100
	Gladwin	9,000	8,800
	Montcalm	18,800	18,500
	Ogemaw	7,100	7,000
Totals		522,900	516,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Michigan—Sault Ste. Marie

WGTV

Ch. 8

(Satellite of WGTU, Traverse City, MI)

Service: ABC.

Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

WGTU, Traverse City.

Address: 201 E. Front St., Traverse City, MI 49684.

906-632-3333.

Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 316-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"

Location: 0.9-mi. W of Goetzville, Chippewa County.

Receiving Stations: In operation; Scientific-Atlanta receivers.

Michigan Center Broadcasting.

Operation: October 29, 1976.

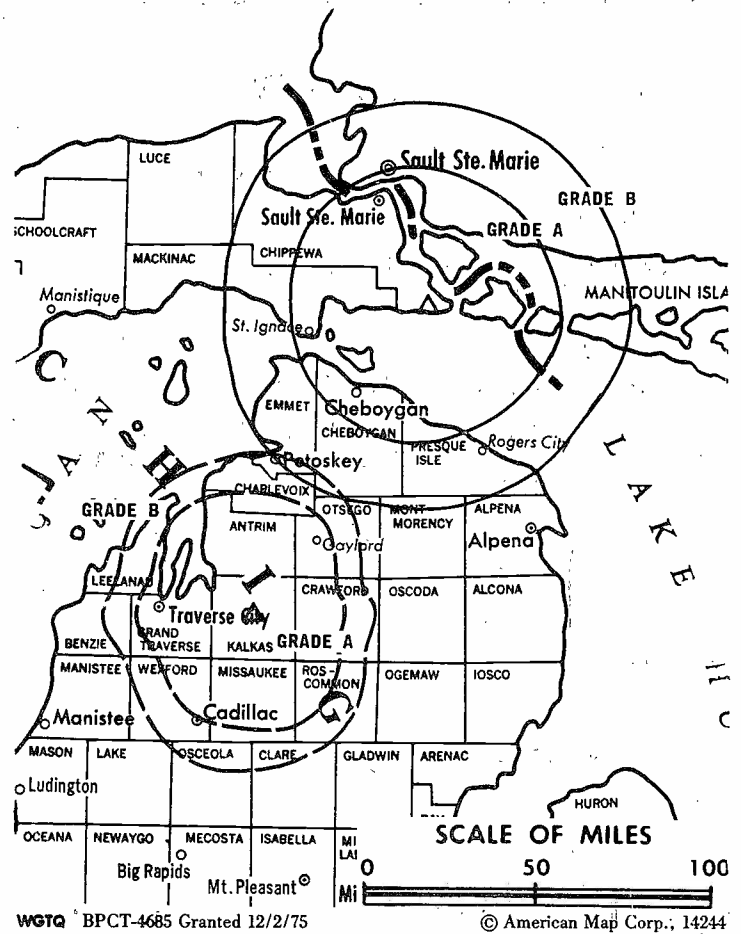
Owner (sales): Seitel Inc.

Owner (legal): Koteen & Naftalin.

Primary, WGTU sales.

ARNARD, engineer-in-charge.

Operates in combination with WGTU, Traverse City, MI.



WGTV BPCT-4685 Granted 12/2/75

© American Map Corp., 14244

Arbitron Data: Included with WGTU, Traverse City, MI.

City of License: Sault Ste. Marie. ADI: Traverse City-Cadillac. Rank: 131.

Michigan—Sault Ste. Marie

WWUP-TV

Ch. 10

(Satellite of WWTW, Cadillac, MI)

Network Service: CBS.

Licensee: Heritage Bcstg. Co. of Michigan, 1500 N. Woodward St., Suite 335, Birmingham, MI 48009.

Studio: See WWTW, Cadillac.

Telephone: 616-775-3478. TWX: 906-635-6225. Fax: 906-635-1597.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1214-ft. above av. terrain, 1094-ft. above ground, 1844-ft. above sea level.

Latitude	46°	03'	49"
Longitude	84°	06'	08"

Transmitter: Goetzville, MI.

Satellite Earth Stations: In operation, Ku-band.

News Services: AP, UPI, CBS.

Ownership: Heritage Broadcasting Group (Group Owner).

Began Operation: June 15, 1962.

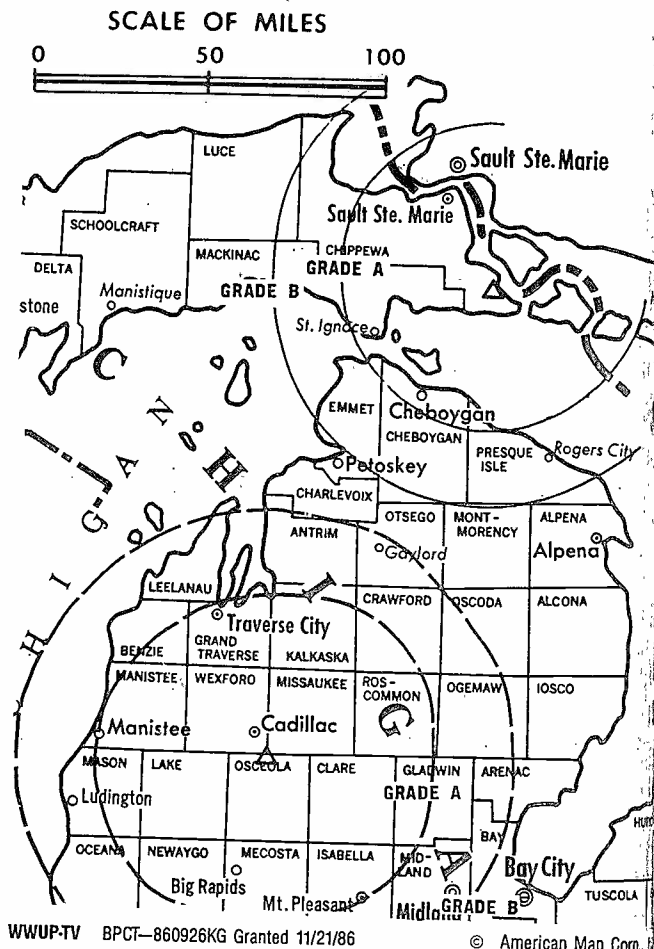
Represented (sales): Blair Television.

Represented (legal): Hogan & Hartson.

Personnel:

See WWTW, Cadillac, MI.

Rates: Sold as one rate with WWTW, Cadillac, MI.



Arbitron Data: Included with WWTW, Cadillac, MI.

City of License: Sault Ste. Marie. ADI: Traverse City-Cadillac. Rank: 131.

Michigan—Traverse City

WGTV

Ch. 29

(Operates satellite WGTV, Sault Ste. Marie, MI)

Service: ABC.

Michigan Center Bcstg., 201 E. Front St., Traverse City, MI 49684.

20 E. Front St., Traverse City, MI 49684.

616-946-2900. TWX: 810-291-1972. Fax: 616-946-1600.

Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1000-kw
 100-kw horizontal visual, 200-kw max. & 74.1-kw horizontal aural. Antenna:
 100 ft. above av. terrain, 1242-ft. above ground, 2469-ft. above sea level.

Latitude 44° 44' 54"
 Longitude 85° 04' 08"

5.3-mi. N, 0.078-mi. E of Kalkaska on Hagni Rd., Excelsior Twp.

With Stations: Scientific-Atlanta, 4.6-meter C-band; Andrew, 4.5-meter
 Scientific-Atlanta, Avantek receivers.

Michigan Center Broadcasting

License: August 23, 1971. Sale to present owner approved by FCC May 21,

(sales): Seltel Inc.

(legal): Koteen & Naftalin.

ANLAN, president & general sales manager.

ORE, vice president & general manager.

STROM, program & promotion director.

TARK, engineering supervisor.

quest.

Figures include WGTV, Sault Ste. Marie, MI.

Traverse City. ADI: Traverse City-Cadillac. Rank: 131.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Antrim	6,600	6,500	98
Benzie	4,700	4,600	98
Charlevoix	8,400	8,200	98
Cheboygan	8,300	8,000	96
Chippewa	10,200	10,000	98
Crawford	3,900	3,800	97
Emmet	9,500	9,300	97
Grand Traverse	23,500	23,000	98
Kalkaska	5,000	4,900	98
Leelanau	6,200	6,100	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Mackinac	3,900	3,800	97
	Missaukee	4,000	3,900	98
	Montmorency	3,300	3,200	97
	Oscoda	3,000	2,900	97
	Otsego	6,100	6,000	98
	Presque Isle	5,400	5,200	96
	Roscommon	8,600	8,500	99
Wexford	10,600	10,400	98	
MICHIGAN				
Between 25-49%	Manistee	9,500	9,300	98
MICHIGAN				
Between 5-24%	Alcona	4,400	4,300	97
	Alpena	11,500	11,100	97
	Luce	2,200	2,100	95
	Ogemaw	7,100	7,000	99
Totals		165,900	162,100	98
Net Weekly Circulation (1990)			106,700	
Average Daily Circulation (1990)			60,000	

Michigan—Traverse City-Cadillac

WPBN-TV

Ch. 7

(Affiliated with WTOM-TV, Cheboygan, MI)

Network Service: NBC.

Licensee: Federal Bcstg. Co., 29201 Telegraph Rd., Suite 300, Southfield, MI 48034.

Studio: 8518 M72 West, Traverse City, MI 33149.

Mailing Address: Box 546, Traverse City, MI 49685-0546.

Telephone: 313-352-7560. Fax: 616-947-0354.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1350-ft. above av. terrain, 1125-ft. above ground, 2549-ft. above sea level.

Latitude 44° 16' 33"

Longitude 85° 42' 49"

Transmitter: 2-mi. S of Harrietta, 33-mi. S of Traverse City.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Vertex, 4.6-meter Ku-band; ADM, 4.0-meter C-band; Harris, 3.0-meter Ku-band; DX Antenna, Harris, M/A-Com; Standard Communications receivers.

SNG Mobile Dish: DX Antenna Ku-band.

News Services: Conus, CNN Headline News, NBC, SNN, Sun World Satellite News, UPI.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: September 13, 1954. Sale to present owner approved by FCC August 2, 1990. Sale to Beam Communications by U.S. Tobacco Co. approved by FCC Sept. 18, 1985 (Television Digest, Vol. 25:33). Sale by Les Biederman, et al., approved by FCC Sept. 12, 1979.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Lohnes & Culver.

Personnel:

PETER S. GOOD, vice president & general manager.

CHUCK O'CONNOR, general sales manager.

JUDY HORAN, news director.

WARREN MIKULA, program director.

CHERYL STEPHENSON, business manager.

Highest One Hour Rate: \$2400.

Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$800.

Arbitron Data: Figures include WTOM-TV, Cheboygan, MI.

City of License: Traverse City. ADI: Traverse City-Cadillac. Rank: 131.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MICHIGAN				
50% & Over	Antrim	6,600	6,500	98
	Benzie	4,700	4,600	98
	Charlevoix	8,400	8,200	98
	Cheboygan	8,300	8,000	96
	Chippewa	10,200	10,000	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Crawford	3,900	3,800
	Emmet	9,500	9,300
	Grand Traverse	23,500	23,000
	Kalkaska	5,000	4,900
	Lake	3,900	3,800
	Leelanau	6,200	6,100
	Mackinac	3,900	3,800
	Manistee	9,500	9,300
	Mason	10,500	10,200
	Mecosta	12,800	12,600
	Missaukee	4,000	3,900
	Montmorency	3,300	3,200
	Oceana	8,500	8,300
	Osceola	7,700	7,600
	Oscoda	3,000	2,900
Otsego	6,100	6,000	
Presque Isle	5,400	5,200	
Roscommon	8,600	8,500	
Wexford	10,600	10,400	
Between 25-49%	MICHIGAN		
	Alpena	11,500	11,100
	Clare	10,500	10,300
Between 5-24%	MICHIGAN		
	Alcona	4,400	4,300
	Isabella	17,800	17,500
	Newaygo	14,800	14,500
		Ogemaw	7,100
Totals		252,400	246,900
Net Weekly Circulation (1990)			169,000
Average Daily Circulation (1990)			102,000

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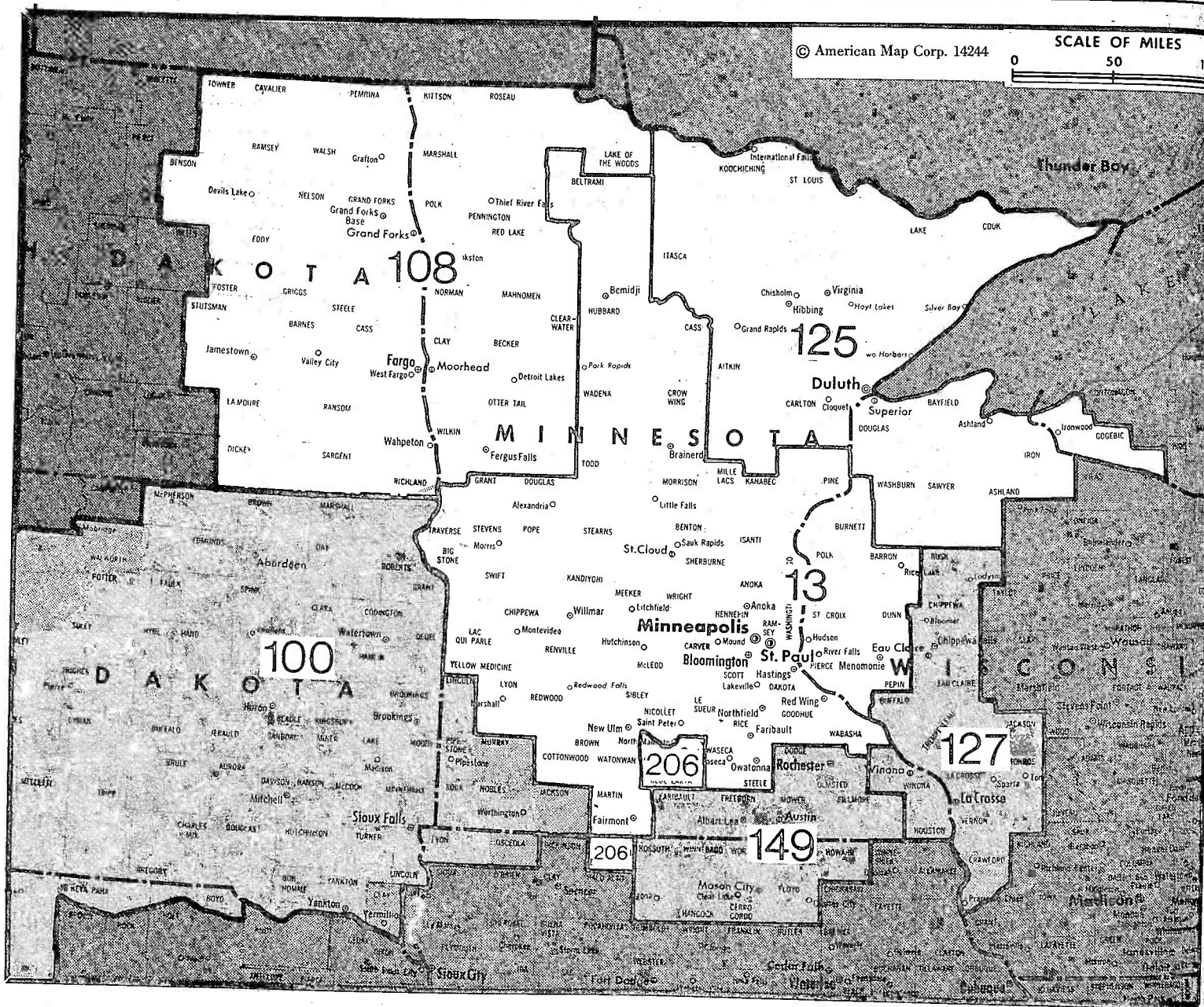
**WKBD-TV, Detroit
(Arbitron Data Continued)**

State County	Total Households	TV Households Households	%
MICHIGAN			
Branch	15,100	14,900	99
Clinton	19,300	19,100	99
Crawford	3,900	3,800	97
Eaton	35,300	34,900	99
Gratiot	14,000	13,800	99
Hillsdale	15,500	15,200	98
Ionia	17,700	17,500	99
Iron	5,800	5,700	98
Isabella	17,800	17,500	98
Kalkaska	5,000	4,900	98
Kent	183,400	180,700	99
Leelanau	6,200	6,100	98
Mackinac	3,900	3,800	97
Menominee	9,700	9,500	98
Midland	27,100	26,900	99
Montcalm	18,800	18,500	98

**WKBD-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 5-24%	Newaygo	14,800	14,500	98	
	Ontonagon	3,500	3,400	97	
	Ottawa	60,500	59,700	99	
	Saginaw	77,100	76,300	99	
	St Joseph	22,700	22,400	99	
	Shiawassee	24,400	24,100	99	
	Tuscola	19,100	18,800	98	
	OHIO				
	Fulton	14,600	14,300	98	
	Henry	10,600	10,500	99	
Huron	20,700	20,400	99		
Seneca	22,200	21,900	99		
Wood	39,400	39,000	99		
WISCONSIN					
Iron	2,700	2,700	100		
Marinette	16,200	16,000	99		

tion



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Minneapolis-St. Paul, MN.....	1,333,200	13	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN (29), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KTMA-TV (23), WCCO-TV (4)
Sioux Falls-Mitchell, SD.....	235,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRTV (4), KSFY-TV (13), KITW (17)
Fargo, ND.....	218,000	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Duluth, MN-Superior, WI.....	170,200	125	KBJR-TV (6), KDLH-TV (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI.....	165,700	127	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Rochester, MN-Mason City, IA-Austin, MN.....	142,000	149	KAAL (6), KIMT (3), KTTC (10)
Mankato, MN.....	23,100	206	KEYC-TV (12)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KIMT, Austin.....	See Mason City, IA
KTTC, Austin.....	See Rochester, MN
KVRR, Moorhead.....	See Fargo, ND
KAAL, Rochester.....	See Austin, MN
KIMT, Rochester.....	See Mason City, IA
KSTP-TV, St. Paul.....	See Minneapolis MN

Minnesota Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	4	18
Educational Television Stations	4	3	7
	18	7	25

ota—Alexandria

KCCO-TV

Ch. 7

(Satellite of WCCO-TV, Minneapolis, MN)

Service: CBS.

CO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

720 Hawthorne St., Alexandria, MN 56308.

Phone: 12-763-5166. Fax: 612-763-4991.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual.
 Antenna: 1120-ft. above av. terrain, 1130-ft. above ground, 2525-ft. above sea level.

Latitude 45° 41' 03"

Longitude 95° 08' 14"

2.5-mi. SE of Westport, MN.

Station: Harris, 6-meter; Harris, M/A-Com receivers.

Trans: AP, UPI.

Midwest Communications Inc. (Group Owner).

Origin: October 8, 1958. Sale to present owner by Central Minnesota TV, Inc. by FCC Oct. 15, 1987 (Television Digest, Vol. 26:45; 27:43).

(sales): TeleRep Inc.

General manager.

Station manager.

W. NEMOEN, chief engineer.

BOB FOOT, local sales manager.

JOHN HY, national sales manager, WCCO-TV.

News director.

JOHN MUMFORD, business manager.

Class. Rate: \$600.

Relates: KCCO-TV, Alexandria & KCCW-TV, Walker, MN.

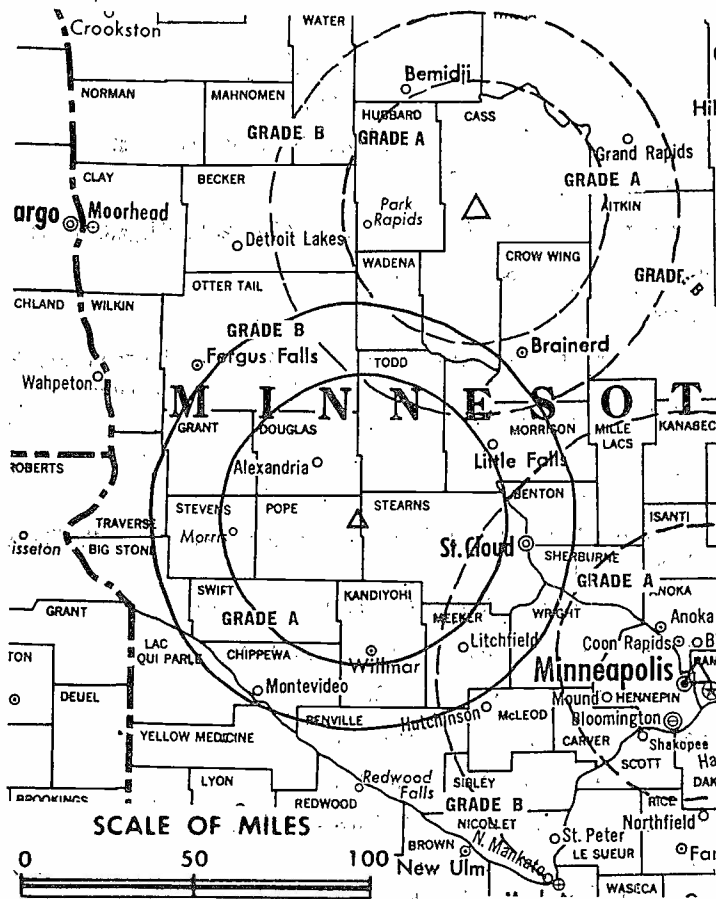
BASE HOURLY RATE: \$980.

Notes: Figures include KCCW-TV, Walker, MN.

Market: Alexandria. ADI: Minneapolis-St. Paul. Rank: 13.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

State County	Total Households	TV Households	%
MINNESOTA			
Aitkin	5,500	5,400	98
Beltrami	12,000	11,500	96
Big Stone	2,900	2,900	100
Cass	8,300	8,000	96
Chippewa	5,500	5,400	98
Crow Wing	18,200	17,800	98
Douglas	11,600	11,400	98
Grant	2,700	2,700	100
Hubbard	5,900	5,700	97
Itasca	16,400	16,100	98
Lac Qui Parle	3,800	3,700	97
Morrison	10,500	10,300	98
Otter Tail	20,100	19,700	98
Pope	4,600	4,500	98
Stevens	3,600	3,500	97



KCCO-TV BPCT-2398 Granted 12/5/57

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Swift	4,600	4,500	98	
	Todd	9,500	9,300	98	
	Traverse	1,800	1,800	100	
	Wadena	5,000	4,800	96	
Between 25-49%	MINNESOTA				
	Benton	10,100	10,000	99	
	Clearwater	3,200	3,100	97	
	Kandiyohi	14,500	14,200	98	
	Stearns	37,500	37,000	99	
	Yellow Medicine	4,600	4,400	96	
SOUTH DAKOTA	Grant	3,200	3,100	97	
	MINNESOTA				
Between 5-24%	Becker	11,200	11,000	98	
	Carver	15,300	15,200	99	
	Lyon	9,100	8,900	98	
	Mahnomen	1,700	1,700	100	
	Meeker	7,900	7,800	99	
	Mille Lacs	7,100	7,000	99	
	Renville	7,300	7,200	99	
	Sherburne	12,000	11,900	99	
	Wilkin	2,800	2,800	100	
	NORTH DAKOTA				
	Richland	7,100	7,000	99	
SOUTH DAKOTA					
Roberts	3,900	3,800	97		
Totals		311,000	305,100	98	
Net Weekly Circulation (1990)				151,900	
Average Daily Circulation (1990)				93,000	

Minnesota—Alexandria

KSAX

Ch. 42

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Network Service: ABC.

Licensee: KSAX-TV Inc., 415 Fillmore St., Box 637, Alexandria, MN 56308.

Studio: 415 Fillmore St., Alexandria, MN 56308.

Telephones: 612-763-5729; 612-642-4200.

Technical Facilities: Channel No. 42 (638-644 MHz). Authorized power: 2770-kw max. visual, 277-kw max. aural. Antenna: 1176-ft. above av. terrain, 1164-ft. above ground, 2523-ft. above sea level.

Latitude	45°	41'	59"
Longitude	95°	10'	36"

Transmitter: E side Rte. 33, approx. 0.6-mi. S of intersection with Rte. 28, near Westport.

Satellite Earth Station: 3-meter C-band; Avcom receivers.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: September 15, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

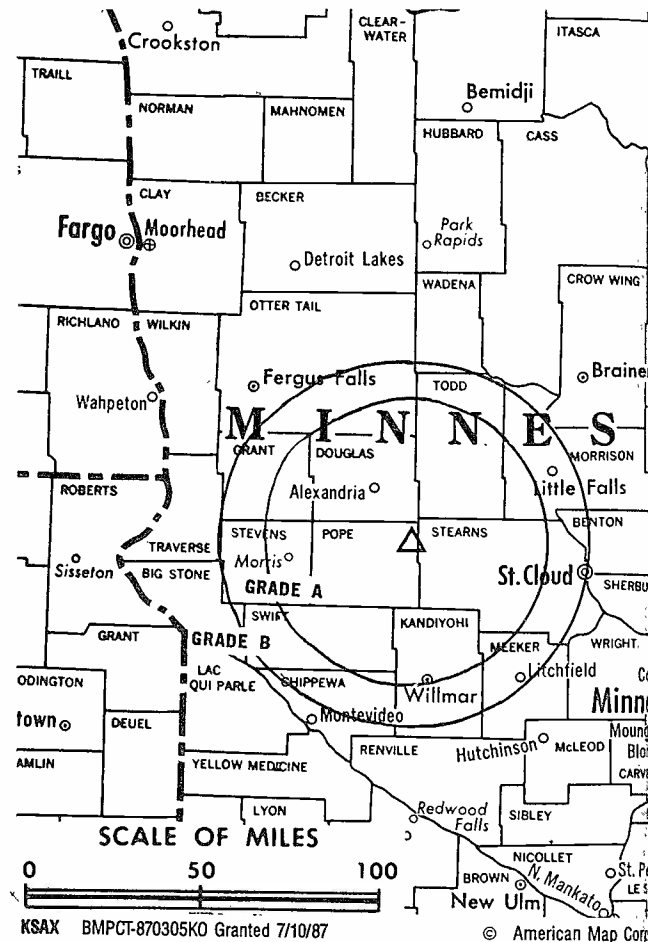
Personnel:

MIKE BURGESS, general manager.

MARK VANDERWERF, news director.

DONNA CORLE, operations manager.

Rates: On request.



Arbitron Data: Included with KSTP-TV, St. Paul-Minneapolis, MN.

City of License: Alexandria. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

KAAL
Ch. 6

Source: ABC.

West KAAL Corp., 1701 10th Place NE, Box 577, Austin, MN 55912.

10th Place NE, Austin, MN 55912.

7-433-8836. Fax: 507-433-9560.

Titles: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual,
Antenna: 1050-ft. above av. terrain, 1026-ft. above ground, 2321-ft.
level.

Latitude 43° 37' 42"
Longitude 93° 09' 12"

4-mi. N of Myrtle, MN.

TV Sound: Stereo only.

Stations: Andrew, 7.3-meter C-band; Miralite, 3.7-meter C-band; RCA,
band; Avantek, M/A-Com, Pinzone receivers.

ABC, AP.

Poster Republican Printing Co. (Group Owner).

on: July 27, 1953. Sale to present owner by News Press & Gazette Co.
FCC Dec. 13, 1985 (Television Digest, Vol. 25:44). Sale to News Press
Black Hawk Bcstg. approved by FCC Sept. 17, 1980. Previous sale by
eseman and associates approved Oct. 29, 1958 (Vol. 13:6).

sales): Blair Television.

legal): Baker & Hostetler.

president & general manager.

, vice president, engineering.

general sales manager.

Y, local sales manager.

SON, program director.

Y, production manager.

EY, assistant chief engineer.

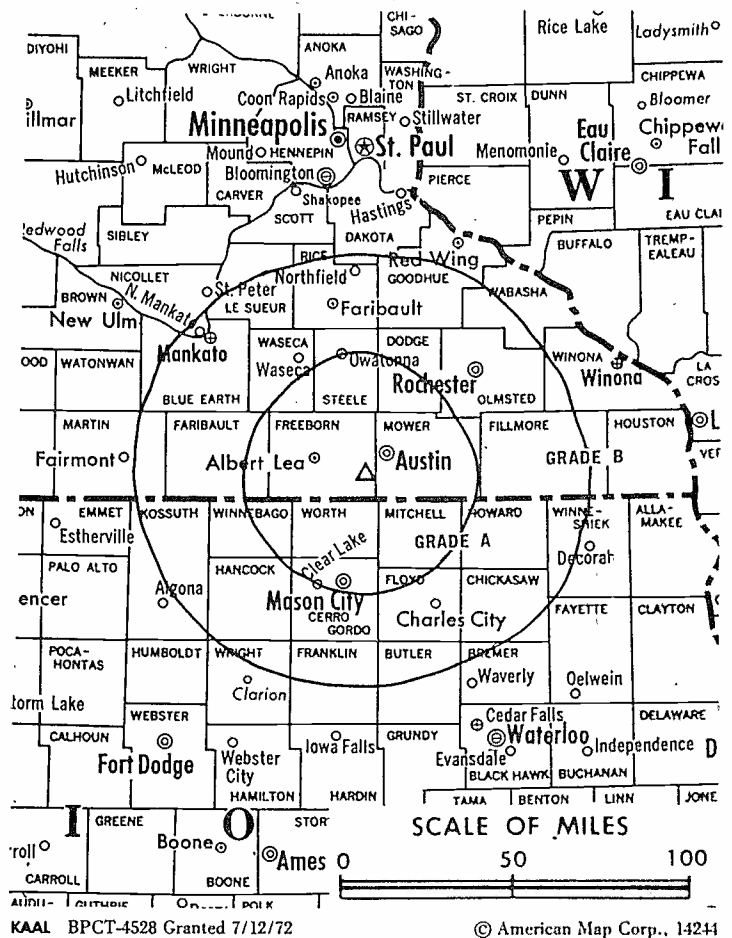
ER, data processing manager.

est.

er: Austin. ADI: Rochester, MN-Mason City, IA-Austin, MN. Rank: 149.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
IOWA			
Cerro Gordo	20,000	19,800	99
Floyd	7,100	7,000	99
Hancock	5,500	5,400	98
Howard	4,000	3,900	98
Kossuth	7,800	7,700	99
Mitchell	4,500	4,500	100
Winnebago	5,200	5,100	98
Worth	3,500	3,500	100
MINNESOTA			
Dodge	5,500	5,400	98
Faribault	7,300	7,200	99
Fillmore	7,800	7,700	99
Freeborn	13,500	13,400	99
Mower	15,000	14,900	99
Olmsted	37,500	37,200	99
MINNESOTA			
Blue Earth	18,700	18,400	98
Martin	9,600	9,500	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Nicollet	10,200	10,100	99
	Steele	11,300	11,200	99
	Waseca	6,800	6,700	99
Between 5-24%	IOWA			
	Butler	6,300	6,200	98
	Chickasaw	5,300	5,200	98
	Emmet	4,800	4,700	98
	Franklin	5,100	5,100	100
	Palo Alto	4,500	4,400	98
	Wright	6,200	6,100	98
	MINNESOTA			
	Brown	10,200	10,000	98
	Houston	6,500	6,400	98
Le Sueur	8,800	8,700	99	
Rice	16,400	16,200	99	
Wabasha	7,600	7,500	99	
Watonwan	4,700	4,600	98	
Winona	16,300	16,000	98	
WISCONSIN				
Pierce	11,700	11,500	98	
Totals		315,200	311,200	99
Net Weekly Circulation (1990)			143,800	
Average Daily Circulation (1990)			76,700	

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

Minnesota—Duluth-Superior, Wisconsin

KBJR-TV

Ch. 6

Network Service: NBC.

Licensee: RJR Communications Inc., 230 E. Superior St., Duluth, MN 55802.

Studio: 230 E. Superior St., Duluth, MN 55802.

Telephone: 218-727-8484. Fax: 218-727-1737.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1010-ft. above av. terrain, 804-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 21"
Longitude 92° 06' 51"

Transmitter: 410 W. 10th Street, Duluth.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Vertex, 4.5-meter Ku-band; Paracclipse, 4-meter C-band; Paracclipse, 3.6-meter C-band; Harris, 3-meter Ku-band; Harris, Houston Tracker receivers, M/A-Com.

News Services: MediaLink, NBC, UPI.

Ownership: Granite Broadcasting Corporation (Group Owner).

Began Operation: February 23, 1954. Sale to RJR Communications by Northwest Publications Inc. approved by FCC Sept. 5, 1974 (Television Digest, Vol. 14:28, 30). Sale to present owners approved Sept. 12, 1988.

Represented (sales): Katz Television; Target Broadcast Sales (Canada).

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Personnel:

F. ROBERT KALTHOFF, general manager.

COLE CARLEY, general sales manager.

STEVE BOLF, local sales manager.

DAVE JENSCH, news director.

BOB WILMERS, director of operations.

DIANNE KOLTHOFF, director of audience development.

BRIAN AUTIO, business manager.

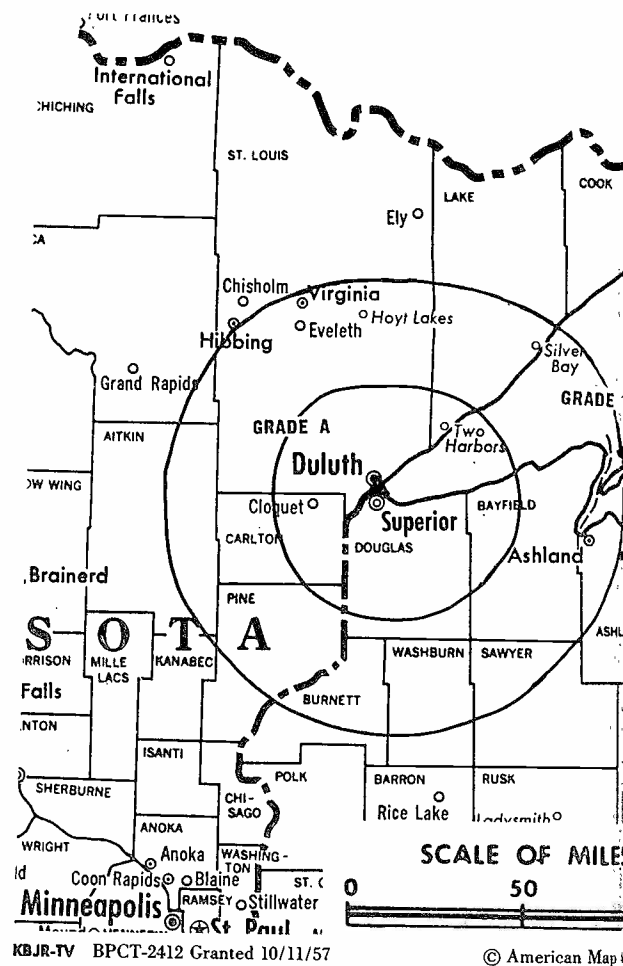
Highest 30 Sec. Rate: \$1200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Superior, WI. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,500	7,300	97
	MINNESOTA			
	Aitkin	5,500	5,400	98
	Carlton	10,700	10,600	99
	Cook	1,800	1,800	100
	Itasca	16,400	16,100	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Koochiching	5,800	5,600
	Lake	4,300	4,300
	St Louis	78,100	77,300
	WISCONSIN		
	Ashland	6,400	6,300
	Bayfield	5,500	5,400
	Douglas	16,400	16,200
	Iron	2,700	2,700
	Sawyer	5,700	5,500
Between 25-49%	MINNESOTA		
	Beltrami	12,000	11,500
	Cass	8,300	8,000
	Pine	7,600	7,500
	Wadena	5,000	4,800
WISCONSIN			
	Washburn	5,800	5,700
Between 5-24%	WISCONSIN		
	Burnett	5,500	5,400
Totals		211,000	207,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Duluth-Superior, Wisconsin

KDLH-TV

Ch. 3

Service: CBS.
 The Grass Television Inc., Box 13000, Bowling Green, KY 42102.

12 W. Superior St., Duluth, MN 55802.

Phone: 18-727-8911. TWX: 910-561-2522.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual,
 100-w audio. Antenna: 990-ft. above av. terrain, 816-ft. above ground, 2049-ft.
 above sea level.

Latitude 46° 47' 07"
 Longitude 92° 07' 15"

Address: 3 Observation Rd. & 11th St.

Receiving Stations: Scientific-Atlanta, 7-meter C-band; M/A-Com, 5-meter C-
 band; Scientific-Atlanta, 4.6-meter C-band; Harris, 3.8-meter Ku-band; Microdyne,
 Scientific-Atlanta receivers.

Feeds: AP, Group W Newsfeed.

Owner: Richard Benedek (Group Owner).

History: Station: March 14, 1954. Sale to WGN by Red River Bcstg. (Dalton
 family) approved Dec. 7, 1960 (Vol. 16:34, 50). Sale to Palmer by WGN
 on Jan. 10, 1979 (Vol. 18:30). Sale to present owner by Palmer Bcstg.
 on FCC May 23, 1985 (Television Digest, Vol. 25:24).

Advertiser: Blair Television; Glen-Warren Broadcast Sales (Canada).

Agency: Crowell & Moring.

Executive: E, vice president & general manager.

Director: NSFORD, director of sales.

Manager: HAM, local sales manager.

Operations: WY, operations manager.

News: News director.

Program: Program director.

Promotion: R, promotion director.

Business: A, business manager.

Engineering: KAMP, chief engineer.

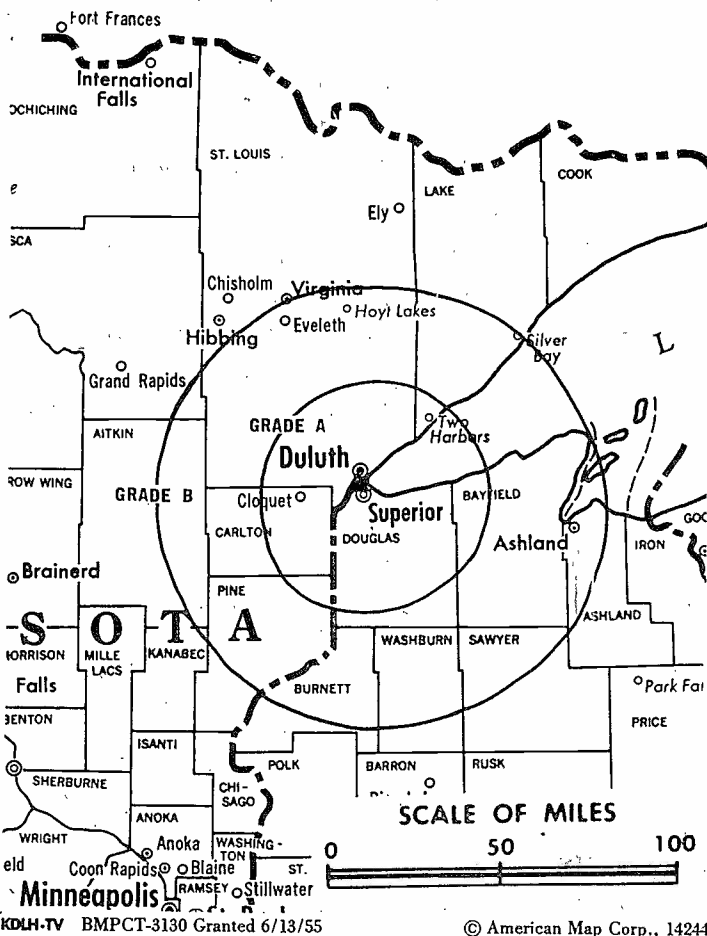
Rate: c. Rate: \$700.

Hourly Rate: \$1060.

Address: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 125.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Gogebic	7,500	7,300	97
MINNESOTA			
Carlton	10,700	10,600	99
Cook	1,800	1,800	100
Itasca	16,400	16,100	98
Koochiching	5,800	5,600	97
Lake	4,300	4,300	100
Pine	7,600	7,500	99
St Louis	78,100	77,300	99
WISCONSIN			
Ashland	6,400	6,300	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Bayfield	5,500	5,400	98
	Douglas	16,400	16,200	99
	Iron	2,700	2,700	100
	Sawyer	5,700	5,500	96
	Washburn	5,800	5,700	98
Between 25-49%	MINNESOTA			
	Aitkin	5,500	5,400	98
Between 5-24%	MICHIGAN			
	Ontonagon	3,500	3,400	97
	MINNESOTA			
	Beltrami	12,000	11,500	96
	Cass	8,300	8,000	96
	WISCONSIN			
	Burnett	5,500	5,400	97
Price	6,400	6,200	97	
Totals		215,900	212,200	98
Net Weekly Circulation (1990)				150,700
Average Daily Circulation (1990)				90,400

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Minnesota—Duluth

WDIO-TV

Ch. 10

(Operates satellite WIRT, Hibbing, MN)

Network Service: ABC.

Licensee: WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 10 Observation Rd., Duluth, MN 55811.

Telephone: 218-727-6864. TWX: 910-561-2539. Fax: 218-727-4415.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1010-ft. above av. terrain, 868-ft. above ground, 2049-ft. above sea level.

Latitude 46° 47' 13"
Longitude 92° 07' 17"

Transmitter: 10 Observation Rd., Duluth.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 5-meter Ku-band; Andrew, 7.3-meter C-band; AvanteK receivers.

News Service: ABC, AP, Conus, SNS, UPI.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: January 24, 1966. Sale to Harcourt Brace Jovanovich Inc. by Frank P. Befera, et al., approved by FCC March 32, 1978 (Television Digest, Vol. 17:28). FCC approved sale to Hubbard Bcstg. Nov. 27, 1987 (Vol. 27:33).

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Smith & Powstenko.

Personnel:

GEORGE COUTURE, general manager.

JOE GOLDEN, national sales manager.

SUSAN ANDERSON, local sales manager.

DAVE POIRIER, program manager.

GEORGE W. WOODY, chief engineer.

JOEL ANDERSON, news director.

BRUCE GIANUNZIO, film director.

JEFF LAUNDERGAN, on-station promotion.

Highest 30 Sec. Rate: \$375.

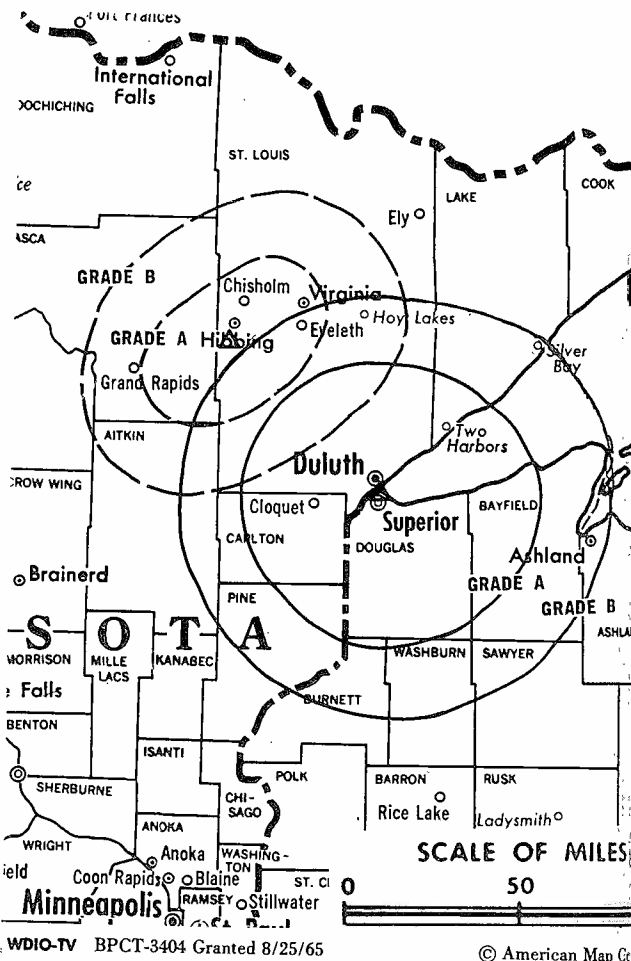
NETWORK BASE HOURLY RATE: \$850.

Arbitron Data: Figures include WIRT, Hibbing, MN.

City of License: Duluth. ADI: Duluth, MN-Superior, WI. Rank: 125.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Gogebic	7,500	7,300	97
	MINNESOTA			
	Aitkin	5,500	5,400	98
	Carlton	10,700	10,600	99
	Cook	1,800	1,800	100



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Itasca	16,400	16,100
	Koochiching	5,800	5,600
	Lake	4,300	4,300
	St. Louis	78,100	77,300
	WISCONSIN		
	Ashland	6,400	6,300
	Bayfield	5,500	5,400
	Douglas	16,400	16,200
	Iron	2,700	2,700
	Sawyer	5,700	5,500
Between 25-49%	MINNESOTA		
	Beltrami	12,000	11,500
	Pine	7,600	7,500
Between 5-24%	WISCONSIN		
	Washburn	5,800	5,700
Between 5-24%	MICHIGAN		
	Ononagon	3,500	3,400
	MINNESOTA		
	Cass	8,300	8,000
Totals	WISCONSIN		
	Burnett	5,500	5,400
Totals		209,500	206,000
Net Weekly Circulation (1990)			156,000
Average Daily Circulation (1990)			99,000

Minnesota—Hibbing

WIRT

Ch. 13

(Satellite of WDIO-TV, Duluth, MN)

Service: ABC.

WDIO-TV Inc., 3415 University Ave., St. Paul, MN 55114.

WDIO-TV, Duluth.

Phone: 18-727-6864. TWX: 910-561-2539.

Facilities: Channel No. 13 (210-216 MHz). Authorized power: 125-kw max. 150-kw max. aural. Antenna: 666-ft. above av. terrain, 517-ft. above 23-ft. above sea level.

Latitude 47° 22' 52"
Longitude 92° 57' 18"

Maple Hill, Hibbing, MN.

Hubbard Broadcasting Inc. (Group Owner).

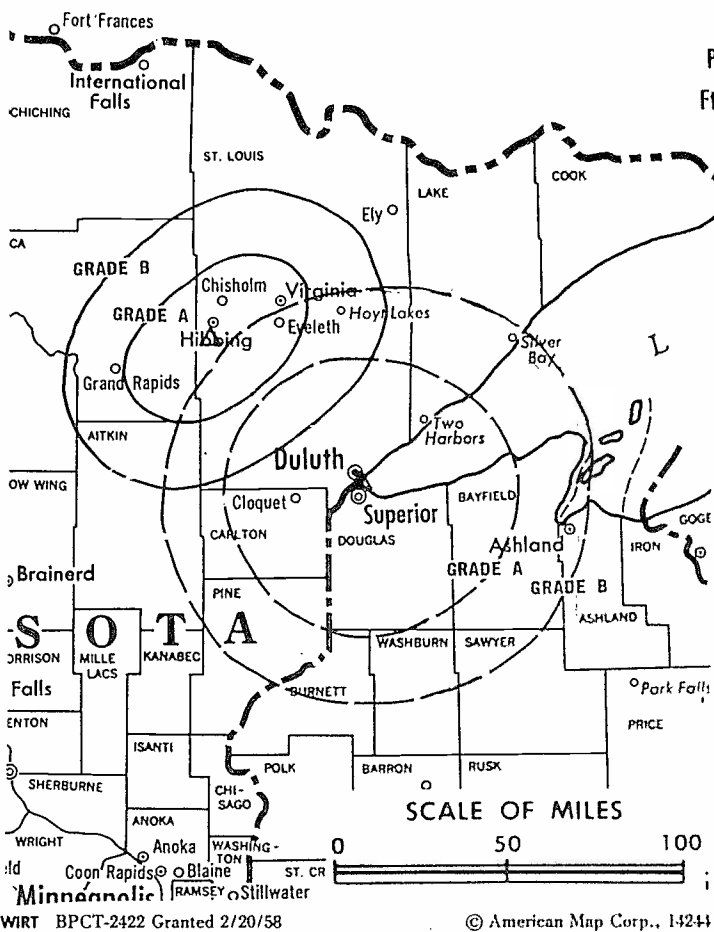
Effective Date: August 31, 1967. Sale to present owners approved by FCC Nov.

Duluth, MN.

in combination with WDIO-TV, Duluth.

LEASE HOURLY RATE: Bonus.

Figures are included with parent WDIO-TV, Duluth.



City of License: Hibbing. ADI: Duluth, MN-Superior, WI. Rank: 125.

Minnesota—Mankato

KEYC-TV

Ch. 12

Network Service: CBS.

Licensee: United Communications Corp., Box 128, Mankato, MN 56001.

Studio: 1570 Lookout Dr., North Mankato, MN 56001.

Telephone: 507-625-7905. Easylink: 62421740.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: 1040-ft. above av. terrain, 1116-ft. above ground, 2163-ft. above sea level.

Latitude 43° 56' 14"
Longitude 94° 24' 41"

Transmitter: 1.6-mi. NE of Lewisville, MN.

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

News Services: CBS, UPI.

Ownership: United Communications Corp. (Group Owner).

Began Operation: October 5, 1960. Sale to present owners by Lee Enterprises approved by FCC Aug. 26, 1977 (Television Digest, Vol. 17:25).

Represented (sales): Katz Television.

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

Personnel:

DENNIS WAHLSTROM, general manager.
ELAINE PETERSON, operations manager.
RICK KRAMLINGER, production manager.
DAVID HOOGE, chief engineer.
DAVID NIXON, news director.
LLOYD MILLER, local sales manager.
SHARON FREITAG, business manager.

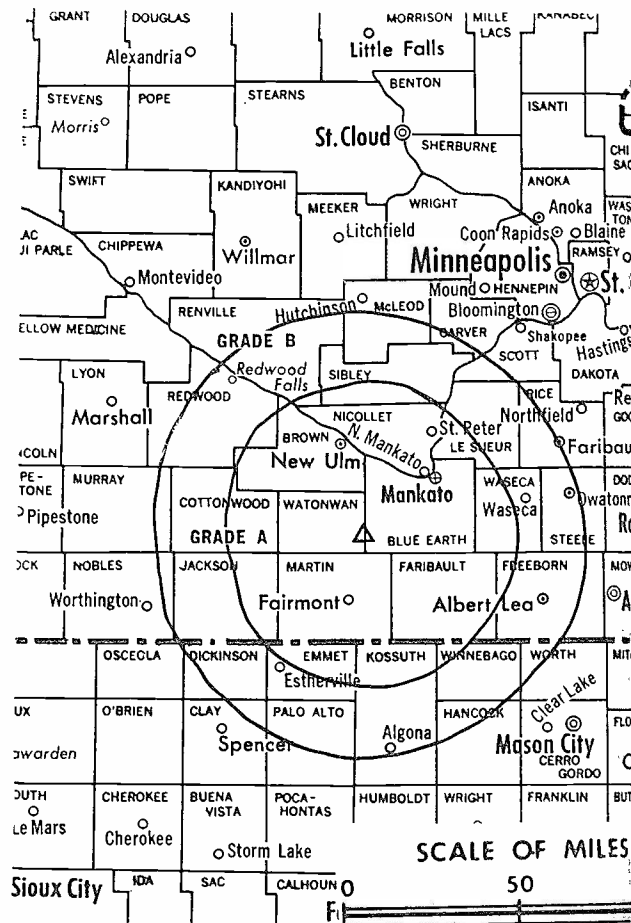
Highest 30 Sec. Rate: \$650.

NETWORK BASE HOURLY RATE: \$491.

City of License: Mankato. ADI: Mankato. Rank: 206.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Dickinson	6,200	6,100	98
	Emmet	4,800	4,700	98
	Kossuth	7,800	7,700	99
	Palo Alto	4,500	4,400	98
	MINNESOTA			
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Cottonwood	5,200	5,000	96
	Faribault	7,300	7,200	99
Jackson	4,800	4,700	98	
Martin	9,600	9,500	99	



KEYC-TV BPCT-2433 Granted 6/11/58

© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Nicollet	10,200	10,100
	Watonwan	4,700	4,600
Between 25-49%	MINNESOTA		
	Freeborn	13,500	13,400
	Le Sueur	8,800	8,700
	Redwood	6,600	6,400
	Renville	7,300	7,200
	Sibley	5,400	5,300
Between 5-24%	Waseca	6,800	6,700
	IOWA		
	Humboldt	5,000	4,900
	Pocahontas	4,100	4,000
	Winnebago	5,200	5,100
	MINNESOTA		
	Dodge	5,500	5,400
Lyon	9,100	8,900	
McLeod	11,600	11,500	
Murray	3,900	3,900	
Nobles	7,600	7,500	
Rice	16,400	16,200	
Steele	11,300	11,200	
Totals		222,100	218,700
Net Weekly Circulation (1990)			97%
Average Daily Circulation (1990)			50%

Minnesota—Minneapolis-St. Paul

KARE
Ch. 11

Service: NBC.

Combined Communications Corp., 8811 Olson Memorial Hwy., Minneapolis, MN 55427.

8811 Olson Memorial Hwy., Minneapolis, MN 55427.

612-546-1111. TWX: 910-576-2825. Fax: 612-541-8019.

Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw. 15-kw aural. Antenna: 1440-ft. above av. terrain, 1375-ft. above ground, above sea level.

Latitude 45° 03' 44.00"
Longitude 93° 08' 21.30"

960 West County Rd. F, Shoreview, MN.

TV Sound: Stereo only.

Transmit/receive Harris, 6-meter; Scientific-Atlanta, 10-meter; Harris, 3-meter; DX Engineering, Harris, Scientific-Atlanta

Dish: RSI, 2.4-meter Ku-band.

AP, Nexus, UPI.

Gannett Broadcasting Group (Group Owner).

September 1, 1953. Sale to present owner by Metromedia Inc. by FCC Feb. 17, 1983 (Television Digest, Vol. 22:35). Sale to Metromedia Craft Industries approved June 14, 1972 (Vol. 11:31; 12:26). Previous one-Life Bcstg. Inc. was approved Aug. 24, 1964 (Vol. 4:35). Sale to H. M. Bitner interests approved by FCC April 17, 1957 (Vol. 12:50, 51; 13:1). Bitner group acquired time-sharing WTCN-TV & WMIN-TV, with radio WTCN, WTCN-TV into full-time outlet after FCC approved sale April 6, 1955 (Vol. 12:50, 51).

(sales): Blair Television.

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

BROOK, president & general manager.

SS, vice president & general sales manager.

RDINS, vice president & community affairs manager.

ALDRICH, vice president & chief engineer.

DODIG, vice president, broadcast operations.

ON, vice president, news.

AS LOYD, marketing & research director.

local sales manager.

S, national sales manager.

NER, advertising & promotion manager.

ALVIN, news director.

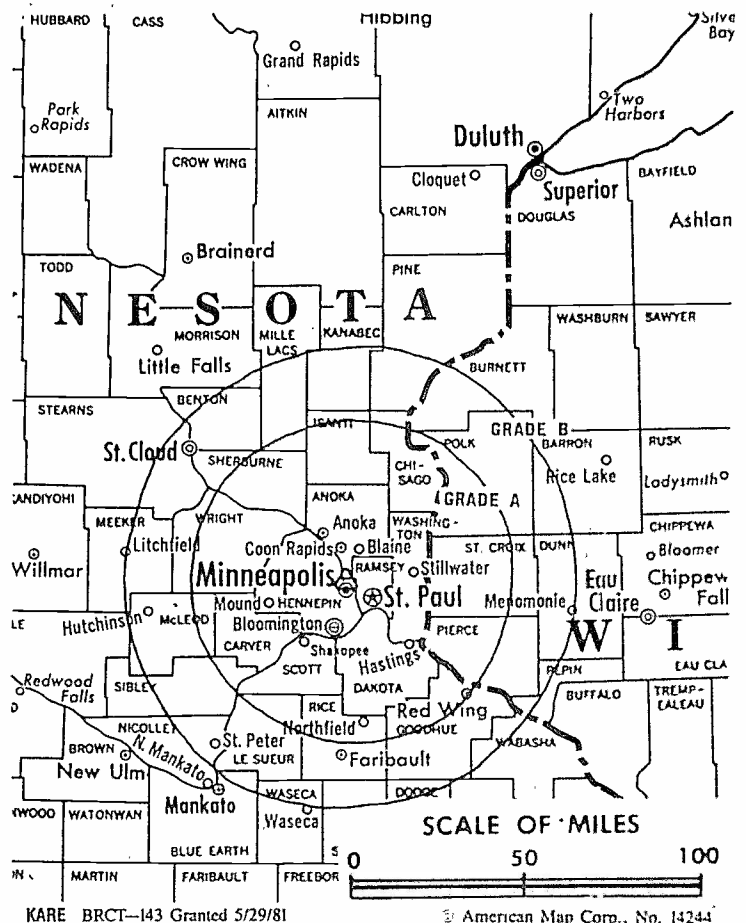
SEN, controller.

quest.

Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
MINNESOTA			
Anoka	77,200	77,000	100
Benton	10,100	10,000	99
Big Stone	2,900	2,900	100
Blue Earth	18,700	18,400	98
Brown	10,200	10,000	98
Carver	15,300	15,200	99
Chippewa	5,500	5,400	98
Chisago	9,800	9,700	99
Cottonwood	5,200	5,000	96
Dakota	87,400	86,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	11,600	11,400	98
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Jackson	4,800	4,700	98
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,800	8,700	99
	Lyon	9,100	8,900	98
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Pine	7,600	7,500	99
	Ramsey	190,000	188,500	99
	Redwood	6,600	6,400	97
	Renville	7,300	7,200	99
	Rice	16,400	16,200	99
	Scott	18,300	18,200	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Stevens	3,600	3,500	97
	Swift	4,600	4,500	98
	Wabasha	7,600	7,500	99
	Waseca	6,800	6,700	99
(Continued on page A-637)				
Totals		1,463,400	1,447,100	99
Net Weekly Circulation (1990)			1,106,500	
Average Daily Circulation (1990)			619,900	

Minnesota—Minneapolis-St. Paul

KITN

Ch. 29

Network Service: Fox.

Licensee: Nationwide Communications Inc., 7325 Aspen Lane N., Brooklyn Park, MN 55428.

Studio: 7325 Aspen Lane N, Brooklyn Park, MN 55428.

Telephone: 612-424-2929. **Fax:** 612-424-2649.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1811-kw max. visual, 181.1-kw max. aural. Antenna: 1226-ft. above av. terrain, 1466-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 29.50"
Longitude 93° 07' 27.00"

Holds CP for change to 4556-kw max. visual, 1224-ft. above av. terrain, 1227-ft. above ground, 2136-ft. above sea level, lat. 45°03' 30", long. 93°07' 27". BPCT-900719KE.

Transmitter: Gramsie Rd., 0.4-mi. E of Victoria, Shoreview Village.

Satellite Earth Stations: SatCom, 7-meter C-band; Vertex, 3.7-meter Ku-band; Paracclipse, 3.7-meter Ku & C-band; M/A-Com, Chapparral receivers.

News Service: CNN.

Ownership: Nationwide Communications Inc. (Group Owner).

Began Operation: October 6, 1982. Sale to present owner by Beverly Hills Hotel Corp. approved by FCC July 30, 1985. Previous sale by Jonathan E. Byrd, et al., approved March 20, 1984.

Represented (sales): MMT Sales Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

GAIL L. BREKKE, general manager.
MARTIN SOKOLER, general sales manager.
DIANE MIGNONE, local sales manager.
RICHARD DEUTSCH, national sales manager.
DALE PALECEK, program director.
MARY O'NEILL, director of advertising & promotion.
KATHLEEN BEAUCHAMP, business manager.
DON KIRBY, chief engineer.

Rates: On request.

City of License: Minneapolis. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

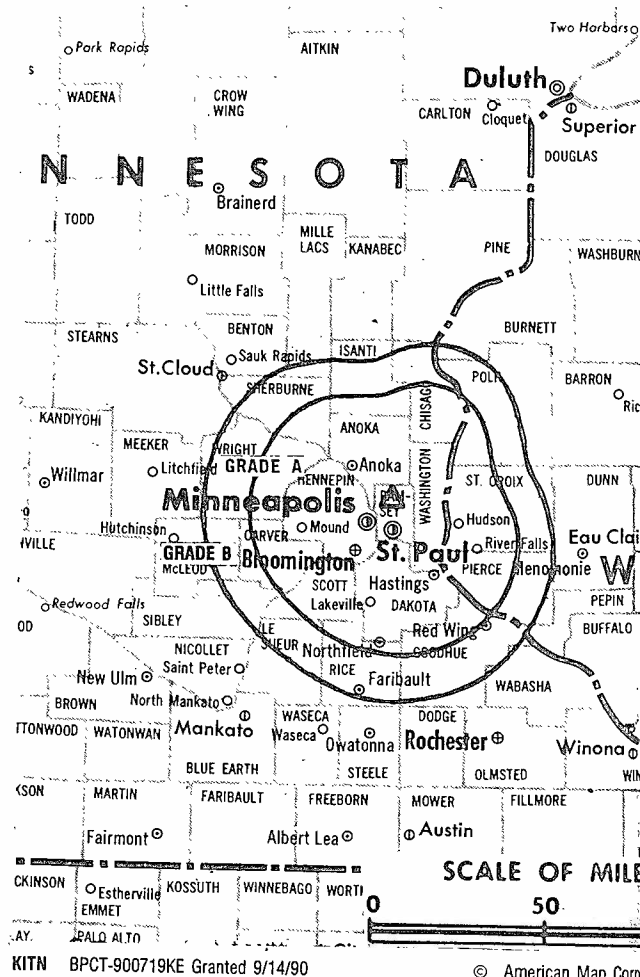
Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99
	Dakota	87,400	86,900	99
	Hennepin	420,000	416,300	99
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97

THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1986 sale of KITN-TV

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Ramsey	190,000	188,500
	Rice	16,400	16,200
	Scott	18,300	18,200
	Washington	44,800	44,500
	WISCONSIN		
	St Croix	17,200	17,000
Between 25-49%	MINNESOTA		
	Blue Earth	18,700	18,400
	Brown	10,200	10,000
	Cottonwood	5,200	5,000
	Douglas	11,600	11,400
	Goodhue	14,900	14,700
	Isanti	9,400	9,300
	Kanabec	4,700	4,600
	Le Sueur	8,800	8,700
	McLeod	11,600	11,500
	Nicollet	10,200	10,100
	Olmsted	37,500	37,200
	Pope	4,600	4,500
	Redwood	6,600	6,400
	Renville	7,300	7,200
	Sherburne	12,000	11,900
	Stearns	37,500	37,000
	Stevens	3,600	3,500
	Swift	4,600	4,500
Wabasha	7,600	7,500	
Waseca	6,800	6,700	
Watsonwan	4,700	4,600	
Winona	16,300	16,000	
Wright	21,300	21,000	

(Continued on page A-637)

Totals	1,368,000	1,353,600
Net Weekly Circulation (1990)		
Average Daily Circulation (1990)		

ota—Minneapolis-St. Paul

KMSP-TV

Ch. 9

License: None, independent.

Parent: United Television Inc., 8501 Wilshire Blvd., Suite 340, Beverly Hills, CA

Address: 7 York Ave. S, Minneapolis, MN 55435.

Phone: 2-926-9999; TWX: 910-576-2926.

Phone: 9368; 612-926-4935 (news).

Services: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 100-w audio. Antenna: Circularly polarized, 1427-ft. above av. terrain, 1430-ft. above sea level.

Latitude 45° 03' 30"

Longitude 93° 07' 27"

Address: 50 Gramsie Rd., Shoreview.

Stations: Microdyne, 7-meter C-band; Scientific-Atlanta, 5-meter Scientific-Atlanta, 4.5-meter Ku-band; Harris, Microdyne, Scientific-Atlanta

CNN.

Parent: United Television Inc. (Group Owner).

History: Station: January 9, 1955. Sale to United Television Inc. by Minneapolis Morris T. Baker) approved May 23, 1956 by FCC (Television Digest, 6, 21). Sale of 75% to National Telefilm Assoc. Inc. approved Nov. 20, 1956 (3:34, 47). NTA also purchased 25% held by Loew's Inc. (MGM) in Feb. 1957 (4:7). Sale to 20th Century-Fox TV Inc. by NTA approved Oct. 29, 1959 (15:34, 44). United Television Inc. acquired 100% of stock from 20th Century-Fox TV Inc. June 8, 1981.

Sales: Katz Television.

Legal: Wilmer, Cutler & Pickering.

Engineering: Lohnes & Culver.

President: J. M. O'Connell.

Vice President, Finance: J. M. O'Connell.

General Manager: J. M. O'Connell.

General Sales Manager: J. M. O'Connell.

National Sales Manager: J. M. O'Connell.

Local Sales Manager: J. M. O'Connell.

Local Sales Manager: J. M. O'Connell.

Program Director: J. M. O'Connell.

Business Manager: J. M. O'Connell.

Traffic Manager: J. M. O'Connell.

Director of News: J. M. O'Connell.

Manager, Program Services: J. M. O'Connell.

Director of Engineering: J. M. O'Connell.

Promotion Manager: J. M. O'Connell.

Research Director: J. M. O'Connell.

Administrative Assistant: J. M. O'Connell.

Rate: \$2500.

Market: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total	TV Households	%
County	Households	Households	
MINNESOTA			
Anoka	77,200	77,000	100
Benton	10,100	10,000	99
Blue Earth	18,700	18,400	98
Brown	10,200	10,000	98
Carver	15,300	15,200	99
Chippewa	5,500	5,400	98
Chisago	9,800	9,700	99



KMSP-TV BPCT-860116KE Granted 9/30/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Crow Wing	18,200	17,800	98
	Dakota	87,400	86,900	99
	Dodge	5,500	5,400	98
	Goodhue	14,900	14,700	99
	Grant	2,700	2,700	100
	Hennepin	420,000	416,300	99
	Isanti	9,400	9,300	99
	Kanabec	4,700	4,600	98
	Kandiyohi	14,500	14,200	98
	Lac Qui Parle	3,800	3,700	97
	Le Sueur	8,800	8,700	99
	McLeod	11,600	11,500	99
	Martin	9,600	9,500	99
	Meeker	7,900	7,800	99
	Mille Lacs	7,100	7,000	99
	Morrison	10,500	10,300	98
	Nicollet	10,200	10,100	99
	Olmsted	37,500	37,200	99
	Pine	7,600	7,500	99
	Ramsey	190,000	188,500	99
Redwood	6,600	6,400	97	
Renville	7,300	7,200	99	
Rice	16,400	16,200	99	
Scott	18,300	18,200	99	
Sherburne	12,000	11,900	99	
Sibley	5,400	5,300	98	
Stearns	37,500	37,000	99	
Steele	11,300	11,200	99	
Stevens	3,600	3,500	97	
Swift	4,600	4,500	98	

(Continued on page A-637)

Totals	1,821,400	1,799,900	99
Net Weekly Circulation (1990)			1,075,200
Average Daily Circulation (1990)			493,200

Minnesota—St. Paul-Minneapolis

KSTP-TV

Ch. 5

(Also operates satellites KSAX, Alexandria & KRWF, Redwood Falls, MN)

Network Service: ABC.

Licensee: Hubbard Broadcasting Inc., 3415 University Ave., St. Paul, MN 55114.

Studio: 3415 University Ave., St. Paul, MN 55114.

Telephone: 612-646-5555. TWX: 62790871. Telex: 59-0244.

Fax: 612-642-4172.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15.1-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45"
Longitude 93° 08' 22"

Transmitter: 960 W. County Rd. F, Shoreview, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 11-meter; Scientific-Atlanta, 5.5-meter; Scientific-Atlanta, 4.5-meter; Scientific-Atlanta, 3.7-meter; Andrew, Scientific-Atlanta receivers.

AM Affiliate: KSTP, 50-kw, 1500 kHz.

FM Affiliate: KSTP-FM, 100-kw, 94.5 MHz (No. 233), 1220-ft.

News Services: ABC, AP, Conus.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: April 23, 1948.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

HAROLD C. CRUMP, president & general manager.

JOHN M. DEGAN, station manager.

KARL GENSHEIMER, vice president & director of sales.

MENDES NAPOLI, vice president, news.

DIXIE HANSEN, vice president & business manager.

JOHN MISNER, assistant general sales manager.

JOSEPH TAYLOR, chief engineer.

GUY GROSSMAN, marketing director.

Highest 30 Sec. Rate: \$3000.

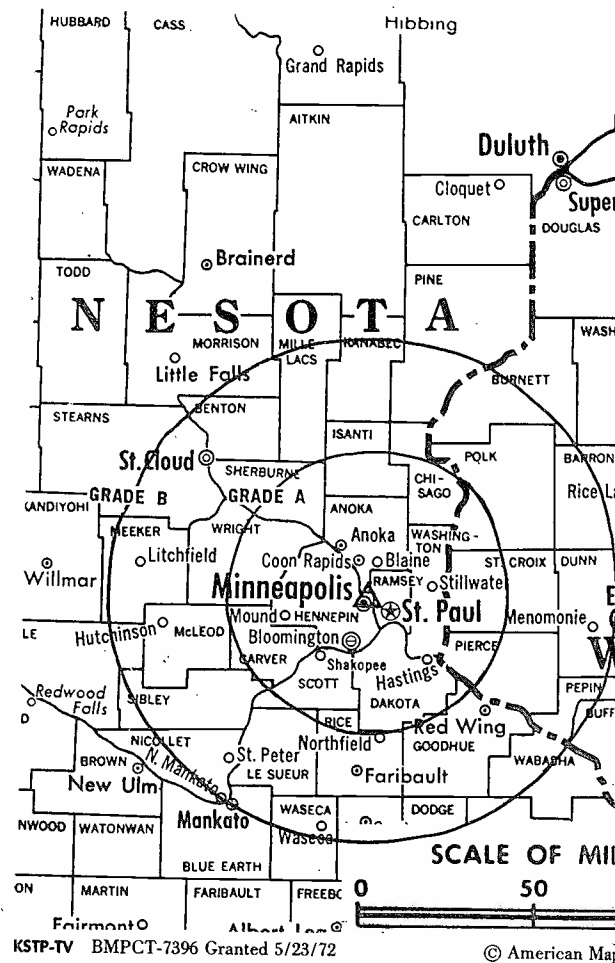
NETWORK BASE HOURLY RATE: \$1800.

Arbitron Data: Figures include KSAX, Alexandria & KRWF, Redwood Falls, MN.

City of License: St. Paul. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Big Stone	2,900	2,900	100
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chippewa	5,500	5,400	98
	Chisago	9,800	9,700	99
	Crow Wing	18,200	17,800	98
	Dakota	87,400	86,900	99
	Dodge	5,500	5,400	98
	Douglas	11,600	11,400	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Goodhue	14,900	14,700
	Grant	2,700	2,700
	Hennepin	420,000	416,300
	Isanti	9,400	9,300
	Jackson	4,800	4,700
	Kanabec	4,700	4,600
	Kandiyohi	14,500	14,200
	Lac Qui Parle	3,800	3,700
	Le Sueur	8,800	8,700
	Lyon	9,100	8,900
	McLeod	11,600	11,500
	Martin	9,600	9,500
	Meeker	7,900	7,800
	Mille Lacs	7,100	7,000
	Morrison	10,500	10,300
	Nicollet	10,200	10,100
	Pine	7,600	7,500
	Pope	4,600	4,500
	Ramsey	190,000	188,500
	Redwood	6,600	6,400
	Renville	7,300	7,200
	Rice	16,400	16,200
	Scott	18,300	18,200
	Sherburne	12,000	11,900
	Sibley	5,400	5,300
	Stearns	37,500	37,000
	Steele	11,300	11,200
	Stevens	3,600	3,500
	Swift	4,600	4,500
	Todd	9,500	9,300

(Continued on page A-638)

Totals	1,568,000	1,549,600
Net Weekly Circulation (1990)		1,116,000
Average Daily Circulation (1990)		65,000

ota—Minneapolis-St. Paul

KTMA-TV

Ch. 23

Office: None, independent.

KTMA Acquisition Corp., Debtor in Possession, 1640 Como Ave., St. Paul,

Como Ave., St. Paul, MN 55108.

612-646-2300. Fax: 612-646-1220.

Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1740-kw
 1347-kw max. aural. Antenna: 1170-ft. above av. terrain, 1466-ft. above
 275-ft. above sea level.

Latitude 45° 03' 29.50"

Longitude 93° 07' 27.00"

70 Gramsie Rd., Shoreview, MN.

TV Sound: Stereo only.

Stations: Comtech, 5-meter C-band; Scientific-Atlanta, 3.6-meter
 Scientific-Atlanta, 4.5-meter Ku-band; M/A-Com, Pinzone, Scientific-Atlan-

KTMA Acquisition Corp.

on: September 22, 1982. Sale to United Cable TV Corp., et al., by Buford
 approved by FCC Sept. 5, 1984. Sale to present owner approved Sept.
 Television Digest, Vol. 26:36).

Legal: Fisher, Wayland, Cooper & Leader.

Engineering: Jules Cohen & Associates, P.C.

CONNOR, president & general manager.

Al, general sales manager.

THY, local sales manager.

OLD, news director.

ON, program director.

H, promotion director.

ER, business manager.

Marketing director.

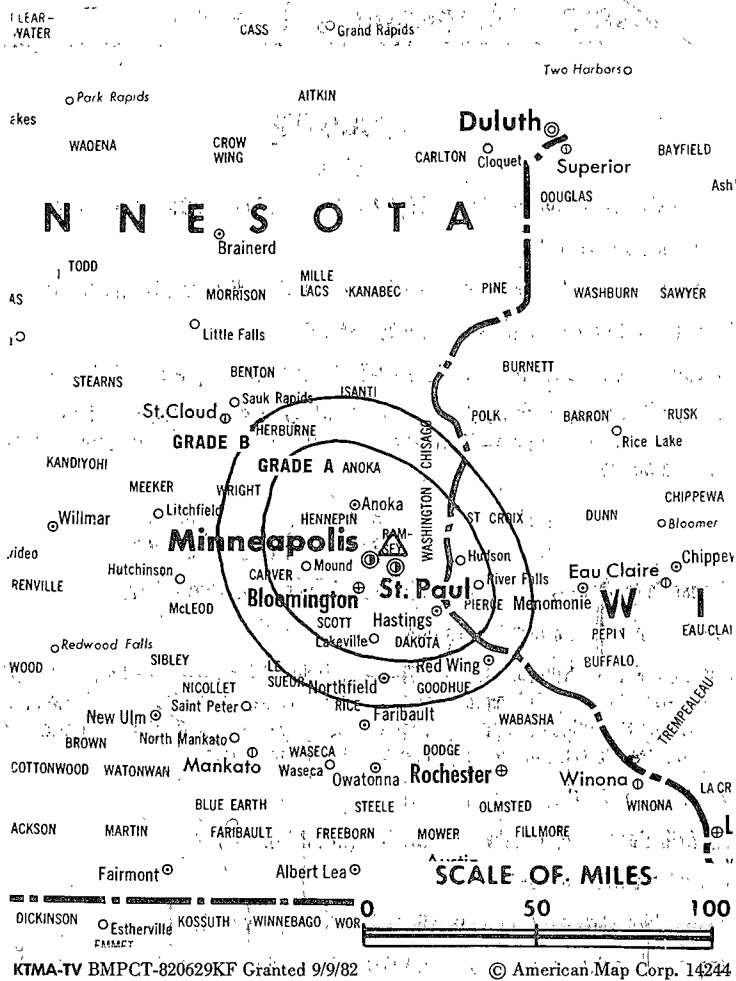
U, E, chief engineer.

Rate: \$1500.

Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MINNESOTA			
Anoka	77,200	77,000	100
Chisago	9,800	9,700	99
Dakota	87,400	86,900	99
Isanti	9,400	9,300	99
Kanabec	4,700	4,600	98
Ramsey	190,000	188,500	99
Rice	16,400	16,200	99
Scott	18,300	18,200	99
WISCONSIN			
St Croix	17,200	17,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
Between 5-24%	Benton	10,100	10,000	99
	Blue Earth	18,700	18,400	98
	Carver	15,300	15,200	99
	Goodhue	14,900	14,700	99
	Hennepin	420,000	416,300	99
	Le Sueur	8,800	8,700	99
	Mc Leod	11,600	11,500	99
	Meeker	7,900	7,800	99
	Sherburne	12,000	11,900	99
	Sibley	5,400	5,300	98
	Stearns	37,500	37,000	99
	Steele	11,300	11,200	99
	Waseca	6,800	6,700	99
	Washington	44,800	44,500	99
	Watsonwan	4,700	4,600	98
	Wright	21,300	21,000	99
WISCONSIN				
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
Totals		1,106,600	1,096,900	99
Net Weekly Circulation (1990)				258,800
Average Daily Circulation (1990)				69,100

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

Minnesota—Minneapolis-St. Paul

WCCO-TV

Ch. 4

(Also operates satellites KCCO-TV, Alexandria & KCCW-TV Walker, MN)

Network Service: CBS.

Licensee: WCCO Television Inc., 90 South 11th St., Minneapolis, MN 55403.

Studio: 90 South 11th St., Minneapolis, MN 55403.

Telephone: 612-339-4444. TWX: 910-576-3401. Telecopier: 612-330-2767.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1430-ft. above av. terrain, 1375-ft. above ground, 2375-ft. above sea level.

Latitude 45° 03' 45.00"

Longitude 93° 08' 21.30"

Transmitter: County Rd. F, 0.4-mi. E of Lexington Ave., Shoreview.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Dalsat, 4.3-meter Ku-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 7-meter C-band; Andrew, 4.6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; DX Engineering, Harris, Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WCCO, 50-kw, 830 kHz.

FM Affiliate: WLTE, 100-kw, 102.9 MHz (No. 275), 1150-ft.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: July 1, 1949 as WTCN-TV. Sold to present licensee August 1952 (Television Digest, Vol. 8:10, 33); CBS sold 47% interest to Minneapolis Star & Tribune Co. in November 1954 (Vol. 10:45). Transfer of control of Mid-Continent Radio-Television Inc. (equally owned by MTC Properties & Northwest Publications Inc.) to MTC Properties approved by FCC June 30, 1976 following merger of Ridder Publications with Knight Newspapers & spin-off of Ridder broadcast properties (Vol. 14:28, 30). Acquisition of Minneapolis Star-Tribune interest by MTC Properties was accomplished Aug. 16, 1976.

Represented (sales): TeleRep Inc.

Represented (legal): Oppenheimer, Wolf & Donnelly.

Personnel:

ROBERT G. MCGANN, vice president & general manager.

KEN REES, station manager.

WILLIAM BRADLEY, general sales director.

BETTY MAY, program coordinator.

LORI FINK GARELICK, program director.

JOHN CULLITON, director of news.

KEVIN CUDDIHY, local sales manager.

JOHN O'NEILL, national sales manager.

STEVEN SMITH, director of engineering & operations.

SUSAN WEAS, director of publicity & events.

GREG KECK, business manager.

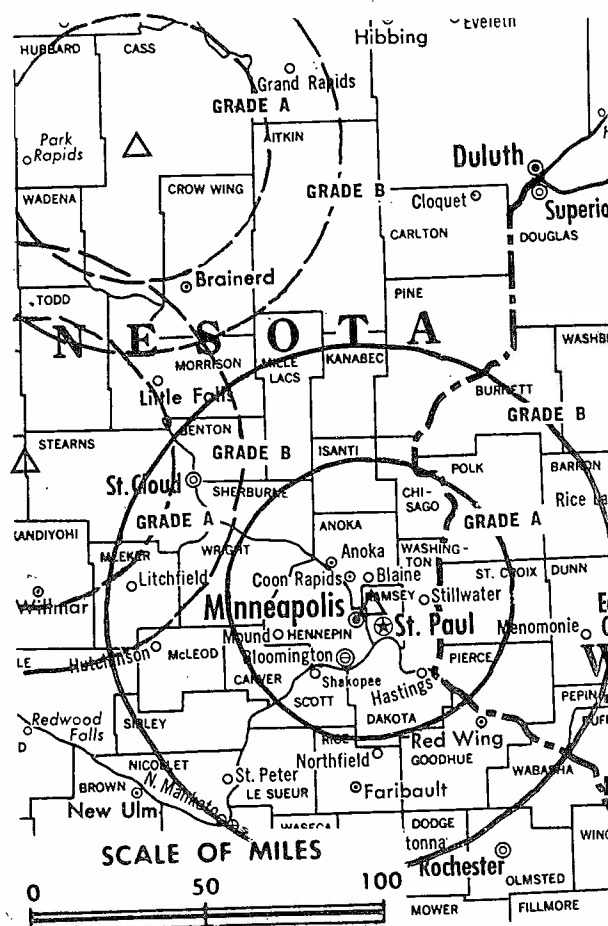
MICHAEL WRIGHT, director of graphic design.

Rates: On request.

City of License: Minneapolis. ADI: Minneapolis-St. Paul. Rank: 13.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
MINNESOTA				
50% & Over	Anoka	77,200	77,000	100
	Benton	10,100	10,000	99
	Blue Earth	18,700	18,400	98
	Brown	10,200	10,000	98
	Carver	15,300	15,200	99
	Chisago	9,800	9,700	99
	Dakota	87,400	86,900	99



WCCO-TV BMPCT-7126 Granted 1/8/70

© American M

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Dodge	5,500	5,400
	Goodhue	14,900	14,700
	Hennepin	420,000	416,300
	Isanti	9,400	9,300
	Kanabec	4,700	4,600
	Kandiyohi	14,500	14,200
	Le Sueur	8,800	8,700
	Lincoln	2,900	2,900
	Lyon	9,100	8,900
	McLeod	11,600	11,500
	Martin	9,600	9,500
	Meeker	7,900	7,800
	Mille Lacs	7,100	7,000
	Morrison	10,500	10,300
	Nicollet	10,200	10,100
	Olmsted	37,500	37,200
	Pine	7,600	7,500
	Ramsey	190,000	188,500
	Redwood	6,600	6,400
	Renville	7,300	7,200
	Rice	16,400	16,200
	Scott	18,300	18,200
	Sherburne	12,000	11,900
	Sibley	5,400	5,300
	Stearns	37,500	37,000
	Steele	11,300	11,200
	Wabasha	7,600	7,500
	Waseca	6,800	6,700
	Washington	44,800	44,500
	Watsonwan	4,700	4,600

(Continued on page A-638)

Totals	1,518,400	1,501,500
Net Weekly Circulation (1990)		
Average Daily Circulation (1990)		

ota—Redwood Falls

KRWF

Ch. 43

(Satellite of KSTP-TV, St. Paul-Minneapolis)

Source: ABC.

Address: ABC, 415 Fillmore St., Box 637, Alexandria, MN 56308.

AX-TV, Alexandria, MN.

Phone: 12-642-4200; 612-763-5729.

Titles: Channel No. 43 (644-650 MHz). Authorized power: 1220-kw
 122-kw max. aural. Antenna: 547-ft. above av. terrain, 535-ft. above
 19-ft. above sea level.

Latitude 44° 29' 03"

Longitude 95° 29' 27"

6-mi. ENE of intersection of Hwys. 68 & 19.

bbard Broadcasting Inc. (Group Owner).

on: April 14, 1987.

ales): Petry Television Inc.

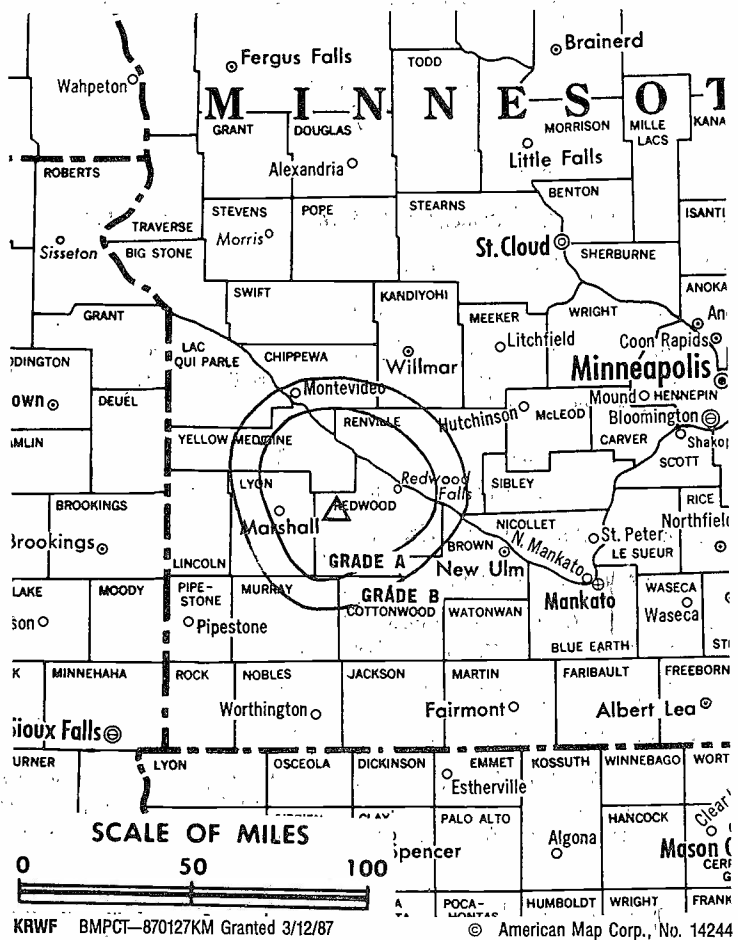
egal): Fletcher, Heald & Hildreth.

ngineering): A. D. Ring & Associates, P.C.

general manager.

ombination with KSAX-TV, Alexandria, MN.

nccluded with KSTP-TV, St. Paul-Minneapolis, MN.



City of License: Redwood Falls. ADI: Minneapolis-St. Paul. Rank: 13.

Minnesota—Rochester

KTTC

Ch. 10

Network Service: NBC.

Licensee: KTTC Television Inc., 601 First Ave. SW, Rochester, MN 55902.

Studio: 601 First Ave. SW, Rochester, MN 55902.

Telephone: 507-288-4444. **TWX:** 910-565-2477.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 46.8-kw aural. Antenna: 1250-ft. above av. terrain, 1314-ft. above ground, 2646-ft. above sea level.

Latitude 43° 34' 15.30"

Longitude 92° 25' 36.90"

Transmitter: 3.2-mi. S of Ostrander, MN.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ADM, 5-meter; DH Satellite, 5-meter; Harris, 3-meter; Harris, 6-meter; ChannelMaster, Gardiner, Harris receivers.

News Services: AP, Conus, NBC.

Ownership: Quincy Broadcasting Co. (Group Owner).

Began Operation: July 14, 1953. Sale to present owner by G. David Gentling approved by FCC May 6, 1976 (Television Digest, Vol. 16:6). Transfer of control to Gentling by Agnes P. Gentling, Marvin O. Foss, Philip H. & Allan A. Gentling approved April 2, 1963.

Represented (sales): Petry Television Inc.

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

Represented (engineering): Lohnes & Culver.

Personnel:

JOHN LEIFHEIT, vice president & general manager.

JOHN WADE, sales manager.

RONALD E. GRUBER, operations manager.

C. H. (BUD) SANDERS, chief engineer.

GENE CARLSON, news director.

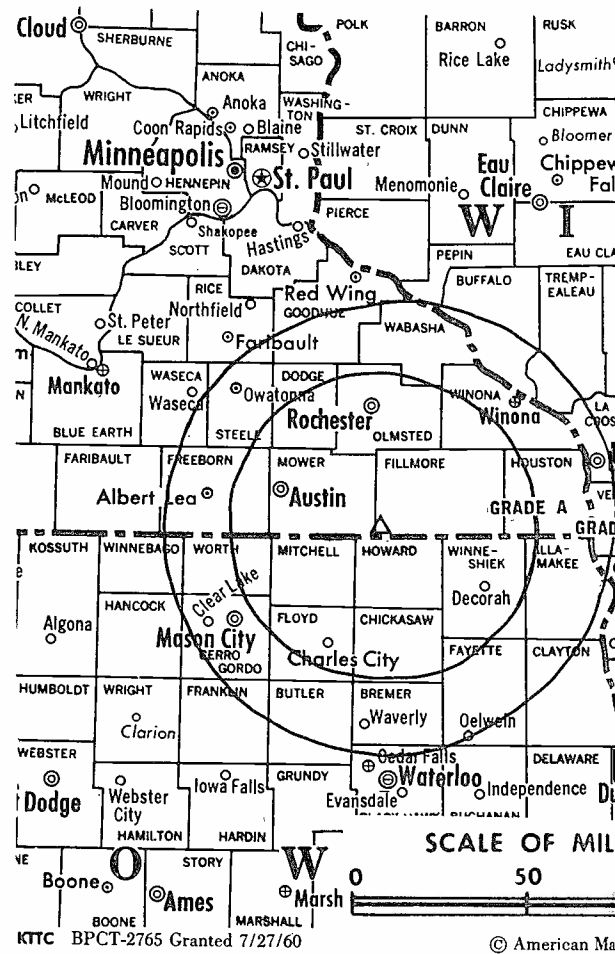
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$490.

City of License: Rochester. **ADI:** Rochester, MN-Mason City, IA-Austin, MN. **Rank:** 149.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	IOWA				
		Cerro Gordo	20,000	19,800	99
		Floyd	7,100	7,000	99
		Hancock	5,500	5,400	98
		Howard	4,000	3,900	98
		Mitchell	4,500	4,500	100
		Winnebago	5,200	5,100	98
		Winneshiek	7,600	7,500	99
		Worth	3,500	3,500	100
	MINNESOTA				
		Dodge	5,500	5,400	98
		Faribault	7,300	7,200	99
		Fillmore	7,800	7,700	99
		Freeborn	13,500	13,400	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Mower	15,000	14,900
	Olmsted	37,500	37,200
	Wabasha	7,600	7,500
	Winona	16,300	16,000
	IOWA		
Between 25-49%	Allamakee	5,400	5,300
	Chickasaw	5,300	5,200
	Kossuth	7,800	7,700
MINNESOTA			
	Houston	6,500	6,400
	Steele	11,300	11,200
WISCONSIN			
	Buffalo	5,500	5,400
	Vernon	10,200	10,000
Between 5-24%	IOWA		
	Bremer	8,700	8,600
	Butler	6,300	6,200
	Emmet	4,800	4,700
	Franklin	5,100	5,100
	MINNESOTA		
	Blue Earth	18,700	18,400
	Goodhue	14,900	14,700
	Martin	9,600	9,500
	Nicollet	10,200	10,100
Waseca	6,800	6,700	
WISCONSIN			
Crawford	6,100	6,000	
La Crosse	36,400	36,000	
Totals		347,500	343,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

ota—Thief River Falls

KBRR

Ch. 10

(Satellite of KVRR, Fargo, ND)

Service: Fox.

Fargo River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

KVRR, Fargo.

Phone: 701-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 130-kw
 Power: 100-w aural. Antenna: 596-ft. above av. terrain, 408-ft. above ground,
 100-ft. above sea level.

Latitude 48° 01' 19"

Longitude 96° 22' 12"

27-ft. NE of intersection of Hwys. 3 & 12, W of St. Hilaire, MN.

Fargo River Broadcast Corp. (Group Owner).

License: October 25, 1985.

Sales: Blair Television.

Legal: Crowell & Moring.

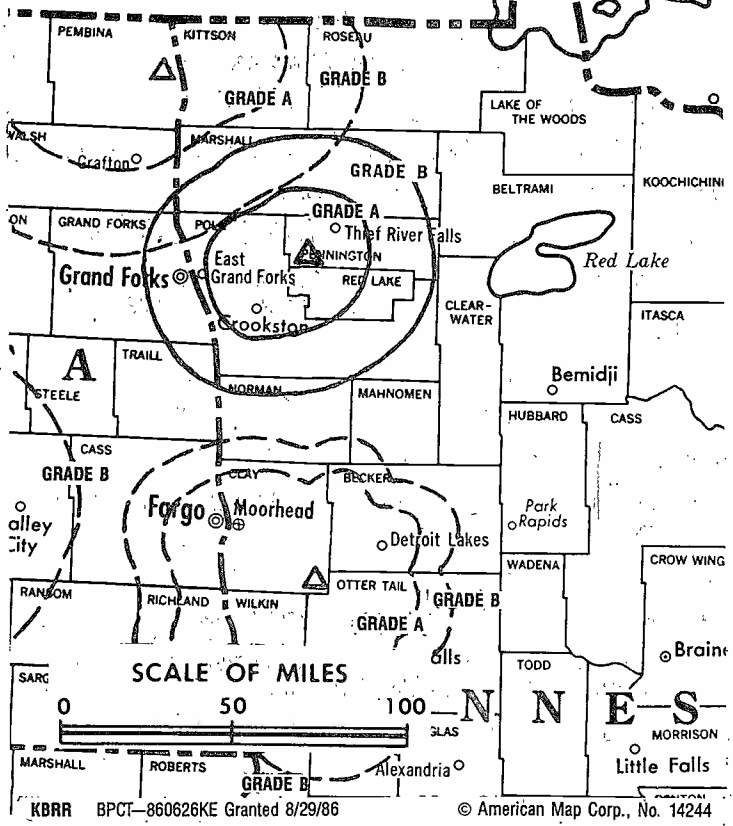
Engineering: du Treil, Lundin & Rackley.

Fargo, ND.

Test.

Included with KVRR, Fargo, ND.

A N.



City of License: Thief River Falls. ADI: Fargo. Rank: 108.

Minnesota—Walker

KCCW-TV

Ch. 12

(Satellite of KCCO-TV, Alexandria, MN)

Network Service: CBS.

Licensee: KCCO Television Inc., 720 Hawthorne St., Alexandria, MN 56308.

Studio: 720 Hawthorne St., Alexandria, MN 56308.

Telephone: 612-763-5166. **TWX:** 910-578-0003. **Fax:** 612-763-4991.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63-kw aural. Antenna: 933-ft. above av. terrain, 999-ft. above ground, 2383-ft. above sea level.

Latitude	46°	56'	03"
Longitude	94°	27'	25"

Transmitter: 3-mi. E of Hackensack.

Satellite Earth Stations: Satellite Video Systems, 4.5-meter C-band; Scientific-Atlanta receivers.

News Services: AP, UPI.

Ownership: Midwest Communications Inc. (Group Owner).

Began Operation: January 1, 1964. Sale to present owner approved by FCC Oct. 15, 1987 (Television Digest, Vol. #26:45; 27:43).

Represented (sales): TeleRep Inc.

Personnel:

KEN REES, station manager.

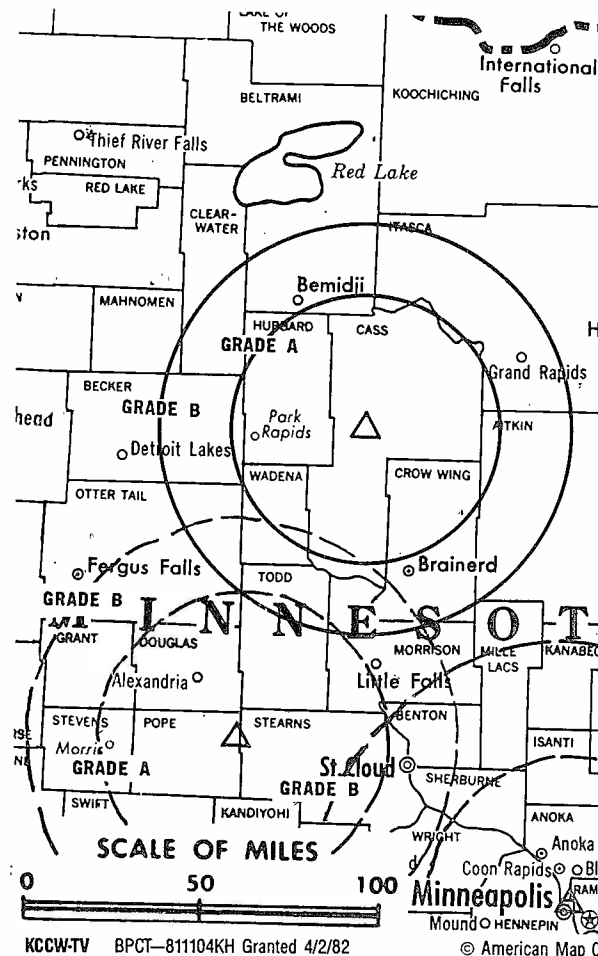
KEVIN CUDDIHY, general sales manager.

JOHN GINTHER, local sales manager.

WAYNE QUERNEMOEN, chief engineer.

JOHN FROYD, news director.

DUANE TINGUM, business manager.



Rates: Sold in combination with KCCO-TV, Alexandria, MN.

Arbitron Data: Included with KCCO-TV, Alexandria, MN.

City of License: Walker. **ADI:** Minneapolis-St. Paul. **Rank:** 13.

**KARE, Minneapolis-St. Paul
(Arbitron Data Continued)**

State County	Total Households	TV Households Households	%
MINNESOTA			
Washington	44,800	44,500	99
Watonwan	4,700	4,600	98
Wright	21,300	21,000	99
Yellow Medicine	4,600	4,400	96
SOUTH DAKOTA			
Grant	3,200	3,100	97
WISCONSIN			
Barron	15,800	15,400	97
Burnett	5,500	5,400	97
Pierce	11,700	11,500	98
Polk	13,400	13,200	99
St Croix	17,200	17,000	99
MINNESOTA			
Aitkin	5,500	5,400	98
Crow Wing	18,200	17,800	98
Dodge	5,500	5,400	98
Olmsted	37,500	37,200	99
Pope	4,600	4,500	98
Todd	9,500	9,300	98
Traverse	1,800	1,800	100
WISCONSIN			
Dunn	12,300	12,000	98
Eau Claire	32,000	31,500	98
Pepin	2,800	2,700	96
Washburn	5,800	5,700	98
IOWA			
Emmet	4,800	4,700	98
MINNESOTA			
Cass	8,300	8,000	96
Lincoln	2,900	2,900	100
Murray	3,900	3,900	100
Wadena	5,000	4,800	96
WISCONSIN			
Chippewa	19,200	18,900	98
Rusk	5,800	5,700	97

**KITN, Minneapolis-St. Paul
(Arbitron Data Continued)**

State County	Total Households	TV Households Households	%
WISCONSIN			
Pierce	11,700	11,500	98
Polk	13,400	13,200	99
MINNESOTA			
Benton	10,100	10,000	99
Big Stone	2,900	2,900	100
Crow Wing	18,200	17,800	98
Dodge	5,500	5,400	98
Faribault	7,300	7,200	99
Grant	2,700	2,700	100
MINNESOTA			
Jackson	4,800	4,700	98
Lyon	9,100	8,900	98
Martin	9,600	9,500	99
Meeker	7,900	7,800	99
Mille Lacs	7,100	7,000	99
Morrison	10,500	10,300	98
Sibley	5,400	5,300	98
Steele	11,300	11,200	99
Yellow Medicine	4,600	4,400	96

**KITN—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	WISCONSIN			
	Barron	15,800	15,400	97
	Buffalo	5,500	5,400	98
	Burnett	5,500	5,400	97

**KMSP-TV, Minneapolis-St. Paul
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	MINNESOTA			
	Wabasha	7,600	7,500	99
	Waseca	6,800	6,700	99
	Washington	44,800	44,500	99
	Watonwan	4,700	4,600	98
	Wright	21,300	21,000	99
	Yellow Medicine	4,600	4,400	96
	WISCONSIN			
	Barron	15,800	15,400	97
	Burnett	5,500	5,400	97
	Dunn	12,300	12,000	98
	Pepin	2,800	2,700	96
	Pierce	11,700	11,500	98
	Polk	13,400	13,200	99
	St Croix	17,200	17,000	99
	Washburn	5,800	5,700	98

Between 25-49%	IOWA			
	Emmet	4,800	4,700	98
	MINNESOTA			
	Big Stone	2,900	2,900	100
	Carlton	10,700	10,600	99
	Cottonwood	5,200	5,000	96
	Douglas	11,600	11,400	98
	Faribault	7,300	7,200	99
	Freeborn	13,500	13,400	99
	Jackson	4,800	4,700	98
	Lincoln	2,900	2,900	100
	Lyon	9,100	8,900	98
	Nobles	7,600	7,500	99
	Otter Tail	20,100	19,700	98
	Pennington	5,600	5,500	98
	Pope	4,600	4,500	98
	Rock	3,800	3,800	100
	St Louis	78,100	77,300	99
	Todd	9,500	9,300	98
	Traverse	1,800	1,800	100
Wadena	5,000	4,800	96	
Wilkin	2,800	2,800	100	
NORTH DAKOTA				
Grand Forks	24,700	24,500	99	
SOUTH DAKOTA				
Codington	8,900	8,800	99	
Grant	3,200	3,100	97	
WISCONSIN				
Chippewa	19,200	18,900	98	
Douglas	16,400	16,200	99	
Eau Claire	32,000	31,500	98	

Between 5-24%	MINNESOTA			
	Aitkin	5,500	5,400	98
	Becker	11,200	11,000	98
	Beltrami	12,000	11,500	96
	Cass	8,300	8,000	96
	Clay	17,100	17,000	99

Minnesota

KMSP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	MINNESOTA			
	Fillmore	7,800	7,700	99
	Hubbard	5,900	5,700	97
	Itasca	16,400	16,100	98
	Kittson	2,400	2,300	96
	Lake	4,300	4,300	100
	Lake Of The Woods	1,500	1,400	93
	Marshall	4,500	4,400	98
	Mower	15,000	14,900	99
	Murray	3,900	3,900	100
	Pipestone	4,300	4,200	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	5,000	4,700	94
	NORTH DAKOTA			
	Richland	7,100	7,000	99
	SOUTH DAKOTA			
	Brookings	8,900	8,800	99
	Day	3,000	3,000	100
	Roberts	3,900	3,800	97
	WISCONSIN			
Buffalo	5,500	5,400	98	
Rusk	5,800	5,700	97	
Sawyer	5,700	5,500	96	

KSTP-TV, St. Paul-Minneapolis (Arbitron Data Continued)

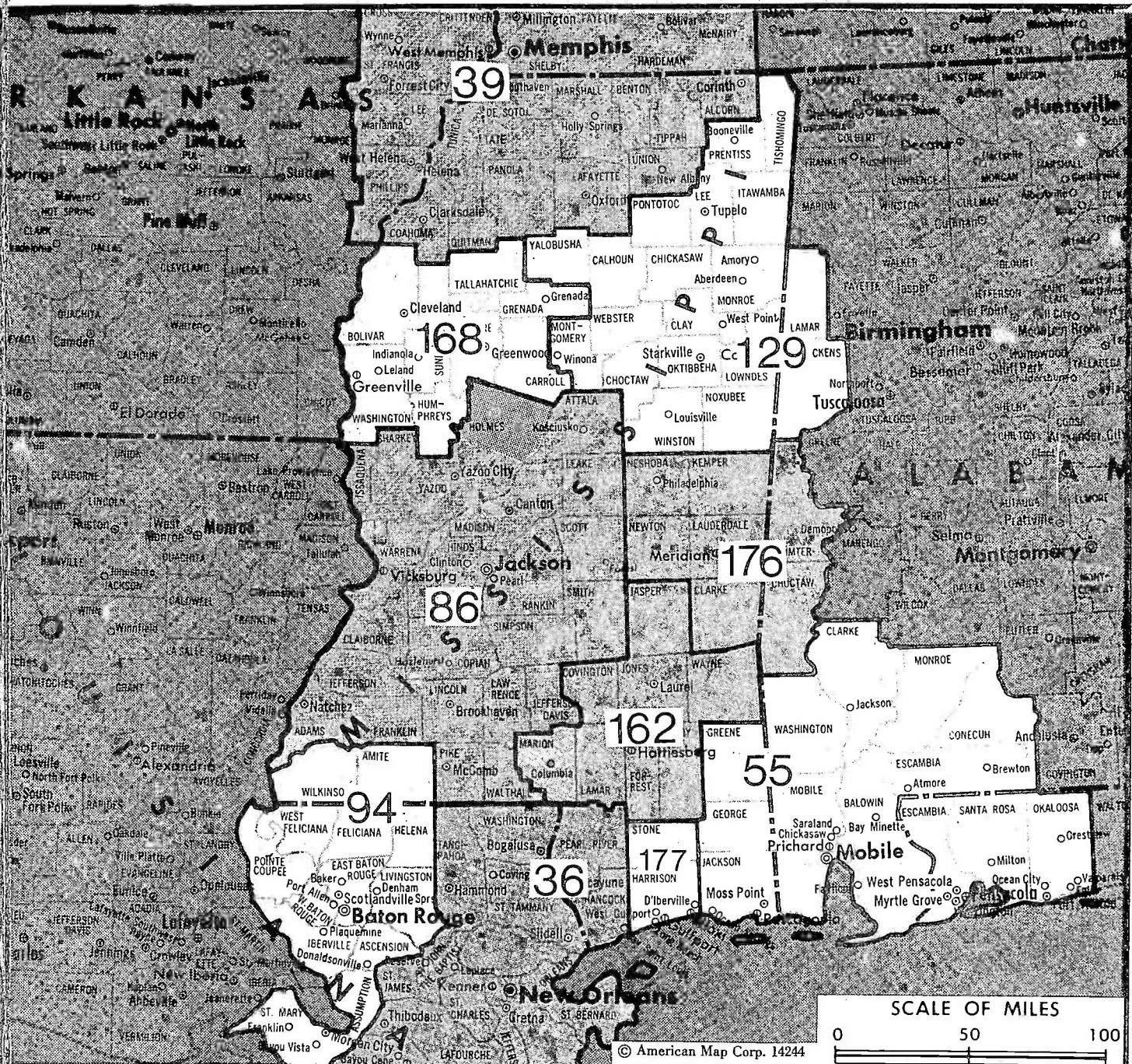
Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	MINNESOTA				
	Wabasha	7,600	7,500	99	
	Wadena	5,000	4,800	96	
	Waseca	6,800	6,700	99	
	Washington	44,800	44,500	99	
	Watonwan	4,700	4,600	98	
	Wright	21,300	21,000	99	
	Yellow Medicine	4,600	4,400	96	
	WISCONSIN				
	Barron	15,800	15,400	97	
	Burnett	5,500	5,400	97	
	Dunn	12,300	12,000	98	
	Pepin	2,800	2,700	96	
	Pierce	11,700	11,500	98	
	Polk	13,400	13,200	99	
	St Croix	17,200	17,000	99	
	Between 25-49%	MINNESOTA			
		Aitkin	5,500	5,400	98
		Beltrami	12,000	11,500	96
		Cass	8,300	8,000	96
		Cottonwood	5,200	5,000	96
Faribault		7,300	7,200	99	
Hubbard		5,900	5,700	97	
Lincoln		2,900	2,900	100	
Murray		3,900	3,900	100	
Nobles		7,600	7,500	99	
Olmsted		37,500	37,200	99	
Otter Tail		20,100	19,700	98	
Traverse		1,800	1,800	100	
Winona		16,300	16,000	98	
SOUTH DAKOTA					
Grant		3,200	3,100	97	
WISCONSIN					
Washburn		5,800	5,700	98	

KSTP-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households
Between 5-24%	IOWA		
	Emmet	4,800	4,700
	MINNESOTA		
	Fillmore	7,800	7,700
	Rock	3,800	3,800
	Wilkin	2,800	2,800
	NORTH DAKOTA		
	Richland	7,100	7,000
	WISCONSIN		
	Buffalo	5,500	5,400
	Chippewa	19,200	18,900
	Eau Claire	32,000	31,500
Rusk	5,800	5,700	
Sawyer	5,700	5,500	

WCCO-TV, Minneapolis-St. Paul (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	
50% & Over	MINNESOTA			
	Wright	21,300	21,000	
	Yellow Medicine	4,600	4,400	
	WISCONSIN			
	Barron	15,800	15,400	
	Burnett	5,500	5,400	
	Dunn	12,300	12,000	
	Pepin	2,800	2,700	
	Pierce	11,700	11,500	
	Polk	13,400	13,200	
	St Croix	17,200	17,000	
	Washburn	5,800	5,700	
	Between 25-49%	MINNESOTA		
		Aitkin	5,500	5,400
		Chippewa	5,500	5,400
		Cottonwood	5,200	5,000
		Crow Wing	18,200	17,800
		Faribault	7,300	7,200
		Jackson	4,800	4,700
		Nobles	7,600	7,500
		Pope	4,600	4,500
Todd		9,500	9,300	
Winona		16,300	16,000	
SOUTH DAKOTA				
Grant		3,200	3,100	
WISCONSIN				
Chippewa		19,200	18,900	
Eau Claire		32,000	31,500	
Between 5-24%		MINNESOTA		
		Big Stone	2,900	2,900
		Cass	8,300	8,000
		Douglas	11,600	11,400
		Freeborn	13,500	13,400
	Murray	3,900	3,900	
	Pipestone	4,300	4,200	
	Rock	3,800	3,800	
	Swift	4,600	4,500	
	Traverse	1,800	1,800	
	Wadena	5,000	4,800	
	SOUTH DAKOTA			
	Brookings	8,900	8,800	
	WISCONSIN			
	Buffalo	5,500	5,400	
Rusk	5,800	5,700		



Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations	
Orleans, LA	640,800	36	WCCL (49), WDSU-TV (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Memphis, TN	605,400	39	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Mobile, Pensacola, FL	467,900	55	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRQ-TV (5), WMPV-TV (21), WPAN (53), WPMI (15)
Meridian, MS	292,900	86	WAPT (16), WDBD (40), WJTV (12), WLBT-TV (3)
Baton Rouge, LA	253,600	94	WAFB (9), WBRZ (2), WVLA (33)
Tupelo, MS	164,400	129	WCBI-TV (4), WTVA (9), WWSB-TV (27)
Hattiesburg, MS	91,000	162	WDAM-TV (7), WHLT (22)
Greenville, MS	82,200	168	WABG-TV (6), WXVT (15)
Meridian, MS	67,300	176	WLBM-TV (30), WTOK-TV (11), WTZH (24)
Gulfport-Pascagoula, MS	66,700	177	WLOX-TV (13), WXXV-TV (25)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WXXV-TV, Biloxi	See Gulfport MS
WJTV-TV, Columbus	See Tupelo, MS
WVTV-TV, Columbus	See West Point, MS
WJTV-TV, Hattiesburg	See Laurel, MS
WJTV-TV, Laurel	See Hattiesburg, MS

Mississippi Station Totals as of October 1, 1990

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

Mississippi—Biloxi-Gulfport-Pascagoula

WLOX-TV

Ch. 13

Network Service: ABC.

Licensee: WLOX Television Inc., Box 4596, Biloxi, MS 39535-4596.

Studio: 208 Debuys Rd., Biloxi, MS 39535.

Mailing Address: Box 4596, West Biloxi Station, Biloxi, MS 39535-4596.

Telephone: 601-896-1313. TWX: 510-997-1090.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1340-ft. above av. terrain, 1319-ft. above ground, 1549-ft. above sea level.

Latitude 30° 43' 25"
Longitude 89° 05' 29"

Transmitter: 3-mi. NE of McHenry, MS.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Microdyne, 5-meter Ku & C-band; Andrew, 4.5-meter C-band; RCA, 4.5-meter C-band; Avartek, M/A-Com, Microdyne receivers.

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

News Services: ABC, AP, NIWS.

Ownership: Love Broadcasting Co. (Group Owner).

Began Operation: September 15, 1962.

Represented (sales): Katz Television.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

- JOHN HASH, president.
- LEON D. LONG, vice president & general manager.
- DON F. MOORE, vice president, director of operations.
- DAVID VINCENT, vice president & news director.
- BOBBY EDWARDS, general sales manager.
- RALPH CAUDILL, national sales manager.
- DARLENE DUFFANO, program director.
- TED FORTENBERRY, promotion director.
- GENE FAUCETT, business manager.
- JAMES S. FLEMING, chief engineer.

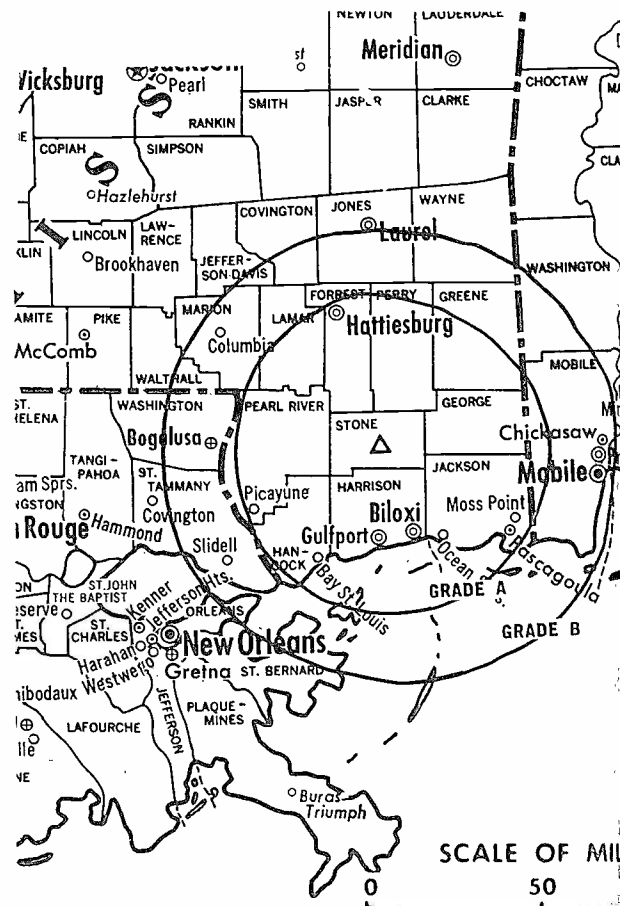
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$550.

City of License: Biloxi. ADI: Biloxi-Gulfport-Pascagoula. Rank: 177.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Forrest	26,400	26,100	99
	George	5,700	5,600	99
	Greene	3,300	3,200	97



WLOX-TV BNPCT-5991 Granted 7/31/64

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Hancock	12,200	12,100
	Harrison	63,300	62,900
	Jackson	45,200	44,900
	Jones	23,400	23,200
	Lamar	10,100	9,900
	Marion	9,400	9,200
	Pearl River	14,300	14,100
	Perry	3,600	3,500
	Stone	3,700	3,600
	Walthall	4,900	4,800
Between 25-49%	LOUISIANA		
	Washington	17,100	16,800
	MISSISSIPPI		
	Covington	6,100	6,000
	Jefferson Davis	4,800	4,700
	Wayne	7,000	6,900
Between 5-24%	MISSISSIPPI		
Jasper	6,000	5,900	
Totals		266,500	263,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Mississippi—Columbus

WCBI-TV

Ch. 4

Service: CBS.

Address: Columbus Television Inc., Box 271, Columbus, MS 39703.

Address: 12 & Television Rd., Columbus, MS 38701.

Address: Box 271, Columbus, MS 39703.

Phone: 601-327-4444. TWX: 62522560.

Channels: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 100-kw audio. Antenna: 608-ft. above av. terrain, 535-ft. above ground, 695-ft. above sea level.

Latitude 33° 45' 07"

Longitude 88° 52' 44"

Location: Hwy. 47, 4-mi. NE of Montpelier.

TV Sound: Stereo only.

Transmitters: ChannelMaster, 7-meter; Scientific-Atlanta, 7-meter; ChannelMaster, 5-meter; Scientific-Atlanta, 4.6-meter; M/A-Com, 4-meter; Garcom, Scientific-Atlanta receivers.

Power: WCBI, 1-kw (0.5-kw night), 550 kHz.

Service: AP, CBS.

Owner: Arney Imes Jr. & Family (Group Owner).

Start Date: July 13, 1956.

Advertiser: Seltel Inc.

Agency: Arent, Fox, Kintner, Plotkin & Kahn.

Engineering: A. D. Ring & Associates.

Group manager: [Name]

General manager: [Name]

Local sales manager: [Name]

News director: [Name]

Chief engineer: [Name]

Class Rate: \$400.

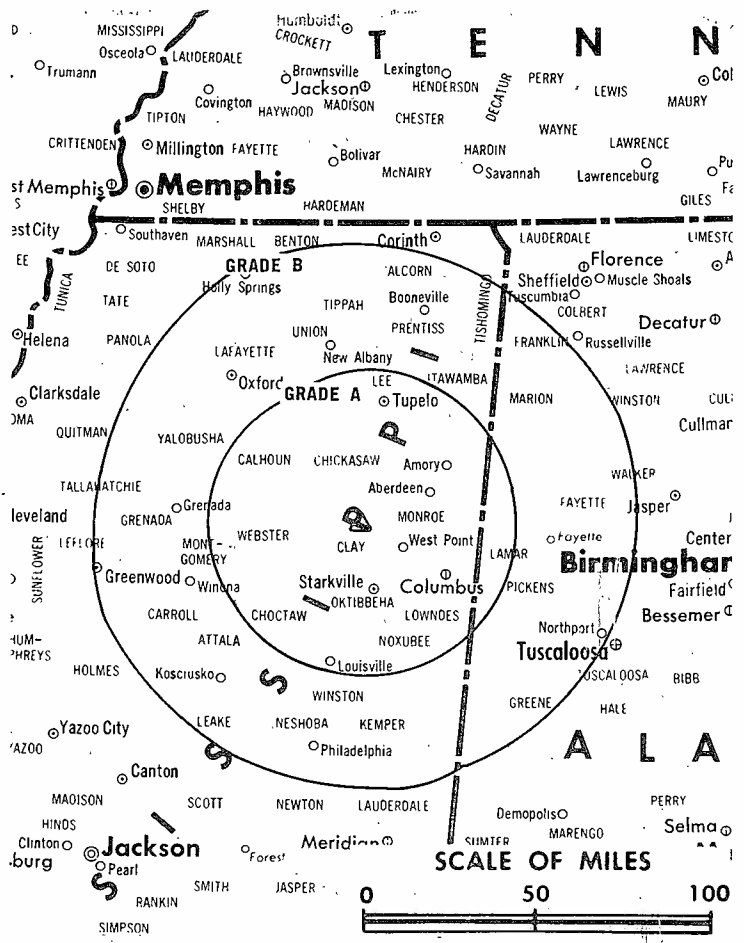
Hourly Rate: \$1075.

Market: Columbus. ADI: Columbus-Tupelo. Rank: 129.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Based on Arbitron study.

State	County	Total Households	TV Households	%
ALABAMA				
	Fayette	7,300	7,200	99
	Lamar	6,400	6,300	98
	Pickens	7,300	7,100	98
MISSISSIPPI				
	Calhoun	5,700	5,600	98
	Chickasaw	6,400	6,300	98
	Choctaw	3,100	3,100	98
	Clay	7,600	7,500	99
	Itawamba	8,000	7,900	99
	Kemper	3,600	3,500	97
	Lee	24,900	24,700	99
	Lowndes	22,000	21,800	99
	Monroe	13,000	12,800	99
	Noxubee	4,100	4,000	98
	Oktibbeha	12,400	12,200	98



WCBI-TV BPCT—840723KS Granted 1/30/85

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Pontotoc	8,600	8,500	99
	Prentiss	9,400	9,300	99
	Tishomingo	7,100	7,000	99
	Webster	3,800	3,700	97
	Winston	7,000	6,900	99
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	MISSISSIPPI			
	Carroll	3,500	3,400	97
	Montgomery	4,400	4,300	98
	Neshoba	9,300	9,200	99
Between 5-24%	ALABAMA			
	Franklin	11,300	11,100	99
	Marion	12,300	12,200	99
	Perry	5,000	4,900	98
	Sumter	5,400	5,300	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	99
	Attala	7,200	7,100	98
	Grenada	6,900	6,800	98
	Holmes	7,600	7,400	98
Lafayette	11,500	11,300	99	
Leflore	13,900	13,700	98	
Panola	10,200	10,000	99	
Tippah	7,100	7,000	99	
Totals		319,700	314,900	98
Net Weekly Circulation (1990)				172,400
Average Daily Circulation (1990)				102,700

Mississippi—Greenville

WXVT

Ch. 15

Network Service: CBS.

Licensee: Big River Broadcasting Co., 3015 E. Reed Rd., Greenville, MS 38703.

Studio: 3015 E. Reed Rd., Greenville, MS 38703.

Telephone: 601-334-1500. TWX: 510-992-9308.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 2750-kw max. & 891-kw horizontal visual, 178-kw horizontal aural. Antenna: 890-ft. above av. terrain, 919-ft. above ground, 1049-ft. above sea level.

Latitude 33° 39' 26.00"
Longitude 90° 42' 17.50"

Transmitter: 4.9-mi. SSE of Cleveland, MS.

Satellite Earth Stations: ADM, 5.5-meter; DH Satellite, 5-meter; Harris, 3-meter; RCA, 3-meter.

News Services: AP, CBS, Group W Newsfeed, Sports News Satellite.

Ownership: Lamco Communications Inc. (Group Owner).

Began Operation: November 7, 1980. Sale to present owner by Big River Broadcasting Co. approved by FCC March 5, 1984.

Represented (sales): Seltel Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

JOE MACIONE JR., vice president & general manager.

JEFF MARTIN, general sales manager.

PETE SPARKS, chief engineer.

STAN SANDRONI, news director.

GINA SMITH, program director.

DAVID MITCHELL, promotion director.

ROBBIN MORGAN, business manager.

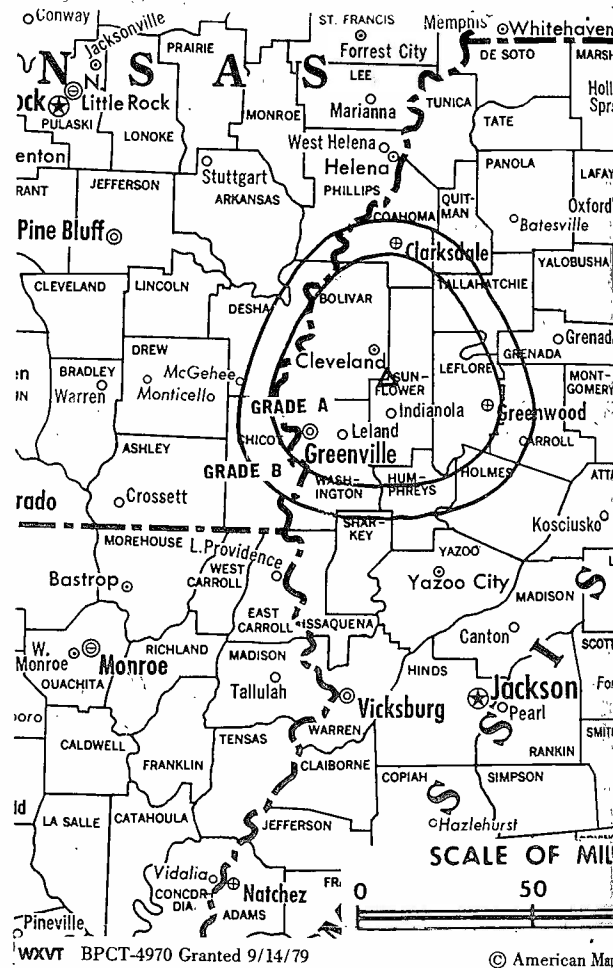
Rates: On request.

NETWORK BASE HOURLY RATE: \$225.

City of License: Greenville. ADI: Greenwood-Greenville. Rank: 168.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Chicot	5,700	5,500	96
	MISSISSIPPI			
	Bolivar	14,500	14,100	98
	Coahoma	12,400	12,100	98
	Grenada	6,900	6,800	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Humphreys	4,500	4,400
	Leflore	13,900	13,700
	Sunflower	10,900	10,600
	Tallahatchie	5,400	5,300
	Washington	23,900	23,500
Between 25-49%	MISSISSIPPI		
	Carroll	3,500	3,400
	Montgomery	4,400	4,300
	Quitman	4,000	3,900
Between 5-24%	ARKANSAS		
	Desha	6,600	6,500
	Phillips	10,800	10,500
	MISSISSIPPI		
	Holmes	7,600	7,400
	Yalobusha	5,100	5,000
Totals		140,100	137,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Mississippi—Greenwood-Greenville

WABG-TV

Ch. 6

Service: ABC.

Mississippi Telecasting Co. Inc., Box 720, Greenwood, MS 38930.

Washington Ave., Box 1243, Greenville, MS 38701; 2001 Garrard Ave.,
Greenwood, MS 38930.

601-332-0949, Greenville; 601-453-4001, Greenwood.

601-6022. Fax: 601-334-6420.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual,
100-kw aural. Antenna: 1960-ft. above av. terrain, 2000-ft. above ground, 2115-ft.
above level.

Latitude 33° 22' 23"
Longitude 90° 32' 31"

2.3-mi. NE of city limits, near Inverness, MS.

Stations: 2 in operation.

WABG, 1-kw (0.5-kw night), 960 kHz.

Services: ABC, AP, CNN.

Shahakel Communications Ltd. (Group Owner).

Established: October 20, 1959.

Owner: (sales): Katz Television.

President: [Name]

General manager: [Name]

Station manager, Greenwood: [Name]

General sales manager: [Name]

Operations manager: [Name]

Chief engineer: [Name]

News director: [Name]

Program & promotion director: [Name]

Office manager: [Name]

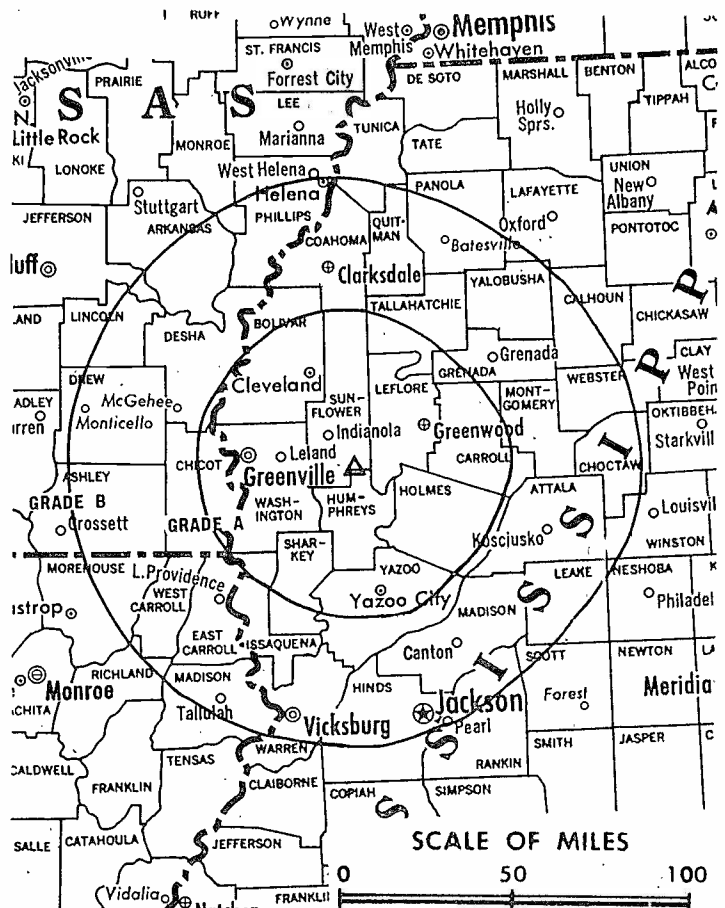
Sec. Rate: \$600.

Base Hourly Rate: \$550.

Market: Greenwood. ADI: Greenwood-Greenville. Rank: 168.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Data based on Arbitron study.

State County	Total Households	TV Households Households	%
ARKANSAS			
Chicot	5,700	5,500	96
MISSISSIPPI			
Attala	7,200	7,100	98
Bolivar	14,500	14,100	98
Carroll	3,500	3,400	97
Coahoma	12,400	12,100	98
Grenada	6,900	6,800	98
Holmes	7,600	7,400	98
Humphreys	4,500	4,400	98
Issaquena	800	800	100
Leflore	13,900	13,700	98
Montgomery	4,400	4,300	98
Quitman	4,000	3,900	97



WABG-TV BPCT-800303KC Granted 10/10/80 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Sharkey	2,300	2,200	98
	Sunflower	10,900	10,600	98
	Tallahatchie	5,400	5,300	97
	Washington	23,900	23,500	98
	Yalobusha	5,100	5,000	98
	Yazoo	9,500	9,400	98
Between 25-49%	LOUISIANA			
	East Carroll	3,700	3,600	97
	West Carroll	4,700	4,600	98
	MISSISSIPPI			
	Calhoun	5,700	5,600	98
Choctaw	3,100	3,100	98	
Webster	3,800	3,700	97	
Between 5-24%	ARKANSAS			
	Ashley	9,400	9,200	98
	Bradley	5,100	5,000	98
	Desha	6,600	6,500	98
	Phillips	10,800	10,500	97
	LOUISIANA			
	Madison	5,800	5,700	97
MISSISSIPPI				
Lafayette	11,500	11,300	99	
Leake	6,900	6,800	99	
Madison	17,800	17,400	98	
Noxubee	4,100	4,000	98	
Panola	10,200	10,000	99	
Warren	19,300	19,000	99	
Totals		271,000	265,500	98
Net Weekly Circulation (1990)			136,100	
Average Daily Circulation (1990)			79,700	

Mississippi—Gulfport

WXXV-TV

Ch. 25

Network Service: Fox.

Licensee: AmSouth Realty Inc., Box 11007, Birmingham, AL 35288.

Studio: Hwy. 49 North, Gulfport, MS 39505.

Mailing Address: Box 2500, Gulfport, MS 39505.

Telephone: 205-320-7151. **TWX:** 910-240-8412.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2240-kw max. visual, 224-kw max. aural. Antenna: 1600-ft. above av. terrain, 1540-ft. above ground, 1780-ft. above sea level.

Latitude 30° 44' 48"
Longitude 89° 03' 30"

Transmitter: 4.7-mi. NE of McHenry.

Multichannel TV Sound: Stereo only.

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

Ownership: AmSouth Realty Inc.

Began Operation: February 14, 1987. Sale to present owner by Gulf Coast TV Ltd. approved by FCC Dec. 8, 1989.

Represented (sales): Adam Young Inc.

Represented (legal): Cordon & Kelly.

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

Personnel:

WILLIAM RITCHIE, general manager.

TERRY SMITH, station manager.

BILL REYNOLDS, general sales manager.

CURT MABRY, promotion director.

KATHY HAYES, program director.

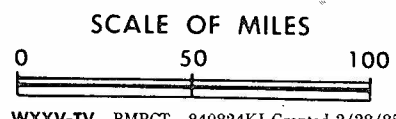
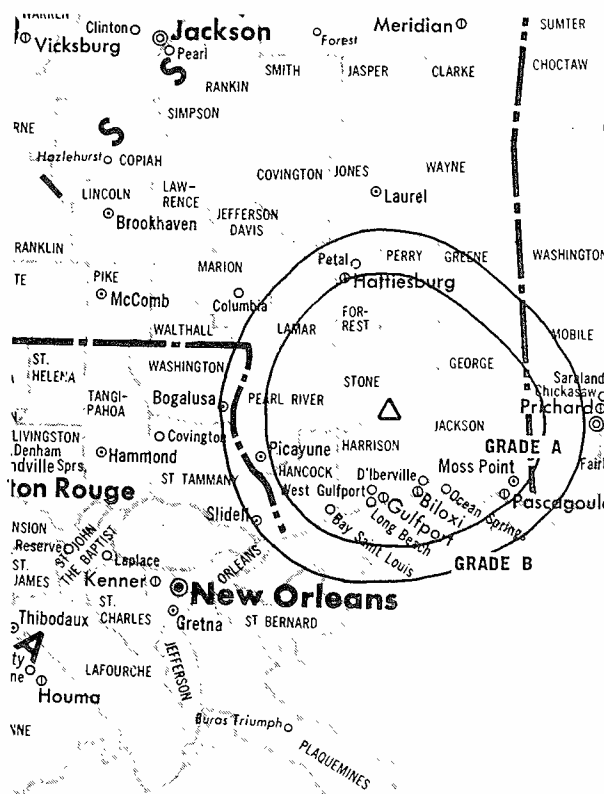
RAY LUKE, chief engineer.

Highest 30 Sec. Rate: \$325.

City of License: Gulfport. **ADI:** Biloxi-Gulfport-Pascagoula. **Rank:** 177.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	George	5,700	5,600	99
	Greene	3,300	3,200	97
	Harrison	63,300	62,900	99
	Jackson	45,200	44,900	99
	Stone	3,700	3,600	99
Between 25-49%	MISSISSIPPI			
	Covington	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Forrest	26,400	26,100
	Hancock	12,200	12,100
	Jones	23,400	23,200
	Lamar	10,100	9,900
	Marion	9,400	9,200
	Pearl River	14,300	14,100
	Perry	3,600	3,500
Between 5-24%	ALABAMA		
	Washington	5,800	5,700
	LOUISIANA		
	Washington	17,100	16,800
	MISSISSIPPI		
	Jasper	6,000	5,900
Jefferson Davis	4,800	4,700	
Walthall	4,900	4,800	
Wayne	7,000	6,900	
Totals		272,300	269,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Mississippi—Hattiesburg-Laurel

WHLT

Ch. 22

(Satellite of WJTV, Jackson, MS)

Service: CBS.

Advertisers: Mississippi Inc., Box 8887, Jackson, MS 39204.

Address: 1000 N. Hardy St., Hattiesburg, MS 39401.

Phone: Box 232, Hattiesburg, MS 39401-0232.

Phone: 1-545-2077.

Technicalities: Channel No. 22 (518-524 MHz). Authorized power: 1200-kw. 120-kw max. aural. Antenna: 800-ft. above av. terrain, 707-ft. above 7-ft. above sea level.

Latitude 31° 24' 21"
Longitude 89° 14' 35"

Location: 10 mi. NE of Petal on Lynn Ray Rd.

TV Sound: Stereo only.

Station: Scientific-Atlanta, 5-meter C-band.

AP.

Owner: News Press & Gazette Co. (Group Owner).

Start Date: January 23, 1987.

Sales: Blair Television.

Key Personnel: (Name redacted), vice president & general manager.

(Name redacted), news director.

(Name redacted), production manager.

Rate: \$250.

Address: Hattiesburg. ADI: Laurel-Hattiesburg. Rank: 162.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
MISSISSIPPI			
Covington	6,100	6,000	98
Forrest	26,400	26,100	99
Jones	23,400	23,200	99
Lamar	10,100	9,900	99
Perry	3,600	3,500	99
MISSISSIPPI			
Jasper	6,000	5,900	98
Jefferson Davis	4,800	4,700	98
Marion	9,400	9,200	98
Wayne	7,000	6,900	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
MISSISSIPPI				
Between 5-24%	Greene	3,300	3,200	97
	Pearl River	14,300	14,100	99
	Smith	5,700	5,600	98
	Stone	3,700	3,600	99
Totals		123,800	121,900	98
Net Weekly Circulation (1990)			57,100	
Average Daily Circulation (1990)			25,200	

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

Mississippi—Jackson

WAPT

Ch. 16

Network Service: ABC.

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

Studio: Channel 16 Way & Maddox Rd., Jackson, MS 39209.

Mailing Address: Box 10297, Jackson, MS 39209.

Telephone: 601-922-1607. TWX: 810-966-2734.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1047-kw max. & 794-kw horizontal visual, 276-kw max. & 158-kw horizontal aural. Antenna: 1166-ft. above av. terrain, 1072-ft. above ground, 1519-ft. above sea level.

Latitude 32° 16' 39"

Longitude 90° 17' 41"

Transmitter: Channel 16 Way & Maddox Rd.

Satellite Earth Stations: Microdyne, 4-meter C-band; Scientific-Atlanta, 4-meter; M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BMS, Ku-band.

News Service: AP.

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

Began Operation: October 3, 1970. Sale to present owners approved Sept. 11, 1989. Sale to Price Communications approved June 23, 1987 (Television Digest, Vol. 27:21). Sale to Clay Communications by Lewis C. Hopper, et al., approved by FCC March 18, 1979. Sale by American Public Life Insurance Co. to Lewis Hopper, et al. approved by FCC March 18, 1976.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

BILL FERRELL, general manager.

JOE ROOT, station manager.

MAX LAIL, local sales manager.

TERRY KURTRIGHT, news director.

JOE ROOT, program director.

JOHN MICHAEL SCANLON, promotion director.

ANNA BOX, business manager.

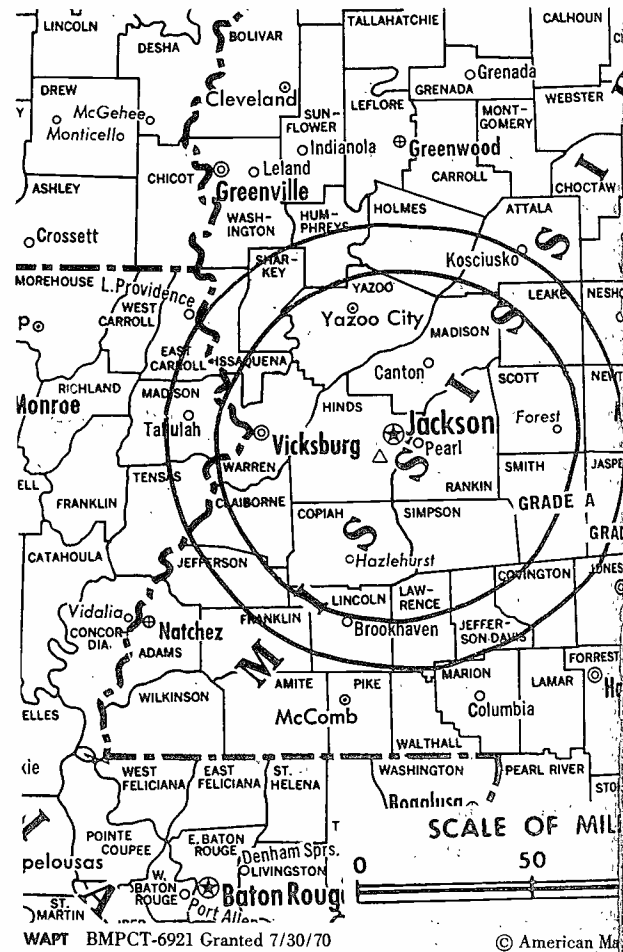
Highest 30 Sec. Rate: \$655.

NETWORK BASE HOURLY RATE: \$400.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Copiah	9,500	9,400	98
	Hinds	96,800	96,100	99
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Lawrence	4,600	4,500	98
	Lincoln	11,600	11,400	99
	Madison	17,800	17,400	98
	Rankin	29,400	29,000	99
	Simpson	8,900	8,800	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Warren	19,300	19,000
	Yazoo	9,500	9,400
Between 25-49%	LOUISIANA		
	Madison	5,800	5,700
	Tensas	3,000	2,900
	MISSISSIPPI		
	Adams	13,800	13,600
	Attala	7,200	7,100
	Claiborne	3,700	3,600
	Franklin	3,300	3,200
	Holmes	7,600	7,400
	Humphreys	4,500	4,400
	Jefferson Davis	4,800	4,700
	Leake	6,900	6,800
	Montgomery	4,400	4,300
	Newton	7,700	7,600
Pike	13,900	13,700	
Scott	9,700	9,600	
Sharkey	2,300	2,200	
Smith	5,700	5,600	
Between 5-24%	LOUISIANA		
	Concordia	8,200	8,000
	East Carroll	3,700	3,600
	MISSISSIPPI		
	Carroll	3,500	3,400
Covington	6,100	6,000	
Jasper	6,000	5,900	
Totals		343,000	338,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Mississippi—Jackson

WDBD

Ch. 40

Service: Fox.

Parent: K Broadcast Properties L.P., 7200 Wisconsin Ave., No. 310, Bethesda,

Channel 16 Way, Jackson, MS 39209.

Address: Box 10888, Jackson, MS 39209.

Phone: 1-922-1234.

Channels: Channel No. 40 (626-632 MHz). Authorized power: 1050-kw
 1-kw aural. Antenna: 1210-ft. above av. terrain, 1078-ft. above ground,
 above sea level.

Latitude 32° 16' 53"

Longitude 90° 17' 41"

Site: 1.8-mi. SW of intersection of Hwy. 18 & I-20.

Stations: 3 in operation.

AP.

Owner: Monatelli & Klein Inc. (Group Owner).

License: December 27, 1984. Transfer of control of CP from Brenda Harrison
 and Dixon approved by FCC April 30, 1985. Transfer of control from H.
 on to Media Central approved by FCC Nov. 26, 1985. Assignment of
 Media Central to C. Kenneth Still, trustee approved May 10, 1989. Sale
 to owner approved by FCC June 22, 1989.

Sales: Independent TV Sales.

Engineering: B. Scott Baxter & Associates.

General manager.

General sales manager.

Program director.

Chief engineer.

News director.

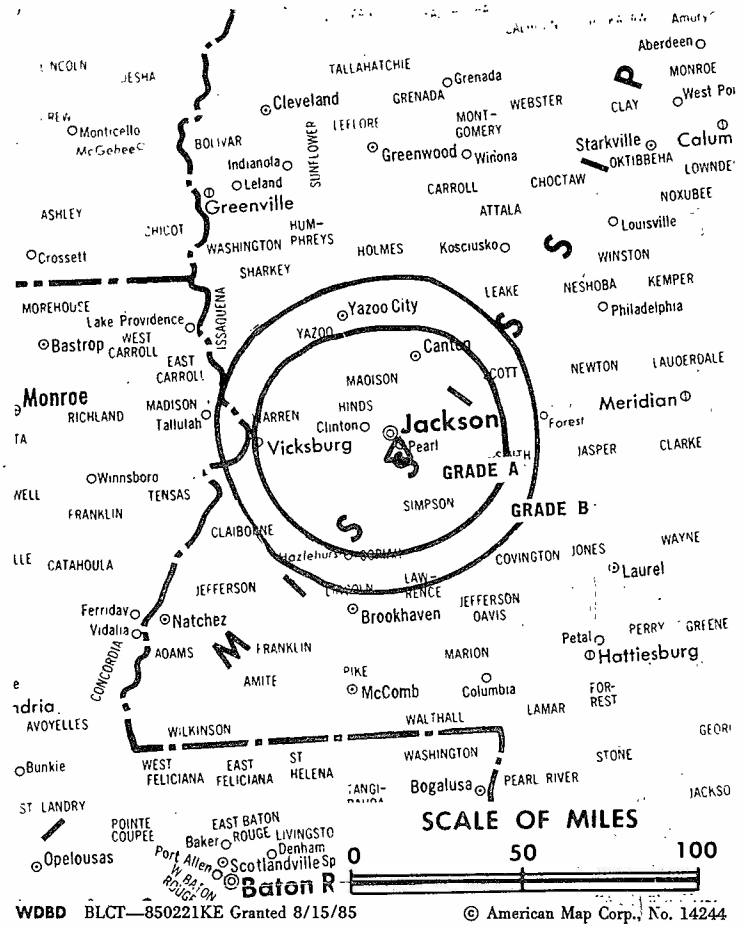
Rate: \$150.

Address: Jackson. ADI: Jackson, MS. Rank: 86.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MISSISSIPPI			
Claiborne	3,700	3,600	97
Copiah	9,500	9,400	98
Hinds	96,800	96,100	99
Madison	17,800	17,400	98
Rankin	29,400	29,000	99
Simpson	8,900	8,800	99
Yazoo	9,500	9,400	98

LOUISIANA			
Madison	5,800	5,700	97
MISSISSIPPI			
Holmes	7,600	7,400	98
Humphreys	4,500	4,400	98
Issaquena	800	800	100
Jefferson	3,000	2,900	97
Lawrence	4,600	4,500	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Leake	6,900	6,800	99
	Lincoln	11,600	11,400	99
	Scott	9,700	9,600	99
	Sharkey	2,300	2,200	98
	Smith	5,700	5,600	98
	Warren	19,300	19,000	99
Between 5-24%	LOUISIANA			
	East Carroll	3,700	3,600	97
	Tensas	3,000	2,900	97
	MISSISSIPPI			
	Attala	7,200	7,100	98
	Carroll	3,500	3,400	97
	Covington	6,100	6,000	98
	Franklin	3,300	3,200	97
	Jasper	6,000	5,900	98
	Jefferson Davis	4,800	4,700	98
Montgomery	4,400	4,300	98	
Newton	7,700	7,600	99	
Totals		307,100	302,700	99
Net Weekly Circulation (1990)			140,800	
Average Daily Circulation (1990)			61,200	

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 202-872-9200

Mississippi—Jackson

WJTV

Ch. 12

(Operates satellite WHLT, Hattiesburg-Laurel, MS)

Network Service: CBS.

Licensee: News Press & Gazette Co., Box 8887, Jackson, MS 39284.

Studio: 1820 TV Road, Jackson, MS 39204.

Mailing Address: Box 8887, Jackson, MS 39284.

Telephone: 601-372-6311. TWX: 810-966-2735.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 43.7-kw aural. Antenna: 1630-ft. above av. terrain, 1615-ft. above ground, 1949-ft. above sea level.

Latitude 32° 14' 25.59"
Longitude 90° 24' 15.05"

Transmitter: 1.5-mi. SE of Raymond, 0.3-mi. S of Rte. 18.

Satellite Earth Stations: 7 in operation; BMS receivers.

News Service: AP.

Ownership: News Press & Gazette Co. (Group Owner).

Began Operation: March 15, 1954 as WSLI-TV; in 1955, after WSLI-TV owners got permission to sell 40% interest to Mississippi Publishers Corp., latter took WJTV (Ch. 25) off air on May 31 and WSLI-TV switched call letters to WJTV (Television Digest, Vol. 11:16, 21, 23). Sale to present owner by Capitol Bcstg. Co. approved by FCC March 7, 1983 (Vol. 22:50).

Represented (sales): Blair Television.

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

Personnel:

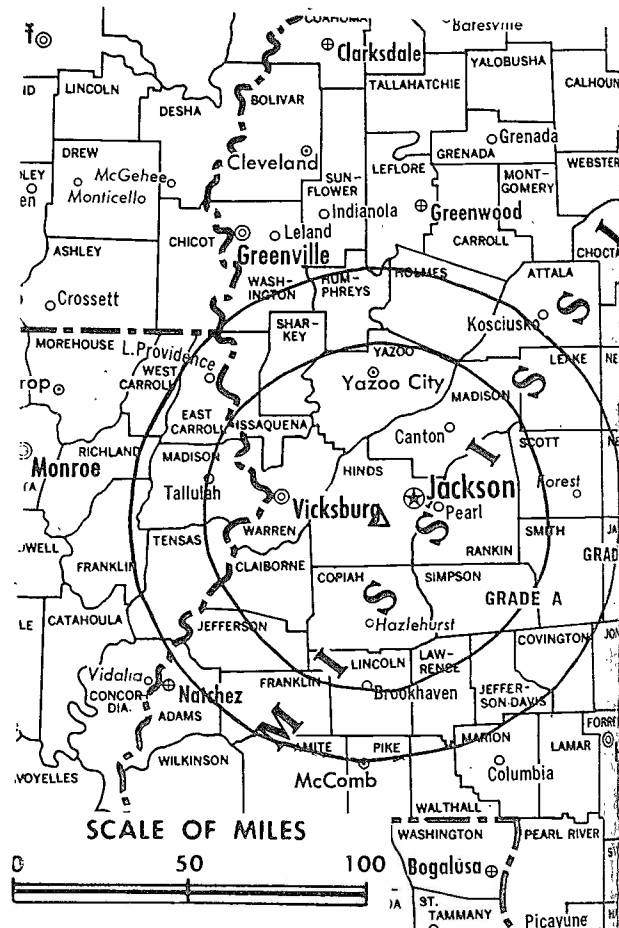
JOHN A. MacGREGOR, president.
MICHAEL R. BROOKS, exec. vice president & general manager.
FRED HOWARD, local sales manager.
SCOTT SIMPSON, local sales manager.
WALTER SADDLER, news director.
GLENDA McKAY, program & public affairs director.
BUCK HOLSTON, chief engineer.

Rates: On request.

City of License: Jackson. ADI: Jackson, MS. Rank: 86.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	LOUISIANA			
	Madison	5,800	5,700	97
	MISSISSIPPI			
	Adams	13,800	13,600	98
	Attala	7,200	7,100	98
	Claiborne	3,700	3,600	97
	Copiah	9,500	9,400	98
	Franklin	3,300	3,200	97
	Hinds	96,800	96,100	99
	Holmes	7,600	7,400	98
	Humphreys	4,500	4,400	98
	Issaquena	800	800	100
	Jefferson	3,000	2,900	97
	Jefferson Davis	4,800	4,700	98
	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,600	11,400	99
	Madison	17,800	17,400	98
	Montgomery	4,400	4,300	98
	Pike	13,900	13,700	98
	Rankin	29,400	29,000	99
	Scott	9,700	9,600	99



WJTV BPCT-2540 Granted 1/10/62

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Sharkey	2,300	2,200
	Simpson	8,900	8,800
	Smith	5,700	5,600
	Warren	19,300	19,000
	Yazoo	9,500	9,400
Between 25-49%	LOUISIANA		
	Tensas	3,000	2,900
	MISSISSIPPI		
	Bolivar	14,500	14,100
	Carroll	3,500	3,400
	Covington	6,100	6,000
	Grenada	6,900	6,800
	Jasper	6,000	5,900
	Leflore	13,900	13,700
	Neshoba	9,300	9,200
Between 5-24%	Arkansas		
	Chicot	5,700	5,500
	LOUISIANA		
	East Carroll	3,700	3,600
	Franklin	8,500	8,300
	Richland	7,900	7,800
	West Carroll	4,700	4,600
	MISSISSIPPI		
	Amite	4,800	4,700
	Choctaw	3,100	3,100
Totals		474,000	466,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WLBT-TV
Ch. 3

Source: NBC.
 13 Inc., Box 1712, Jackson, MS 39215-1712.

5 Jefferson St., Jackson, MS 39202.

1-948-3333. TWX: 601-948-0726.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual.
 Antenna: Circularly polarized, 2050-ft. above av. terrain, 1999-ft.
 1, 2419-ft. above sea level.

Latitude 32° 12' 46"
 Longitude 90° 22' 54"

2-mi. SW of Jackson.

TV Sound: Stereo only.

Station: Comtech, 5-meter; Pinzone receivers.

AP.

ic Communications Corp. (Group Owner).

on: December 20, 1953. Original licensee, Lamar Life Insurance Co.,
 al of license by court decision June 20, 1969. Interim operating
 nted June 2, 1971 to Communications Improvement which began
 e 14, 1971. TV-3 began operation Feb. 1, 1980. Sale to present owners
 FCC Dec. 13, 1983 (Television Digest, Vol. 1:52).

ales): Katz Television.

egal): Blair, Joyce & Silva.

Engineering): Jules Cohen & Associates, P.C.

N, president & chief executive officer.

station manager.

S, general sales manager.

HAS, local sales manager.

news director.

ARREN, promotion director.

LE, business manager.

RY, personnel director.

public service director.

marketing director.

chief engineer.

Rate: \$2000.

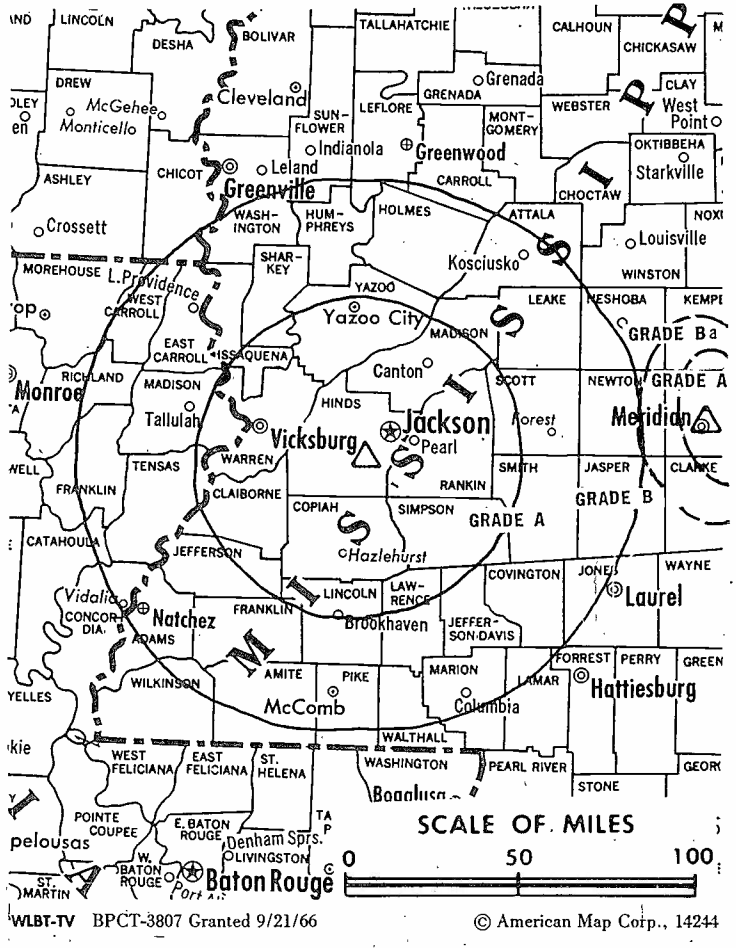
HOURLY RATE: \$1800.

Jackson. ADI: Jackson, MS. Rank: 86.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

ged on Arbitron study.

State County	Total Households	TV Households Households	%
LOUISIANA			
Madison	5,800	5,700	97
Tensas	3,000	2,900	97
MISSISSIPPI			
Adams	13,800	13,600	98
Attala	7,200	7,100	98
Carroll	3,500	3,400	97
Claiborne	3,700	3,600	97
Copiah	9,500	9,400	98
Franklin	3,300	3,200	97
Hinds	96,800	96,100	99
Holmes	7,600	7,400	98
Humphreys	4,500	4,400	98
Issaquena	800	800	100
Jefferson	3,000	2,900	97
Jefferson Davis	4,800	4,700	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Lawrence	4,600	4,500	98
	Leake	6,900	6,800	99
	Lincoln	11,600	11,400	99
	Madison	17,800	17,400	98
	Newton	7,700	7,600	99
	Pike	13,900	13,700	98
	Rankin	29,400	29,000	99
	Scott	9,700	9,600	99
	Sharkey	2,300	2,200	98
	Simpson	8,900	8,800	99
	Smith	5,700	5,600	98
	Walthall	4,900	4,800	98
	Warren	19,300	19,000	99
	Washington	23,900	23,500	98
Yazoo	9,500	9,400	98	
Between 25-49%	LOUISIANA			
	East Carroll	3,700	3,600	97
	MISSISSIPPI			
	Amite	4,800	4,700	98
	Covington	6,100	6,000	98
	Jasper	6,000	5,900	98
	Marion	9,400	9,200	98
Montgomery	4,400	4,300	98	
Neshoba	9,300	9,200	99	
Sunflower	10,900	10,600	98	
Between 5-24%	ARKANSAS			
	Chicot	5,700	5,500	96
LOUISIANA				
Concordia	8,200	8,000	98	
(Continued on page A-656)				
Totals		487,200	479,600	98
Net Weekly Circulation (1990)			324,000	
Average Daily Circulation (1990)			209,300	

Mississippi—Laurel-Hattiesburg

WDAM-TV

Ch. 7

Network Service: NBC.

Licensee: Federal Broadcasting Co.

Studio: Hwy. 11 N, Hattiesburg, MS 39402.

Mailing Address: Box 16269, Hattiesburg, MS 39404-6269.

Telephones: 601-544-4730, Hattiesburg; 601-649-3111, Laurel.

Fax: 601-584-9302.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 47-kw aural. Antenna: 529-ft. above av. terrain, 576-ft. above ground, 771-ft. above sea level.

Latitude 31° 27' 12"
Longitude 89° 17' 05"

Transmitter: U.S. Hwy. 11, approx. 1.2-mi. N of Eastabuchie.

Satellite Earth Stations: Harris, 8-meter; Harris, 3.5-meter; Avcom, Harris, M/A-Com receivers.

News Service: AP.

Ownership: Federal Broadcasting Co. (Group Owner).

Began Operation: June 8, 1956 on Ch. 9. Two months later WDSU-TV, New Orleans, acquired 51% interest, with remaining 49% being held equally by 4 founding partners, Dave A. & Harold M. Matison and Milton J. & Alvin H. Fine (Television Digest, Vol. 12:31, 38). Plant was sold to owners, who held CP for Ch. 7, Laurel, MS; when WDSU-TV received FCC authorization to shift WAFB-TV, Baton Rouge from Ch. 28 to Ch. 9 pending outcome of hearings, new owners began operation on Ch. 7 Sept. 3, 1959 (Vol. 13:44; 15:36). Sale of 43.75% to S. A. Rosenbaum as well as stock to Marvin Reuben & Jerry P. Keith by William S. Smylie family approved Dec. 7, 1960 by FCC (Vol. 16:49, 50). Sale to Beam Communications approved July 27, 1983. Sale to present owner approved Aug. 2, 1990.

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Represented (engineering): Carl T. Jones Corp.

Personnel:

CLIFF BROWN, general manager.

LEN JAMES GIACONE, general sales manager.

WILEY KNIGHT, local sales manager.

BILL TELL ZORTMAN, news director.

DIANE SCHILLING, program & traffic director.

LINDA TALBERT-DURHAM, community affairs director.

HENRY LENA, creative services director.

BOBBY SMITH, chief engineer.

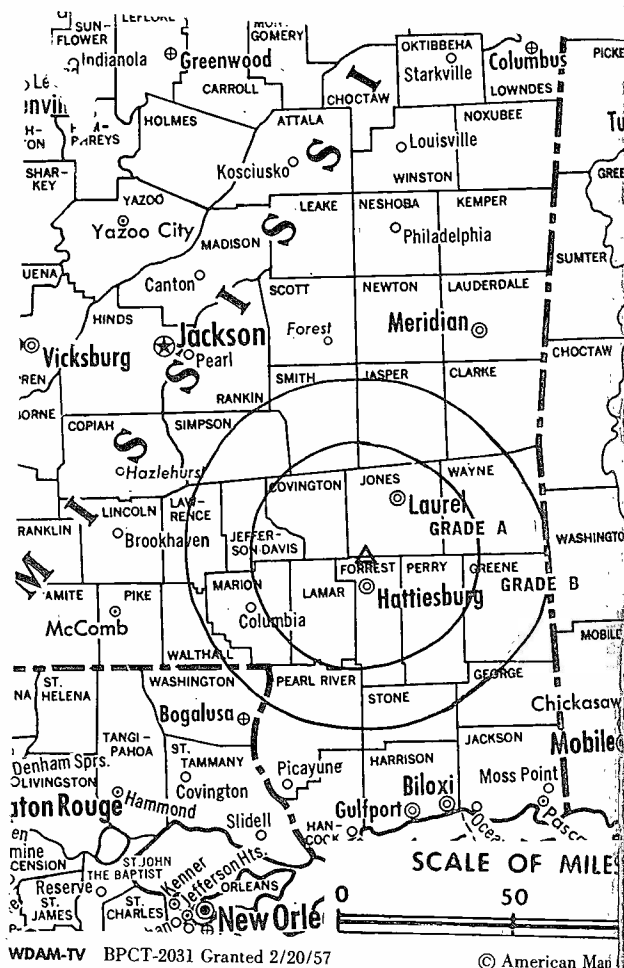
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$975.

City of License: Laurel. ADI: Laurel-Hattiesburg. Rank: 162.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI			
	Covington	6,100	6,000	98
	Forrest	26,400	26,100	99
	Greene	3,300	3,200	97



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Jasper	6,000	5,900
	Jefferson Davis	4,800	4,700
	Jones	23,400	23,200
	Lamar	10,100	9,900
	Marion	9,400	9,200
	Perry	3,600	3,500
	Smith	5,700	5,600
	Stone	3,700	3,600
Between 25-49%	Walthall	4,900	4,800
	Wayne	7,000	6,900
Between 5-24%	MISSISSIPPI		
	Clarke	6,400	6,300
Totals	ALABAMA		
	Choctaw	5,900	5,800
	Washington	5,800	5,700
	LOUISIANA		
	Washington	17,100	16,800
	MISSISSIPPI		
	George	5,700	5,600
	Newton	7,700	7,600
	Pearl River	14,300	14,100
	Pike	13,900	13,700
Simpson	8,900	8,800	
Totals		200,100	197,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WTZH
Ch. 24

Parent: CBS.

Meridian Broadcasting Partnership, Box 5185, Meridian, MS 39301.

Address: Box 5185, Meridian, MS 39301.

Phone: 662-693-2933.

Facilities: Channel No. 24 (530-536 MHz). Authorized power: 724-kw max. Horizontal visual, 72.4-kw max. & 63.1-kw horizontal aural. Antenna: Average terrain, 368-ft. above ground, 1049-ft. above sea level.

Latitude 32° 19' 40"
Longitude 88° 41' 28"

Location: Hazeman Way, 1.8-mi. S of Meridian on Hwy. 45.

Transmitters: Scientific-Atlanta, 7-meter C-band; Prodelin, 5-meter C-band; Scientific-Atlanta, 4.5-meter C-band; Vertex, 4.5-meter C-band; Com, Microdyne, Scientific-Atlanta receivers.

Parent: AP, CBS.

Meridian Broadcasting Partnership.

Original: June 10, 1968; left air Oct. 13, 1970. Sale to Frank Spain, et al., by Meridian Communications Corp. approved by FCC March 23, 1972. Resumed operation after FCC approved sale to present owners Aug. 15, 1985.

Sales: Seltel Inc.

Legal: Reddy, Begley & Martin.

General manager.

Local & regional sales manager.

Chief engineer.

News director.

Program & promotion director.

Business manager.

Production manager.

Traffic manager.

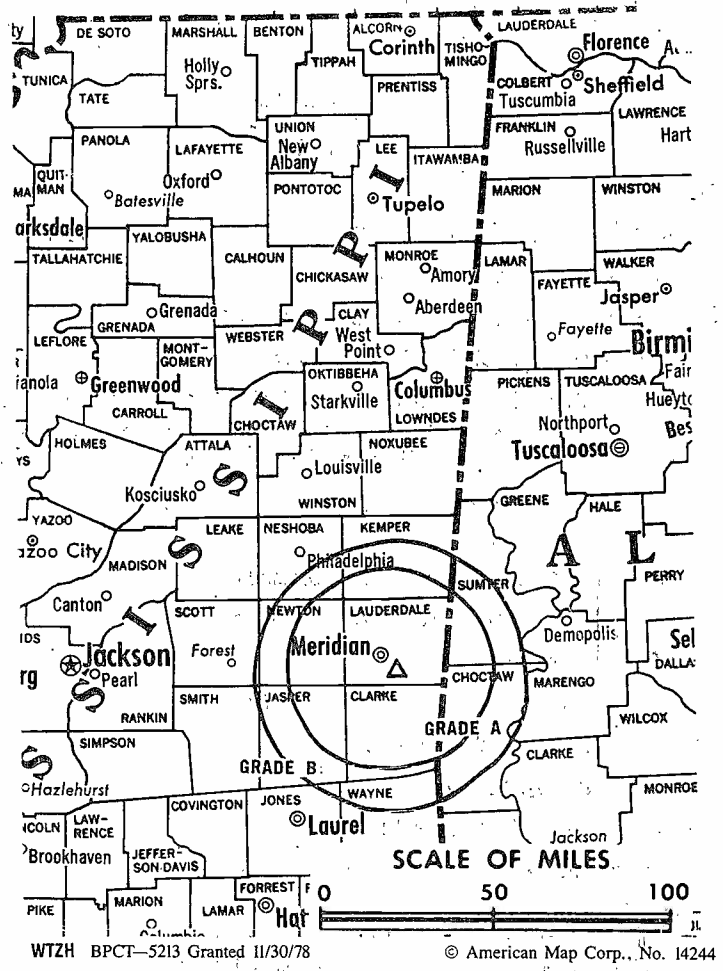
Rate: \$300.

Hourly Rate: \$355.

Meridian. ADI: Meridian. Rank: 176.

Source: NIELSEN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	County	Total Households	TV Households	%
MISSISSIPPI	Clarke	6,400	6,300	98
	Lauderdale	29,900	29,600	99
	Newton	7,700	7,600	99
ALABAMA	Sumter	5,400	5,300	98



Net Weekly Circulation	State	County	Total Households	TV Households	%
Between 25-49%	MISSISSIPPI	Kemper	3,600	3,500	97
		Neshoba	9,300	9,200	99
Between 5-24%	ALABAMA	Choctaw	5,900	5,800	97
		MISSISSIPPI	Jasper	6,000	5,900
	Wayne	7,000	6,900	99	
	Totals		81,200	80,100	99
Net Weekly Circulation (1990)				43,300	
Average Daily Circulation (1990)				24,100	

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

Mississippi—Meridian

WLBM-TV

Ch. 30

Network Service: NBC.

Licensee: TV-3 Inc., 715 S. Jefferson St., Box 1712, Jackson, MS 39201.

Studio: 4608 Skyland Dr., Meridian, MS 39301.

Mailing Address: Box 5840, Meridian, MS 39302-5840.

Telephone: 601-485-3030. Fax: 601-354-3107.

Technical Facilities: Channel No. 30 (566-572 MHz). Authorized power: 8901-kw max. & 35.9-kw horizontal visual, 8.91-kw max. & 3.59-kw horizontal aural. Antenna: 610-ft. above av. terrain, 405-ft. above ground, 1030-ft. above sea level.

Latitude 32° 19' 34"
Longitude 88° 41' 12"

Transmitter: 0.8-mi. S of Meridian at 4608 Skyland Dr.

Satellite Earth Stations: 8-meter; 3-meter; Harris receivers.

News Services: AP, NBC.

Ownership: Civic Communications Corp. (Group Owner).

Began Operation: September 30, 1982.

Represented (sales): Adam Young Inc.

Represented (legal): Blair, Joyce & Silva.

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

Personnel:

PLURIA MARSHALL JR., vice president & general manager.

ALFRED MARTIN, local sales manager & marketing director.

DANNY JOHNSON, chief engineer.

DON SPANN, promotion director.

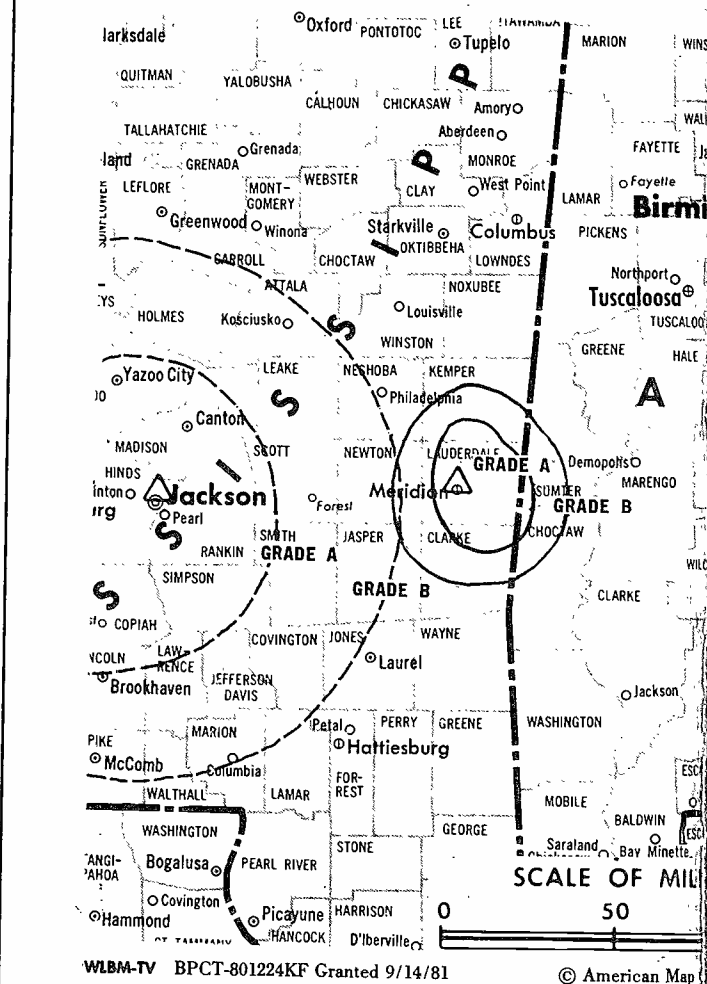
Highest 30 Sec. Rate: \$400.

NETWORK BASE HOURLY RATE: \$13,000.

City of License: Meridian. ADI: Meridian. Rank: 176.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSISSIPPI Lauderdale	29,900	29,600	99
Between 25-49%	ALABAMA Choctaw	5,900	5,800	97



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Sumter	5,400	5,300
	MISSISSIPPI Clarke	6,400	6,300
	Kemper	3,600	3,500
Between 5-24%	MISSISSIPPI Neshoba	9,300	9,200
	Newton	7,700	7,600
Totals		68,200	67,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WTOK-TV

Ch. 11

Service: ABC.

Headquarters: Benedek Bcstg. Corp., Box 2988, Meridian, MS 39301.

Address: 23rd Ave., Meridian, MS 39301.

Post Office: Box 2988, Meridian, MS 39301.

Phone: 601-693-1441. TWX: 501-961-1090.

Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw. Effective radiated power: 536-ft. above av. terrain, 319-ft. above ground, 295-ft. above sea level.

Latitude 32° 19' 38.30"
Longitude 88° 41' 27.80"

Location: U.S. Hwy. 45, 1.8-mi. S of city.

Receiving Stations: 2 in operation; Andrew, Avantek, RCA receivers.

Programs: ABC, AP.

Owner: Richard Benedek (Group Owner).

History: Station opened September 25, 1953. Sale to H & C Communications by Robert F. Benedek approved by FCC July 28, 1981 (Television Digest, Vol. 21:14). Sale to H & C Media Inc. (later United Bcstg. Corp.) approved by FCC Oct. 24, 1984 (Vol. 28:33). Sale to current owner approved May 10, 1988 (Vol. 28:15).

Advertiser: (sales): Katz Television.

Agency: (legal): Gammon & Grange.

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

General Manager: (GM): J. L. LER, general manager.

Station Manager: (SM): J. L. LER, station manager.

General Sales Manager: (GSM): J. L. LER, general sales manager.

Chief Engineer: (CE): J. L. LER, chief engineer.

News Director: (ND): J. L. LER, news director.

Program Manager: (PM): J. L. LER, program manager.

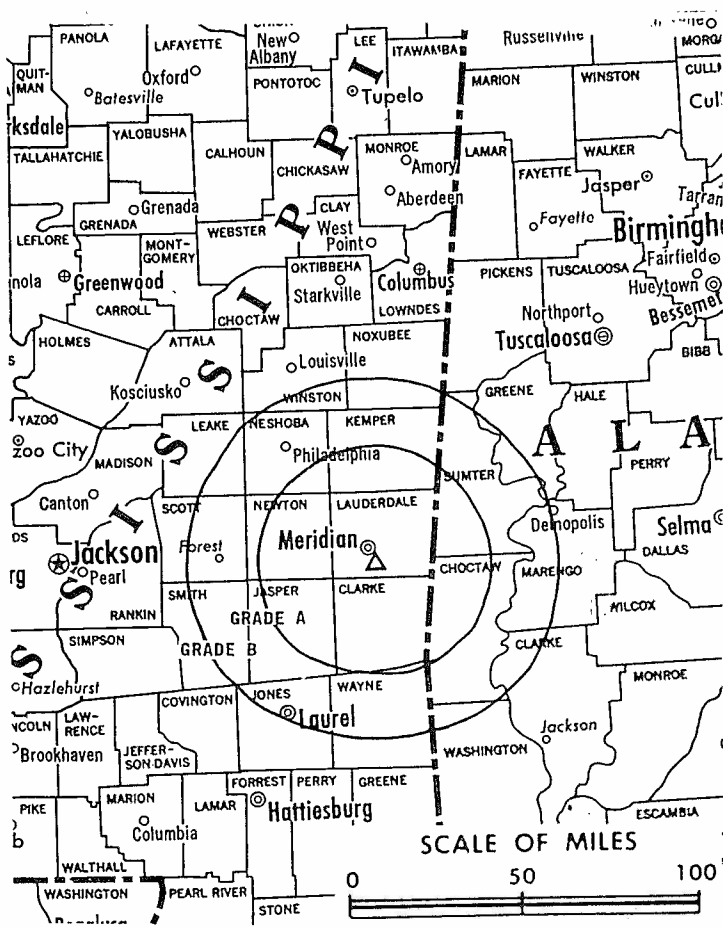
Business Manager: (BM): J. L. LER, business manager.

Rate: (Circulation): \$900.

Rank: (Rating): Meridian. ADI: Meridian. Rank: 176.

Source: (Data): ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
ALABAMA			
Choctaw	5,900	5,800	97
Marengo	8,700	8,500	98
Sumter	5,400	5,300	98
MISSISSIPPI			
Clarke	6,400	6,300	98
Jasper	6,000	5,900	98
Kemper	3,600	3,500	97
Lauderdale	29,900	29,600	99
Neshoba	9,300	9,200	99
Newton	7,700	7,600	99
Wayne	7,000	6,900	99
Winston	7,000	6,900	99



WTOK-TV BMPCT-3043 Granted 5/2/55

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	ALABAMA			
	Greene	3,700	3,600	97
	MISSISSIPPI			
	Noxubee	4,100	4,000	98
	Scott	9,700	9,600	99
Between 5-24%	ALABAMA			
	Clarke	9,500	9,300	98
	Hale	5,200	5,100	98
	Pickens	7,300	7,100	98
	Washington	5,800	5,700	98
	MISSISSIPPI			
	Jones	23,400	23,200	99
Leake	6,900	6,800	99	
Smith	5,700	5,600	98	
Totals		178,200	175,500	98
Net Weekly Circulation (1990)				95,500
Average Daily Circulation (1990)				59,800

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Mississippi—Tupelo-Columbus

WTVA

Ch. 9

Network Service: NBC.

Licensee: WTWV Inc., Box 350, Tupelo, MS 38802.

Studio: Beach Spring Rd., Tupelo, MS 38801.

Mailing Address: Box 350, Tupelo, MS 38802.

Telephone: 601-842-7620. Fax: 601-844-7061.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1780-ft. above av. terrain, 1590-ft. above ground, 2170-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

Transmitter: 2.1-mi. NW of Woodland.

Satellite Earth Stations: 3 in operation.

SNG Mobile Dish: Hubcom Ku-band.

News Service: AP.

Ownership: WTWV Inc. (Group Owner).

Began Operation: March 18, 1957.

Represented (sales): Katz Television.

Represented (legal): Haley, Bader & Potts.

Personnel:

FRANK K. SPAIN, president.

MARK LEDBETTER, general manager.

BOB LEECH, national sales director.

JACK CRISTIL, local sales director.

CHARLES ED BISHOP, program director.

WENDELL ROBINSON, chief engineer.

GERALD STANFORD, operations director.

TERRY SMITH, news director.

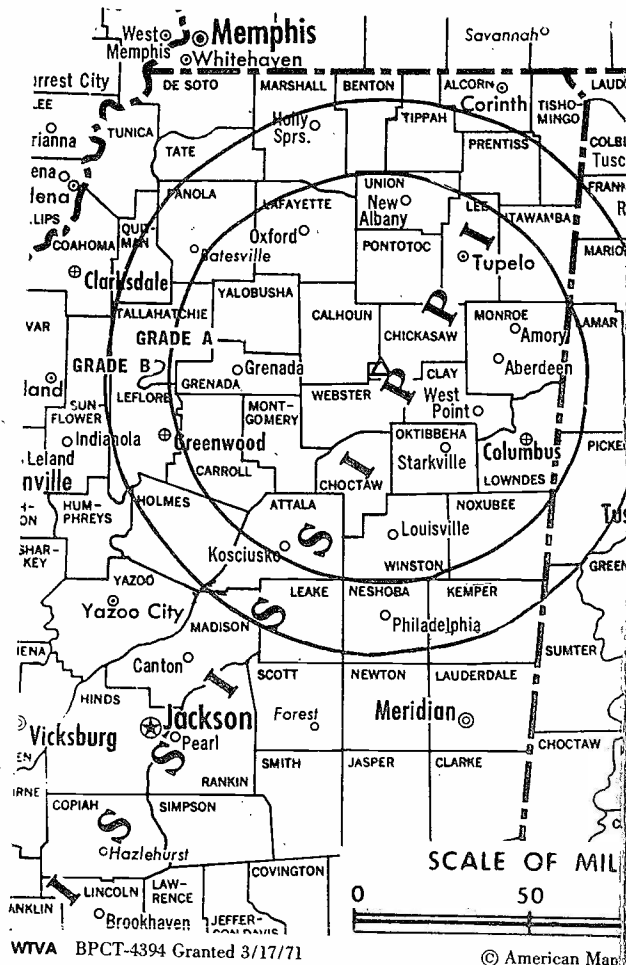
Highest 30 Sec. Rate: \$500.

NETWORK BASE HOURLY RATE: \$900.

City of License: Tupelo. ADI: Columbus-Tupelo. Rank: 129.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV%, and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ALABAMA			
	Lamar	6,400	6,300	98
	MISSISSIPPI			
	Alcorn	13,300	13,100	99
	Attala	7,200	7,100	98
	Calhoun	5,700	5,600	98
	Carroll	3,500	3,400	97
	Chickasaw	6,400	6,300	98
	Choctaw	3,100	3,100	98
	Clay	7,600	7,500	99
	Grenada	6,900	6,800	98
	Itawamba	8,000	7,900	99
	Lafayette	11,500	11,300	99
	Lee	24,900	24,700	99
	Leflore	13,900	13,700	98
	Lowndes	22,000	21,800	99
	Monroe	13,000	12,800	99
	Montgomery	4,400	4,300	98
	Neshoba	9,300	9,200	99
	Noxubee	4,100	4,000	98
	Oktibbeha	12,400	12,200	98
Pontotoc	8,600	8,500	99	
Prentiss	9,400	9,300	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Tallahatchie	5,400	5,300
	Tishomingo	7,100	7,000
	Union	8,900	8,800
	Webster	3,800	3,700
	Winston	7,000	6,900
	Yalobusha	5,100	5,000
Between 25-49%	ALABAMA		
	Marion	12,300	12,200
	Pickens	7,300	7,100
	MISSISSIPPI		
	Coahoma	12,400	12,100
	Holmes	7,600	7,400
	Kemper	3,600	3,500
	Panola	10,200	10,000
	Tippah	7,100	7,000
Between 5-24%	ALABAMA		
	Colbert	21,100	20,900
	Fayette	7,300	7,200
	Franklin	11,300	11,100
	Greene	3,700	3,600
	Sumter	5,400	5,300
	Tuscaloosa	54,800	54,200
	MISSISSIPPI		
	Benton	2,700	2,700
	Bolivar	14,500	14,100
	Leake	6,900	6,800
	Marshall	10,800	10,600
	Quitman	4,000	3,900
	Sunflower	10,900	10,600
	Tate	7,300	7,200
TENNESSEE			
Mc Nairy	9,700	9,600	
Totals		469,800	462,700
Net Weekly Circulation (1990)			23
Average Daily Circulation (1990)			15

ppi—West Point

WWSB-TV
Ch. 27

ce: ABC.

ture Systems Inc., Box 777, West Point, MS 39773.

Westbrook, West Point, MS 39773.

Box 777, West Point, MS 39773.

1-494-8327.

ilities: Channel No. 27 (548-554 MHz). Authorized power: 2000-kw
kw horizontal visual, 200-kw max. & 46.8-kw horizontal aural. Antenna:
ve av. terrain, 1441-ft. above ground, 2021-ft. above sea level.

Latitude 33° 47' 40"
Longitude 89° 05' 16"

1-mi. NW of Woodland.

Stations: In operation; Scientific-Atlanta receivers.

AP.

ture Systems Inc.

on: May 29, 1983.

sales): Adam Young Inc.

egal): Cordon & Kelly.

ER, general manager.

general sales manager.

, national sales manager.

rogram director.

ON, news director.

chief engineer.

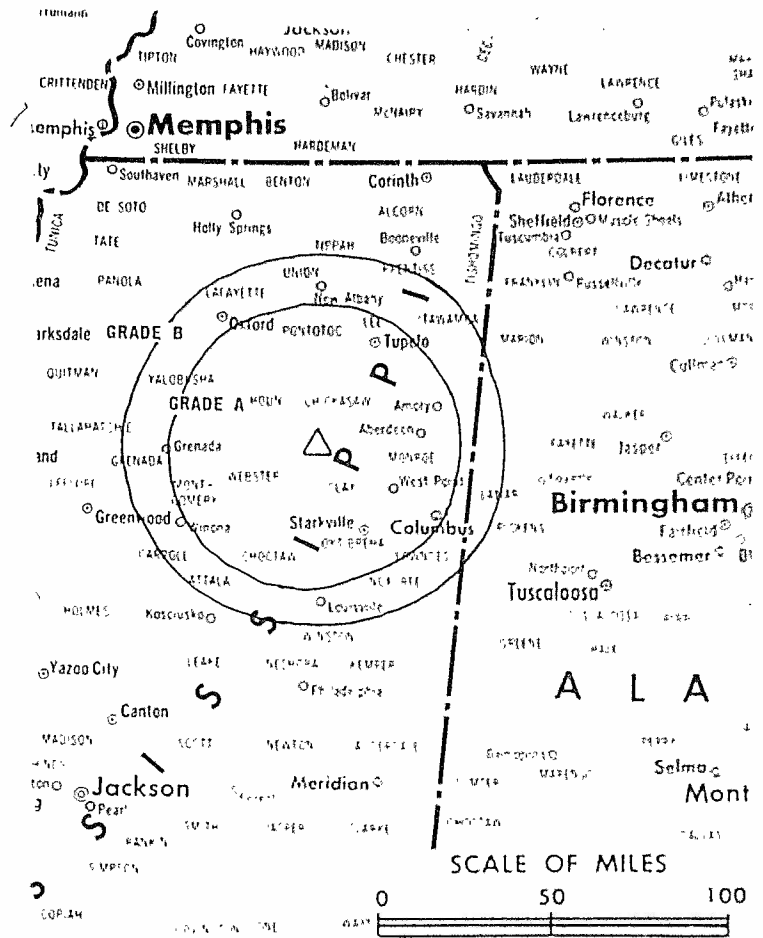
l, traffic.

. Rate: \$180.

West Point. ADI: Columbus-Tupelo. Rank: 129.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
ed on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MISSISSIPPI			
Calhoun	5,700	5,600	98
Chickasaw	6,400	6,300	98
Clay	7,600	7,500	99
Lee	24,900	24,700	99
Lowndes	22,000	21,800	99
Monroe	13,000	12,800	99
Oktibbeha	12,400	12,200	98
Webster	3,800	3,700	97
MISSISSIPPI			
Choctaw	3,100	3,100	98



WWSB-TV BNPCT-821109KM Granted 11-29-82

American Map Corp. 14244

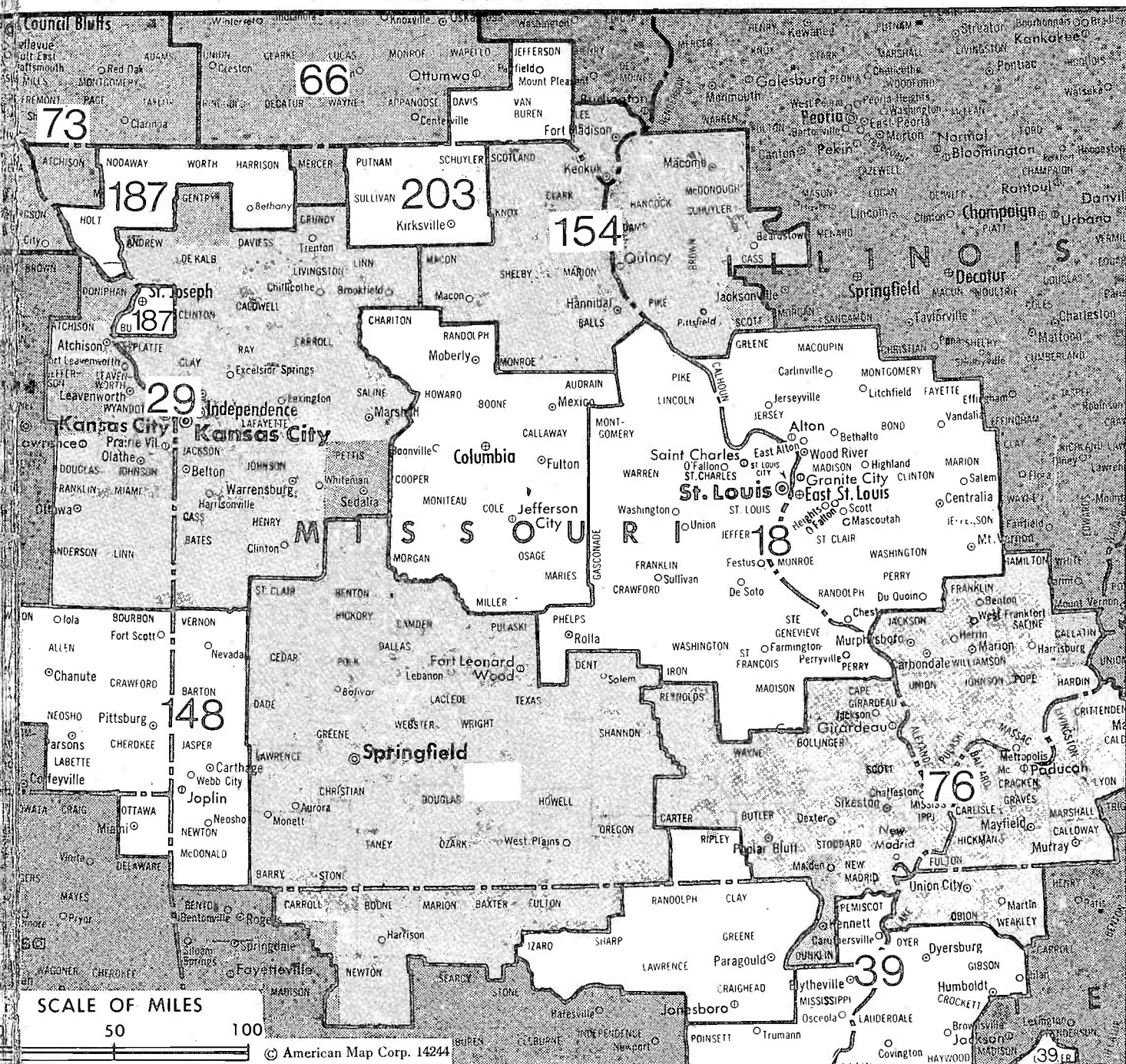
Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Itawamba	8,000	7,900	99
	Noxubee	4,100	4,000	98
	Pontotoc	8,600	8,500	99
	Union	8,900	8,800	99
Between 5-24%	ALABAMA			
	Lamar	6,400	6,300	98
	Pickens	7,300	7,100	98
	MISSISSIPPI			
	Carroll	3,500	3,400	97
	Lafayette	11,500	11,300	99
	Prentiss	9,400	9,300	99
	Quitman	4,000	3,900	97
	Tallahatchie	5,400	5,300	97
	Tippah	7,100	7,000	99
Tishomingo	7,100	7,000	99	
Winston	7,000	6,900	99	
Totals		197,200	194,400	99
Net Weekly Circulation (1990)			83,300	
Average Daily Circulation (1990)			34,300	

Mississippi

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WLBT-TV, Jackson (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV House Households
Between 5-24%	MISSISSIPPI		
	Bolivar	14,500	14,100
	Choctaw	3,100	3,100
	Clarke	6,400	6,300
	Jones	23,400	23,200
	Leflore	13,900	13,700
	Perry	3,600	3,500
	Wilkinson	3,400	3,300
Winston	7,000	6,900	



**Arbitron ADI
TV Households**

Rank

Market Area Commercial TV Stations

MO	1,121,500	18	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEE (13), WHSL (46)
St. Louis, MO	755,900	29	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KYFC (50), KZKC (62), WDAF-TV (4)
Springfield, MO	605,400	39	WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
St. Joseph, MO	382,400	66	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
St. Charles, MO	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
St. Louis-Cape Girardeau, MO-Harrisburg-Marion, IL	328,100	76	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
St. Louis, MO	296,500	83	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
St. Louis-Pittsburg, KS	143,000	148	KFAA (51), KOAM-TV (7), KODE-TV (12), KSNF (16)
St. Louis-Jefferson City, MO	133,400	153	KMIZ (17), KNLJ (25), KOMU-TV (8), KRCC (13)
St. Louis-Hannibal, MO	121,200	154	KHQA-TV (7), WGEM-TV (10), WTJR (16)
St. Louis, MO	73,100	174	KAIT-TV (8)
St. Louis, MO	47,500	187	KQTV (2), KTAJ (16)
St. Louis-Kirksville, MO	28,600	203	KOIA-TV (15), KTVO (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WPSD-TV, Cape Girardeau.....	See Paducah, KY
WSIL-TV, Cape Girardeau.....	See Harrisburg, IL
WTCT, Cape Girardeau.....	See Marion, IL
KNLJ, Columbia.....	See Jefferson City, MO
KRCG, Columbia.....	See Jefferson City, MO
WHSI, East St. Louis.....	See St. Louis, MO
WGEM-TV, Hannibal.....	See Quincy, IL
KOMU-TV, Jefferson City.....	See Columbia, MO
KOAM-TV, Joplin.....	See Pittsburg, KS
KMCI, Kansas City.....	See Lawrence, KS
KTVO, Kirksville.....	See Ottumwa, IA

Missouri Station Totals as of October 1, 1990

	VHF	UHF	T
Commercial Television Stations	15	14	
Educational Television Stations	2	3	
	17	17	

Cape Girardeau

KBSI

Ch. 23

Parent: Fox

Parent: Fox Communications Inc., 806 Enterprise St., Cape Girardeau, MO

Address: Enterprise, Cape Girardeau, MO 63701.

Phone: 334-1223. Easylink: 910-760-1494. Fax: 314-334-1208.

Channels: Channel No. 23 (524-530 MHz). Authorized power: 1870-kw
 107-kw max. aural. Antenna: 1770-ft. above av. terrain, 1567-ft. above
 22-ft. above sea level.

Latitude 37° 24' 23"
 Longitude 89° 33' 44"

Address: Side of Perryville Rd., approx. 2.9-mi. SSW of Oriole.

Stations: Zenith, 3-meter Ku & C-band; Gardiner, 7-meter C-band;
 Meter C-band; M/A-Com, 7-meter Ku-band; Avcom, Gardiner, M/A-
 Receivers.

Parent: Fox Communications Inc.

Date: September 10, 1983. Sale to present owners by Stephen Kent, et
 al. by FCC Dec. 20, 1989.

Advertiser: Settel Inc.

Agency: Peper, Martin, Jensen, Maichel & Hetlage.

Owner: Fox, president & general manager.

Manager: Fox, program manager.

Engineer: Fox, chief engineer.

Sales: Fox, local sales manager.

Promotions: Fox, promotions director.

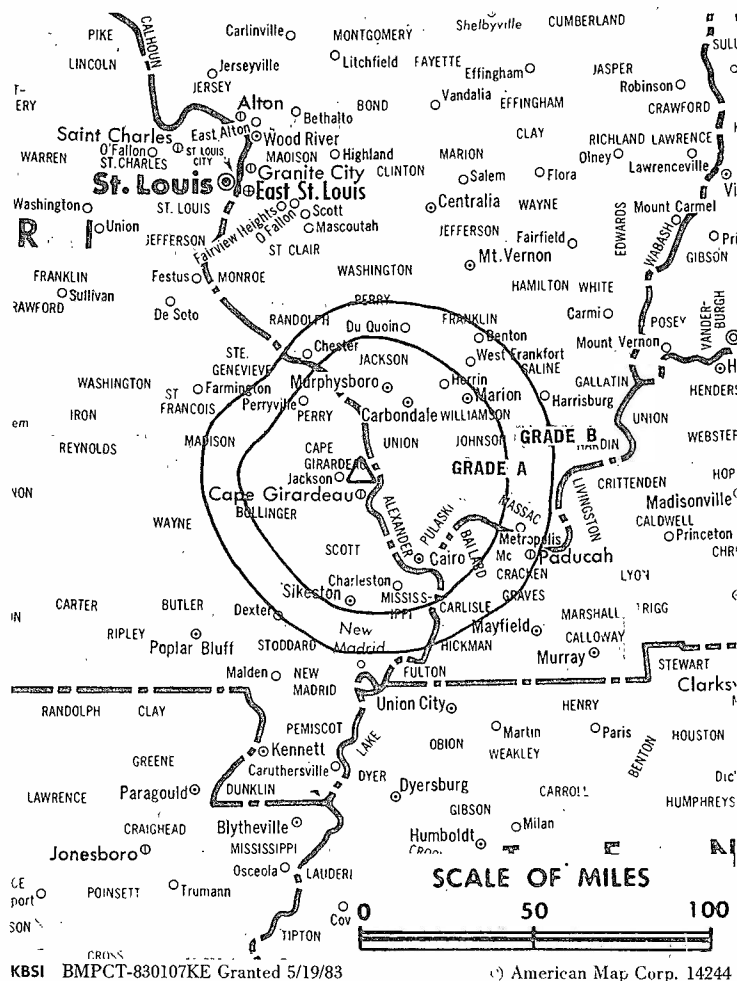
Business: Fox, business manager.

Address: Cape Girardeau.

Address: Cape Girardeau. ADI: Paducah, KY-Cape Girardeau, MO-Harrisburg-
 link: 76.

Source: NIELSEN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
ILLINOIS			
Alexander	4,700	4,500	96
Jackson	24,000	23,300	97
Johnson	3,500	3,400	97
Massac	6,300	6,100	97
Pulaski	3,500	3,400	97
Union	7,700	7,500	97
Williamson	25,400	24,800	98
KENTUCKY			
Ballard	3,200	3,200	100
Hickman	2,000	2,000	100
MISSOURI			
Cape Girardeau	23,200	22,900	99
Mississippi	5,400	5,300	98
New Madrid	7,700	7,500	97
Perry	6,200	6,100	98
Scott	15,000	14,800	99
Stoddard	11,300	11,100	98
TENNESSEE			
Obion	13,300	13,200	99
ILLINOIS			
Franklin	17,900	17,400	97
Hamilton	3,900	3,700	95



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Hardin	2,100	2,000	95
	Pope	1,900	1,800	95
	Saline	12,200	11,900	98
	KENTUCKY			
	Calloway	12,100	12,000	99
	Carlisle	2,000	2,000	100
	Fulton	3,100	3,100	100
	Graves	13,400	13,300	99
	Livingston	3,700	3,700	100
	Mc Cracken	24,500	24,300	99
	Marshall	10,700	10,600	99
	MISSOURI			
	Bollinger	4,300	4,200	98
	Butler	15,000	14,600	97
Dunklin	13,000	12,700	98	
Iron	3,900	3,800	97	
Pemiscot	8,500	8,300	98	
TENNESSEE				
Lake	2,600	2,600	100	
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Gallatin	3,000	2,900	97
	Perry	9,000	8,800	98
	Randolph	12,800	12,500	98
	KENTUCKY			
	Lyon	2,300	2,300	100
	MISSOURI			
	Madison	4,800	4,700	98
Wayne	5,000	4,900	98	
TENNESSEE				
Weakley	12,600	12,400	99	
Totals		374,400	367,200	98
Net Weekly Circulation (1990)				154,700
Average Daily Circulation (1990)				65,300

Missouri—Cape Girardeau

KFVS-TV

Ch. 12

Network Service: CBS.

Licensee: American Family Broadcast Group Inc., Box 100, Cape Girardeau, MO 63702.

Studio: 310 Broadway, Cape Girardeau, MO 63701.

Mailing Address: Box 100, Cape Girardeau, MO 63702.

Telephone: 314-335-1212. TWX: 910-760-1564.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 2000-ft. above av. terrain, 1677-ft. above ground, 2487-ft. above sea level.

Latitude 37° 25' 46"
Longitude 89° 30' 14"

Transmitter: 8.5-mi. N of Cape Girardeau, off County Road V.

Satellite Earth Stations: ADM, 6.1-meter C-band; RCA, 3.7-meter Ku-band; Avcom, M/A-Com receivers.

News Service: AP.

Ownership: American Family Corp. (Group Owner).

Began Operation: October 3, 1954. Sale to present owner by Oscar C. Hirsch, et al., approved by FCC April 4, 1979 (Television Digest, Vol. 18:41).

Represented (sales): Katz Television.

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

Personnel:

JOE GOLENIOWSKI, vice president & general manager.

JAMES WAREHAM, general sales manager.

JOHN BLIM, operations manager.

MICHAEL BEECHER, news director.

ROBERT L. RICHARDSON, chief engineer.

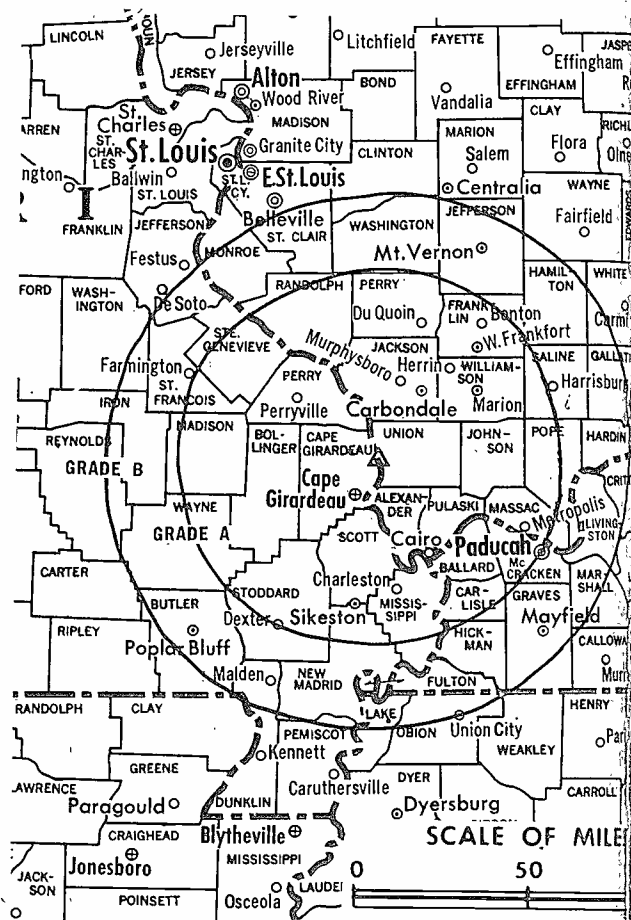
FRANK KNIGHT, business manager.

Rates: On request.

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

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Clay	7,700	7,600	99
	ILLINOIS			
	Alexander	4,700	4,500	96
	Franklin	17,900	17,400	97
	Gallatin	3,000	2,900	97
	Hamilton	3,900	3,700	95
	Hardin	2,100	2,000	95
	Jackson	24,000	23,300	97
	Jefferson	16,000	15,500	97
	Johnson	3,500	3,400	97
	Massac	6,300	6,100	97
	Perry	9,000	8,800	98
	Pope	1,900	1,800	95
	Pulaski	3,500	3,400	97
	Saline	12,200	11,900	98
	Union	7,700	7,500	97
	Williamson	25,400	24,800	98
	KENTUCKY			
	Ballard	3,200	3,200	100
	Calloway	12,100	12,000	99
Carlisle	2,000	2,000	100	
Crittenden	3,300	3,300	100	



KFVS-TV BPCT-2609 Granted 4/17/59

© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Fulton	3,100	3,100
	Graves	13,400	13,300
	Hickman	2,000	2,000
	Livingston	3,700	3,700
	Lyon	2,300	2,300
	Mc Cracken	24,500	24,300
	Marshall	10,700	10,600
	MISSOURI		
	Bollinger	4,300	4,200
	Butler	15,000	14,600
	Cape Girardeau	23,200	22,900
	Carter	2,100	2,000
	Dunklin	13,000	12,700
	Iron	3,900	3,800
	Madison	4,800	4,700
	Mississippi	5,400	5,300
	New Madrid	7,700	7,500
	Pemiscot	8,500	8,300
	Perry	6,200	6,100
	Ripley	5,200	4,900
	Ste Genevieve	5,900	5,800
	Scott	15,000	14,800
	Stoddard	11,300	11,100
	Wayne	5,000	4,900
TENNESSEE			
	Lake	2,600	2,600
	Obion	13,300	13,200
	Weakley	12,600	12,400

(Continued on page A-688)

Totals	568,500	557,200
Net Weekly Circulation (1990)		35%
Average Daily Circulation (1990)		20%

KMIZ
Ch. 17

Source: ABC.

uffer Communications Inc., 501 Business 70 East, Columbia, MO

Business 70 East, Columbia, MO 65201.

4-449-0917. Fax: 314-875-7078.

ilities: Channel No. 17 (488-494 MHz). Authorized power: 1600-kw
Antenna: 1141-ft. above av. terrain, 1070-ft. above ground, 1877-ft.
level.

Latitude 38° 46' 29"
Longitude 92° 33' 22"

5-mi. W of Jamestown.

Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; AFC,
u-band; 3-meter C-band; Andrew receivers.

ABC.

uffer Communications Inc. (Group Owner).

on: December 5, 1971. Sale to present owner by Richard E. & Robert
proved by FCC Dec. 13, 1984 (Television Digest, Vol. 24:43).

sales): Blair Television.

legal): Dow, Lohnes & Albertson.

ANDEZ, general manager.

neral sales manager.

AS, local sales manager.

N, program director.

IOLE, news director.

MEN, chief engineer.

Al promotion director.

usiness manager.

rest.

: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
MISSOURI			
Audrain	9,600	9,500	99
Boone	41,100	40,500	99
Callaway	11,300	11,100	98
Cole	23,200	23,000	99
Cooper	5,700	5,600	98
Howard	3,700	3,600	97
Miller	8,300	8,200	99
Moniteau	4,500	4,400	98
Morgan	6,200	6,100	98
Osage	4,300	4,200	98
Pettis	14,100	13,900	99
Randolph	9,700	9,600	99



KMIZ BPCT-890522KF Granted 7/31/89

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%				
MISSOURI				
	Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Pulaski	12,000	11,800	98
	Saline	9,500	9,400	99
Between 5-24%				
MISSOURI				
	Benton	5,500	5,300	96
	Carroll	4,600	4,500	98
	Maries	3,100	3,000	97
	Monroe	3,600	3,600	100
	Montgomery	4,300	4,200	98
	Phelps	12,300	12,000	98
	Ralls	3,400	3,400	100
Totals		214,700	211,300	98
Net Weekly Circulation (1990)				116,000
Average Daily Circulation (1990)				52,000

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Missouri—Columbia

KOMU-TV

Ch. 8

Network Service: NBC.

Licensee: The Curators of University of Missouri, Columbia, MO 65201.

Studio: Hwy. 63 South, Columbia, MO 65201.

Telephone: 314-442-1122. TWX: 910-760-1444. Fax: 314-449-3435.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 793-ft. above av. terrain, 738-ft. above ground, 1575-ft. above sea level.

Latitude 38° 53' 16"
Longitude 92° 15' 48"

Transmitter: U. of Missouri South Farm, 6.2-mi. SE of Columbia.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; Scientific-Atlanta, 7-meter; RCA, 2.5-meter Ku-band; Harris, 4.5-meter Ku-band; Harris, 6.5-meter; Scientific-Atlanta, Harris receivers.

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

News Service: AP.

Ownership: The Curators of the University of Missouri.

Began Operation: December 21, 1953.

Represented (sales): Petry Television Inc.

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

Personnel:

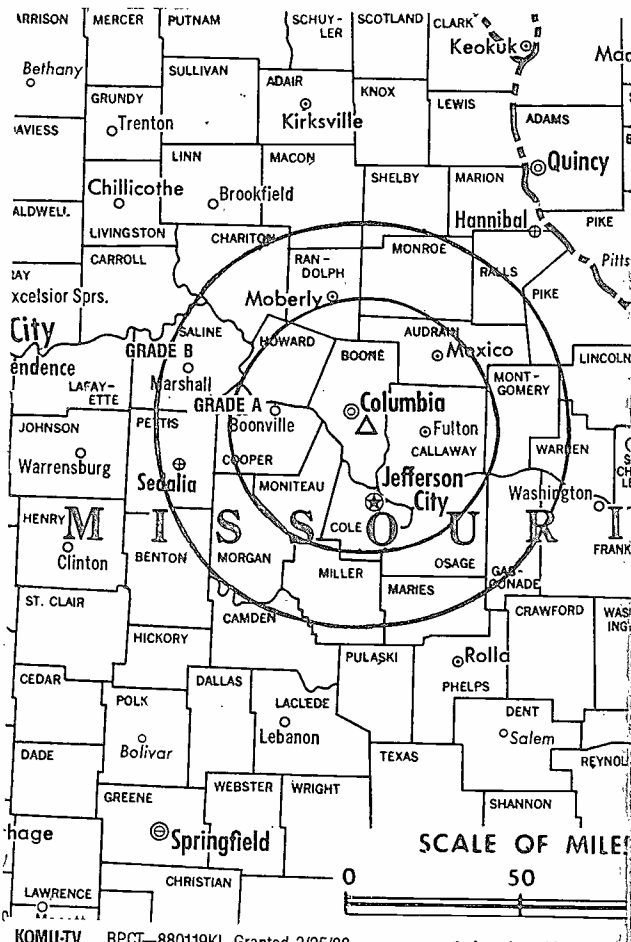
TOM GRAY, general manager.
JOHN STRECKER, sales manager.
BOB AUSTIN, program director.
COLLEEN BARTOK, promotion director.
KENT COLLINS, news director.
ROGER ALLBEE, operations manager.
JIM R. MOORE, chief engineer.

Rates: On request.

City of License: Columbia. ADI: Columbia-Jefferson City. Rank: 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Macon	6,500	6,400	98
	Maries	3,100	3,000	97
Miller	8,300	8,200	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Moniteau	4,500	4,400
	Monroe	3,600	3,600
	Morgan	6,200	6,100
	Osage	4,300	4,200
	Pettis	14,100	13,900
	Randolph	9,700	9,600
Between 25-49%	MISSOURI		
	Benton	5,500	5,300
	Camden	10,700	10,500
	Chariton	4,000	3,900
	Linn	6,200	6,100
	Montgomery	4,300	4,200
Between 5-24%	MISSOURI		
	Carroll	4,600	4,500
	Phelps	12,300	12,000
	Pulaski	12,000	11,800
	Ralls	3,400	3,400
Totals		232,800	229,100
Net Weekly Circulation (1990)			153
Average Daily Circulation (1990)			96

Quincy—Hannibal-Quincy, Illinois

KHQA-TV

Ch. 7

Service: CBS.

Benedek Bcstg. HOA Inc., 510 Maine St., Quincy, IL 62301.

33 Palmyra Rd., Hannibal, MO 63401; WCU Bldg., Quincy, IL 62301.

217-222-6200, Quincy; 314-221-2762, Hannibal.

246-2204.

Facilities: Channel No. 7 (174-180-MHz). Authorized power: 269-kw visual, 100-w audio. Antenna: 890-ft. above av. terrain, 804-ft. above ground, 1539-ft. above sea level.

Latitude 39° 58' 22"
Longitude 91° 19' 54"

Address: Columbus Rd., Quincy, IL.

Reception Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 3.7-meter Ku-band; AFC, 3.7-meter Ku-band; Harris, 3.5-meter C-band; Harris, M/A Scientific-Atlanta receivers.

Source: AP.

Owner: A. Richard Benedek (Group Owner).

Origin: August 27, 1953. FCC approved sale to present owner by Lee Inc. Oct. 30, 1986 (Television Digest, Vol. 26:38).

Advertiser (sales): Katz Television.

Agency (engineering): David Steel & Associates.

General Manager: J. W. Benson, general manager.

Operations/News Director: J. W. Benson, operations/news director.

National Sales Coordinator: J. W. Benson, national sales coordinator.

Local Sales Manager: J. W. Benson, local sales manager.

Business Manager: J. W. Benson, business manager.

Program/Production Manager: J. W. Benson, program/production manager.

Chief Engineer: J. W. Benson, chief engineer.

Farm Director: J. W. Benson, farm director.

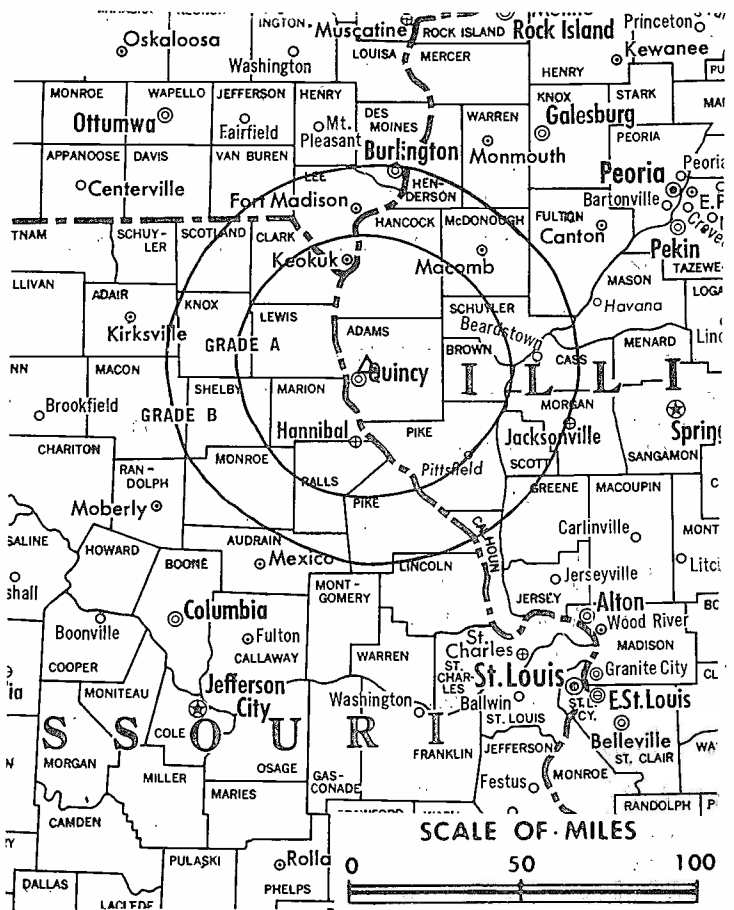
Sec. Rate: \$650.

Base Hourly Rate: \$1158.

Class: Hannibal. ADI: Quincy, IL-Hannibal, MO. Rank: 154.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. based on Arbitron study.

State County	Total Households	TV Households	%
IOWA			
Lee	16,400	16,200	99
Van Buren	3,200	3,100	97
ILLINOIS			
Adams	26,700	26,300	98
Brown	2,000	1,900	95
Cass	5,500	5,400	98
Hancock	9,200	9,100	99
Mc Donough	12,600	12,400	98
Morgan	14,500	14,100	97
Pike	7,400	7,200	97
Schuyler	3,100	3,000	97
Scott	2,300	2,300	100



KHQA-TV BPCT-4746 Granted 10/9/74

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Adair	9,100	9,000	99
	Clark	3,000	2,900	97
	Knox	2,100	2,100	100
	Lewis	3,800	3,700	97
	Macon	6,500	6,400	98
	Marion	10,700	10,600	99
	Monroe	3,600	3,600	100
	Pike	6,000	5,900	98
	Ralls	3,400	3,400	100
	Schuyler	2,000	2,000	100
	Scotland	2,100	2,100	100
Shelby	3,000	3,000	100	
Between 25-49%	MISSOURI			
	Audrain	9,600	9,500	99
Between 5-24%	IOWA			
	Davis	3,300	3,300	100
	Des Moines	18,100	17,900	99
	ILLINOIS			
Greene	6,200	6,100	98	
Henderson	3,500	3,400	97	
MISSOURI				
Putnam	2,100	2,100	100	
Sullivan	2,800	2,800	100	
Totals		203,800	200,800	99
Net Weekly Circulation (1990)			132,700	
Average Daily Circulation (1990)			80,800	

Missouri—Jefferson City

KNLJ

Ch. 25

(Satellite of KNLC, St. Louis, MO)

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., Rte. 2, Hwy. 54, Box 72, New Bloomfield, MO 65063.

Studio: Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

Telephone: 314-896-5105. **Fax:** 314-896-4376.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"
Longitude 92° 05' 20"

Transmitter: Hwys. 54 & 232, New Bloomfield.

Satellite Earth Stations: In operation.

News Service: INN.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: March 30, 1986.

Represented (legal): John Midlen Jr.

Personnel:

LARRY RICE, general manager.

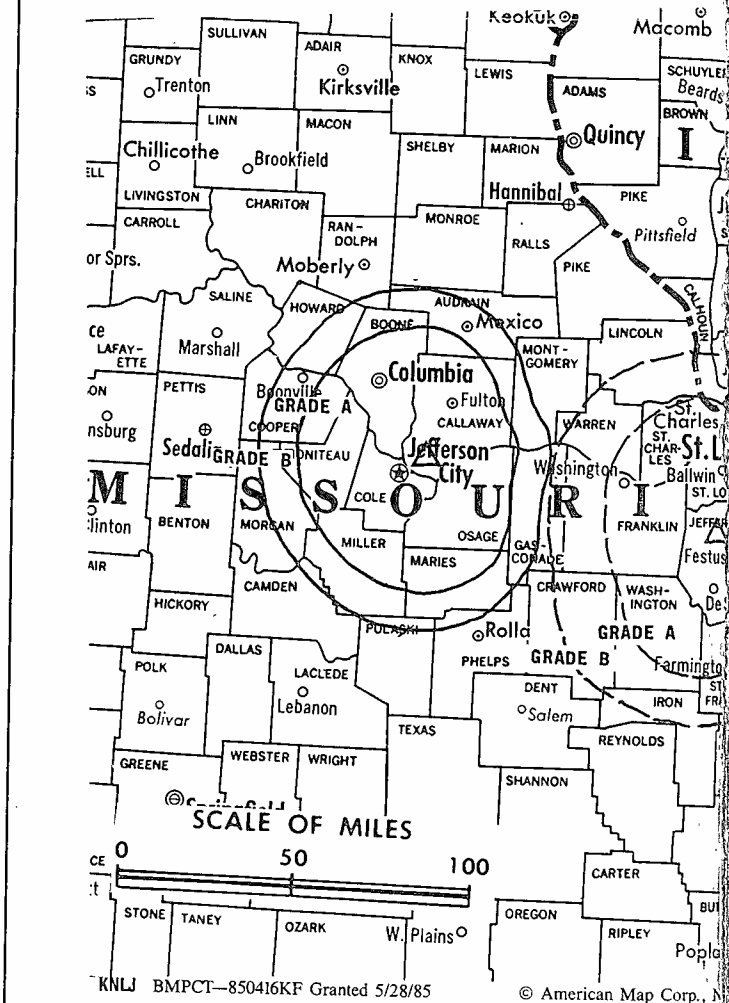
PENNY RICE, station & general sales manager.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	Howard	3,700	3,600
	Miller	8,300	8,200
	Moniteau	4,500	4,400
	Montgomery	4,300	4,200
	Morgan	6,200	6,100
	Osage	4,300	4,200
Totals		122,200	120,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Missouri—Jefferson City

KRCG

Ch. 13

Service: CBS.

Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.

54, Jefferson City, MO 65102.

Box 659, Jefferson City, MO 65102.

314-896-5144. TWX: 910-760-2923.

Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw
7.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground,
72-ft. above sea level.

Latitude 38° 41' 28"
Longitude 92° 05' 43"

U.S. Hwy. 54, 2-mi. S of New Bloomfield.

TV Sound: Stereo only.

Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-
band; M/A-Com, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta

Dish: Harris-Farion Ku-band.

Services: AP, CBS, Group W Newsfeed, SNN.

Mel Wheeler Inc. (Group Owner).

History: February 13, 1955. Sale to present owner by Price Communications
by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast
Nov. 15, 1984 (Television Digest, Vol. 24:36). Sale, including former
KMOX-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV
W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

Sales: Katz Television.

Legal: Pepper & Corazzini.

Engineering: Lohnes & Culver.

SHANE, vice president & general manager.

PERSON, local sales manager.

ORDON, program director.

LLMAN, news director.

PURVIS, promotion director.

ACKERS, business manager.

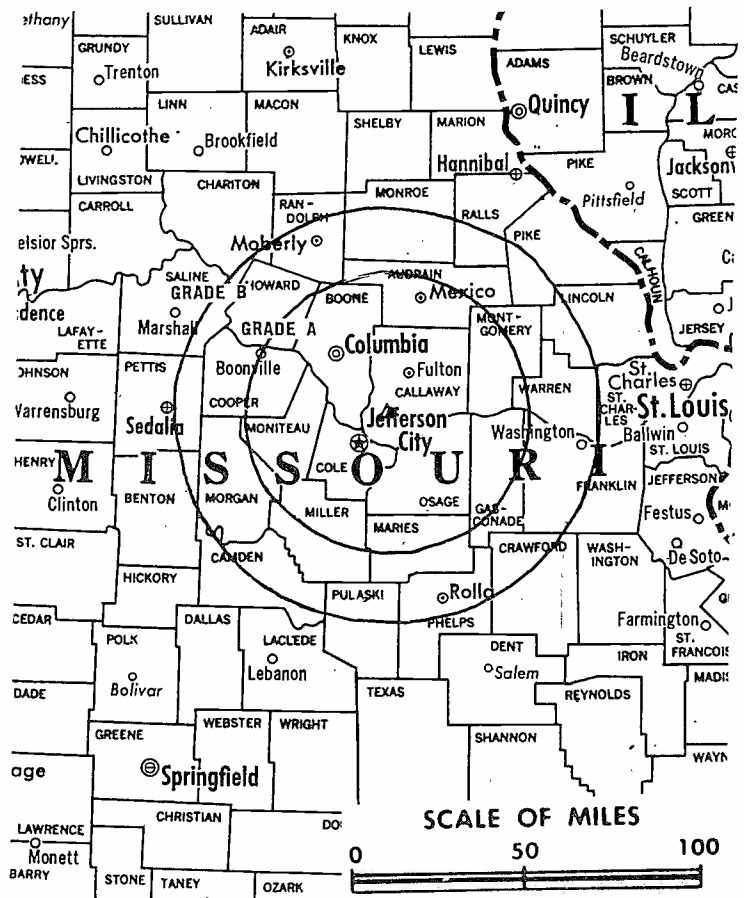
ZGER, chief engineer.

Sec. Rate: \$750.

License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 153.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households Households	%
MISSOURI			
Audrain	9,600	9,500	99
Boone	41,100	40,500	99
Callaway	11,300	11,100	98
Cole	23,200	23,000	99
Cooper	5,700	5,600	98
Gasconade	5,400	5,300	98
Howard	3,700	3,600	97
Maries	3,100	3,000	97
Miller	8,300	8,200	99



KRCG BPCT-811221KE Granted 1/12/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
	Pettis	14,100	13,900	99
	Phelps	12,300	12,000	98
	Randolph	9,700	9,600	99
Between 25-49%	MISSOURI			
	Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Monroe	3,600	3,600	100
Pulaski	12,000	11,800	98	
Between 5-24%	MISSOURI			
	Benton	5,500	5,300	96
	Crawford	7,500	7,300	97
	Macon	6,500	6,400	98
	Pike	6,000	5,900	98
Saline	9,500	9,400	99	
Totals		232,100	228,300	98
Net Weekly Circulation (1990)				153,700
Average Daily Circulation (1990)				88,400

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Missouri—Jefferson City

KNLJ

Ch. 25

(Satellite of KNLC, St. Louis, MO)

Network Service: None, independent.

Licensee: New Life Evangelistic Center Inc., Rte. 2, Hwy. 54, Box 72, New Bloomfield, MO 65063.

Studio: Rte. 2, Hwy. 54, New Bloomfield, MO 65063.

Telephone: 314-896-5105. **Fax:** 314-896-4376.

Technical Facilities: Channel No. 25 (536-542 MHz). Authorized power: 2042-kw max. visual, 204.2-kw max. aural. Antenna: 1028-ft. above av. terrain, 916-ft. above ground, 1756-ft. above sea level.

Latitude 38° 42' 16"
Longitude 92° 05' 20"

Transmitter: Hwys. 54 & 232, New Bloomfield.

Satellite Earth Stations: In operation.

News Service: INN.

Ownership: New Life Evangelistic Center Inc. (Group Owner).

Began Operation: March 30, 1986.

Represented (legal): John Midlen Jr.

Personnel:

LARRY RICE, general manager.

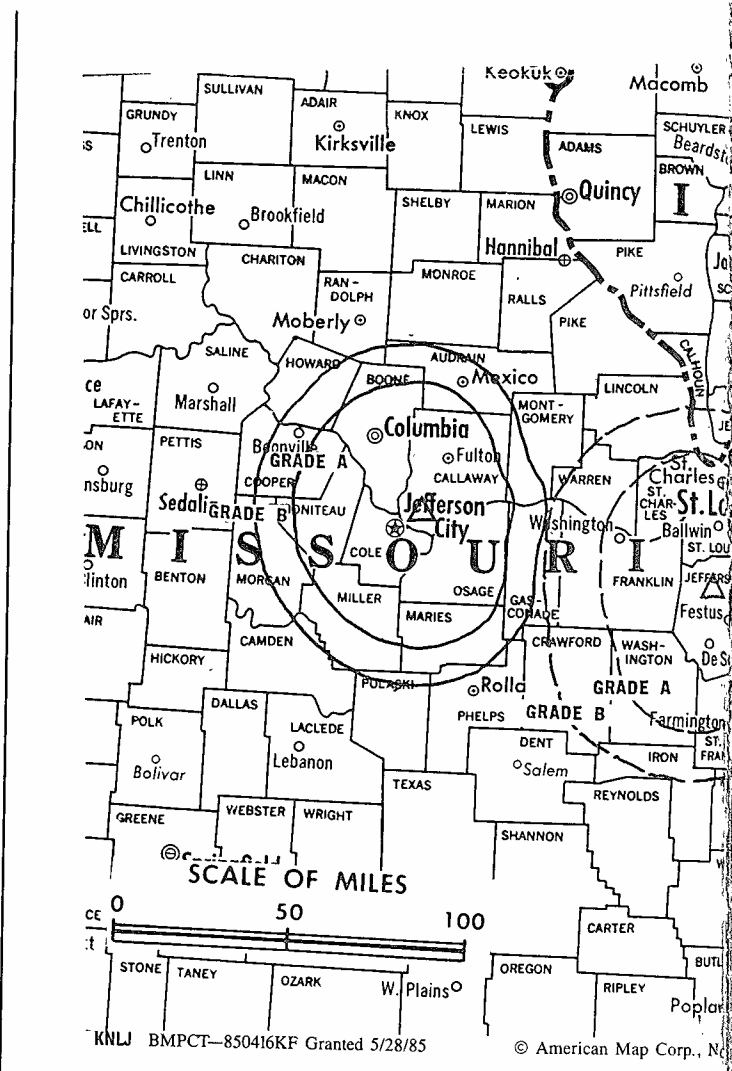
PENNY RICE, station & general sales manager.

Highest 30 Sec. Rate: \$100.

City of License: Jefferson City. **ADI:** Columbia-Jefferson City. **Rank:** 153.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	MISSOURI			
	Audrain	9,600	9,500	99
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	Howard	3,700	3,600
	Miller	8,300	8,200
	Moniteau	4,500	4,400
	Montgomery	4,300	4,200
	Morgan	6,200	6,100
	Osage	4,300	4,200
Totals		122,200	120,400
Net Weekly Circulation (1990)			16
Average Daily Circulation (1990)			6

Missouri—Jefferson City

KRCG

Ch. 13

Service: CBS.
 Owner: Mel Wheeler Inc., 1710 Westminster St., Denton, TX 76205.
 Location: Hwy. 54, Jefferson City, MO 65102.
 Address: Box 659, Jefferson City, MO 65102.
 Phone: 314-896-5144. TWX: 910-760-2923.

Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw
 17.4-kw aural. Antenna: 1012-ft. above av. terrain, 929-ft. above ground,
 above sea level.

Latitude 38° 41' 28"
 Longitude 92° 05' 43"

Address: U.S. Hwy. 54, 2-mi. S of New Bloomfield.

Channel TV Sound: Stereo only.

Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-
 m-band; M/A-Com, 3.7-meter Ku-band; M/A-Com, Scientific-Atlanta
 S.

Antenna Dish: Harris-Farion Ku-band.

Services: AP, CBS, Group W Newsfeed, SNN.

Owner: Mel Wheeler Inc. (Group Owner).

History: February 13, 1955. Sale to present owner by Price Communications
 and by FCC Sept. 9, 1988. Sale to Price Communications by LDX Broadcast
 and Nov. 15, 1984 (Television Digest, Vol. 24:36). Sale, including former
 KMOS-TV, Sedalia, MO & KWOS(AM), to Mid-America TV by Jefferson TV
 W. H. Weldon) approved July 13, 1966 by FCC (Vol. 5:52; 6:29).

Head (sales): Katz Television.

Head (legal): Pepper & Corazzini.

Head (engineering): Lohnes & Culver.

SHANE, vice president & general manager.

PERSON, local sales manager.

JORDON, program director.

ELLMAN, news director.

PURVIS, promotion director.

ACKERS, business manager.

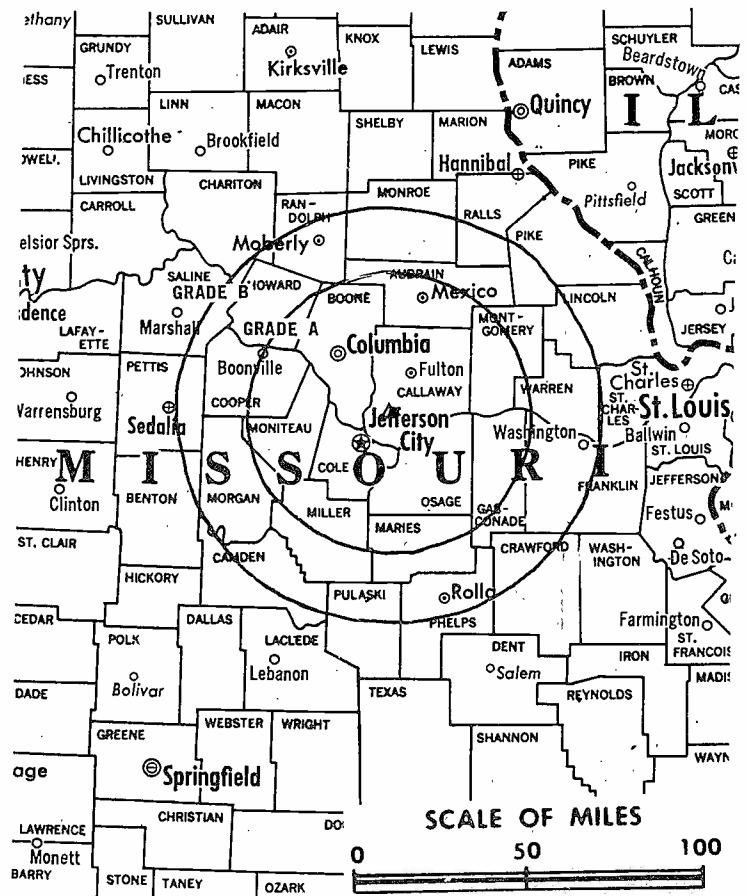
WZGER, chief engineer.

Sec. Rate: \$750.

License: Jefferson City. ADI: Columbia-Jefferson City. Rank: 153.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 Circulation based on Arbitron study.

City	State County	Total Households	TV Households Households	%
MISSOURI				
Jefferson City	Audrain	9,600	9,500	99
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Cooper	5,700	5,600	98
	Gasconade	5,400	5,300	98
	Howard	3,700	3,600	97
	Maries	3,100	3,000	97
	Miller	8,300	8,200	99



KRCG BPCT-811221KE Granted 1/12/82

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Moniteau	4,500	4,400	98
	Montgomery	4,300	4,200	98
	Morgan	6,200	6,100	98
	Osage	4,300	4,200	98
	Pettis	14,100	13,900	99
	Phelps	12,300	12,000	98
	Randolph	9,700	9,600	99
Between 25-49%	MISSOURI			
	Camden	10,700	10,500	98
	Chariton	4,000	3,900	97
	Monroe	3,600	3,600	100
Between 5-24%	MISSOURI			
	Benton	5,500	5,300	96
	Crawford	7,500	7,300	97
	Macon	6,500	6,400	98
	Pike	6,000	5,900	98
Saline	9,500	9,400	99	
Totals		232,100	228,300	98
Net Weekly Circulation (1990)				153,700
Average Daily Circulation (1990)				88,400

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Missouri—Joplin

KODE-TV

Ch. 12

Network Service: ABC

Licensee: Eastern Bcstg. Corp., 1928 W. 13th St., Joplin, MO 64801.

Studio: 1928 W. 13th St., Joplin, MO 64801.

Mailing Address: Box 46, Joplin, MO 64801.

Telephone: 417-623-7260. TWX: 910-774-4516. Fax: 417-623-3736.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 63.2-kw aural. Antenna: 1020-ft. above av. terrain, 999-ft. above ground, 2049-ft. above sea level.

Latitude 37° 04' 36"
Longitude 94° 32' 10"

Transmitter: 1928 W. 13th St.

Satellite Earth Stations: ADM, 3.7-meter C-band; Andrew, 4.5-meter C-band; Andrew, 7.3-meter C-band; AFC, 3.66-meter Ku-band; Avantek, M/A-Com receivers.

News Services: ABC, AP.

Ownership: Roger A. Neuhoff.

Began Operation: September 26, 1954. Sale to present owner approved by FCC March 23, 1990 (Television Digest, Vol. 30:8). Sale to Gilmore Bcstg. by WSTV Inc. (United Printers & Publishers Inc.) approved by FCC May 23, 1962 (Vol. 2:22). Transfer of Friendly Stations to United Printers and Publishers Inc. from WSTV Inc., original owners, approved by FCC Nov. 8, 1961 (Vol. 17:30, 33; 2:14). Sale to WSTV Inc. by Austin Harrison approved Oct. 21, 1956 (Vol. 12:39, 44).

Represented (sales): Blair Television.

Represented (legal): Schwartz, Woods & Miller.

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

Personnel:

JERRY MONTGOMERY, general manager.

GARY HOOD, general sales manager.

JOHN HOFFMAN, regional sales manager.

LARRY YOUNG, news director.

KELLEY SHIELDS, program director.

BOB SHRYOCK, business manager.

GARY BANDY, production manager.

MICHAEL JACKSON, chief engineer.

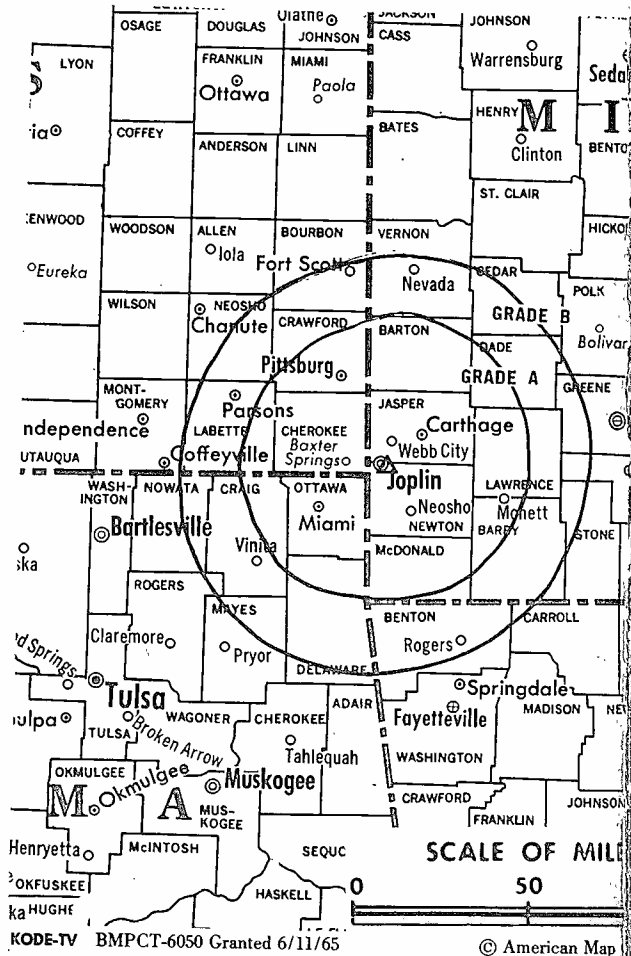
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$1000.

City of License: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Allen	6,200	6,100	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,700	9,600	99
	Neosho	7,000	6,900	99
	Wilson	4,900	4,800	98
	MISSOURI			
	Barry	10,600	10,400	98
	Barton	4,800	4,700	98
	Cedar	5,100	5,000	98
	Jasper	35,600	35,100	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Lawrence	12,100	11,900
	Mc Donald	6,300	6,200
	Newton	16,900	16,700
	Vernon	7,800	7,600
	OKLAHOMA		
	Ottawa	12,700	12,600
Between 25-49%	ARKANSAS		
	Benton	37,400	36,700
	KANSAS		
	Montgomery	16,600	16,300
	Woodson	1,800	1,800
	MISSOURI		
	Dade	3,200	3,200
OKLAHOMA			
	Craig	5,600	5,500
	Delaware	11,300	11,100
Between 5-24%	ARKANSAS		
	Carroll	8,100	8,000
	Madison	4,800	4,600
	Washington	42,300	41,500
	KANSAS		
	Elk	1,600	1,600
	Linn	3,400	3,300
MISSOURI			
St Clair	3,500	3,400	
OKLAHOMA			
	Mayes	13,200	13,000
	Nowata	4,300	4,300
Totals		328,100	322,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KSNF
Ch. 16

Service: NBC.

Tri-State Bcstg. Corp., Box 1393, Joplin, MO 64802.

102 Cleveland Ave., Joplin, MO 64801.

417-781-2345. TWX: 910-774-4520. Fax: 417-782-2417.

Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2600-kw
260-kw aural. Antenna: 1060-ft. above av. terrain, 1017-ft. above ground,
above sea level.

Latitude 37° 04' 33"
Longitude 94° 33' 16"

1502 Cleveland Ave.

Earth Stations: Harris, 6.2-meter Ku-band; Scientific-Atlanta, 4.6-meter;
2-meter Ku-band; Channel Master, M/A-Com, Scientific-Atlanta receivers.

Services: AP, NBC.

Price Communications Corp. (Group Owner).

Operation: September 2, 1967. Sale to present owner approved by FCC Feb.
7. Previous sale to Kansas State Network by Virginia S. Hickey, et al.,
by FCC April 29, 1975. For sale of Kansas State Network, see KSNW(TV),
KS.

Head (sales): Katz Television.

Head (legal): Cohn & Marks.

SONSON, vice president & general manager.

SONSON, general sales manager.

SONSON, operations & production manager.

SONSON, chief engineer.

SONSON, news director.

SONSON, promotion director.

SONSON, business director.

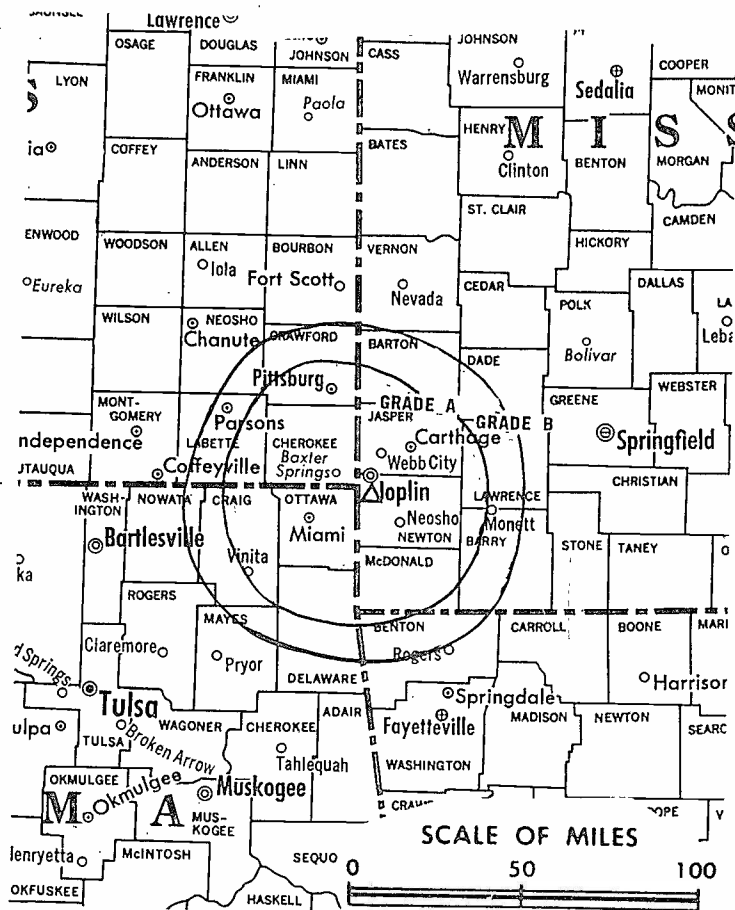
Sec. Rate: \$600.

BASE HOURLY RATE: \$1000.

Office: Joplin. ADI: Joplin, MO-Pittsburg, KS. Rank: 148.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
Average based on Arbitron study.

State	County	Total Households	TV Households	%
KANSAS	Allen	6,200	6,100	98
	Bourbon	6,600	6,500	98
	Cherokee	9,100	9,000	99
	Crawford	15,600	15,400	99
	Labette	9,700	9,600	99
	Montgomery	16,600	16,300	98
	Neosho	7,000	6,900	99
	Wilson	4,900	4,800	98
	Woodson	1,800	1,800	100
	MISSOURI	Barton	4,800	4,700
Jasper		35,600	35,100	99
Mc Donald		6,300	6,200	98
Newton		16,900	16,700	99
Vernon		7,800	7,600	97
OKLAHOMA	Ottawa	12,700	12,600	99



KSNF BPCT-810615LC Granted 9/10/81

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Net Weekly Circulation	State County	Total Households	TV Households	%	
Between 25-49%	ARKANSAS				
	Benton	37,400	36,700	98	
	MISSOURI				
	Barry	10,600	10,400	98	
	Lawrence	12,100	11,900	98	
OKLAHOMA	Craig	5,600	5,500	98	
	Delaware	11,300	11,100	98	
	Between 5-24%	ARKANSAS			
		Washington	42,300	41,500	98
		KANSAS			
Elk		1,600	1,600	100	
MISSOURI					
Bates	6,400	6,300	98		
Cedar	5,100	5,000	98		
Dade	3,200	3,200	100		
OKLAHOMA	Nowata	4,300	4,300	100	
Totals		301,500	296,800	98	
Net Weekly Circulation (1990)			163,600		
Average Daily Circulation (1990)			96,400		

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Missouri—Kansas City

KCTV
Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., Box 5555, Kansas City, MO 64109.

Studio: 4500 Shawnee Mission Pkwy., Fairway, KS 66205.

Telephone: 913-677-5555. **TWX:** 910-743-4180. **Fax:** 913-677-7284.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 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.

Satellite Earth Stations: In operation; Scientific-Atlanta receivers.

News Services: CNN Headline News, Newscope.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 27, 1953.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

JOHN C. ROSE, vice president & general manager.

ERWIN PARTHE, station operations director.

PAT NORTH, general sales manager.

ROBERT FREY, local sales manager.

MARK ST. CLAIR, national sales manager.

JOE SNELSON, director of engineering.

JIM OVERBAY, news director.

BERNIE ERBER, business manager.

PATTI DeWALT, marketing manager.

ROGER HULL, production & operations manager.

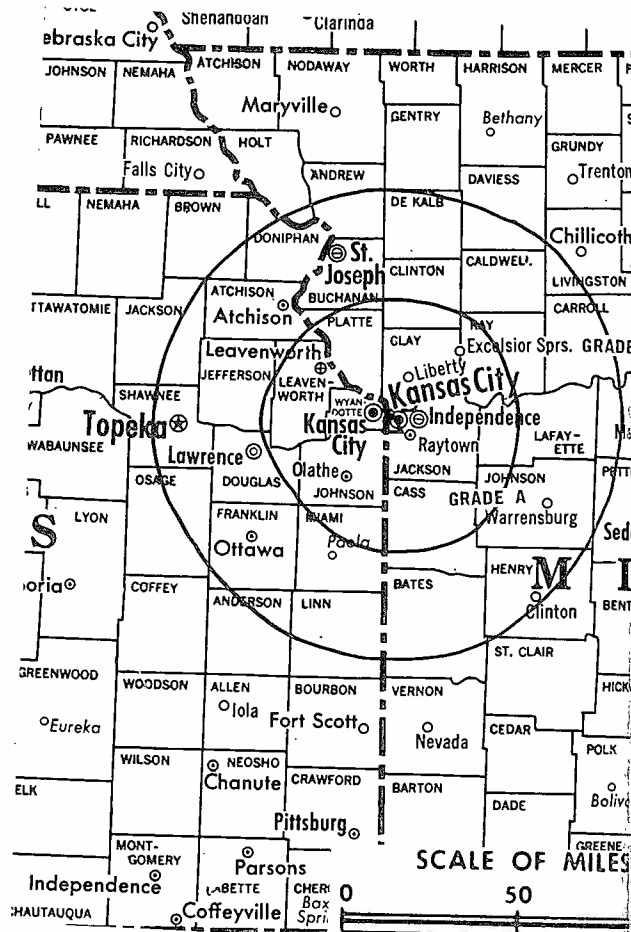
DUKE URIDGE, creative service manager.

Rates: On request.

City of License: Kansas City. **ADI:** Kansas City. **Rank:** 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
KANSAS				
	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Doniphan	3,500	3,400	99
	Douglas	27,000	26,600	99
	Franklin	8,500	8,400	99
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
MISSOURI				
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99
	Chariton	4,000	3,900	97
	Clay	57,200	56,800	99
	Clinton	6,300	6,200	98
	Daviess	3,400	3,300	97



KCTV BMPCT-2317 Granted 10/26/54

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over			
	Gentry	3,100	3,000
	Grundy	4,700	4,600
	Henry	8,300	8,200
	Jackson	255,600	252,700
	Johnson	13,100	12,900
	Lafayette	12,000	11,900
	Livingston	5,900	5,800
	Nodaway	7,600	7,500
	Pettis	14,100	13,900
	Platte	19,600	19,400
	Ray	8,500	8,400
	Saline	9,500	9,400
Between 25-49%			
KANSAS			
	Bourbon	6,600	6,500
	Brown	4,800	4,700
	Clay	3,800	3,700
	Coffey	3,600	3,500
	Geary	10,700	10,600
	Morris	2,600	2,500
	Osage	6,100	6,000
	Shawnee	64,900	64,300
MISSOURI			
	Adair	9,100	9,000
	De Kalb	3,200	3,100
	Harrison	4,100	4,000
	Holt	2,700	2,600
	Linn	6,200	6,100

(Continued on page A-688)

Totals	1,043,400	1,030,900	
Net Weekly Circulation (1990)			729
Average Daily Circulation (1990)			422

Kansas City

KMBC-TV

Ch. 9

Service: ABC.

The Hearst Corp., 1049 Central St., Kansas City, MO 64105.

19 Central St., Kansas City, MO 64105.

816-221-9999. Fax: 816-421-4163.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 1170-ft. above av. terrain, 1085-ft. above ground, 2009-ft. above sea level.

Latitude 39° 05' 01"
Longitude 94° 30' 57"

Address: 5701 E. 22nd St., Kansas City.

Transmitters: Andrew, 7.3-meter C-band; SatCom, 5.5-meter Ku-band; 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Andrew, DX Antenna, C-band receivers.

Services: ABC, AP.

Parent: Hearst Broadcasting (Group Owner).

History: Station: August 1, 1953 as WHB-TV, sharing time with KMBC-TV, operated by Hearst Bcstg. Co. On June 9, 1954, FCC approved sale and WHB Bcstg. Co. sold to KMBC Bcstg. Co. and acquired KMBC-TV-AM & KFRM (Television Channel 10:17, 20, 24). Sale to Metropolitan Bcstg. (div. of Metromedia Inc.) on July 26, 1961. Sale to present owner by Metromedia approved by FCC on August 22 (Vol. 21:37; 22:14).

Marketing (sales): Katz Television.

Legal (legal): Dempsey & Koplovitz.

Personnel: DINOVIK, vice president & general manager.

Personnel: AIGIE-PARKER, general sales manager.

Personnel: BERT, local sales & marketing manager.

Personnel: WOODERS, national sales manager.

Personnel: WEAVER, promotion director.

Personnel: WILSON, business manager.

Personnel: WILSON, program director.

Personnel: WILSON, news director.

Personnel: WILSON, chief engineer.

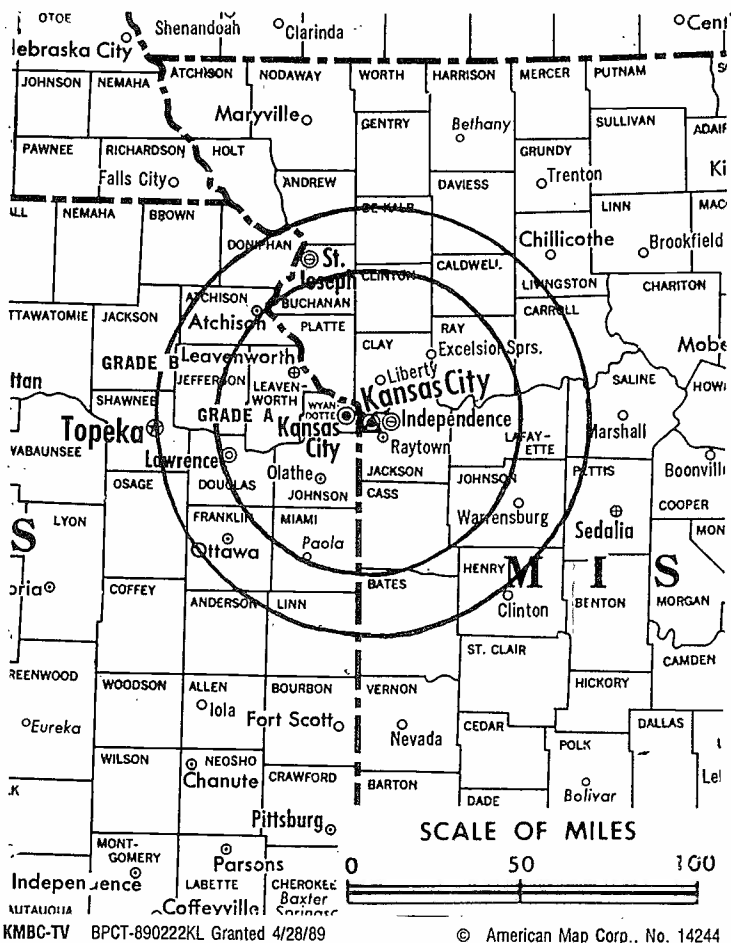
Personnel: WILSON, traffic/computer operations manager.

Request.

Market: Kansas City. ADI: Kansas City. Rank: 29.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Based on Arbitron study.

State	County	Total Households	TV Households	%
KANSAS				
	Anderson	3,200	3,100	97
	Atchison	6,500	6,400	98
	Doniphan	3,500	3,400	99
	Douglas	27,000	26,600	99
	Ellis	10,500	10,400	99
	Franklin	8,500	8,400	99
	Geary	10,700	10,600	99
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
MISSOURI				
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99



Net Weekly Circulation	State	County	Total Households	TV Households	%
50% & Over	KANSAS	Chariton	4,000	3,900	97
		Clay	57,200	56,800	99
		Clinton	6,300	6,200	98
		Daviess	3,400	3,300	97
		Grundy	4,700	4,600	98
		Henry	8,300	8,200	99
		Jackson	255,600	252,700	99
		Johnson	13,100	12,900	98
		Lafayette	12,000	11,900	99
		Livingston	5,900	5,800	98
		Pettis	14,100	13,900	99
		Platte	19,600	19,400	99
		Ray	8,500	8,400	99
Saline	9,500	9,400	99		
Between 25-49%	KANSAS	Bourbon	6,600	6,500	98
		Brown	4,800	4,700	98
		Clay	3,800	3,700	97
		Cloud	4,500	4,400	98
		Dickinson	8,200	8,100	99
		Jefferson	5,900	5,800	98
		Neosho	7,000	6,900	99
		Osage	6,100	6,000	98
		Riley	20,400	20,000	98
		MISSOURI	Andrew	5,400	5,300
Benton	5,500		5,300	96	
De Kalb	3,200		3,100	97	
Gentry	3,100		3,000	97	

(Continued on page A-688)

Totals	1,114,100	1,100,700	99
Net Weekly Circulation (1990)			744,800
Average Daily Circulation (1990)			419,800

Missouri—Kansas City

KSHB-TV

Ch. 41

Network Service: Fox.

Licensee: Scripps Howard Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 4720 Oak St., Kansas City, MO 64112.

Telephone: 816-753-4141. Telex: 477-225. Fax: 816-932-4122.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1320-kw max. & 1000-kw horizontal visual, 132-kw max. & 100-kw horizontal aural. Antenna: 1060-ft. above av. terrain, 1159-ft. above ground, 2045-ft. above sea level.

Latitude 39° 04' 20"
Longitude 94° 35' 45"

Transmitter: 3017 Belleview, Kansas City.

Satellite Earth Stations: Microwave General, 6-meter C-band; Harris, 6.1-meter C-band; Microdyne, 3.6-meter Ku-band; DX Engineering, Harris, M/A-Com receivers.

News Services: AP, CNN.

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

Began Operation: September 28, 1970. Transfer of control to Benno C. Schmidt from William D. Grant approved by FCC Dec. 1, 1971. Sale to present owner approved by FCC Sept. 15, 1977 (Television Digest; Vol. 16:50; 17:38).

Represented (sales): Blair Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Paul Godley Co.

Personnel:

BOB WORMINGTON, vice president & general manager.
CHARLOTTE MOORE-ENGLISH, station manager.
JOANN CAMPO, general sales manager.
ALAN FUCHSMAN, local sales manager.
ALEX GEORGE, national sales manager.
HAROLD DeGOOD, chief engineer.
TOM CHRISTIANSEN, news director.
SANDY MARTIN, promotion director.
BILL HANKINS, business manager.

Rates: On request.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
KANSAS					
50% & Over	Atchison	6,500	6,400	98	
	Doniphan	3,500	3,400	99	
	Douglas	27,000	26,600	99	
	Edwards	1,700	1,700	100	
	Franklin	8,500	8,400	99	
	Geary	10,700	10,600	99	
	Johnson	131,700	131,100	100	
	Leavenworth	20,000	19,800	99	
	Linn	3,400	3,300	97	
	Lyon	13,700	13,400	98	
	Miami	8,600	8,500	99	
	Wyandotte	65,700	65,100	99	
	MISSOURI				
		Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100	
	Carroll	4,600	4,500	98	
	Cass	21,000	20,800	99	
	Clay	57,200	56,800	99	
	Clinton	6,300	6,200	98	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Jackson	255,600	252,700
	Johnson	13,100	12,900
	Platte	19,600	19,400
	Ray	8,500	8,400
Between 25-49%	KANSAS		
	Anderson	3,200	3,100
	Bourbon	6,600	6,500
	Brown	4,800	4,700
	Clay	3,800	3,700
	Cloud	4,500	4,400
	Coffey	3,600	3,500
	Dickinson	8,200	8,100
	Harvey	11,600	11,400
	Jefferson	5,900	5,800
	Jewell	1,900	1,800
	Labette	9,700	9,600
	Neosho	7,000	6,900
	Osage	6,100	6,000
	Pottawatomie	6,000	5,900
	Republic	2,900	2,800
	Riley	20,400	20,000
	Saline	20,300	20,100
	Shawnee	64,900	64,300
Wilson	4,900	4,800	
MISSOURI			
	Andrew	5,400	5,300
	Bates	6,400	6,300
	Daviess	3,400	3,300
	De Kalb	3,200	3,100

(Continued on page A-688)

Totals	1,213,100	1,198,300
Net Weekly Circulation (1990)		613,000
Average Daily Circulation (1990)		267,000

Missouri—Kansas City

KYFC

Ch. 50

Service: None, independent.

Address: Kansas City Youth For Christ Inc., 4715 Rainbow Blvd., Shawnee Mission, MO 66205.

Address: 15 Rainbow Blvd., Shawnee Mission, KS 66205.

Phone: 913-262-1700.

Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1170-kw horizontal visual, 117-kw max. & 67.6-kw horizontal aural. Antenna: 1164-ft. above ground, 2049-ft. above sea level.

Latitude 39° 02' 36"
Longitude 94° 36' 40"

Address: 6309 E. 56th St.

Earth Stations: Andrew, 5-meter C-band; Star, 5-meter C-band; Harris

Address: Kansas City Youth for Christ Inc.

Operation: December 15, 1978.

Legal: Wiley, Rein & Fielding.

President: [Name obscured]

General sales manager: [Name obscured]

Program director: [Name obscured]

Marketing director: [Name obscured]

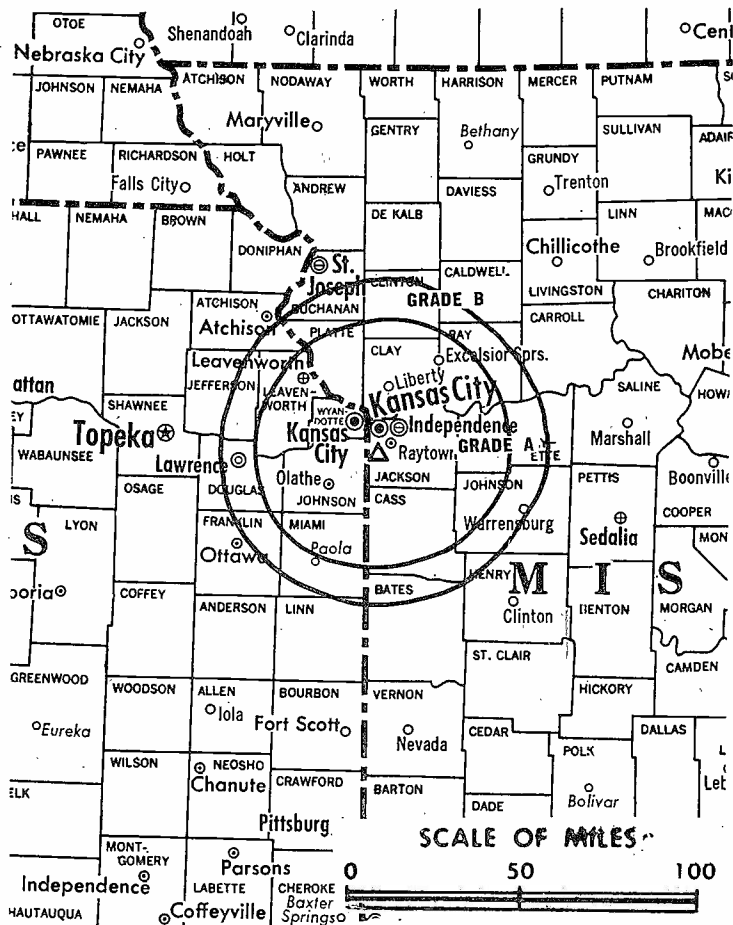
Chief engineer: [Name obscured]

Request.

License: Kansas City. ADI: Kansas City. Rank: 29.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
KANSAS			
Brown	4,800	4,700	98
Wyandotte	65,700	65,100	99
MISSOURI			
Bates	6,400	6,300	98
Caldwell	3,200	3,200	100
Carroll	4,600	4,500	98
Cass	21,000	20,800	99
De Kalb	3,200	3,100	97
Henry	8,300	8,200	99
Jackson	255,600	252,700	99
Johnson	13,100	12,900	98



KYFC BPCT-4950 Granted 4/29/77

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Lafayette	12,000	11,900	99
	Ray	8,500	8,400	99
	St Clair	3,500	3,400	97
Totals		409,900	405,200	99
Net Weekly Circulation (1990)				34,300
Average Daily Circulation (1990)				11,100

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

Missouri—Kansas City

KZKC

Ch. 62

Network Service: None, independent.

Licensee: KZKC Television Inc., First American, Suite 2700, Nashville, TN 37238.

Studio: 2111 Television Place, Kansas City, MO 64126.

Telephone: 816-254-6262. TWX: 910-777-6901. Fax: 816-254-3571.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1660-kw max. & 88.13-kw horizontal visual, 166-kw max. & 8.81-kw horizontal aural. Antenna: 1120-ft. above av. terrain, 1222-ft. above ground, 1969-ft. above sea level.

Latitude 39° 04' 59"
Longitude 94° 28' 49"

Transmitter: 21st St. & Stark Ave.

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

News Service: AP.

Ownership: ABRY Communications (Group Owner).

Began Operation: December 7, 1983. Sale to present owner approved by FCC Jan. 31, 1990.

Represented (sales): Seltel Inc.

Represented (legal): Arter & Hadden.

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

Personnel:

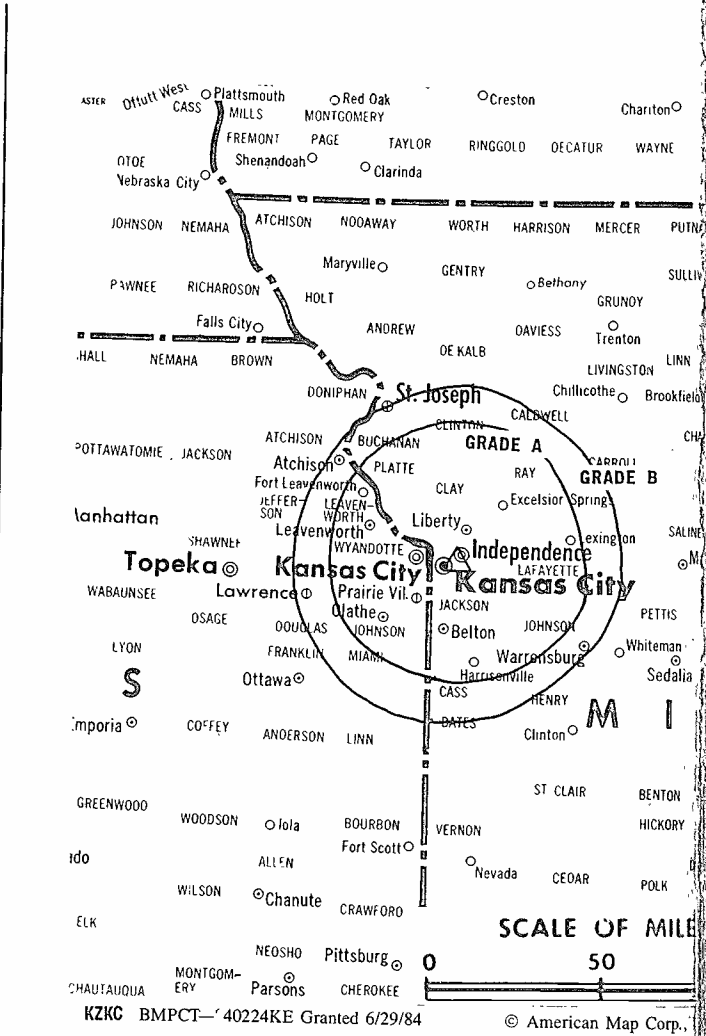
JIM MacDONALD, general manager.
LEN RANDAZZO, national sales manager.
KURT BARTOLICH, program director.
JOHN MERTZ, promotion director.
CHRISTI HURTT, business manager.

Highest 30 Sec. Rate: \$1000.

City of License: Kansas City. ADI: Kansas City. Rank: 29.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Doniphan	3,500	3,400	99
	MISSOURI			
	Caldwell	3,200	3,200	100
	Clinton	6,300	6,200	98
Between 25-49%	KANSAS			
	Douglas	27,000	26,600	99
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
	MISSOURI			
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
Carroll	4,600	4,500	98	
Cass	21,000	20,800	99	



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Clay	57,200	56,800
	Daviess	3,400	3,300
	Jackson	255,600	252,700
	Johnson	13,100	12,900
	Lafayette	12,000	11,900
	Livingston	5,900	5,800
	Platte	19,600	19,400
	Ray	8,500	8,400
	Saline	9,500	9,400
	Between 5-24%	KANSAS	
Anderson		3,200	3,100
Atchison		6,500	6,400
Bourbon		6,600	6,500
Franklin		8,500	8,400
Linn		3,400	3,300
Osage		6,100	6,000
MISSOURI			
De Kalb		3,200	3,100
Gentry		3,100	3,000
Henry	8,300	8,200	
Pettis	14,100	13,900	
Totals		790,000	781,600
Net Weekly Circulation (1990)			286
Average Daily Circulation (1990)			93

WDAF-TV—Kansas City

WDAF-TV

Ch. 4

Service: NBC.

Great American Television & Radio Co. Inc., Signal Hill, Kansas City, MO

Signal Hill, Kansas City, MO 64108.

Phone: 816-753-4567. Fax: 816-931-3984.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 100-kw audio. Antenna: 1130-ft. above av. terrain, 1163-ft. above ground, 2049-ft. above sea level.

Latitude 39° 04' 20"

Longitude 94° 35' 45"

Signal Hill.

TV Sound: Stereo only.

Transmit Stations: Transmit/receive Harris, 9.2-meter C-band; Scientific-Atlanta, 9.2-meter C-band; Harris receivers.

Dish: Midwest, 3-meter Ku-band.

WDAF, 5-kw, 610 kHz.

KYYS, 100-kw, 102.1 MHz (No. 271), 940-ft.

Feeds: AP, CNN, NIWS, UPI.

Great American Broadcasting Co. (Group Owner).

History: October 16, 1949. Sale to present owner approved Oct. 2, 1987 (Digest, Vol. 27:16, 18, 23, 30, 41). Sale to Taft TV & Radio by present Television Corp. approved Feb. 19, 1964 by FCC (Vol. 3:15, 16, 31; Vol. 4:10). Sale to Transcontinent by National-Missouri TV Inc. (wholly owned by National Television Inc.) approved July 13, 1960 (Vol. 16:29). Sale to National Television Inc. by founding Kansas City Star in compliance with government consent decree approved April 23, 1958 (Vol. 13:47,48; 14:17).

Advertising (sales): TeleRep Inc.

Legal (legal): Koteen & Naftalin.

Executive vice president & general manager.

Donald, general sales manager.

Edous, local sales manager.

Lisen, national sales manager.

Rick, teleport manager.

Wald, news director.

Smith, program director.

Raud II, promotion director.

Ewart, business manager.

Heber, manager, public relations & special projects.

Miller, chief engineer.

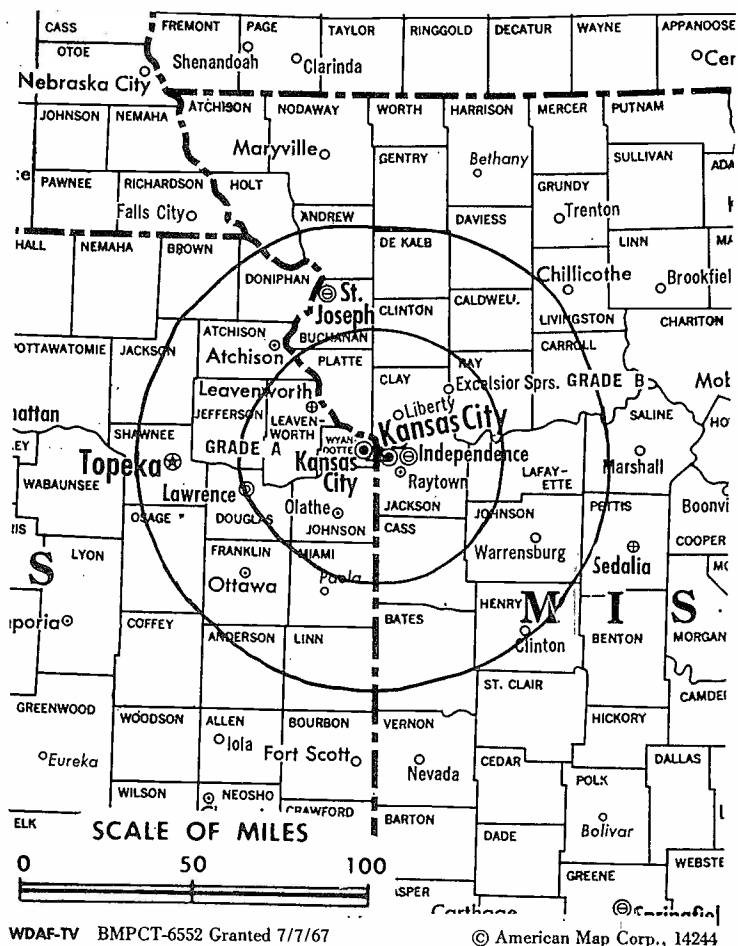
Basic Rate: \$5000.

Base Hourly Rate: \$1920.

Market: Kansas City. ADI: Kansas City. Rank: 29.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
KANSAS			
Anderson	3,200	3,100	97
Atchison	6,500	6,400	98
Doniphan	3,500	3,400	99
Douglas	27,000	26,600	99
Franklin	8,500	8,400	99
Johnson	131,700	131,100	100
Leavenworth	20,000	19,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Linn	3,400	3,300	97
	Miami	8,600	8,500	99
	Wyandotte	65,700	65,100	99
MISSOURI				
	Andrew	5,400	5,300	98
	Bates	6,400	6,300	98
	Buchanan	32,900	32,500	99
	Caldwell	3,200	3,200	100
	Carroll	4,600	4,500	98
	Cass	21,000	20,800	99
	Chariton	4,000	3,900	97
	Clay	57,200	56,800	99
	Clinton	6,300	6,200	98
	Daviess	3,400	3,300	97
	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,100	4,000	98
	Henry	8,300	8,200	99
	Holt	2,700	2,600	96
	Jackson	255,600	252,700	99
	Johnson	13,100	12,900	98
	Lafayette	12,000	11,900	99
	Livingston	5,900	5,800	98
	Nodaway	7,600	7,500	99
	Pettis	14,100	13,900	99
	Platte	19,600	19,400	99
	Ray	8,500	8,400	99
	Saline	9,500	9,400	99

(Continued on page A-689)

Totals	1,087,400	1,074,100	99
Net Weekly Circulation (1990)			775,900
Average Daily Circulation (1990)			444,600

Missouri—Poplar Bluff

KPOB-TV

Ch. 15

(Satellite of WSIL-TV, Harrisburg, IL)

Network Service: ABC.

Licensee: WSIL-TV Inc., Rte. 13, Carterville, IL 62918.

Studio: Oak Grove Community, U.S. Rte. 67.

Telephone: 618-985-2333.

Technical Facilities: Channel No. 15 (476-482 MHz). Authorized power: 389-kw max. & 182-kw horizontal visual, 19.1-kw horizontal aural. Antenna: 600-ft. above av. terrain, 550-ft. above ground, 1050-ft. above sea level.

Latitude	36°	48'	02"
Longitude	90°	27'	03"

Transmitter: Oak Grove Community, U.S. Rte. 67.

Satellite Earth Station: Gardiner, 6-meter.

News Service: AP.

Ownership: Mel Wheeler Inc. (Group Owner).

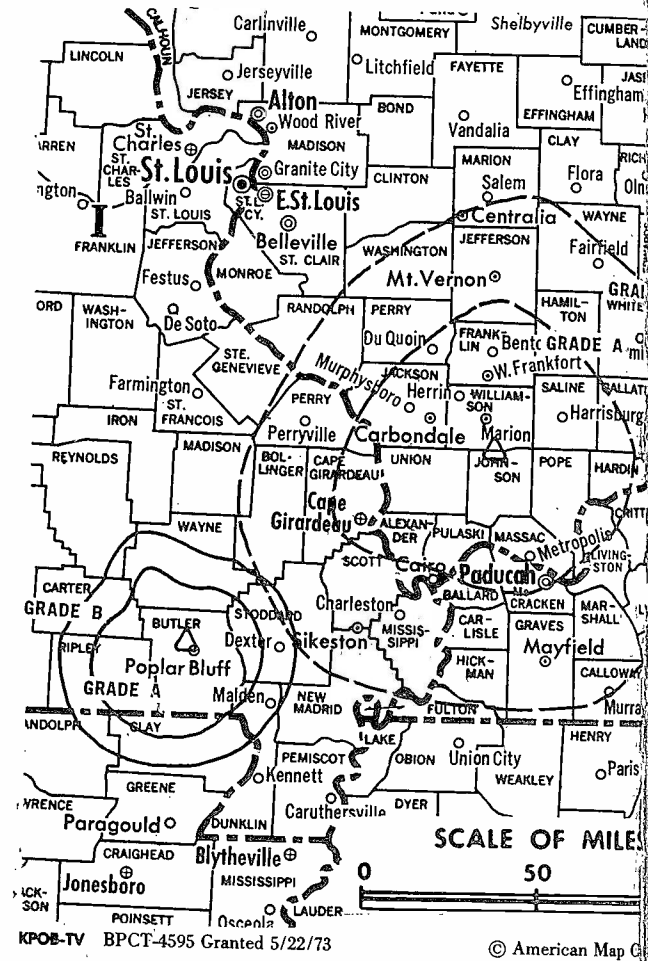
Began Operation: September 2, 1961. Left air Sept. 21, 1966; returned Jan. 14, 1977.

Represented (sales): MMT Sales Inc.

Represented (legal): Pepper & Corazzini.

Rates: Sold in combination with WSIL-TV, Harrisburg, IL.

Arbitron Data: Included with parent WSIL-TV, Harrisburg, IL.



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

St. Joseph

KQTV

Ch. 2

Service: ABC.

CS Television Partners L.P., 52 Fieldstone Rd., Bronx, NY 10471.

40th & Faraon Sts., St. Joseph, MO 64506.

Address: Box 247, St. Joseph, MO 64506.

Phone: 816-364-2222. Fax: 216-364-3787.

Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual.
 Antenna: 810-ft. above av. terrain, 750-ft. above ground, 1770-ft. above sea level.

Latitude 39° 46' 12"
 Longitude 94° 47' 53"

Address: 40th & Faraon Sts.

Receiving Stations: ADM, 6.1-meter C-band; RCA, 3-meter Ku-band; Andrew, 3-meter C-band; Avantek, Avcom, M/A-Com receivers.

Services: ABC, AP.

Owner: TCS Television Partners (Group Owner).

History: Station established September 13, 1953. Sale to present owner by Malcolm I. Glazer to TCS Television Partners by FCC May 1, 1990 (Television Digest, Vol. 30:8, 26). Sale to Glazer by TCS Television Partners by FCC Sept. 10, 1979 (Vol. 19:24). Previous sale by TCS Television Partners to Group approved by FCC Sept. 10, 1979 (Vol. 19:24). Previous sale by TCS Television Partners to Group approved July 3, 1973 (Vol. 13:29). Sale to ISC by Panax Corp. approved July 2, 1969 (Vol. 8:49; 9:27). Sale by Jesse D. Fine family was approved by FCC July 2, 1969 (Vol. 8:49; 9:27). Sale to Fine family by Kenyon Brown-Bing Crosby group approved July 2, 1969 (Vol. 8:49; 9:27). Sale to Fine family by Kenyon Brown-Bing Crosby group approved Sept. 19, 1957 (Vol. 13:34, 38). Their purchase of the station from Barton Broadcasting Company approved Dec. 31, 1955 (Vol. 11:34, 47, 52).

Station (sales): Katz Television.

Station (legal): Cohn & Marks.

Station (engineering): Lohnes & Culver.

General Manager: J. R. ... executive vice president & general manager.

Sales Manager: ... general sales manager.

Local Sales Manager: ... local sales manager.

Director of Engineering: ... director of engineering.

News Director: ... news director.

Program Director: ... program director.

Promotion Director: ... promotion director.

Business Manager: ... business manager.

Basic Rate: \$600.

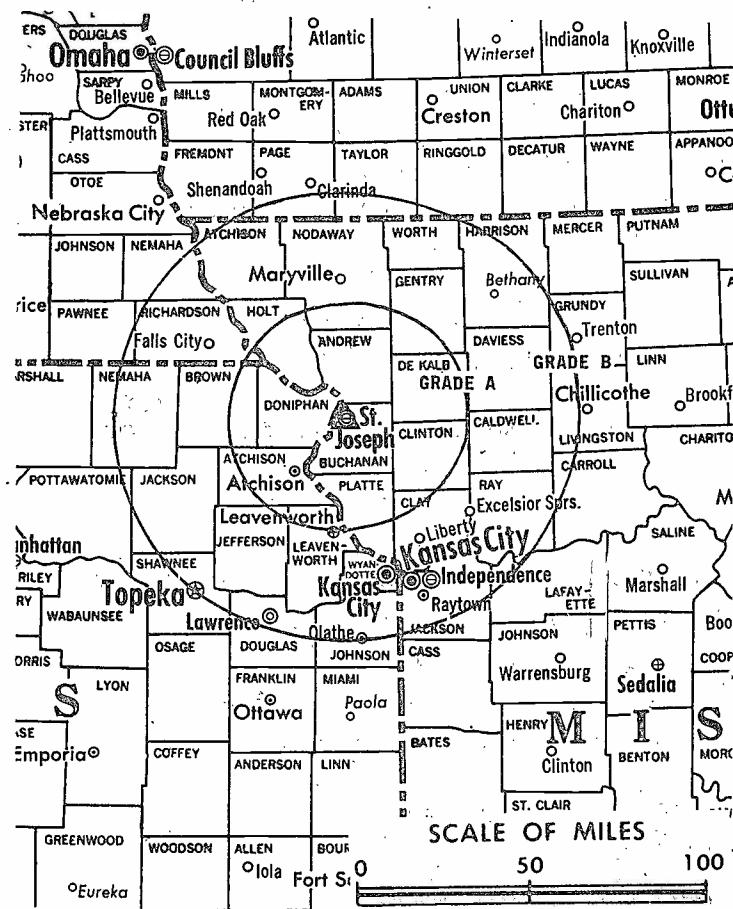
Base Hourly Rate: \$700.

Class: St. Joseph. ADI: St. Joseph. Rank: 187.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.

Based on Arbitron study.

State	County	Total Households	TV Households	%
KANSAS	Brown	4,800	4,700	98
	Doniphan	3,500	3,400	99
	MISSOURI			
	Andrew	5,400	5,300	98
	Atchison	3,100	3,100	100
	Buchanan	32,900	32,500	99
	Daviess	3,400	3,300	97



KQTV BPCT-2219 Granted 12/4/56

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	De Kalb	3,200	3,100	97
	Gentry	3,100	3,000	97
	Grundy	4,700	4,600	98
	Harrison	4,100	4,000	98
	Holt	2,700	2,600	96
	Nodaway	7,600	7,500	99
	Worth	1,100	1,100	100
Between 25-49%	MISSOURI			
	Caldwell	3,200	3,200	100
	Clinton	6,300	6,200	98
	Livingston	5,900	5,800	98
Between 5-24%	NEBRASKA			
	Richardson	4,300	4,200	98
	IOWA			
	Decatur	3,400	3,300	97
	KANSAS			
	Atchison	6,500	6,400	98
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Johnson	131,700	131,100	100
	Leavenworth	20,000	19,800	99
Nemaha	4,200	4,100	98	
Osage	6,100	6,000	98	
MISSOURI	Carroll	4,600	4,500	98
	Linn	6,200	6,100	98
	Mercer	1,600	1,600	100
	Platte	19,600	19,400	99
	Totals		313,600	310,100
Net Weekly Circulation (1990)				104,500
Average Daily Circulation (1990)				55,800

Missouri—St. Joseph

KTAJ

Ch. 16

Network Service: None, independent.

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

Studio: 4410-B, South 40th, St. Joseph, MO 64503.

Mailing Address: 4410 B, South 40th, St. Joseph, MO 64503.

Telephones: 714-641-3222; 213-699-1348.

Technical Facilities: Channel No. 16 (482-488 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1071-ft. above av. terrain, 1027-ft. above ground, 2012-ft. above sea level.

Latitude 39° 39' 03"
Longitude 94° 40' 11"

Transmitter: 1.5-mi. SW of intersection of Hwy. 31 & Rte. E, near Gower.

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

Began Operation: October 7, 1986.

Represented (legal): May & Dunne.

Represented (engineering): Smith & Powstenko.

Personnel:

GARY PENOVITCH, general manager.
EUGENE SEIBEL, station manager & chief engineer.
DONNA SEIBEL, program director.
GINNY WHITSELL, promotion director.

Rates: On request.

City of License: St. Joseph. ADI: St. Joseph. Rank: 187.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

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Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	KANSAS Doniphan	3,500	3,400
Between 5-24%	MISSOURI Gentry	3,100	3,000
Totals		6,600	6,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KDNL-TV

Ch. 30

Service: Fox.

Parent: River City Television Partners, 1215 Cole St., St. Louis, MO 63106.

Address: 1215 Cole St., St. Louis, MO 63106.

Phone: 314-436-3030. Fax: 314-436-5149.

Facilities: Channel No. 30 (566-572 MHz). Authorized power: 2190-kw
 1950-kw horizontal visual, 218.5-kw aural. Antenna: 1135-ft. above av.
 155-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 48"
 Longitude 90° 19' 43"

Address: Kenrick Seminary Grounds, Shrewsbury, MO.

Sound: Stereo only.

Reception: Scientific-Atlanta, 5-meter C-band; RCA Americom, 3.7-
 4.2-meter C-band; M/A-Com, Scientific-Atlanta receivers.

Feeds: AP, CNN.

Parent: Atlantic Bcstg. Co. (Group Owner).

History: Station created June 8, 1969. Sale to Cox Enterprises by Evans Bcstg. approved
 Nov. 25, 1981 (Television Digest, Vol. 21:10) Sale to present owner
 by FCC July 14, 1989 (Vol. 29:9, 37).

Advertiser: MMT Sales Inc.

Agency: Dow, Lohnes & Albertson.

Engineer: Cohen, Dippell & Everist, P.C.

General Manager: [Name], chief executive officer & general manager.

Financial Officer: [Name], chief financial officer.

Station Manager: [Name], vice president & station manager.

National Sales Manager: [Name], national sales manager.

Local Sales Manager: [Name], local sales manager.

Operations Director: [Name], director of station operations.

Program Director: [Name], program director.

Promotion Director: [Name], promotion director.

Finance & Business Affairs: [Name], manager of finance & business affairs.

Traffic Manager: [Name], traffic manager.

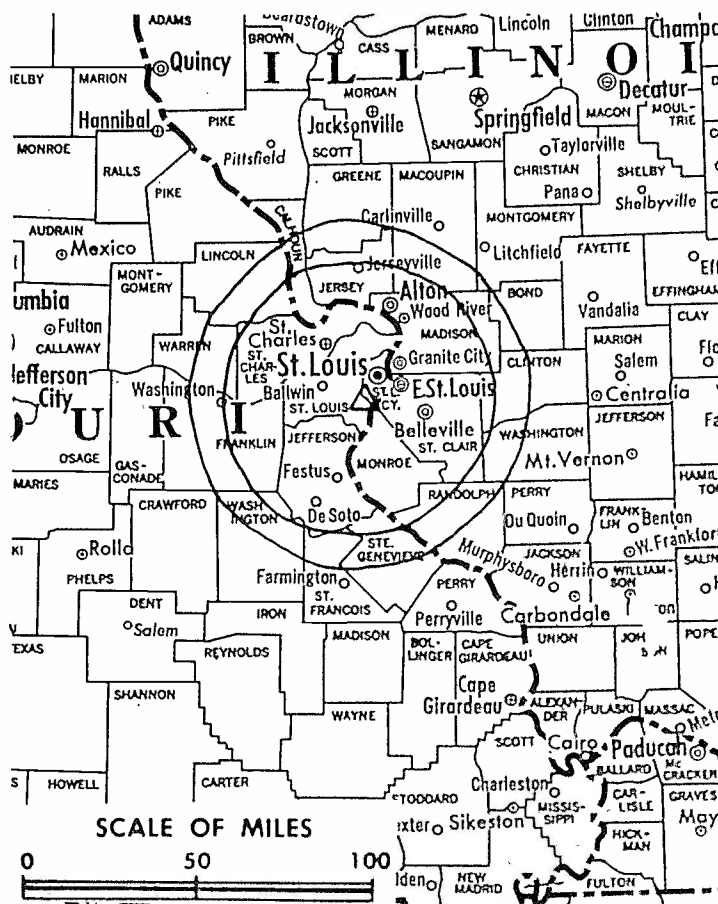
Research Director: [Name], research director.

Sec. Rate: \$3000.

Class: St. Louis. ADI: St. Louis. Rank: 18.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 Figures based on Arbitron study.

State	Total Households	TV Households	%
ILLINOIS			
Greene	6,200	6,100	98
Madison	96,200	95,000	99
Randolph	12,800	12,500	98
St Clair	97,400	95,800	98
Washington	6,000	5,800	97
MISSOURI			
Franklin	27,500	27,200	99
Jefferson	56,700	56,300	99
St Charles	65,700	65,200	99
St Louis	373,200	369,400	99
St Louis City	171,600	169,800	99
ILLINOIS			
Bond	6,300	6,100	97
Calhoun	2,100	2,100	98
Clinton	12,000	11,800	98



KDNL-TV BPCT-790629KI Granted 10/30/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Fayette	8,400	8,200	98
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	MISSOURI			
	Crawford	7,500	7,300	97
	Iron	3,900	3,800	97
	Lincoln	9,600	9,400	98
	Marion	10,700	10,600	99
	Montgomery	4,300	4,200	98
	Perry	6,200	6,100	98
	Phelps	12,300	12,000	98
	Ste Genevieve	5,900	5,800	98
	St Francois	16,400	16,200	99
	Warren	7,000	6,900	99
	Washington	6,800	6,700	99
Between 5-24%	ILLINOIS			
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	Scott	2,300	2,300	100
	MISSOURI			
	Audrain	9,600	9,500	99
	Callaway	11,300	11,100	98
	Dent	5,600	5,400	96
	Gasconade	5,400	5,300	98
Madison	4,800	4,700	98	
Maries	3,100	3,000	97	
Osage	4,300	4,200	98	
Pike	6,000	5,900	98	
Wayne	5,000	4,900	98	
Totals		1,172,100	1,156,700	99
Net Weekly Circulation (1990)			589,800	
Average Daily Circulation (1990)			245,700	

Missouri—St. Louis

KMOV
Ch. 4

Network Service: CBS.

Licensee: Viacom Broadcasting of Missouri Inc., One Memorial Dr., St. Louis, MO 63102.

Studio: One Memorial Dr., St. Louis, MO 63102.

Telephone: 314-621-4444. TWX: 910-761-1024. Telex: 44-7419. Fax: 314-444-3367.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 1110-ft. above av. terrain, 1214-ft. above ground, 1649-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: 1900 Ave. H (Reavis Barracks Rd.), Lemay, MO.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Vertex, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, Scientific-Atlanta receivers.

News Services: AP, CNN.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: July 8, 1954 as KWK-TV. Sale to present owner by CBS Inc. approved by FCC April 4, 1986 (Television Digest, Vol. 25:43, 49; 26:4, 6). Sale to CBS by group which included Robert T. Convey, Globe-Democrat Publishing Co. (Newhouse) and KTSP Inc. approved Oct. 30, 1957 by FCC, but did not begin operation as KMOX-TV until March 16, 1958 (Vol. 13:36, 43, 44, 48; 14:1, 2, 9).

Represented (sales): TeleRep Inc.

Personnel:

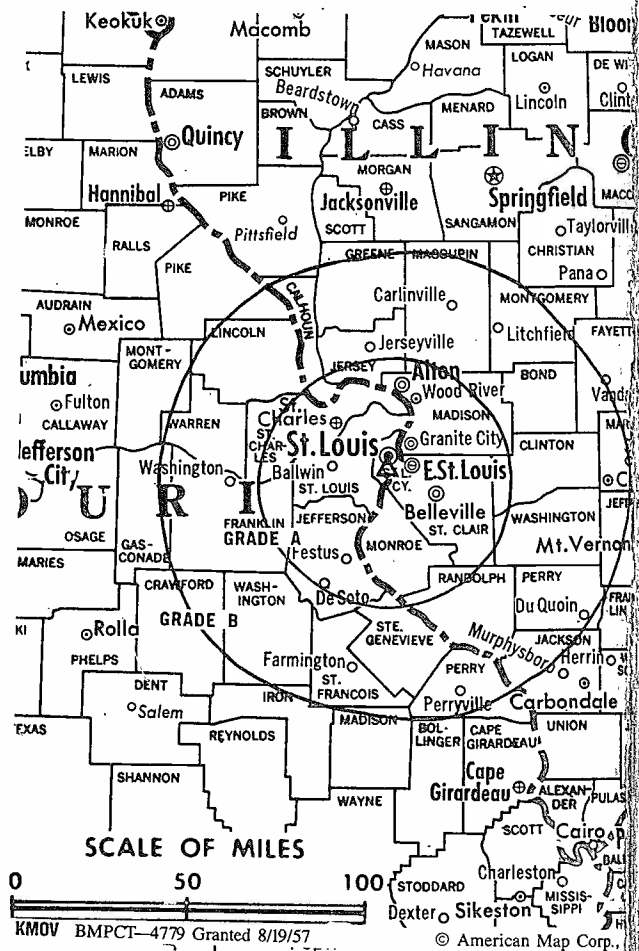
- ALLAN COHEN, vice president & general manager.
- PEGGY MILNER, business manager.
- ROBERT GRISSOM, general sales manager.
- JIM THEISS, national sales manager.
- MARK DORSEY, local sales manager.
- WALTER NICHOL, chief engineer.
- AL HOLZER, director of news.
- DAN DILLON, promotion director.
- LAURA LARRABEE, traffic manager.
- WILBUR ALLMEYER, engineer in charge.
- JIM ROTHSCHILD, director of operations.
- MARY CANNON, director of community affairs.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Randolph	12,800	12,500	98
St Clair	97,400	95,800	98	
Washington	6,000	5,800	97	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MISSOURI		
	Crawford	7,500	7,300
	Franklin	27,500	27,200
	Gasconade	5,400	5,300
	Iron	3,900	3,800
	Jefferson	56,700	56,300
	Lincoln	9,600	9,400
	Montgomery	4,300	4,200
	Perry	6,200	6,100
	Pike	6,000	5,900
	Reynolds	2,800	2,700
	St Charles	65,700	65,200
	Ste Genevieve	5,900	5,800
	St Francois	16,400	16,200
St Louis	373,200	369,400	
Warren	7,000	6,900	
Washington	6,800	6,700	
St Louis City	171,600	169,800	
Between 25-49%	ILLINOIS		
	Perry	9,000	8,800
	Pike	7,400	7,200
	MISSOURI		
Butler	15,000	14,600	
Dent	5,600	5,400	
Madison	4,800	4,700	
Phelps	12,300	12,000	
Between 5-24%	ILLINOIS		
	Adams	26,700	26,300
Franklin	17,900	17,400	
(Continued on page A-689)			
Totals		1,346,900	1,327,700
Net Weekly Circulation (1990)			1,008,500
Average Daily Circulation (1990)			596,000

ouri—St. Louis

KNLC

Ch. 24

(Operates satellite KNLJ, Jefferson City, MO)

Service: None, independent.

New Life Evangelistic Center Inc., 1411 Locust St., St. Louis, MO 63103.

1411 Locust St., St. Louis, MO 63103.

Address: Box 924, St. Louis, MO 63188.

Phone: 314-436-2424.

Facilities: Channel No. 24 (530-536 MHz). Authorized power: 3090-kw total, 309-kw max. aural. Antenna: 1000-ft. above av. terrain, 706-ft. above sea level.

Latitude 38° 21' 40"

Longitude 90° 32' 58"

Address: 6091 Tower Rd., House Springs.

New Life Evangelistic Center Inc. (Group Owner).

Operation: September 12, 1982.

Head (legal): John Midlen Jr.

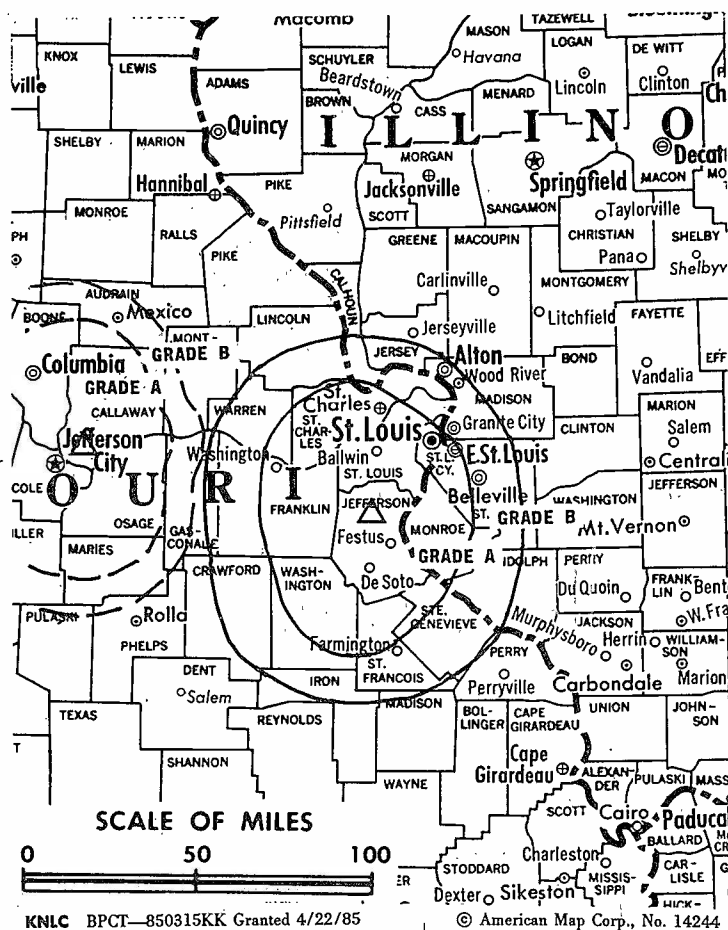
Head (operational): [Name], acting general manager & program director.

Request.

Base: St. Louis. ADI: St. Louis. Rank: 18.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Data based on Arbitron study.

State	County	Total Households	TV Households	%
ILLINOIS	Madison	96,200	95,000	99
	Randolph	12,800	12,500	98
MISSOURI	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Lincoln	9,600	9,400	98
	St. Charles	65,700	65,200	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	St Francois	16,400	16,200	99
	St Louis	373,200	369,400	99
	Washington	6,800	6,700	99
	St Louis City	171,600	169,800	99
Totals		787,300	778,700	99
Net Weekly Circulation (1990)			60,200	
Average Daily Circulation (1990)			14,700	

Missouri—St. Louis

KPLR-TV

Ch. 11

Network Service: None, independent.

Licensee: Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

Studio: 4935 Lindell Blvd., St. Louis, MO 63108.

Telephone: 314-367-7211. TWX: 910-761-1093. Fax: 314-454-6428.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulstat, 5-meter C-band; Microdyne, 3.66-meter Ku-band Saturn, 3.1-meter Ku-band; Harris, Gardiner, M/A-Com, Microdyne, Sony receivers.

News Services: AP, CNN, UPI.

Ownership: Koplars Communications Inc. (Group Owner).

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

TED KOPLAR, president.

ROBERT W. FULSTONE, vice president & general manager.

JIM WRIGHT, vice president, operations.

DAN NEUMANN, vice president, administrative & strategic planning.

DENNY VAN VALKENBURGH, general sales manager.

TIM MCKERNAN, director of sales.

SUZI SCHRAPPEN, director of creative services.

HOWARD STEVENS, director of programming.

JIM WINKLE, production manager.

GIL ENGLER, news director.

WADE LINK, director of design.

JAN PENDLETON, traffic manager.

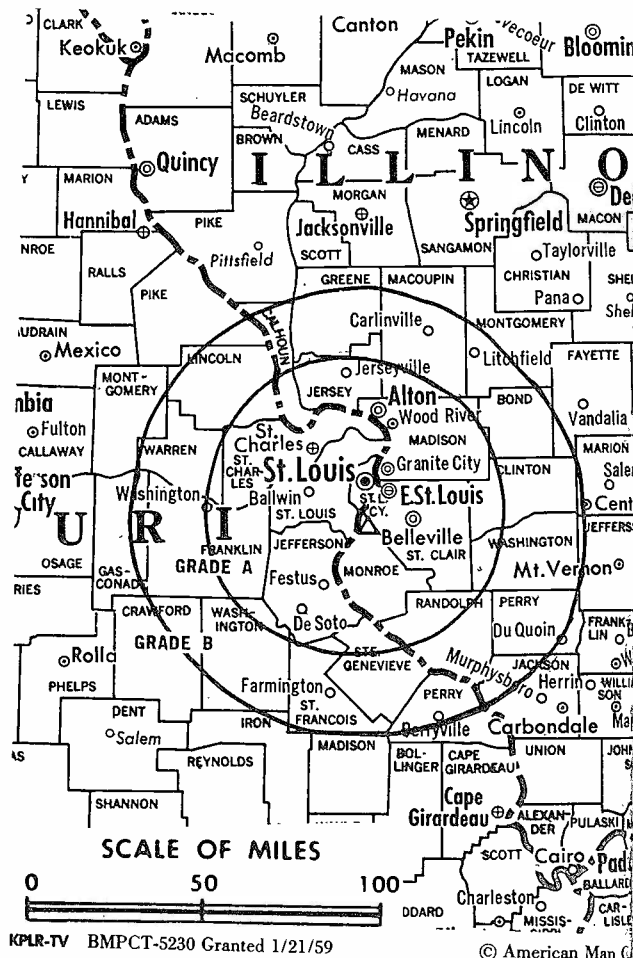
GLORIA SAWYER, public affairs director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clay	6,200	6,000	97
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Scott	2,300	2,300
	Washington	6,000	5,800
	MISSOURI		
	Crawford	7,500	7,300
	Franklin	27,500	27,200
	Gasconade	5,400	5,300
	Iron	3,900	3,800
	Jefferson	56,700	56,300
	Lincoln	9,600	9,400
	Montgomery	4,300	4,200
	Perry	6,200	6,100
	Pike	6,000	5,900
	St Charles	65,700	65,200
	St Genevieve	5,900	5,800
St Francois	16,400	16,200	
St Louis	373,200	369,400	
Warren	7,000	6,900	
Washington	6,800	6,700	
St Louis City	171,600	169,800	
Between 25-49%	ILLINOIS		
	Adams	26,700	26,300
	Christian	14,400	14,100
	Effingham	12,300	11,900
	Jefferson	16,000	15,500
	Morgan	14,500	14,100
	Richland	6,900	6,700
MISSOURI			
Audrain	9,600	9,500	
Butler	15,000	14,600	
(Continued on page A-689)			
Totals		1,471,600	1,449,600
Net Weekly Circulation (1990)			884,600
Average Daily Circulation (1990)			417,000

uri—St. Louis

KSDK
Ch. 5

Service: NBC.
Multimedia KSDK Inc.
Revision Plaza, 1000 Market St., St. Louis, MO 63101.
314-421-5055. TWX: 910-761-1037.
Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual.
Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above sea level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Address: 6871 Heege Rd., St. Louis County, MO.

TV Sound: Stereo only.

Transmit Stations: Transmit/receive Harris, 6.1-meter Ku-band; Anixter-Mark, 3-meter Ku-band; Harris, 3-meter Ku-band; Comtech, 5-meter C-band; Microdyne, 3-meter Ku-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne, Standard Electronics receivers.

Dish: BAF/Andrew, 2.3-meter Ku-band.

Services: AP, NBC, UPI.

Multimedia Broadcasting Co. (Group Owner).

Origin: February 8, 1947. Assignment of license to present owner by FCC approved by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; Part B).

Advertiser: Katz Television.

Agency: Dow, Lohnes & Albertson.

Engineer: Jules Cohen & Associates.

PEITTE, vice president & general manager.

L, vice president, engineering.

EWEL, general sales manager.

Z, national sales manager.

ER, local sales manager.

RASE, director, broadcast operations.

L, community relations manager.

MATS, director of news.

THEWS, research & marketing manager.

KE, business manager.

CY, program administrator.

director of creative services.

G, public relations director.

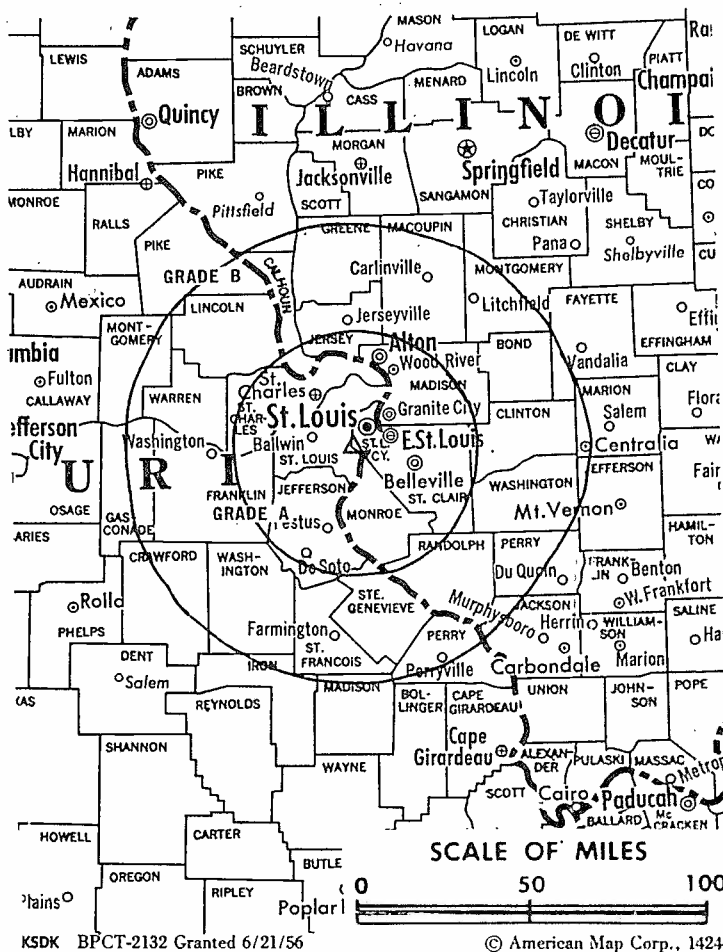
Request.

BASE HOURLY RATE: \$2350.

License: St. Louis. ADI: St. Louis. Rank: 18.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Circulation based on Arbitron study.

State	Total Households	TV Households	%
ILLINOIS			
Bond	6,300	6,100	97
Calhoun	2,100	2,100	98
Clinton	12,000	11,800	98
Fayette	8,400	8,200	98
Greene	6,200	6,100	98
Jefferson	16,000	15,500	97
Jersey	7,400	7,200	97
Macoupin	20,100	19,700	98
Madison	96,200	95,000	99
Marion	17,600	17,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
Iron	3,900	3,800	97	
Jefferson	56,700	56,300	99	
Lincoln	9,600	9,400	98	
Madison	4,800	4,700	98	
Montgomery	4,300	4,200	98	
Perry	6,200	6,100	98	
Pike	6,000	5,900	98	
St Charles	65,700	65,200	99	
Ste Genevieve	5,900	5,800	98	
St Francois	16,400	16,200	99	
St Louis	373,200	369,400	99	
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
St Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Effingham	12,300	11,900	97
	Morgan	14,500	14,100	97
Pike	7,400	7,200	97	

(Continued on page A-690)

Totals	1,474,000	1,452,300	99
Net Weekly Circulation (1990)			1,079,500
Average Daily Circulation (1990)			734,900

Missouri—St. Louis

KPLR-TV

Ch. 11

Network Service: None, independent.

Licensee: Koplars Communications Inc., 4935 Lindell Blvd., St. Louis, MO 63108.

Studio: 4935 Lindell Blvd., St. Louis, MO 63108.

Telephone: 314-367-7211. TWX: 910-761-1093. Fax: 314-454-6428.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55-kw aural. Antenna: 1007-ft. above av. terrain, 1214-ft. above ground, 1506-ft. above sea level.

Latitude 38° 31' 47"
Longitude 90° 17' 58"

Transmitter: Reavis Barracks Rd. & Ave. H, Lemay, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9.1-meter C-band; Harris, 11-meter C-band; Simulstat, 5-meter C-band; Microdyne, 3.66-meter Ku-band Saturn, 3.1-meter Ku-band; Harris, Gardiner, M/A-Com, Microdyne, Sony receivers.

News Services: AP, CNN, UPI.

Ownership: Koplars Communications Inc. (Group Owner).

Began Operation: April 28, 1959.

Represented (sales): Petry Television Inc.

Represented (legal): Koteen & Naftalin.

Represented (engineering): Jules Cohen & Associates.

Personnel:

TED KOPLAR, president.

ROBERT W. FULSTONE, vice president & general manager.

JIM WRIGHT, vice president, operations.

DAN NEUMANN, vice president, administrative & strategic planning.

DENNY VAN VALKENBURGH, general sales manager.

TIM MCKERNAN, director of sales.

SUZI SCHRAPPEN, director of creative services.

HOWARD STEVENS, director of programming.

JIM WINKLE, production manager.

GIL ENGLER, news director.

WADE LINK, director of design.

JAN PENDLETON, traffic manager.

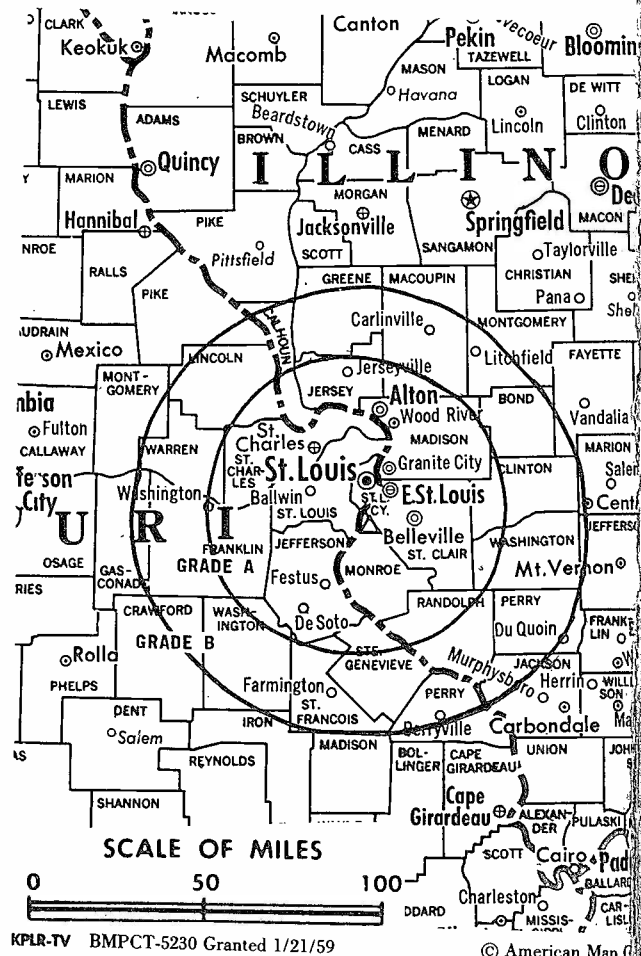
GLORIA SAWYER, public affairs director.

Highest 30 Sec. Rate: \$3000.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clay	6,200	6,000	97
	Clinton	12,000	11,800	98
	Fayette	8,400	8,200	98
	Greene	6,200	6,100	98
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Scott	2,300	2,300
	Washington	6,000	5,800
	MISSOURI		
	Crawford	7,500	7,300
	Franklin	27,500	27,200
	Gasconade	5,400	5,300
	Iron	3,900	3,800
	Jefferson	56,700	56,300
	Lincoln	9,600	9,400
	Montgomery	4,300	4,200
	Perry	6,200	6,100
	Pike	6,000	5,900
	St Charles	65,700	65,200
	St Genevieve	5,900	5,800
St Francois	16,400	16,200	
St Louis	373,200	369,400	
Warren	7,000	6,900	
Washington	6,800	6,700	
St Louis City	171,600	169,800	
Between 25-49%	ILLINOIS		
	Adams	26,700	26,300
	Christian	14,400	14,100
	Effingham	12,300	11,900
	Jefferson	16,000	15,500
	Morgan	14,500	14,100
	Richland	6,900	6,700
MISSOURI			
Audrain	9,600	9,500	
Butler	15,000	14,600	
(Continued on page A-689)			
Totals		1,471,600	1,449,600
Net Weekly Circulation (1990)			884,000
Average Daily Circulation (1990)			417,000

St. Louis

KSDK
Ch. 5

Service: NBC.

Multimedia KSDK Inc.

Division Plaza, 1000 Market St., St. Louis, MO 63101.

Phone: 314-421-5055. TWX: 910-761-1037.

Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual.
Antenna: 1090-ft. above av. terrain, 1159-ft. above ground, 1649-ft. above level.

Latitude 38° 34' 05"
Longitude 90° 19' 55"

Address: 6871 Heege Rd., St. Louis County, MO.

Sound: Stereo only.

Transmit/receive Harris, 6.1-meter Ku-band; Anixter-Mark, 3-meter Ku-band; Harris, 3-meter Ku-band; Comtech, 5-meter C-band; Microdyne, 3.7-meter Ku-band; RCA, 3.7-meter Ku-band; Comtech, Microdyne, Standard Electronics receivers.

Dish: BAF/Andrew, 2.3-meter Ku-band.

Services: AP, NBC, UPI.

Multimedia Broadcasting Co. (Group Owner).

Origin: February 8, 1947. Assignment of license to present owner by FCC Feb. 17, 1983 (Television Digest, Vol. 21:12; 1983).

Advertiser: Katz Television.

Agency: Dow, Lohnes & Albertson.

Engineer: Jules Cohen & Associates.

PEITTE, vice president & general manager.

L, vice president, engineering.

EWEL, general sales manager.

, national sales manager.

ER, local sales manager.

RASE, director, broadcast operations.

D, community relations manager.

B, MATS, director of news.

HEWS, research & marketing manager.

KE, business manager.

CY, program administrator.

director of creative services.

LIG, public relations director.

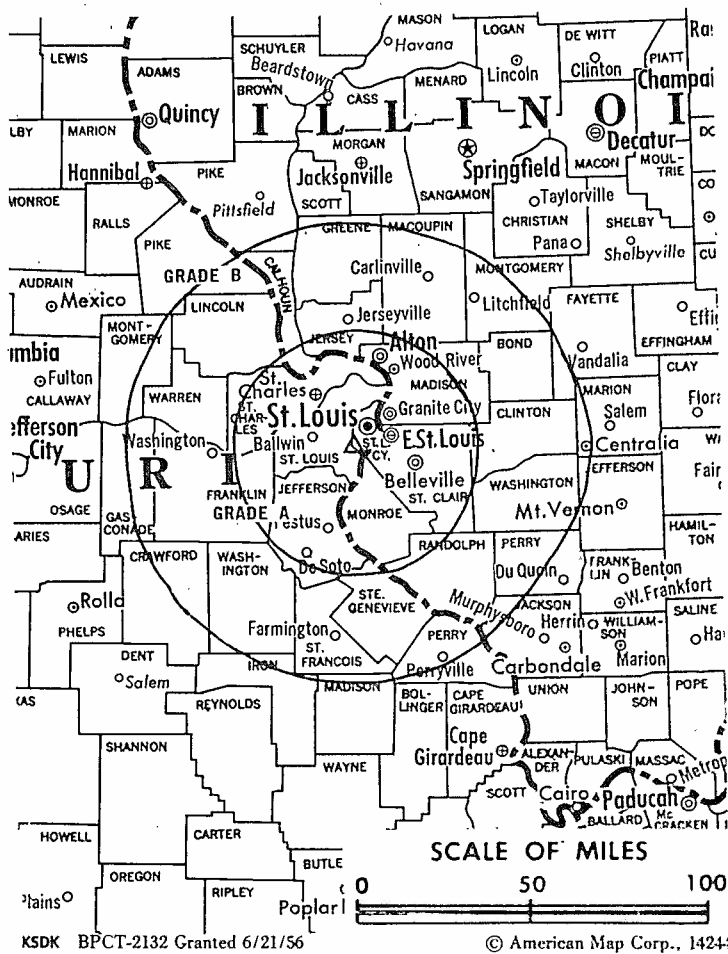
Request.

BASE HOURLY RATE: \$2350.

License: St. Louis. ADI: St. Louis. Rank: 18.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Data based on Arbitron study.

State County	Total Households	TV Households	%
ILLINOIS			
Bond	6,300	6,100	97
Calhoun	2,100	2,100	98
Clinton	12,000	11,800	98
Fayette	8,400	8,200	98
Greene	6,200	6,100	98
Jefferson	16,000	15,500	97
Jersey	7,400	7,200	97
Macoupin	20,100	19,700	98
Madison	96,200	95,000	99
Marion	17,600	17,200	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Perry	9,000	8,800	98
	Randolph	12,800	12,500	98
	St Clair	97,400	95,800	98
	Washington	6,000	5,800	97
	MISSOURI			
	Crawford	7,500	7,300	97
	Franklin	27,500	27,200	99
	Gasconade	5,400	5,300	98
Iron	3,900	3,800	97	
Jefferson	56,700	56,300	99	
Lincoln	9,600	9,400	98	
Madison	4,800	4,700	98	
Montgomery	4,300	4,200	98	
Perry	6,200	6,100	98	
Pike	6,000	5,900	98	
St Charles	65,700	65,200	99	
Ste Genevieve	5,900	5,800	98	
St Francois	16,400	16,200	99	
St Louis	373,200	369,400	99	
Warren	7,000	6,900	99	
Washington	6,800	6,700	99	
St Louis City	171,600	169,800	99	
Between 25-49%	ILLINOIS			
	Effingham	12,300	11,900	97
	Morgan	14,500	14,100	97
Pike	7,400	7,200	97	

(Continued on page A-690)

Totals	1,474,000	1,452,300	99
Net Weekly Circulation (1990)			1,079,500
Average Daily Circulation (1990)			734,900

Missouri—St. Louis

KTVI
Ch. 2

Network Service: ABC.

Licensee: KTVI-TV Inc., 5915 Berthold Ave., St. Louis, MO 63110.

Studio: 5915 Berthold Ave., St. Louis, MO 63110.

Telephone: 314-647-2222. TWX: 314-556-0082. Fax: 314-647-3637.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1085-ft. above av. terrain, 1049-ft. above ground, 1649-ft. above sea level.

Latitude 38° 32' 07"
Longitude 90° 22' 23"

Transmitter: 10001 Emil Ave., Sappington, MO.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Microdyne, 3.66-meter Ku-band; Vertex, 4.5-meter Ku & C-band; Avantek, M/A-Com, Standard Communications receivers.

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

News Services: AP, UPI.

Ownership: Times Mirror Broadcasting (Group Owner).

Began Operation: August 10, 1953 as WTVI, Ch. 54, Belleville, IL-St. Louis; on April 9, 1955 shifted facilities to Ch. 36 acquired from off-air KSTM-TV (Television Digest, Vol. 11:16). March 20, 1957, left air temporarily for changeover to Ch. 2; resumed operation April 15, 1957 (Vol. 14:6, 12). Sale of 74% by Harry Tenenbaum, Paul E. Peltason and associates to Newhouse Bcstg., increasing its holdings to 100% was approved by FCC June 10, 1964. Sale to present owner approved March 7, 1980 (Vol. 18:50; 19:19).

Represented (sales): Blair Television.

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Lohnes & Culver.

Personnel:

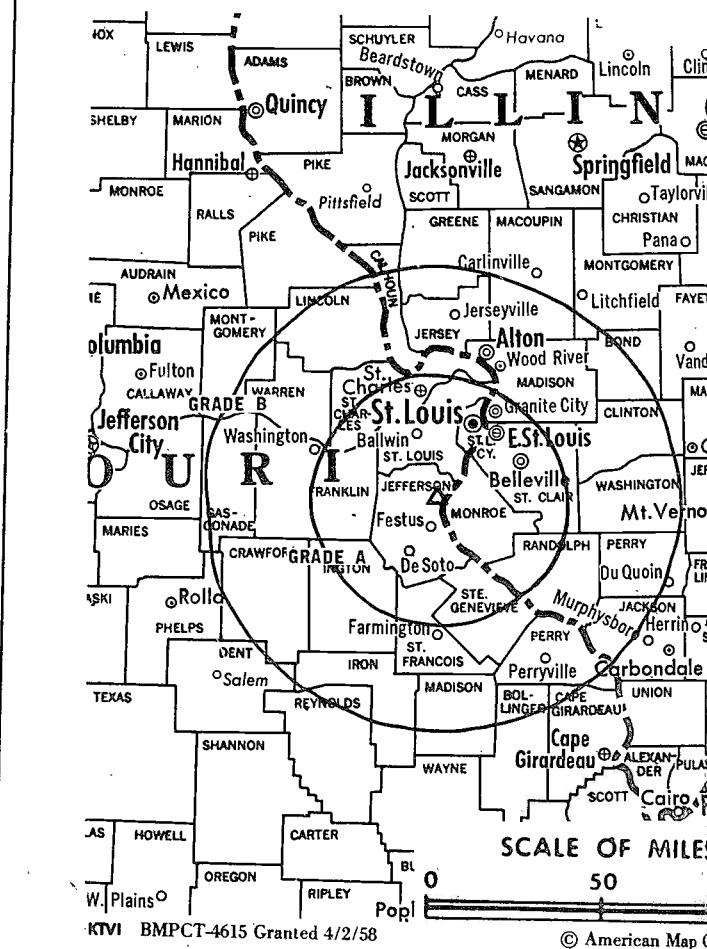
A. WAYNE THOMAS, vice president & general manager.
MARSHALL W. GALLIERS, v. p., station & director of sales.
WILLIAM M. BERRA, news director.
SUSAN C. MATTHEWS, program director.
TERRY B. DUNNING, local sales manager.
KEVIN L. HARLAN, national sales manager.
CASON W. CAPPS, chief engineer.
CRAIG R. GHIOTTI, controller/treasurer.
ROBERT EARL SMITH, director of creative services.

Rates: On request.

City of License: St. Louis. ADI: St. Louis. Rank: 18.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ILLINOIS			
	Bond	6,300	6,100	97
	Calhoun	2,100	2,100	98
	Clinton	12,000	11,800	98
	Greene	6,200	6,100	98
	Jefferson	16,000	15,500	97
	Jersey	7,400	7,200	97
	Macoupin	20,100	19,700	98
	Madison	96,200	95,000	99
	Marion	17,600	17,200	98
	Monroe	8,100	7,900	98
	Montgomery	12,400	12,100	98
	Pike	7,400	7,200	97
	Randolph	12,800	12,500	98
St Clair	97,400	95,800	98	
Washington	6,000	5,800	97	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MISSOURI		
	Crawford	7,500	7,300
	Franklin	27,500	27,200
	Gasconade	5,400	5,300
	Iron	3,900	3,800
	Jefferson	56,700	56,300
	Lincoln	9,600	9,400
	Madison	4,800	4,700
	Montgomery	4,300	4,200
	Perry	6,200	6,100
	Pike	6,000	5,900
	Reynolds	2,800	2,700
	St Charles	65,700	65,200
	Ste Genevieve	5,900	5,800
St Francois	16,400	16,200	
St Louis	373,200	369,400	
Warren	7,000	6,900	
Washington	6,800	6,700	
St Louis City	171,600	169,800	
Between 25-49%	ILLINOIS		
	Fayette	8,400	8,200
	Scott	2,300	2,300
Between 5-24%	MISSOURI		
	Marion	10,700	10,600
	Phelps	12,300	12,000
Between 5-24%	IOWA		
Lee	16,400	16,200	
(Continued on page A-690)			
Totals		1,281,100	1,263,300
Net Weekly Circulation (1990)			939,700
Average Daily Circulation (1990)			491,400

uri—St. Louis-East St. Louis, Illinois

WHSL

Ch. 46

Service: None, independent.

Roberts Bcstg. Co., 1408 N. Kingshighway Blvd., Suite 202, St. Louis, MO

314-367-4600.

Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw
 total, 500-kw max. aural. Antenna: 1132-ft. above av. terrain, 820-ft. above
 719-ft. above sea level.

Latitude 38° 23' 30"

Longitude 90° 29' 16"

Butler Hill & Hageman Rds., St. Louis.

Roberts Bcstg. Co.

Operation: September 11, 1989.

Legal: Hogan & Hartson.

Engineering: E. Harold Munn Jr. & Associates Inc..

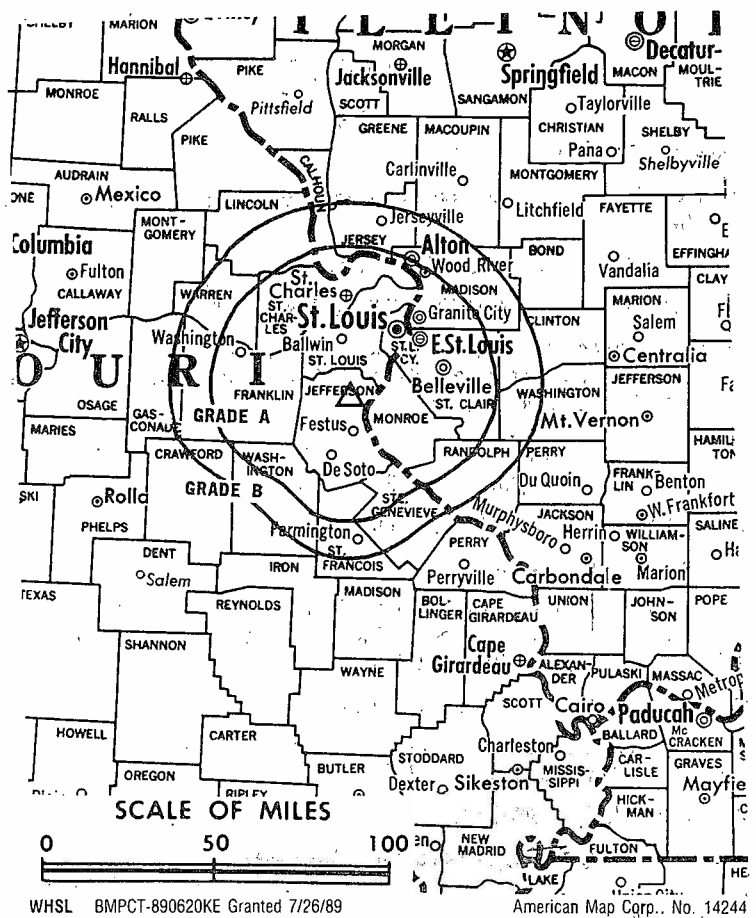
ROBERTS, general manager.

ROBERTS, sales manager.

MEY, chief engineer.

request.

data: Not available.



City of License: East St. Louis. ADI: St. Louis. Rank: 18.

Missouri—Springfield

KDEB-TV

Ch. 27

Network Service: Fox.

Licensee: Woods Communications Group Inc., 3000 E. Cherry St., Springfield, MO 65802.

Studio: 3000 E. Cherry St., Springfield, MO 65802.

Telephone: 417-862-2727. TWX: 62938402. Fax: 417-831-4209.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1688-ft. above av. terrain, 1592-ft. above ground, 3147-ft. above sea level.

Latitude 37° 11' 40"
Longitude 92° 56' 04"

Transmitter: 2.5-mi. NNE of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Anixter-Mark, 5-meter C-band; AFC, 3.9-meter Ku-band; DX Communications, Harris, M/A-Com, Standard Components, Scientific-Atlanta receivers.

Ownership: Charles Woods, (Group Owner).

Began Operation: October 2, 1968. Sale to present owner by Kenneth E. Meyer, et al., approved by FCC March 18, 1985.

Represented (sales): Seltel Inc.

Represented (engineering): Jules Cohen & Associates.

Personnel:

CHARLES WOODS, president.

DEBORAH W. CORBETT, general manager.

J. KEITH ABERCROMBIE, general sales manager.

ELIZABETH TUCKER, national sales manager.

RANDY SELVIDGE, chief engineer.

NANCY BINGHAM, program director.

DAVE LOGAN, promotion director.

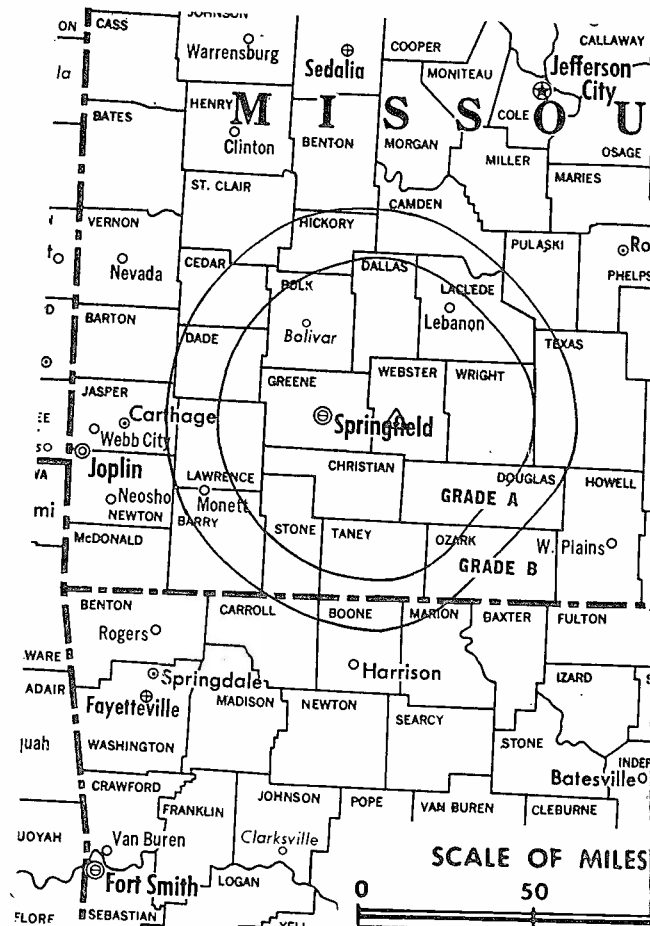
TIM BRYAN, business manager.

Highest 30 Sec. Rate: \$125.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MISSOURI			
	Barry	10,600	10,400	98
	Camden	10,700	10,500	98
	Cedar	5,100	5,000	98
	Christian	11,000	10,800	98
	Dade	3,200	3,200	100
	Dallas	5,200	5,100	98
	Douglas	4,700	4,600	98
	Greene	79,400	78,600	99
	Hickory	3,300	3,200	97
	Laclede	10,400	10,200	98
	Lawrence	12,100	11,900	98
	Ozark	3,600	3,500	97
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96



KDEB-TV BMPCT-860327KE Granted 5/27/86

© American Map Corp., N

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Webster	8,200	8,000
	Wright	6,300	6,100
Between 25-49%	ARKANSAS		
	Boone	11,800	11,600
	Carroll	8,100	8,000
	Marion	5,300	5,200
	Newton	3,200	3,100
MISSOURI	Benton	5,500	5,300
	Howell	12,000	11,500
	Miller	8,300	8,200
Between 5-24%	ARKANSAS		
	Baxter	13,800	13,500
	Fulton	4,500	4,300
	Izard	4,500	4,300
	Madison	4,800	4,600
	MISSOURI		
	Barton	4,800	4,700
Dent	5,600	5,400	
Jasper	35,600	35,100	
Morgan	6,200	6,100	
Oregon	4,000	3,800	
Phelps	12,300	12,000	
Vernon	7,800	7,600	
Totals		385,200	377,300
Net Weekly Circulation (1990)			190,000
Average Daily Circulation (1990)			89,700

Springfield

KOLR
Ch. 10

Service: CBS.

Independent Broadcasting Co., Box 1716, Springfield, MO 65801.

20 E. Division St., Springfield, MO 65803.

Address: Box 1716, Springfield, MO 65801-1716.

Phone: 417-862-1010. TWX: 910-775-4718.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 282-kw
2-kw aural. Antenna: 2070-ft. above av. terrain, 1997-ft. above ground,
above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

State Hwy. FF near Fordland, MO.

TV Sound: Stereo only.

Transmitters: Scientific-Atlanta, 7-meter; Scientific-Atlanta, 4.6-meter;
Scientific-Atlanta Ku-band; Scientific-Atlanta receivers.

Service: AP.

Independent Broadcasting Co.

Station: March 14, 1953.

(sales): Katz Television.

(legal): Peper, Martin, Jensen, Maichel & Hetlage.

President & general manager.

General sales manager.

National sales manager.

News director.

Program operations director.

Chief engineer.

Promotion director.

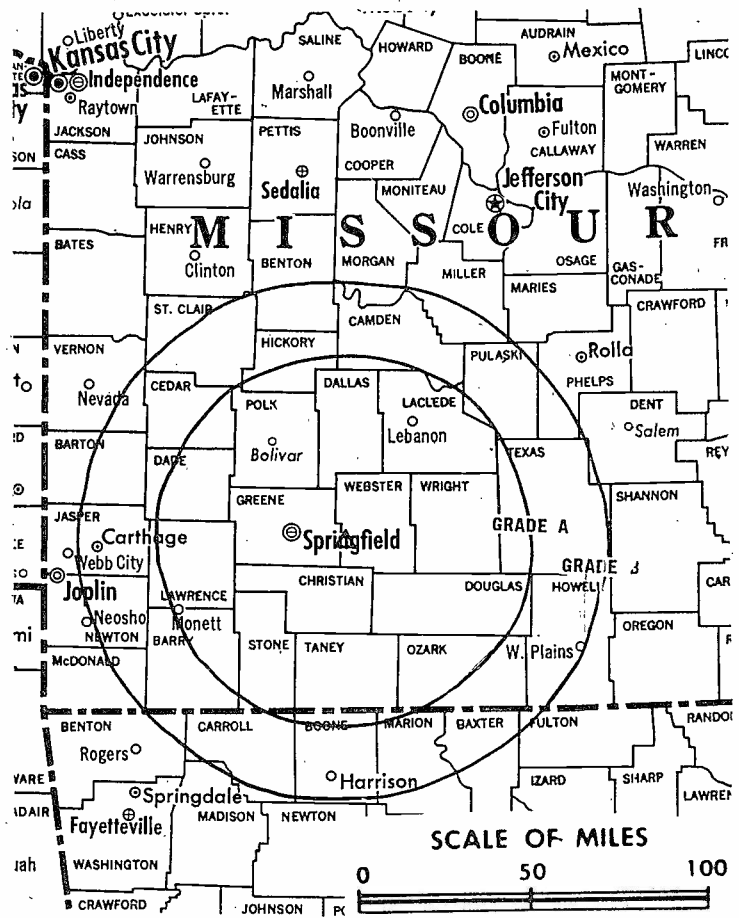
Business manager.

Rate: \$550.

Springfield, MO. Rank: 83.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households	%
ARKANSAS			
Baxter	13,800	13,500	98
Boone	11,800	11,600	98
Carroll	8,100	8,000	99
Fulton	4,500	4,300	96
Izard	4,500	4,300	96
Marion	5,300	5,200	98
Newton	3,200	3,100	97
MISSOURI			
Barry	10,600	10,400	98
Benton	5,500	5,300	96
Camden	10,700	10,500	98
Cedar	5,100	5,000	98
Christian	11,000	10,800	98
Dade	3,200	3,200	100
Dallas	5,200	5,100	98
Dent	5,600	5,400	96
Douglas	4,700	4,600	98
Greene	79,400	78,600	99
Hickory	3,300	3,200	97
Howell	12,000	11,500	96
Laclede	10,400	10,200	98



KOLR BPCT-4549 Granted 12/12/72

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lawrence	12,100	11,900	98
	Ozark	3,600	3,500	97
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96
	Webster	8,200	8,000	98
	Wright	6,300	6,100	97
	Between 25-49%	ARKANSAS		
Madison		4,800	4,600	96
Searcy		3,600	3,500	97
Sharp		6,500	6,300	97
MISSOURI				
Henry		8,300	8,200	99
Miller	8,300	8,200	99	
Oregon	4,000	3,800	95	
Phelps	12,300	12,000	98	
Vernon	7,800	7,600	97	
Between 5-24%	ARKANSAS			
	Benton	37,400	36,700	98
	Washington	42,300	41,500	98
	MISSOURI			
	Barton	4,800	4,700	98
	Mc Donald	6,300	6,200	98
Marion	3,100	3,000	97	
Morgan	6,200	6,100	98	
Totals		457,100	447,600	98
Net Weekly Circulation (1990)			290,200	
Average Daily Circulation (1990)			168,800	

Missouri—Springfield

KSPR
Ch. 33

Network Service: ABC.

Licensee: Davis-Goldfarb Company, 2121 Ave. of the Stars, 28th Floor, Los Angeles, CA 90067.

Studio: 1359 St. Louis St., Springfield, MO 65802.

Telephone: 417-831-1333. Fax: 417-831-4125.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 5010-kw max. & 1580-kw horizontal visual, 110-kw max. & 100-kw horizontal aural. Antenna: 1995-ft. above av. terrain, 1816-ft. above ground, 3390-ft. above sea level.

Latitude 37° 13' 08"
Longitude 92° 56' 56"

Transmitter: 4-mi. N of Fordland, MO.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Harris, 6.1-meter C-band; Andrew, 4.5-meter C-band; RCA, 3.7-meter Ku-band; Andrew, Gardiner, Harris receivers.

News Services: ABC, AP, CNN.

Ownership: Davis-Goldfarb Co. (Group Owner).

Began Operation: March 9, 1983. Sale to present owner approved by FCC Dec. 1, 1988. Sale to GoTrin Communications Inc. by Lorimar-Telepictures approved by FCC Feb. 12, 1988 (Television Digest, Vol. 28:17). Sale to Lorimar-Telepictures by Springfield TV Assoc. Ltd. approved Dec. 12, 1984.

Represented (sales): Petry Television Inc.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): Hammett & Edison Inc.

Personnel:

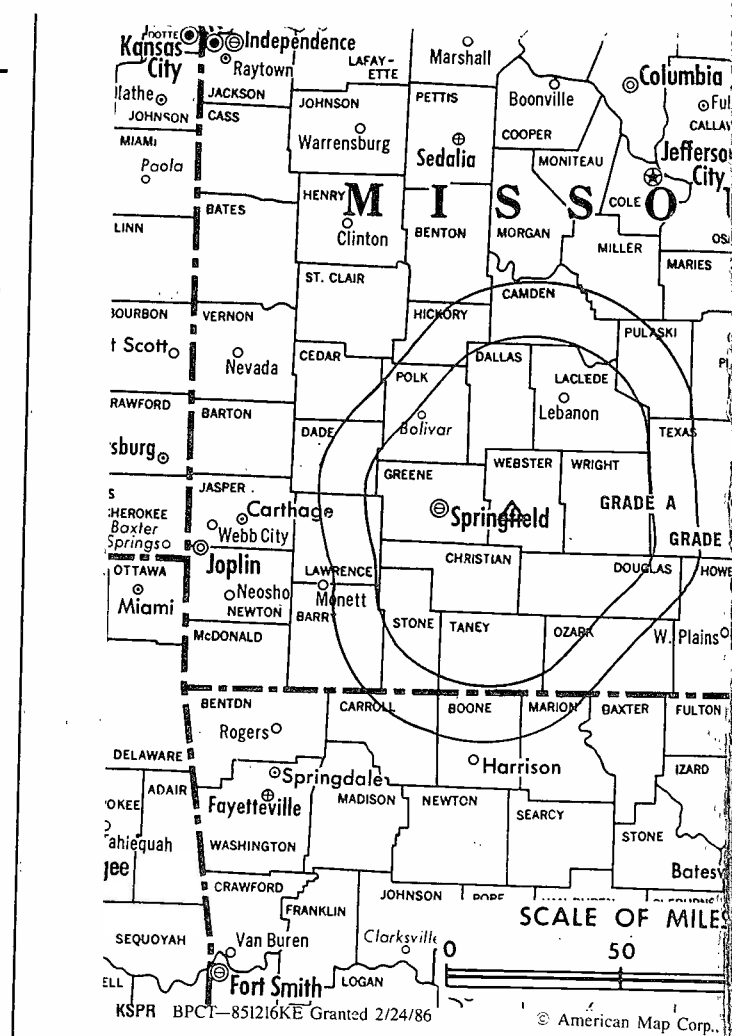
BARBARA E. GOLDFARB, general manager.
RANDY COLLARD, general sales manager.
PAULA RINGER, operations director.
JIM WARE, news director.
LELAND SANDERS, program director.
TONY FOUTS, assistant operations manager.
SHERRY YATES, controller.
GAYLE KIRCHNER, promotion manager.
KIRK LEMONS, chief engineer.
BETTY ALLEY, traffic manager.

Highest 30 Sec. Rate: \$700.

City of License: Springfield. ADI: Springfield, MO. Rank: 83.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARKANSAS			
	Boone	11,800	11,600	98
	Marion	5,300	5,200	98
	MISSOURI			
	Camden	10,700	10,500	98
	Christian	11,000	10,800	98
	Dade	3,200	3,200	100
	Dallas	5,200	5,100	98
	Douglas	4,700	4,600	98
	Greene	79,400	78,600	99
Hickory	3,300	3,200	97	
Laclede	10,400	10,200	98	
Lawrence	12,100	11,900	98	
Ozark	3,600	3,500	97	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Polk	7,800	7,600
	Pulaski	12,000	11,800
	Stone	7,700	7,500
	Taney	10,900	10,700
	Texas	8,400	8,100
	Webster	8,200	8,000
	Wright	6,300	6,100
Between 25-49%	ARKANSAS		
	Baxter	13,800	13,500
	Carroll	8,100	8,000
	Newton	3,200	3,100
	MISSOURI		
Barry	10,600	10,400	
Benton	5,500	5,300	
Cedar	5,100	5,000	
Dent	5,600	5,400	
Howell	12,000	11,500	
Miller	8,300	8,200	
St Clair	3,500	3,400	
Between 5-24%	ARKANSAS		
	Fulton	4,500	4,300
	Madison	4,800	4,600
	MISSOURI		
	Barton	4,800	4,700
	Morgan	6,200	6,100
	Oregon	4,000	3,800
	Phelps	12,300	12,000
Shannon	3,000	2,800	
Vernon	7,800	7,600	
Totals		345,100	337,900
Net Weekly Circulation (1990)			197,600
Average Daily Circulation (1990)			98,100

Springfield

KYTV

Ch. 3

Service: NBC.

Box 3500, Springfield, MO 65808.

W. Sunshine, Springfield, MO 65807.

417-866-2766. TWX: 910-775-4714.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 95.5-kw visual, 100-w audio. Antenna: 2040-ft. above av. terrain, 2000-ft. above ground, 3565-ft. above sea level.

Latitude 37° 10' 11"
Longitude 92° 56' 30"

Site: 0.7-mi. N of Fordland, MO.

Transmitters: 6 in operation; Harris, M/A-Com, Scientific-Atlanta receivers.

Dish: DX.

License: AP.

Owner: Schurz Communications Inc. (Group Owner).

Origin: October 1, 1953. Sale to present owner by Harte-Hanks Communications Inc. approved by FCC Feb. 19, 1987 (Television Digest, Vol. 26:46). Sold to Harte-Hanks by Grand Prairie Investment Co. & Mark Twain Media Inc. approved by FCC Oct. 13, 1978 (Vol. 18:21).

Advertiser: Blair Television.

Agency: Hogan & Hartson.

Engineer: A. D. Ring & Associates.

President & general manager: [Name obscured]

General sales manager: [Name obscured]

National sales manager: [Name obscured]

Programming & public affairs director: [Name obscured]

Production manager: [Name obscured]

Advertising & events coordinator: [Name obscured]

Chief engineer: [Name obscured]

News director: [Name obscured]

Business manager: [Name obscured]

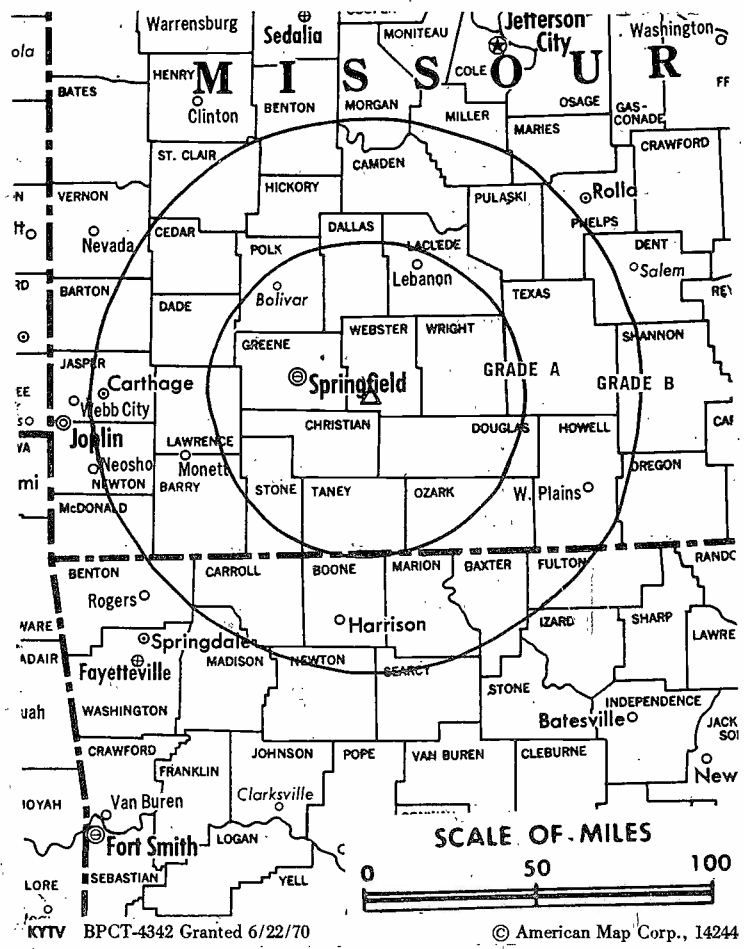
Sec. Rate: \$1200.

Base Hourly Rate: \$2300.

Office: Springfield. ADI: Springfield, MO. Rank: 83.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
ARKANSAS			
Baxter	13,800	13,500	98
Boone	11,800	11,600	98
Carroll	8,100	8,000	99
Fulton	4,500	4,300	96
Izard	4,500	4,300	96
Madison	4,800	4,600	96
Marion	5,300	5,200	98
Newton	3,200	3,100	97
MISSOURI			
Barry	10,600	10,400	98
Benton	5,500	5,300	96
Camden	10,700	10,500	98
Cedar	5,100	5,000	98
Christian	11,000	10,800	98
Dade	3,200	3,200	100
Dallas	5,200	5,100	98
Dent	5,600	5,400	96
Douglas	4,700	4,600	98
Greene	79,400	78,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hickory	3,300	3,200	97
	Howell	12,000	11,500	96
	Laclede	10,400	10,200	98
	Lawrence	12,100	11,900	98
	Oregon	4,000	3,800	95
	Ozark	3,600	3,500	97
	Phelps	12,300	12,000	98
	Polk	7,800	7,600	97
	Pulaski	12,000	11,800	98
	St Clair	3,500	3,400	97
	Shannon	3,000	2,800	93
	Stone	7,700	7,500	97
	Taney	10,900	10,700	98
	Texas	8,400	8,100	96
Webster	8,200	8,000	98	
Wright	6,300	6,100	97	
Between 25-49%	ARKANSAS			
	Searcy	3,600	3,500	97
	Sharp	6,500	6,300	97
	MISSOURI			
Morgan	6,200	6,100	98	
Vernon	7,800	7,600	97	
Between 5-24%	ARKANSAS			
	Benton	37,400	36,700	98
	MISSOURI			
	Barton	4,800	4,700	98
	Carter	2,100	2,000	95
	Henry	8,300	8,200	99
	Maries	3,100	3,000	97
Miller	8,300	8,200	99	
Newton	16,900	16,700	99	
Totals		427,500	418,600	98
Net Weekly Circulation (1990)				294,300
Average Daily Circulation (1990)				209,200

Missouri

KFVS-TV, Cape Girardeau (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	ILLINOIS			
	Randolph	12,800	12,500	98
	Wayne	7,500	7,200	96
	White	7,400	7,100	96
	MISSOURI			
	Reynolds	2,800	2,700	96
	TENNESSEE			
	Henry	11,800	11,600	99
Between 5-24%	ARKANSAS			
	Greene	12,500	12,300	98
	Randolph	6,600	6,500	98
	ILLINOIS			
	Clay	6,200	6,000	97
	Marion	17,600	17,200	98
	Washington	6,000	5,800	97
	KENTUCKY			
	Caldwell	5,000	4,900	98
	Trigg	3,600	3,600	100
	Union	5,800	5,800	99
	Webster	5,600	5,500	98
	MISSOURI			
	St Francois	16,400	16,200	99
	Shannon	3,000	2,800	93
	TENNESSEE			
	Carroll	11,000	10,900	99
Dyer	13,600	13,400	99	
Gibson	19,200	19,000	99	

KCTV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEBRASKA			
Richardson	4,300	4,200	98	
Between 5-24%	KANSAS			
	Cloud	4,500	4,400	98
	Crawford	15,600	15,400	99
	Dickinson	8,200	8,100	99
	Jackson	4,500	4,400	98
	Lyon	13,700	13,400	98
	Pottawatomie	6,000	5,900	98
	Riley	20,400	20,000	98
	Wabaunsee	2,500	2,400	96
	Woodson	1,800	1,800	100
	MISSOURI			
	Atchison	3,100	3,100	100
	Benton	5,500	5,300	96
	Cedar	5,100	5,000	98
	Cooper	5,700	5,600	98
	Mercer	1,600	1,600	100
	Randolph	9,700	9,600	99
	St Clair	3,500	3,400	97
	Vernon	7,800	7,600	97
	Worth	1,100	1,100	100

KMBC-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households
Between 25-49%	MISSOURI		
	Harrison	4,100	4,000
	Linn	6,200	6,100
	St Clair	3,500	3,400
	NEBRASKA		
	Richardson	4,300	4,200
	KANSAS		
Between 5-24%	Allen	6,200	6,100
	Coffey	3,600	3,500
	Jackson	4,500	4,400
	Labette	9,700	9,600
	Lyon	13,700	13,400
	Montgomery	16,600	16,300
	Nemaha	4,200	4,100
	Pottawatomie	6,000	5,900
	Rush	1,700	1,700
	Russell	3,400	3,300
	Saline	20,300	20,100
	Shawnee	64,900	64,300
	Wabaunsee	2,500	2,400
	MISSOURI		
	Cedar	5,100	5,000
	Cole	23,200	23,000
	Cooper	5,700	5,600
	Holt	2,700	2,600
	Nodaway	7,600	7,500
	Randolph	9,700	9,600
Sullivan	2,800	2,800	
Vernon	7,800	7,600	

KSHB-TV, Kansas City (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households
Between 25-49%	MISSOURI		
	Gentry	3,100	3,000
	Grundy	4,700	4,600
	Henry	8,300	8,200
	Lafayette	12,000	11,900
	Livingston	5,900	5,800
	Nodaway	7,600	7,500
	Pettis	14,100	13,900
	Randolph	9,700	9,600
	Saline	9,500	9,400
	NEBRASKA		
	Richardson	4,300	4,200
	OKLAHOMA		
	Washington	17,900	17,800
Between 5-24%	IOWA		
	Marion	11,100	11,000
	KANSAS		
	Allen	6,200	6,100
Barton	12,500	12,400	
Jackson	4,500	4,400	

KSHB-TV--(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Mitchell	3,300	3,200	97
	Montgomery	16,600	16,300	98
	Morris	2,600	2,500	96
	Nemaha	4,200	4,100	98
	Reno	26,000	25,800	99
	Wabaunsee	2,500	2,400	96
	MISSOURI			
	Atchison	3,100	3,100	100
	Benton	5,500	5,300	96
Boone	41,100	40,500	99	
Cedar	5,100	5,000	98	
Chariton	4,000	3,900	97	
Cooper	5,700	5,600	98	
Harrison	4,100	4,000	98	
Holt	2,700	2,600	96	
Linn	6,200	6,100	98	
St Clair	3,500	3,400	97	
Vernon	7,800	7,600	97	

WDAF-TV, Kansas City
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KANSAS			
	Bourbon	6,600	6,500	98
	Brown	4,800	4,700	98
	Clay	3,800	3,700	97
	Cloud	4,500	4,400	98
	Coffey	3,600	3,500	97
	Ellis	10,500	10,400	99
	Geary	10,700	10,600	99
	Jackson	4,500	4,400	98
	Jefferson	5,900	5,800	98
	Jewell	1,900	1,800	95
	Lyon	13,700	13,400	98
	Morris	2,600	2,500	96
	Osage	6,100	6,000	98
	Pottawatomie	6,000	5,900	98
	Republic	2,900	2,800	96
	Riley	20,400	20,000	98
	Saline	20,300	20,100	99
	Shawnee	64,900	64,300	99
	MISSOURI			
Adair	9,100	9,000	99	
Atchison	3,100	3,100	100	
Linn	6,200	6,100	98	
St Clair	3,500	3,400	97	
Worth	1,100	1,100	100	
NEBRASKA				
Richardson	4,300	4,200	98	
Between 24-29%	KANSAS			
	Allen	6,200	6,100	98
	Crawford	15,600	15,400	99
	Dickinson	8,200	8,100	99
	Mitchell	3,300	3,200	97
	Nemaha	4,200	4,100	98
	Russell	3,400	3,300	97
	Wabaunsee	2,500	2,400	96
	MISSOURI			
	Benton	5,500	5,300	96
Cedar	5,100	5,000	98	

WDAF-TV--(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Cooper	5,700	5,600	98
	Mercer	1,600	1,600	100
	Sullivan	2,800	2,800	100
	Vernon	7,800	7,600	97

KMOV, St. Louis
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ILLINOIS			
	Jackson	24,000	23,300	97
	Morgan	14,500	14,100	97
	Scott	2,300	2,300	100
	MISSOURI			
	Audrain	9,600	9,500	99
	Bollinger	4,300	4,200	98
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
Maries	3,100	3,000	97	
Osage	4,300	4,200	98	
Wayne	5,000	4,900	98	

KPLR-TV, St. Louis
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
Between 25-49%	MISSOURI				
	Cole	23,200	23,000	99	
	Madison	4,800	4,700	98	
	Marion	10,700	10,600	99	
	Osage	4,300	4,200	98	
	Phelps	12,300	12,000	98	
	Reynolds	2,800	2,700	96	
	Scott	15,000	14,800	99	
	Between 5-24%	IOWA			
		Lee	16,400	16,200	99
ILLINOIS					
Franklin		17,900	17,400	97	
Hancock		9,200	9,100	99	
Jackson		24,000	23,300	97	
Union		7,700	7,500	97	
Wayne		7,500	7,200	96	
Williamson		25,400	24,800	98	
MISSOURI					
Bollinger	4,300	4,200	98		
Callaway	11,300	11,100	98		
Dent	5,600	5,400	96		
Maries	3,100	3,000	97		
Mississippi	5,400	5,300	98		
New Madrid	7,700	7,500	97		
Randolph	9,700	9,600	99		
Stoddard	11,300	11,100	98		
Wayne	5,000	4,900	98		

Missouri

KSDK, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	ILLINOIS			
	Scott	2,300	2,300	100
	MISSOURI			
	Butler	15,000	14,600	97
	Dent	5,600	5,400	96
	Phelps	12,300	12,000	98
	Reynolds	2,800	2,700	96
Between 5-24%	ARKANSAS			
	Clay	7,700	7,600	99
	IOWA			
	Lee	16,400	16,200	99
	ILLINOIS			
	Adams	26,700	26,300	98
	Christian	14,400	14,100	98
	Clay	6,200	6,000	97
	Franklin	17,900	17,400	97
	Jackson	24,000	23,300	97
	Williamson	25,400	24,800	98
	MISSOURI			
	Audrain	9,600	9,500	99
	Bollinger	4,300	4,200	98
	Boone	41,100	40,500	99
	Callaway	11,300	11,100	98
	Cole	23,200	23,000	99
	Dunklin	13,000	12,700	98
Maries	3,100	3,000	97	
Marion	10,700	10,600	99	
Osage	4,300	4,200	98	
Randolph	9,700	9,600	99	
Stoddard	11,300	11,100	98	
Wayne	5,000	4,900	98	

KTVI, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	ILLINOIS			
	Adams	26,700	26,300	98
	Brown	2,000	1,900	95
	Morgan	14,500	14,100	97
	Perry	9,000	8,800	98

KTVI—(Continued) (Arbitron Data Continued)

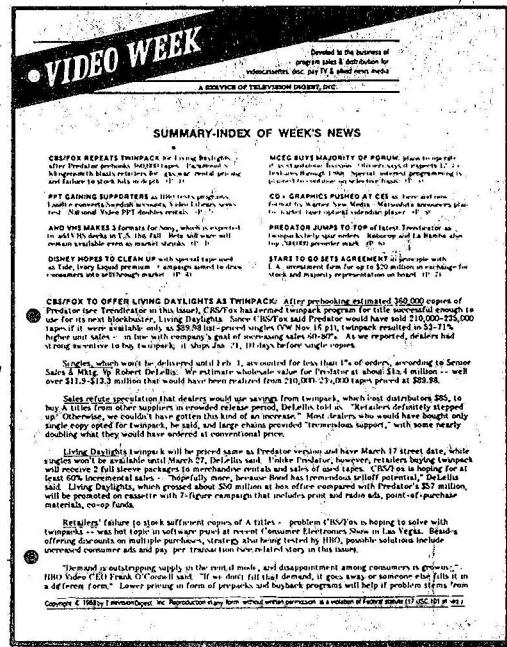
Net Weekly Circulation	State County	Total Households	TV Households Households
Between 5-24%	MISSOURI		
	Audrain	9,600	9,500
	Bollinger	4,300	4,200
	Butler	15,000	14,600
	Callaway	11,300	11,100
	Dent	5,600	5,400
	Maries	3,100	3,000
	Osage	4,300	4,200
	Stoddard	11,300	11,100
	Wayne	5,000	4,900

KPLR-TV, St. Louis (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	
Between 25-49%	MISSOURI			
	Cole	23,200	23,000	
	Madison	4,800	4,700	
	Marion	10,700	10,600	
	Osage	4,300	4,200	
	Phelps	12,300	12,000	
	Reynolds	2,800	2,700	
	Scott	15,000	14,800	
	Between 5-24%	IOWA		
		Lee	16,400	16,200
ILLINOIS				
Franklin		17,900	17,400	
Hancock		9,200	9,100	
Jackson		24,000	23,300	
Union		7,700	7,500	
Wayne		7,500	7,200	
Williamson		25,400	24,800	
MISSOURI				
Bollinger		4,300	4,200	
Callaway		11,300	11,100	
Dent		5,600	5,400	
Maries		3,100	3,000	
Mississippi		5,400	5,300	
New Madrid		7,700	7,500	
Randolph		9,700	9,600	
Stoddard		11,300	11,100	
Wayne	5,000	4,900		

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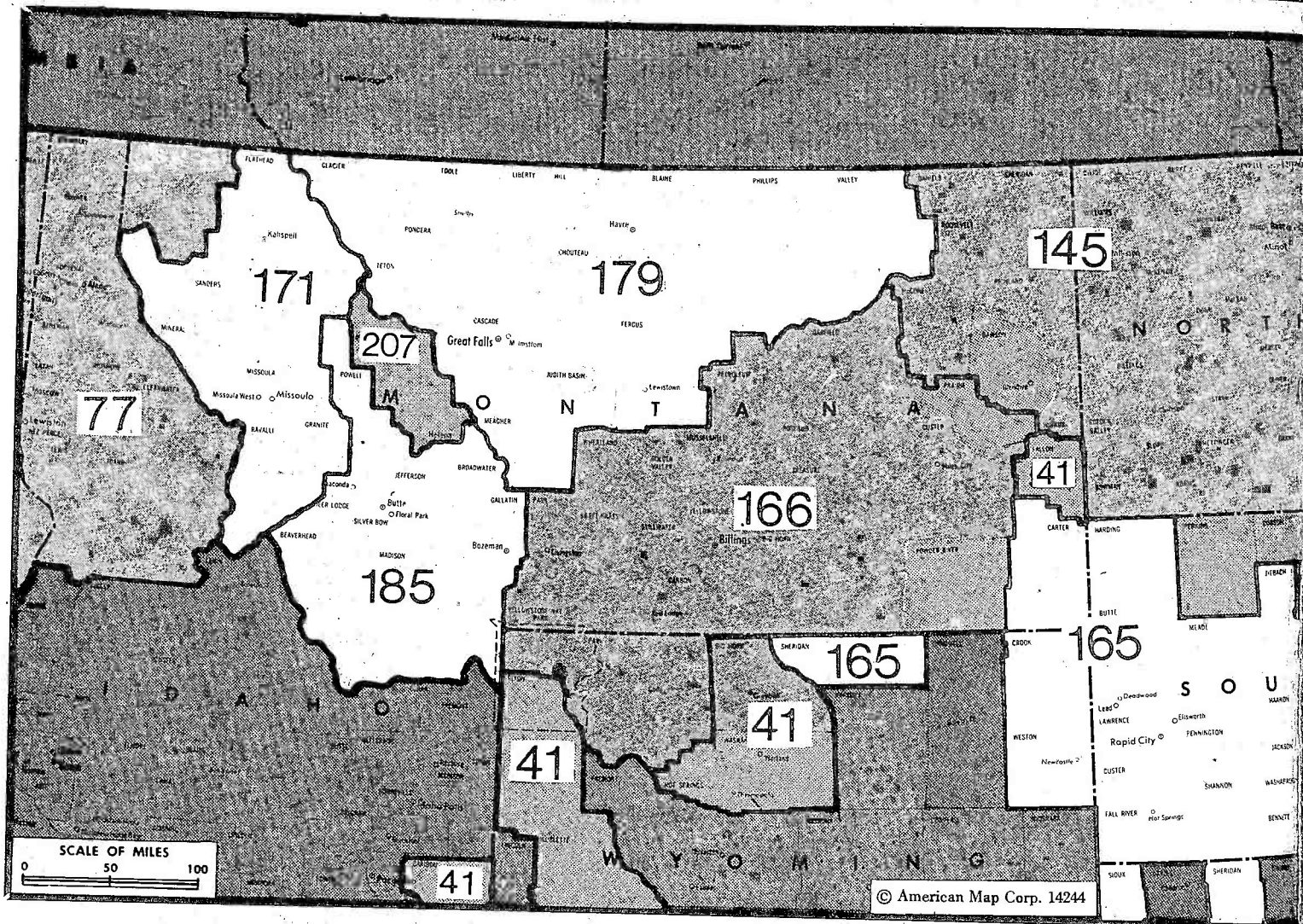
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Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Spokane, WA	320,500	77	KAYU-TV (28), KCWT (27), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Minot-Bismarck-Dickinson, ND, Glendive, MT	144,600	145	KBMY (17), KFYZ-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)
Rapid City, SD	86,400	165	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Billings-Hardin, MT	85,000	166	KOUS-TV (4), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Missoula, MT	79,200	171	KCFW-TV (9), KECI-TV (13), KPAX-TV (8)
Great Falls, MT	64,800	179	KFBB-TV (5), KRTV (3), KTGF (16)
Butte, MT	48,600	185	KCTZ (7), KTVM (6), KXLF-TV (4)
Helena, MT	19,400	207	KTVH (12)

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

KOUS-TV, Billings	See Hardin, MT
-------------------	----------------

Montana Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	1	0	1
	15	1	16

Billings

KTVQ

Ch. 2

Service: CBS.
 L Associates Ltd. Partnership, 3203 Third Ave. N, Box 2557, Billings, MT
 Third Ave. N, Box 2557, Billings, MT 59103.
 06-252-5611; TWX: 910-975-1030.

Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual,
 Aural. Antenna: 670-ft. above av. terrain, 383-ft. above ground, 4183-ft.
 level.

Latitude 45° 46' 00.20"
 Longitude 108° 27' 26.70"

2-mi. ESE of Billings on Westergard Hill.

Transmitter Station: Harris, 6.1-meter; Harris receivers.

Programs: AP, CBS, MTN.

SJL Broadcast Management Corp. (Group Owner).

Origin: November 9, 1953. Sale to present owner by Garryowen Corp. (J.
 approved by FCC Dec. 21, 1983.

(sales): Blair Television; Montana TV Network.

(legal): Latham & Watkins.

(engineering): Jansky & Bailey.

general manager.

operations director.

ON, chief engineer.

vs director.

JPA, promotion director.

IS, local sales manager.

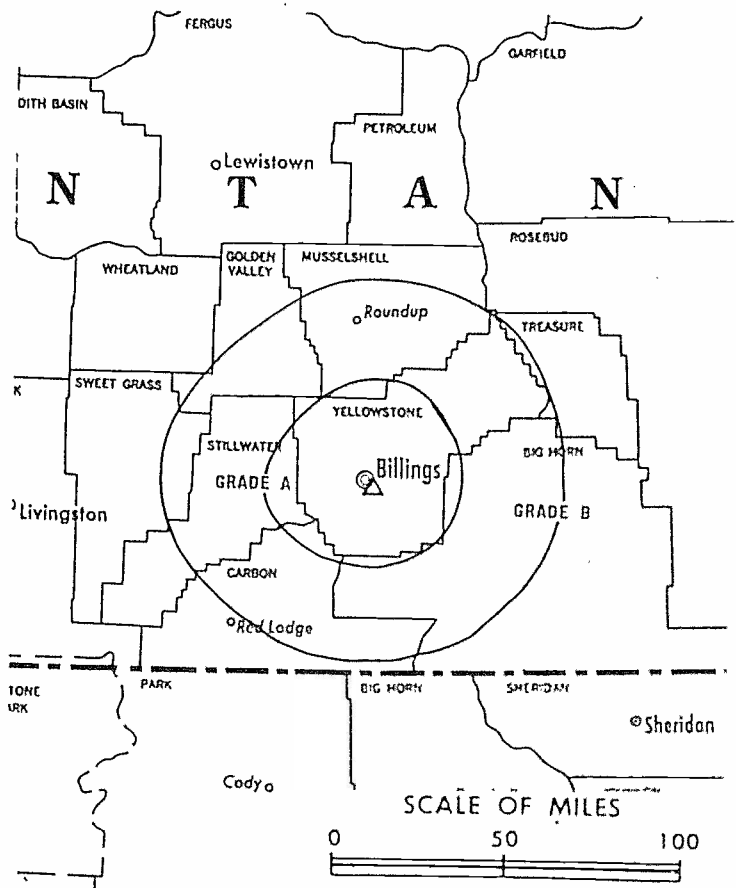
Rate: \$500.

SE HOURLY RATE: \$770.

Billings. ADI: Billings-Hardin. Rank: 166.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MONTANA			
Big Horn	3,500	3,300	94
Carbon	3,700	3,600	97
Custer	5,400	5,100	94
Golden Valley	400	400	100
Musselshell	1,800	1,700	94
Park	5,400	5,200	96
Petroleum	200	200	100
Powder River	900	800	89
Rosebud	4,300	4,100	94
Stillwater	2,600	2,600	100



KTVQ BMPCT-4001 Granted 8/20/56

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	Sweet Grass	1,300	1,200	92	
	Treasure	400	400	100	
	Wheatland	900	900	100	
	Yellowstone	47,100	46,400	99	
	WYOMING				
	Big Horn	4,500	4,300	96	
	Park	9,300	8,900	96	
	Sheridan	10,300	9,800	95	
Between 25-49%	MONTANA				
	Meagher	800	800	100	
Between 5-24%	MONTANA				
	Carter	600	600	100	
	Fergus	5,000	4,800	96	
	Gallatin	19,000	18,400	97	
	Garfield	600	500	83	
	Judith Basin	1,000	1,000	100	
	Phillips	2,200	2,100	95	
	Richland	4,700	4,600	97	
	WYOMING				
	Johnson	2,600	2,500	96	
Totals		138,500	134,200	97	
Net Weekly Circulation (1990)			85,500		
Average Daily Circulation (1990)			53,900		

Montana—Billings

KULR-TV Ch. 8

Network Service: NBC.

Licensee: Wooster Republican Printing Co., 212 E. Liberty St., Wooster, OH 44691.

Studio: 2045 Overland Ave., Billings, MT 59102.

Mailing Address: Box 80810, Billings, MT 59108.

Telephone: 406-656-8000. **TWX:** 910-975-1020.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 38.90-kw aural. Antenna: 750-ft. above av. terrain, 530-ft. above ground, 4249-ft. above sea level.

Latitude 45° 45' 35.00"
Longitude 108° 27' 13.60"

Transmitter: 2.7-mi. E of Billings.

Satellite Earth Stations: Harris, 6.1-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.5-meter Ku-band; Andrew, DX, Scientific Atlanta receivers.

News Services: AP, NBC.

Ownership: Wooster Republican Printing Co. (Group Owner).

Began Operation: March 15, 1958. FCC approved sale to present owner by Harriscope Dec. 12, 1986 (Television Digest, Vol. 26:45). Sale to Harriscope by Crain-Snyder TV (Rex Baker, Arthur Miller & Thor Myhre) approved March 8, 1967 by FCC (Vol. 6:46). Previous sale to Crain-Snyder Television Inc. by Midland Empire Bcstg. Co. approved Dec. 17, 1962 (Vol. 2:52).

Represented (sales): Katz Television.

Represented (legal): Baker & Hostetler.

Represented (engineering): Hammett & Edison Inc.

Personnel:

STAN WHITMAN, president.

RON OLSEN, station manager & program director.

BOB KORUM, general sales manager.

DEAN JANSMA, chief engineer.

JULIE OMVIG, promotion director.

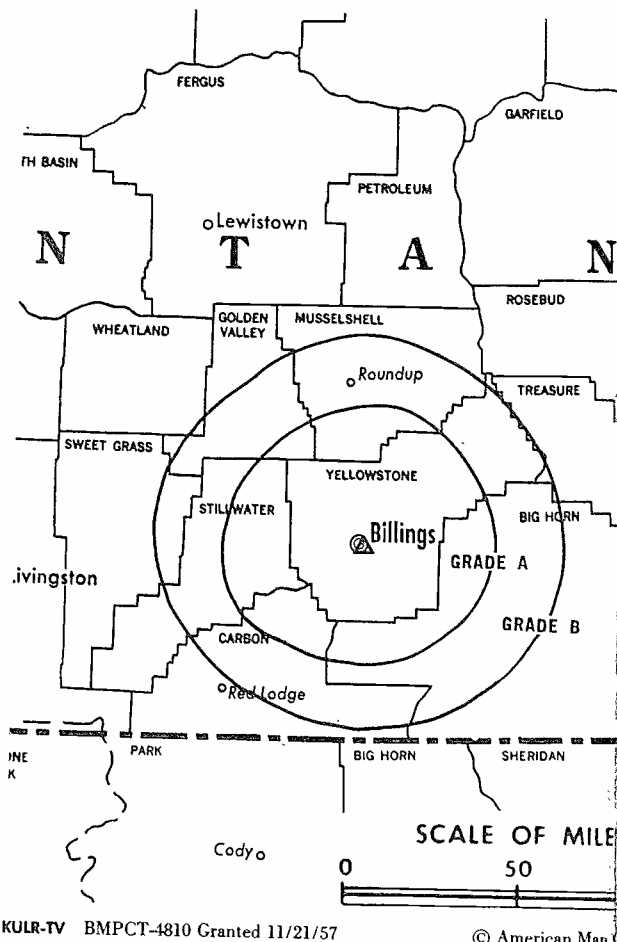
Highest 30 Sec. Rate: \$300.

NETWORK BASE HOURLY RATE: \$425.

City of License: Billings. **ADI:** Billings-Hardin. **Rank:** 166.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,500	3,300	94
	Carbon	3,700	3,600	97
	Custer	5,400	5,100	94
	Garfield	600	500	83
	Golden Valley	400	400	100
	Musselshell	1,800	1,700	94
	Park	5,400	5,200	96



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Petroleum	200	200	
	Rosebud	4,300	4,100	
	Stillwater	2,600	2,600	
	Sweet Grass	1,300	1,200	
	Treasure	400	400	
	Wheatland	900	900	
	Yellowstone	47,100	46,400	
	WYOMING			
	Big Horn	4,500	4,300	
	Park	9,300	8,900	
Between 25-49%	MONTANA			
	Fergus	5,000	4,800	
	Meagher	800	800	
	Powder River	900	800	
	Prairie	700	600	
WYOMING				
Sheridan	10,300	9,800		
Between 5-24%	MONTANA			
	Judith Basin	1,000	1,000	
Totals		110,100	106,600	
Net Weekly Circulation (1990)			77%	
Average Daily Circulation (1990)			45%	

Bozeman

KCTZ

Ch. 7

Service: ABC

Big Horn Communications, Drawer D, Hardin, MT 59034.

18 E. Main, Bozeman, MT 59715.

406-586-3280. Fax: 406-586-4135.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 44.1-kw
1-kw aural. Antenna: 816-ft. above av. terrain, 306-ft. above ground,
above sea level.

Latitude 45° 40' 24"
Longitude 110° 52' 02"

CP for change 1122-ft. above av. terrain, 305-ft. above ground, 6916-
sea level. BPCT-880812KF.

1.75-mi. W of Hwy. 10, 7.7-mi. E of Bozeman.

AP.

Big Horn Communications Inc. (Group Owner).

Station: September 1, 1987. Sale to present owners by Bee Bcstg. Assoc.
by FCC June 28, 1988.

(sales): Roslin Spot TV Sales.

(legal): Brinig & Bernstein.

general manager.

UGLAS, station & general sales manager.

TON, chief engineer.

EUR, news director.

A, program director.

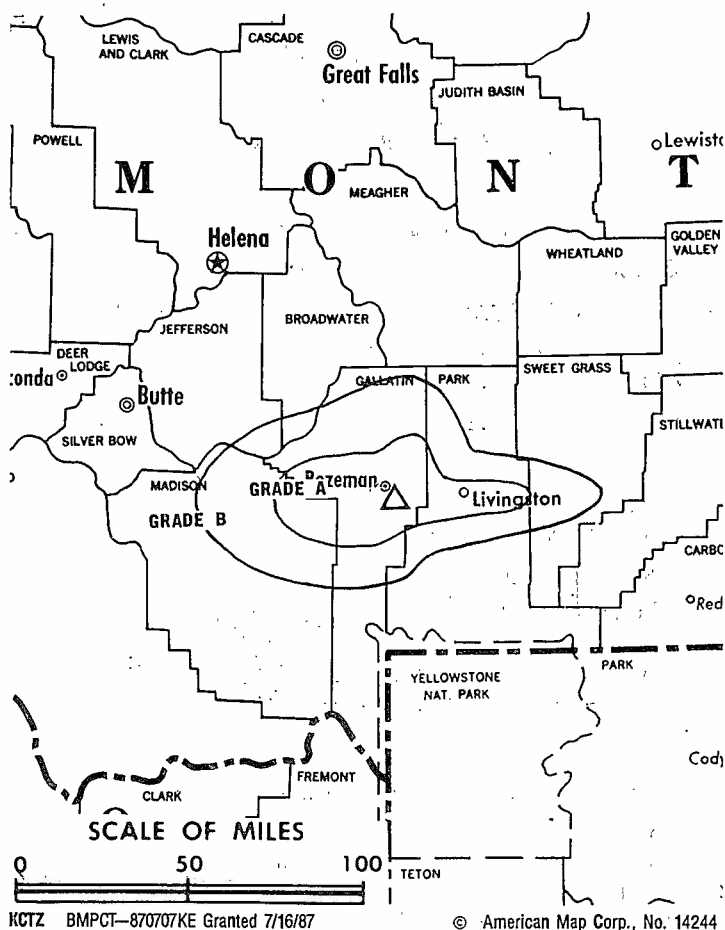
GEMAN, business manager.

Sec. Rate: \$125.

Bozeman. ADI: Butte. Rank: 185.

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based on Arbitron study.

State County	Total Households	TV Households Households	%
MONTANA Gallatin	19,000	18,400	97



KCTZ BMPCT-870707KE Granted 7/16/87

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	MONTANA Park	5,400	5,200	96
	MONTANA Madison	2,200	2,200	100
Between 5-24%	Meagher	800	800	100
	Sweet Grass	1,300	1,200	92
Totals		28,700	27,800	97
Net Weekly Circulation (1990)				14,500
Average Daily Circulation (1990)				6,800

Montana—Butte

KTVM

Ch. 6

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC, ABC.

Licensee: Eagle Communications Inc., 340 W. Main St., Missoula, MT 59802.

Studio: 750 Dewey Blvd., Suite 1, Butte, MT 59701.

Telephone: 406-494-7603. TWX: 910-963-2490. Fax: 406-494-2572.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 12.50-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.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: May 15, 1970.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

ROBERT H. PRECHT, president & general manager.

LARRY SEM, station manager.

PAT GRANT, national sales manager.

TIM LEDBETTER, news director.

BILLY WARD, chief engineer.

JANE ENGLISH, business manager.

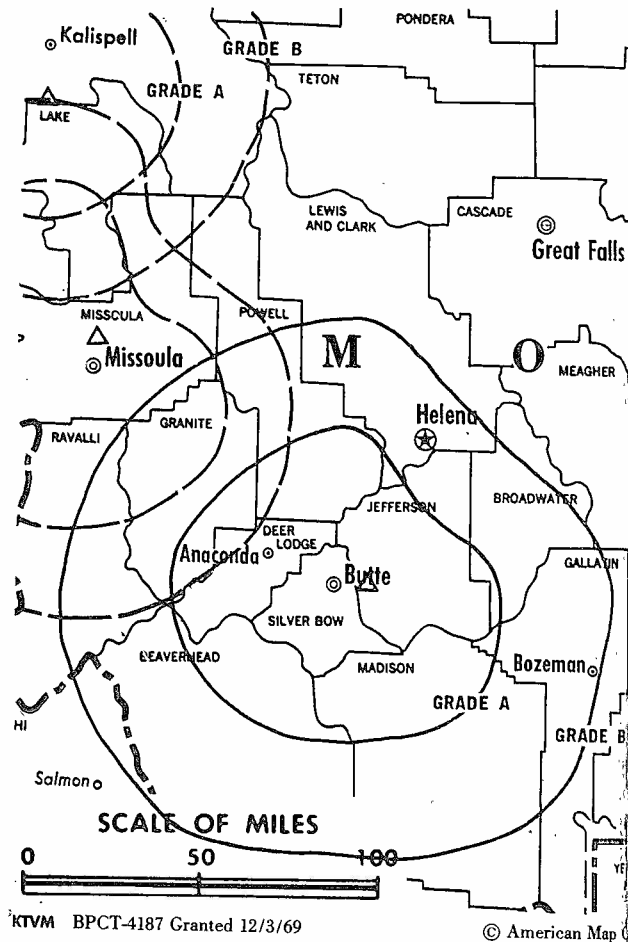
Highest 30 Sec. Rate: \$350.

NETWORK BASE HOURLY RATE: \$400.

City of License: Butte. ADI: Butte. Rank: 185.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Beaverhead	3,200	3,000	94
	Deer Lodge	4,100	4,000	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Gallatin	19,000	18,400
	Jefferson	3,200	3,100
	Madison	2,200	2,200
	Powell	2,400	2,300
	Silver Bow	14,300	14,000
Between 5-24%	MONTANA		
	Broadwater	1,700	1,600
	Granite	1,100	1,100
Totals	Park	5,400	5,200
Totals		56,600	54,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KXLF-TV

Ch. 4

Service: CBS.

KXLF Communications Inc., Box 3500, Butte, MT 59702.

3 S. Montana St., Butte, MT 59701.

406-782-0444. Fax: 406-782-8906.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual.
 Antenna: 1892-ft. above av. terrain, 199-ft. above ground, 8450-ft. level.

Latitude 46° 00' 27"

Longitude 112° 26' 30"

3-mi. E of Butte on XL Heights.

TV Sound: Separate audio program.

Stations: Harris, 6.1-meter; RCA Ku-band; Harris receivers.

AP, Montana TV Network News.

Evening Post Publishing Co. (Group Owner).

August 14, 1953. Sale to present owner by SJL Inc. approved by
 1, 1986. Previous sale by Garryowen Corp. (J. S. Sample) approved by
 23, 1983. Sale to Garryowen by Ed Craney approved by FCC Jan. 18,
 Digest, Vol. 16:42; 17:4).

(sales): Blair Television; Montana Television Network.

(legal): Dow, Lohnes & Albertson.

President & general manager.

News director.

Sales manager.

Chief engineer.

McINTOSH, program director.

PSON, business manager.

Promotion director.

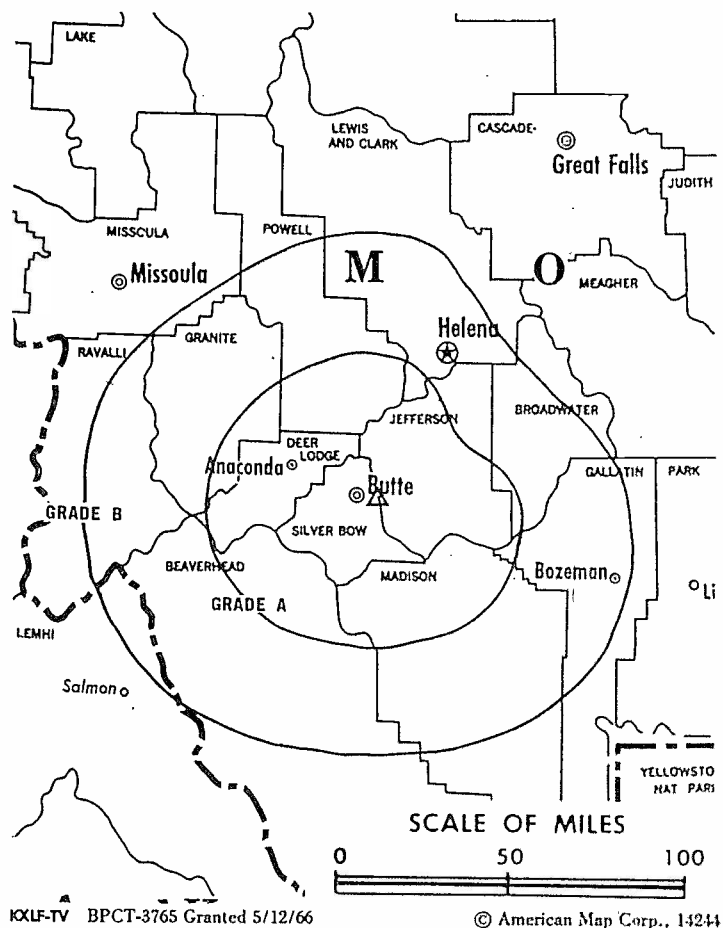
Sec. Rate: \$325.

LEASE HOURLY RATE: \$960.

Butte. ADI: Butte. Rank: 185.

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State County	Total Households	TV Households	%
MONTANA			
Beaverhead	3,200	3,000	94
Broadwater	1,700	1,600	94
Deer Lodge	4,100	4,000	98
Gallatin	19,000	18,400	97
Jefferson	3,200	3,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Lewis + Clark	19,800	19,200	97
	Madison	2,200	2,200	100
	Powell	2,400	2,300	96
	Silver Bow	14,300	14,000	98
Between 25-49%	MONTANA			
	Granite	1,100	1,100	100
Between 5-24%	MONTANA			
	Meagher	800	800	100
	Park	5,400	5,200	96
Totals		77,200	74,900	97
Net Weekly Circulation (1990)				58,700
Average Daily Circulation (1990)				37,400

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Montana—Glendive

KXGN-TV

Ch. 5

Network Service: CBS, NBC.

Licensee: Glendive Broadcasting Corp., 210 S. Douglas St., Glendive, MT 59330.

Studio: 210 S. Douglas St., Glendive, MT 59330.

Telephone: 406-365-3377. **Fax:** 406-365-3378.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 14.8-kw visual, 2.95-kw aural. Antenna: 513-ft. above av. terrain, 158-ft. above ground, 2818-ft. above sea level.

Latitude 47° 03' 15"
Longitude 104° 40' 45"

Transmitter: 4-mi. SE of city.

Satellite Earth Stations: 4.5-meter C-band; 4.5-meter Ku-band; 3.7-meter C-band.

AM Affiliate: KXGN, 1-kw, 1400 kHz.

News Service: National Weather Service.

Ownership: Stephen A. Marks (Group Owner).

Began Operation: November 1, 1957. Sale to present owner by Lewis W. Moore, et al., approved by FCC April 18, 1990 (Television Digest, Vol. 30:17).

Represented (sales): Hooper Jones Associates.

Represented (engineering): Mullaney Engineering Inc.

Personnel:

DAN FRENZEL, general manager.

MARK GAUTHIER, news director.

TRACI SCHELL, program director.

WINNIFRED NORTON, promotion director.

DENNIS HANSON, chief engineer.

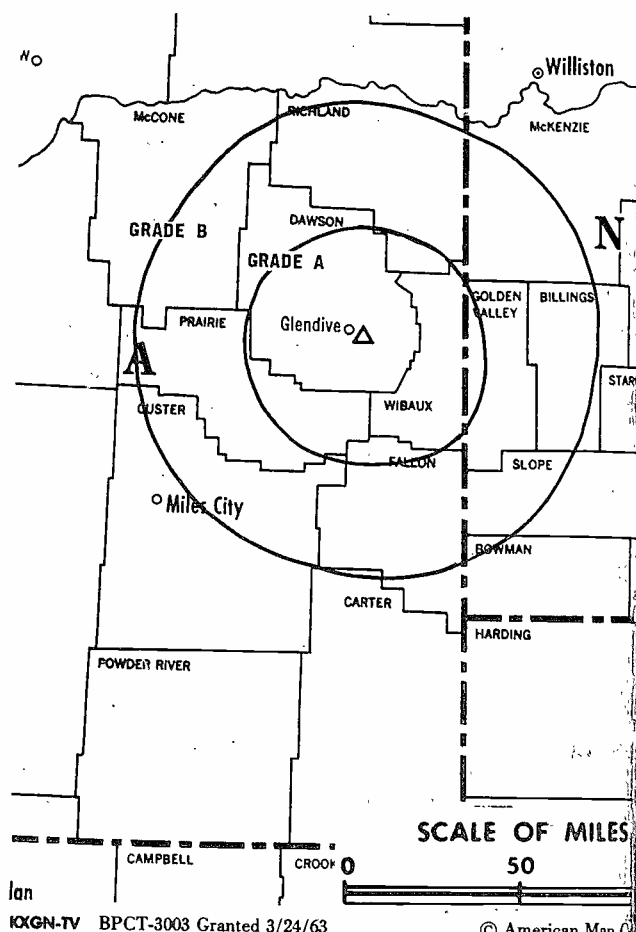
Highest 30 Sec. Rate: \$150.

NETWORK BASE HOURLY RATE: \$100.

City of License: Glendive. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 145.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Dawson	4,400	4,200	95
	Fallon	1,400	1,300	93



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Prairie	700	600
	Wibaux	500	500
Between 25-49%	MONTANA		
	Carter	600	600
	Mc Cone	900	900
	Richland	4,700	4,600
NORTH DAKOTA	Golden Valley	900	900
	MONTANA		
Between 5-24%	Garfield	600	500
Totals		14,700	14,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Great Falls

KFBB-TV

Ch. 5

Service: ABC.

Address: KFBB Corp., Box 1139, Great Falls, MT 59403.

Location: Hwy. 87, 1-mi. N of Missouri River, Great Falls

Address: Box 1139, Great Falls, MT 59403.

Phone: 406-453-4377. TWX: 910-975-1917. Fax: 406-727-9703.

Channels: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual.
 Height: 590-ft. above av. terrain, 540-ft. above ground, 4310-ft. level.

Latitude 47° 32' 08"
 Longitude 111° 17' 02"

Location: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Equipment: Microdyne, 7-meter; Andrew, 4.5-meter; Vertex, 4.5-meter
 Receivers: M/A-Com, Microdyne receivers.

Services: AP, ABC, National Weather Service.

Owner: Wooster Republican Printing Co. (Group Owner).

History: Station established March 21, 1954. Sale to present owners by Advance Corp.
 FCC April 26, 1982 (Television Digest, Vol. 22:8). Sale to Advance by
 Bcstg. Corp. approved April 21, 1977. Sale to Harriscope by David E.
 Scanlon & Daniel O'Shea approved by FCC May 23, 1962 (Vol. 2:11,
 Bright, Scanlon & O'Shea by Joseph P. Wilkins and associates approved
 60 (Vol. 16:3, 5).

Station (sales): Katz Television.

Station (legal): Baker & Hostetter.

Station (engineering): Mullaney Engineering Inc.

Personnel: ER SR., general manager.

Personnel: Local sales manager.

Personnel: News director.

Personnel: RICKSON, production/promotion coordinator.

Personnel: Chief engineer.

Personnel: Accounting supervisor.

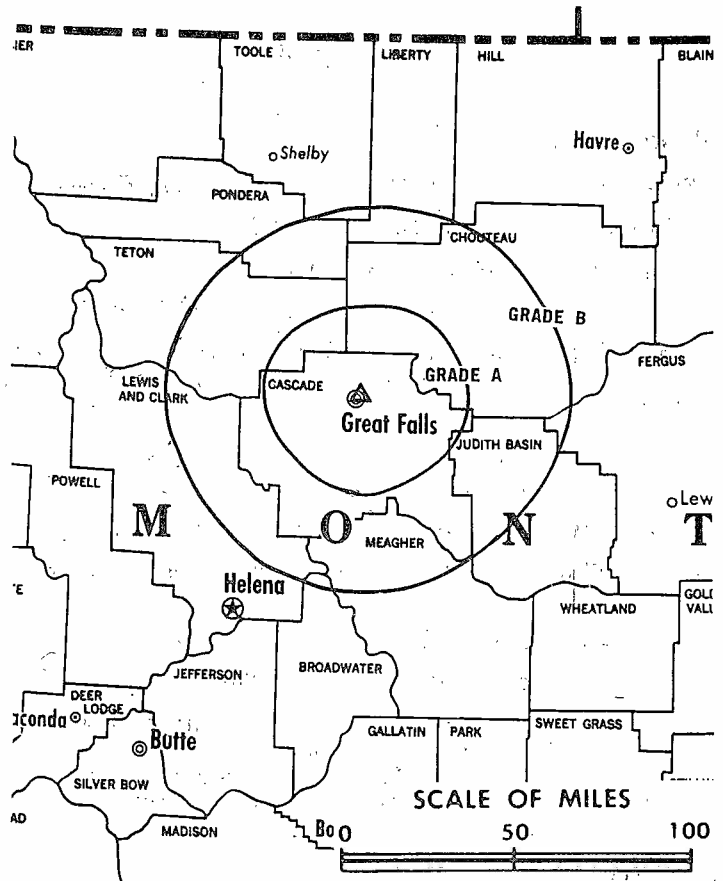
Personnel: TON, traffic manager.

Request.

Address: Great Falls. ADI: Great Falls. Rank: 179.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MONTANA			
Blaine	2,600	2,400	92
Broadwater	1,700	1,600	94
Cascade	30,700	30,200	98
Chouteau	2,200	2,100	95
Fergus	5,000	4,800	96
Glacier	3,800	3,600	95
Hill	6,900	6,700	97
Judith Basin	1,000	1,000	100



KFBB-TV BPCT-4340 Granted 5/7/70

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Lewis + Clark	19,800	19,200	97
	Liberty	1,000	1,000	100
	Phillips	2,200	2,100	95
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
	Valley	3,800	3,600	95
Between 25-49%	MONTANA			
	Garfield Meagher	600 800	500 800	83 100
Between 5-24%	MONTANA			
	Jefferson Roosevelt	3,200 3,800	3,100 3,700	97 97
Totals		96,400	93,400	97
Net Weekly Circulation (1990)			70,900	
Average Daily Circulation (1990)			42,000	

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Call Lynn Levine or Nancy Cramer
 202-872-9200

Montana—Great Falls

KRTV

Ch. 3

Network Service: CBS.

Licensee: KRTV Communications Inc., Box 1331, Great Falls, MT 59403.

Studio: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls

Mailing Address: Box 1331, Great Falls, MT 59403.

Telephone: 406-453-2431. **TWX:** 62948919. **Fax:** 406-453-8041.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 586-ft. above av. terrain, 557-ft. above ground, 4100-ft. above sea level.

Latitude 47° 32' 09"
Longitude 111° 17' 02"

Transmitter: U.S. Hwy. 87, 1-mi. N of Missouri River, Great Falls.

Satellite Earth Stations: RCA, 4.5-meter Ku-band; Poultan, 3.2-meter; Scientific-Atlanta receivers.

News Services: AP, Montana TV Network News.

Ownership: Evening Post Publishing Co. (Group Owner).

Began Operation: October 5, 1958. Sale to present owner by SJL Inc. approved by FCC Oct. 31, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 21, 1983. Sale to Garryowen by Dan Snyder & Assoc. approved by FCC Feb. 28, 1969. Previous sale by Francis N. & Robert R. Laird approved Oct. 1, 1958 (Television Digest, Vol. 14:40).

Represented (sales): Blair Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

DONALD G. BRADLEY, president & general manager.

PETER B. FRIDEN, general sales manager.

REED LARSON, local sales manager.

PHIL SAXTON, chief engineer.

JOEL LUNDSTAD, news director.

ROXANNA RATTRAY, traffic director/program coordinator.

JOSEPH LAWSON, promotion director.

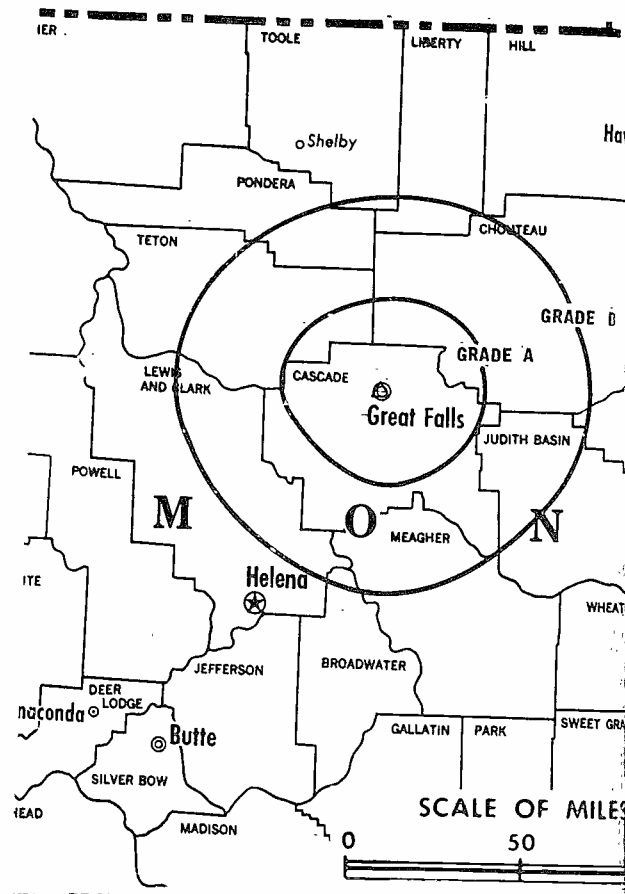
Highest 30 Sec. Rate: \$215.

NETWORK BASE HOURLY RATE: \$655.

City of License: Great Falls. **ADI:** Great Falls. **Rank:** 179.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Blaine	2,600	2,400	92
	Cascade	30,700	30,200	98
	Chouteau	2,200	2,100	95



KRTV BPCT-4457 Granted 10/18/71

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Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Fergus	5,000	4,800
	Garfield	600	500
	Glacier	3,800	3,600
	Hill	6,900	6,700
	Judith Basin	1,000	1,000
	Liberty	1,000	1,000
	Phillips	2,200	2,100
	Pondera	2,500	2,400
	Teton	2,500	2,400
	Toole	2,300	2,200
	Valley	3,800	3,600
Between 25-49%	MONTANA Meagher	800	800
	MONTANA Jefferson	3,200	3,100
Totals		71,100	68,900
Net Weekly Circulation (1990)			56,300
Average Daily Circulation (1990)			35,000

na—Great Falls

KTGF

Ch. 16

Service: NBC.
 Continental Television Network Inc., 118 Sixth St. S, Great Falls, MT 59405.
 118 Sixth St. S, Great Falls, MT 59405.
 Address: Box 1219, Great Falls, MT 59403.
 Phone: 406-761-8816. Fax: 406-454-3484.

Facilities: Channel No. 16 (482-488 MHz). Authorized power: 2030-kw
 aural, 203-kw max. aural. Antenna: 1046-ft. above av. terrain, 769-ft. above
 sea level.

Latitude 47° 36' 26"
 Longitude 111° 21' 27"

Location: 3.5-mi. W of Bootlegger Trail, 7-mi. N of Missouri River, Great Falls.

TV Sound: Stereo only.

Reception: Vertex, 5-meter Ku-band; Paracclipse, 4-meter C-band;
 Atlanta, 4-meter Ku-band; M/A-Com, Microdyne receivers.

License: AP.

Owner: Continental Television Network Inc.

Start Date: September 21, 1986.

Advertiser: Adam Young Inc.

Agency: Reddy, Begley & Martin.

Engineer: B. Scott Baxter & Associates.

General manager:

DEIRO, station manager.

ALE-DANA, national sales manager.

ELLA, chief engineer.

ERKER, news director.

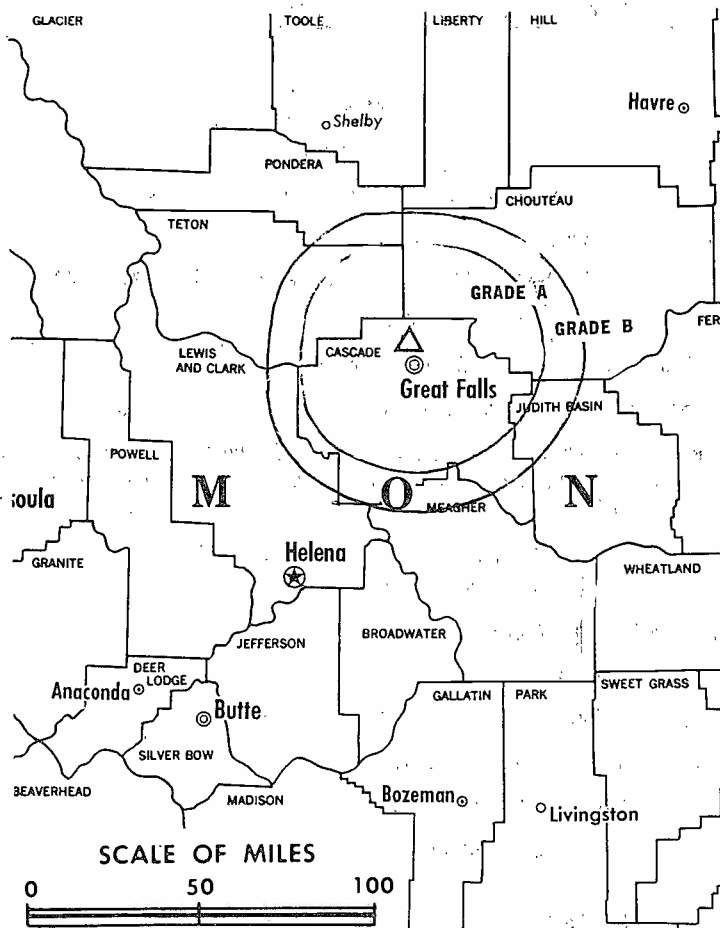
ANS, promotion, marketing & program director.

Rate: \$290.

Address: Great Falls. ADI: Great Falls. Rank: 179.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MONTANA			
Blaine	2,600	2,400	92
Cascade	30,700	30,200	98
Fergus	5,000	4,800	96
Glacier	3,800	3,600	95
Hill	6,900	6,700	97
Liberty	1,000	1,000	100
Phillips	2,200	2,100	95
Pondera	2,500	2,400	96



KTGF BMPCT-860725KF Granted 9/23/86

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Teton	2,500	2,400	96
	Toole	2,300	2,200	96
Between 25-49%	MONTANA Chouteau	2,200	2,100	95
Between 5-24%	MONTANA Garfield	600	500	83
	Judith Basin	1,000	1,000	100
	Valley	3,800	3,600	95
Totals		67,100	65,000	97
Net Weekly Circulation (1990)				43,100
Average Daily Circulation (1990)				22,900

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Montana—Hardin-Billings

KOUS-TV

Ch. 4

(Also operates satellite KYUS-TV, Miles City, MT)

Network Service: ABC.

Licensee: KOUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

Studio: W. Third St., Hardin, MT 59034.

Mailing Address: Box 23309, Billings, MT 59104.

Telephone: 406-652-4743. Fax: 406-652-6963.

Technical Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1060-ft. above av. terrain, 628-ft. above ground, 4688-ft. above sea level.

Latitude 45° 44' 29"
Longitude 108° 08' 19"

Transmitter: Pryor Star Rte., Billings.

News Service: AP.

Ownership: Big Horn Communications Inc. (Group Owner).

Began Operation: November 26, 1980.

Represented (sales): Seltel Inc.; Bob Hix (Denver).

Represented (legal): Fortas & Hardman.

Personnel:

RAY MOSER, general manager.
DAN MICHAEL, general sales manager.
DOUG RICE, local sales manager.
J. R. MIDDLETON, chief engineer.
TRACY NELSON, traffic director.
JOHNA ZINDA, program director.
ED CONNERS, promotion director.

Highest One Hour Rate: \$1200.

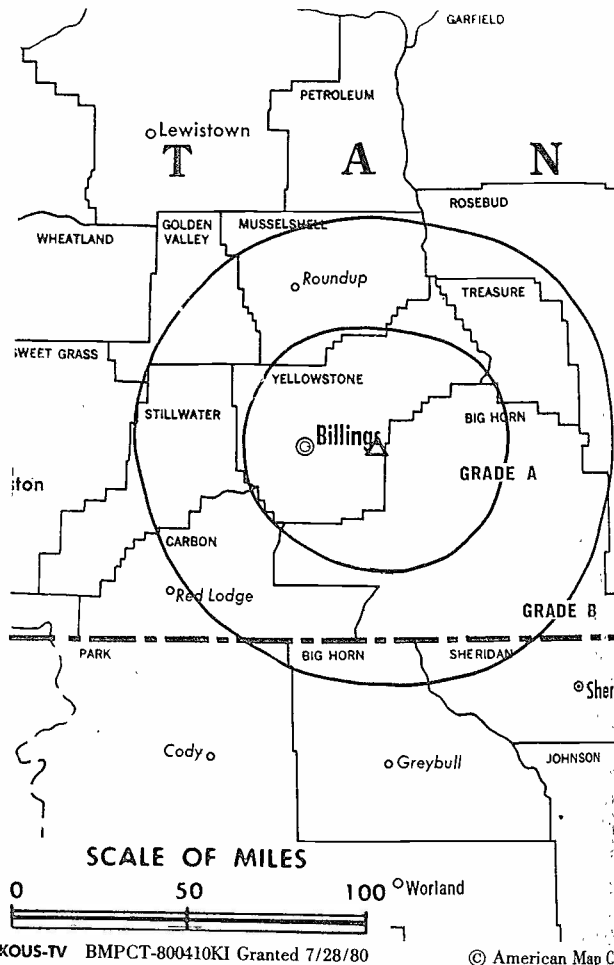
Highest 30 Sec. Rate: \$490.

Arbitron Data: Figures include KYUS-TV, Miles City, MT.

City of License: Hardin. ADI: Billings-Hardin. Rank: 166.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Big Horn	3,500	3,300	94
	Carbon	3,700	3,600	97
	Custer	5,400	5,100	94
	Golden Valley	400	400	100
	Musselshell	1,800	1,700	94
	Petroleum	200	200	100



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Stillwater	2,600	2,600
	Treasure	400	400
	Wheatland	900	900
	Yellowstone	47,100	46,400
	WYOMING		
Between 25-49%	Park	9,300	8,900
	MONTANA		
	Prairie	700	600
Between 5-24%	Rosebud	4,300	4,100
	Sweet Grass	1,300	1,200
	MONTANA		
Totals	Fergus	5,000	4,800
	Park	5,400	5,200
	WYOMING		
	Big Horn	4,500	4,300
	Sheridan	10,300	9,800
Net Weekly Circulation (1990)		106,800	103,500
Average Daily Circulation (1990)			

Helena

KTVH

Ch. 12

Service: HBC.
 Big Sky Bcstg. L.P., 2433 N. Montana Ave., Helena, MT 59601.

2433 N. Montana Ave., Helena, MT 59601.

Address: Box 6125, Helena, MT 59604.

Phone: 406-443-5050. Fax: 406-442-5106.

Facilities: Channel No. 12 (204-210 MHz). Authorized power: 105-kw
 5-kw aural. Antenna: 2250-ft. above av. terrain, 176-ft. above ground,
 above sea level.

Latitude 46° 49' 35"

Longitude 111° 42' 33"

Hogback Mountain, approx. 22-mi. NE of Helena.

Transmitters: AFC, 3-meter Ku-band; Paracclipse, 3-meter C-band; Vertex,
 Ku-band; DX Antenna, M/A-Com, Microdyne receivers.

Programs: AP, NBC.

Big Sky Bcstg. L.P.

Operation: January 1, 1958. Left air Feb. 5, 1959; resumed operation Aug. 6,
 (Vision Digest, Vol. 15:6, 33, 36). Sale to Helena TV Inc. by Joseph S.
 took over all properties from Ed Craney was approved by FCC Jan. 18,
 1963 (Vol. 16:42; 17:4). Sale by Helena TV Inc. approved June 5, 1963 (Vol. 3:23).
 Control by Paul B. McAdam & A. W. Scribner approved by FCC Dec. 18,
 1979. Sale to Lynn H. Koch, et al., approved Nov. 29, 1979. Sale to Bradley,
 & Lundberg approved April 22, 1985. Sale to present owners approved
 April 4, 1988.

(sales): Seltel Inc.; The Tacher Co.

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

K, president & general manager.

IS, general sales manager.

DECK, program director.

I, chief engineer.

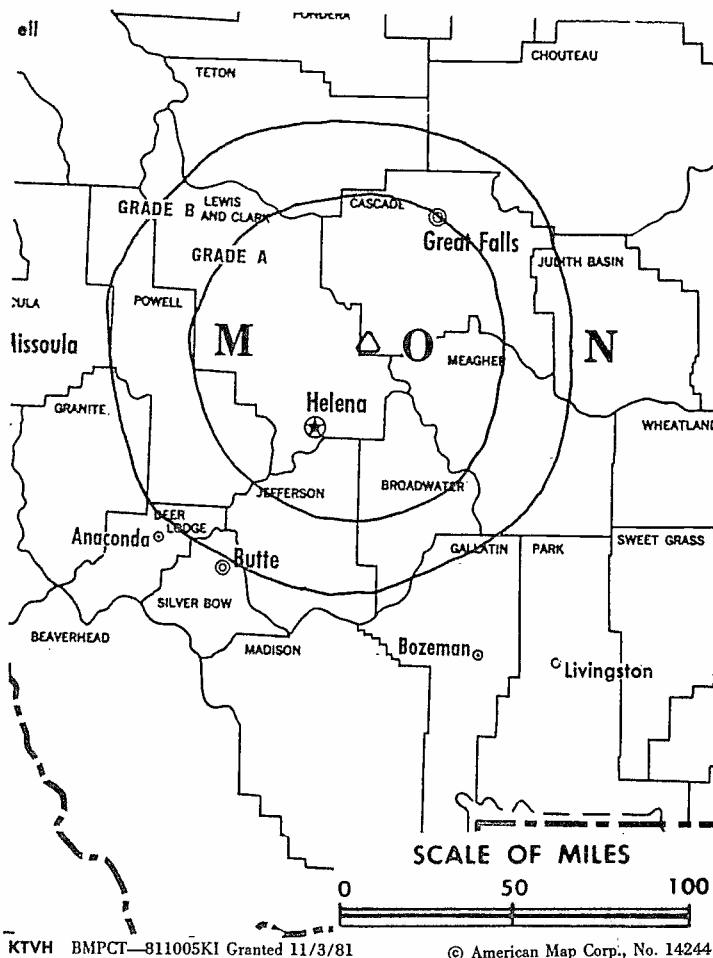
STER, news director.

R, business manager.

Rate: \$250.

Address: Helena. ADI: Helena. Rank: 207.

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 Data based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Broadwater	1,700	1,600	94
	Lewis + Clark	19,800	19,200	97
Between 25-49%	MONTANA			
	Jefferson	3,200	3,100	97
	Meagher	800	800	100
Between 5-24%	MONTANA			
	Chouteau	2,200	2,100	95
	Gallatin	19,000	18,400	97
	Pondera	2,500	2,400	96
	Teton	2,500	2,400	96
Totals		51,700	50,000	97
Net Weekly Circulation (1990)			22,700	
Average Daily Circulation (1990)			13,500	

Montana—Kalispell

KCFW-TV

Ch. 9

(Satellite of KECI-TV, Missoula, MT)

Network Service: NBC, ABC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 401 First Ave. E, Kalispell, MT 59901.

Telephone: 406-755-5239. **TWX:** 910-963-2490. **Fax:** 406-752-8002.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 26.5-kw visual, 5.3-kw aural. Antenna: 2794-ft. above av. terrain, 240-ft. above ground, 6898-ft. above sea level.

Latitude 48° 00' 48"
Longitude 114° 21' 55"

Transmitter: Blacktail Mountain, 6.5-mi. W of Lakeside, MT.

News Services: AP, NBC.

Ownership: Precht Communications Inc., (Group Owner).

Began Operation: June 10, 1968.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Personnel:

ROBERT H. PRECHT, president and general manager.

STEVE FETVEIT, station manager.

MARK HOLSTON, news director.

CHRIS NEUHAUSEN, chief engineer.

PAT GRANT, national sales manager.

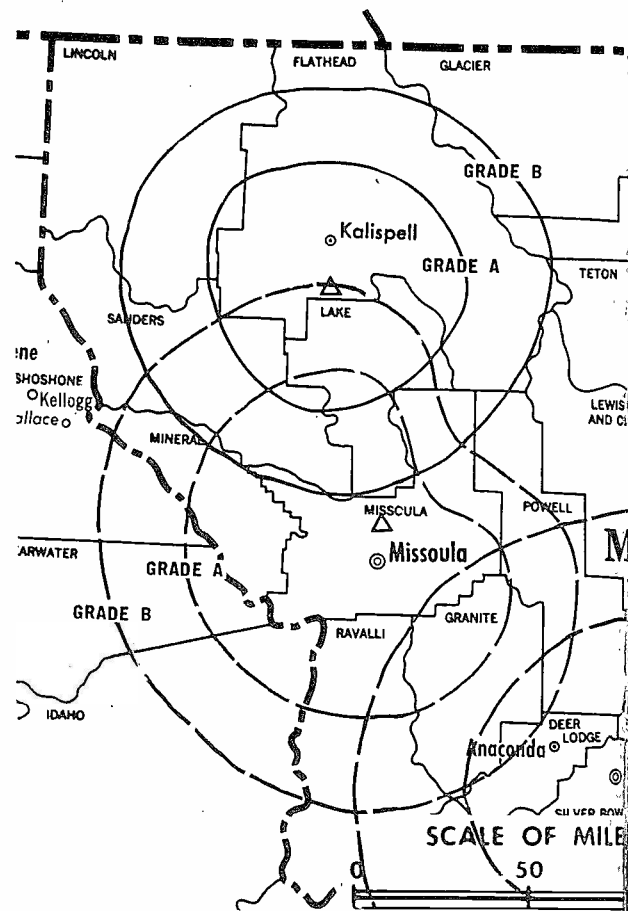
JANE ENGLISH, business manager.

Highest 30 Sec. Rate: \$200.

NETWORK BASE HOURLY RATE: \$400.

City of License: Kalispell. **ADI:** Missoula. **Rank:** 171.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.



KCFW-TV BPCT-3985 Granted 12/20/67

© American Map

Net Weekly Circulation	State County	Total Households	TV Hours Households
50% & Over	MONTANA Flathead Lincoln	23,900 6,800	23,200 6,500
	MONTANA Lake	8,400	8,100
Between 25-49%	MONTANA Sanders	3,900	3,700
Totals		43,000	41,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Billings—Miles City

KYUS-TV

Ch. 3

(Satellite of KOUS-TV, Hardin, MT)

Service: ABC.

Station: KYUS-TV Inc., 2116 Broadwater Ave., Box 23309, Billings, MT 59104.

Phone: (406) 665-3320.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 10.2-kw visual, 1.0-kw audio. Antenna: 125-ft. above av. terrain, 59-ft. above ground, 2664-ft. above sea level.

Latitude 46° 25' 56"
Longitude 105° 51' 31"

Location: 10.5-mi. NW of Miles City.

Parent: Big Horn Communications Inc. (Group Owner).

Original License: September 1, 1969. Sale by Custer Bcstg. Corp. to KOUS-TV on March 14, 1984 by FCC.

Original Sales: Seitel Inc.; Bob Hix (Denver).

Original Legal: Fortas & Hardman.

Original General manager.

Original Local sales manager.

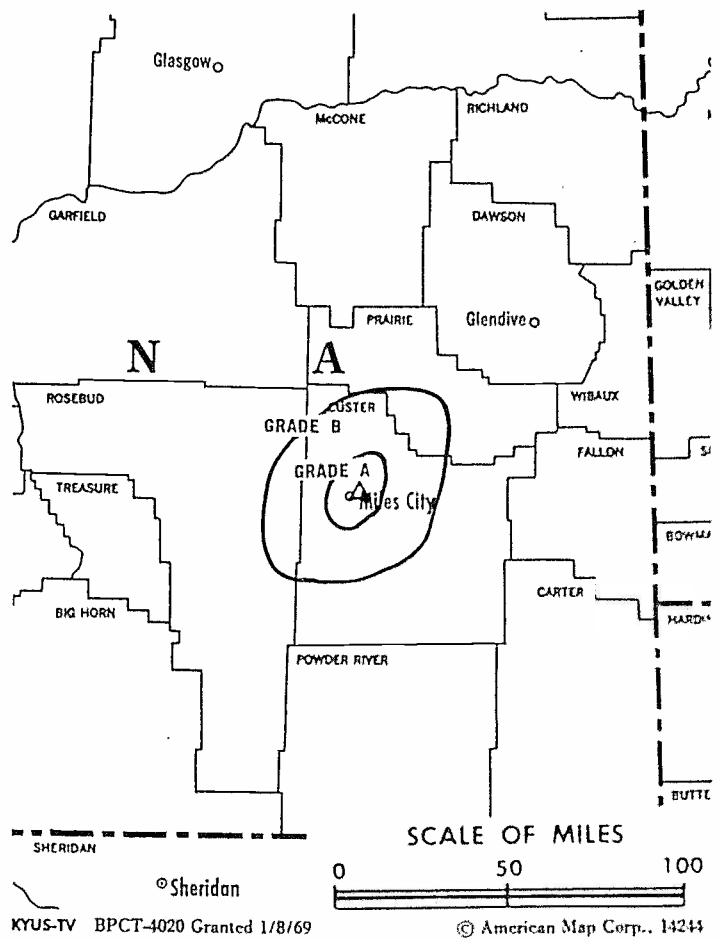
Original ON, chief engineer.

Original program director.

Original promotion director.

Original ON, traffic director.

Original Rate: \$60.



Arbitron Data: Included with KOUS-TV, Hardin, MT.

City of License: Miles City. ADI: Billings-Hardin. Rank: 166.

Montana—Missoula

KECI-TV

Ch. 13

(Operates satellites KCFW-TV, Kalspell & KTVM, Butte, MT)

Network Service: NBC, ABC.

Licensee: Eagle Communications Inc., TV Bldg., 340 W. Main St., Missoula, MT 59802.

Studio: 340 W. Main St., Missoula, MT 59802.

Telephone: 406-721-2063. TWX: 910-963-2490. Fax: 406-549-6507.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 300-kw visual, 30-kw aural. Antenna: 2000-ft. above av. terrain, 289-ft. above ground, 7060-ft. above sea level.

Latitude 47° 01' 05"
Longitude 114° 00' 41"

Transmitter: 10-mi. N of Missoula, near Evaro, MT.

Satellite Earth Stations: Harris, 7-meter Ku-band; Paracclipse, 4.5-meter C-band; Harris, 4.5-meter C-band; Harris, 3-meter Ku-band; Harris, M/A-Com receivers.

News Services: AP, NBC.

Ownership: Precht Communications Inc. (Group Owner).

Began Operation: July 1, 1954. Sale by Mosby's Inc. to KMSO-TV Inc. approved Sept. 11, 1964 by FCC (Television Digest, Vol. 4:32, 38). Sale to present owner by Dale G. Moore approved Aug. 24, 1978.

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

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

Personnel:

ROBERT H. PRECHT, president & general manager.

STEVE HELLEGAARD, station manager.

JEAN CREPEAU, program director.

JIM HARMON, news director.

LARRY ARBAUGH, chief engineer.

PAT GRANT, national sales manager.

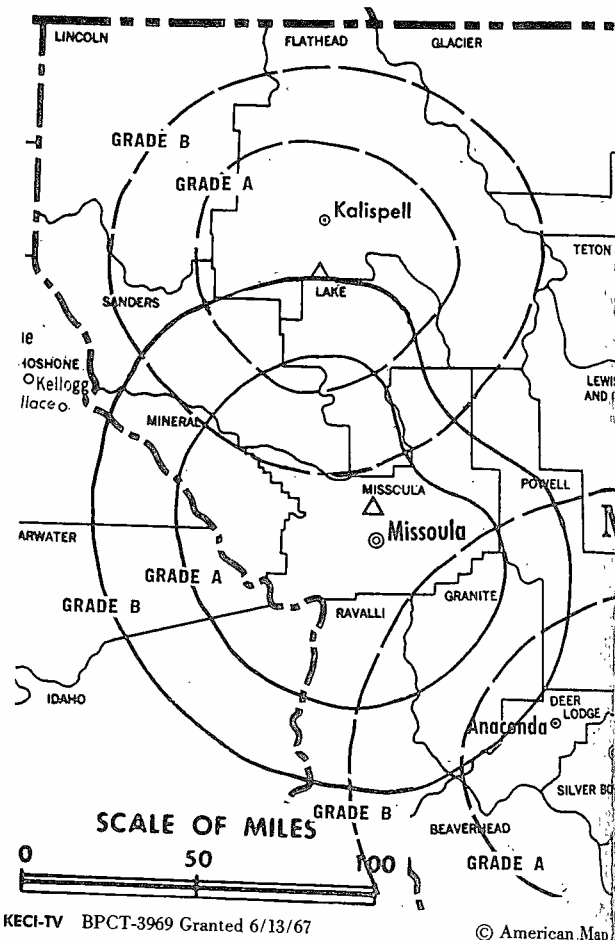
JANE ENGLISH, business manager.

Highest 30 Sec. Rate: \$625.

NETWORK BASE HOURLY RATE: \$800.

City of License: Missoula. ADI: Missoula. Rank: 171.

Total Households: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Hours Households
50% & Over	MONTANA		
	Granite	1,100	1,100
	Lake	8,400	8,100
	Mineral	1,700	1,700
	Missoula	32,300	31,300
	Ravalli	10,600	10,300
	Sanders	3,900	3,700
Between 25-49%	IDAHO		
	Lemhi	2,700	2,500
Totals		60,700	58,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KPAX-TV

Ch. 8

Service: CBS.

Address: KPAX Communications Inc., Box 4827, Missoula, MT 59806.

Address: 2204 Regent St., Missoula, MT 59801.

Phone: 406-543-7106.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 275-kw & 57-kw horizontal visual, 51.5-kw & 48-kw horizontal aural. Antenna: 2150-ft. above 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.

Channel TV Sound: Stereo and separate audio program.

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

Services: AP, Montana TV Network.

Group: Evening Post Publishing Co. (Group Owner).

Operation: May 1, 1970. Sale to present owners by SJL Inc. approved by FCC Dec. 23, 1986. Previous sale by Garryowen Corp. approved by FCC Dec. 23, 1983.

Original (sales): Blair Television.

Original (legal): Dow, Lohnes & Albertson.

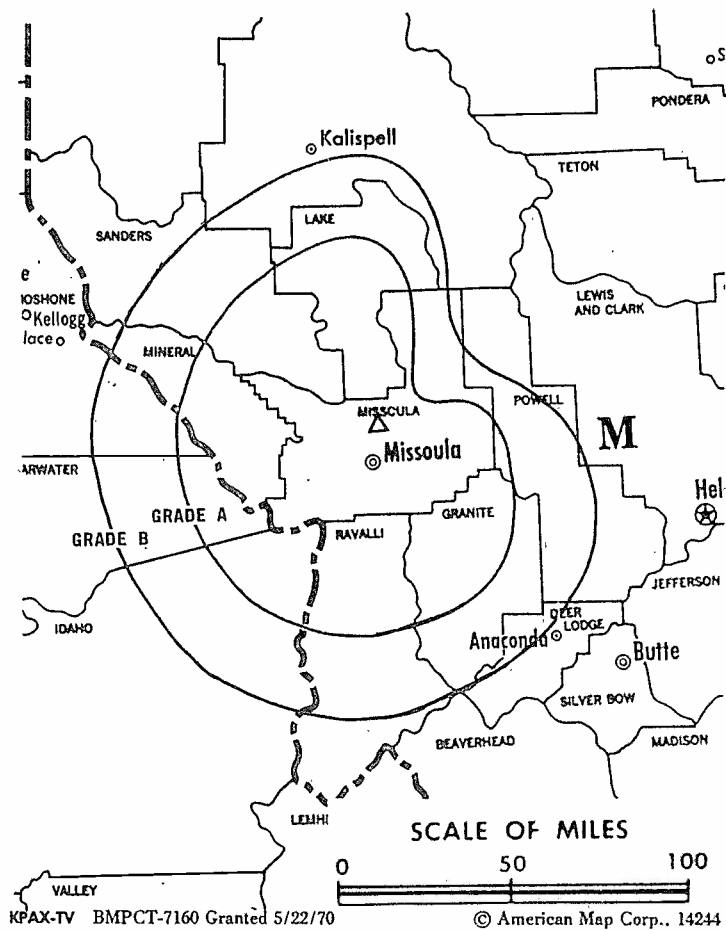
- President: F. SULLIVAN, president & general manager.
- Program Director: J. ENGLE, program director & operations manager.
- Sales Manager: E. HERMES, local sales manager.
- News Director: J. QUAND, news director.
- Promotion Director: J. ANE, promotion director.
- Chief Engineer: J. APSON, chief engineer.

30 Sec. Rate: \$375.

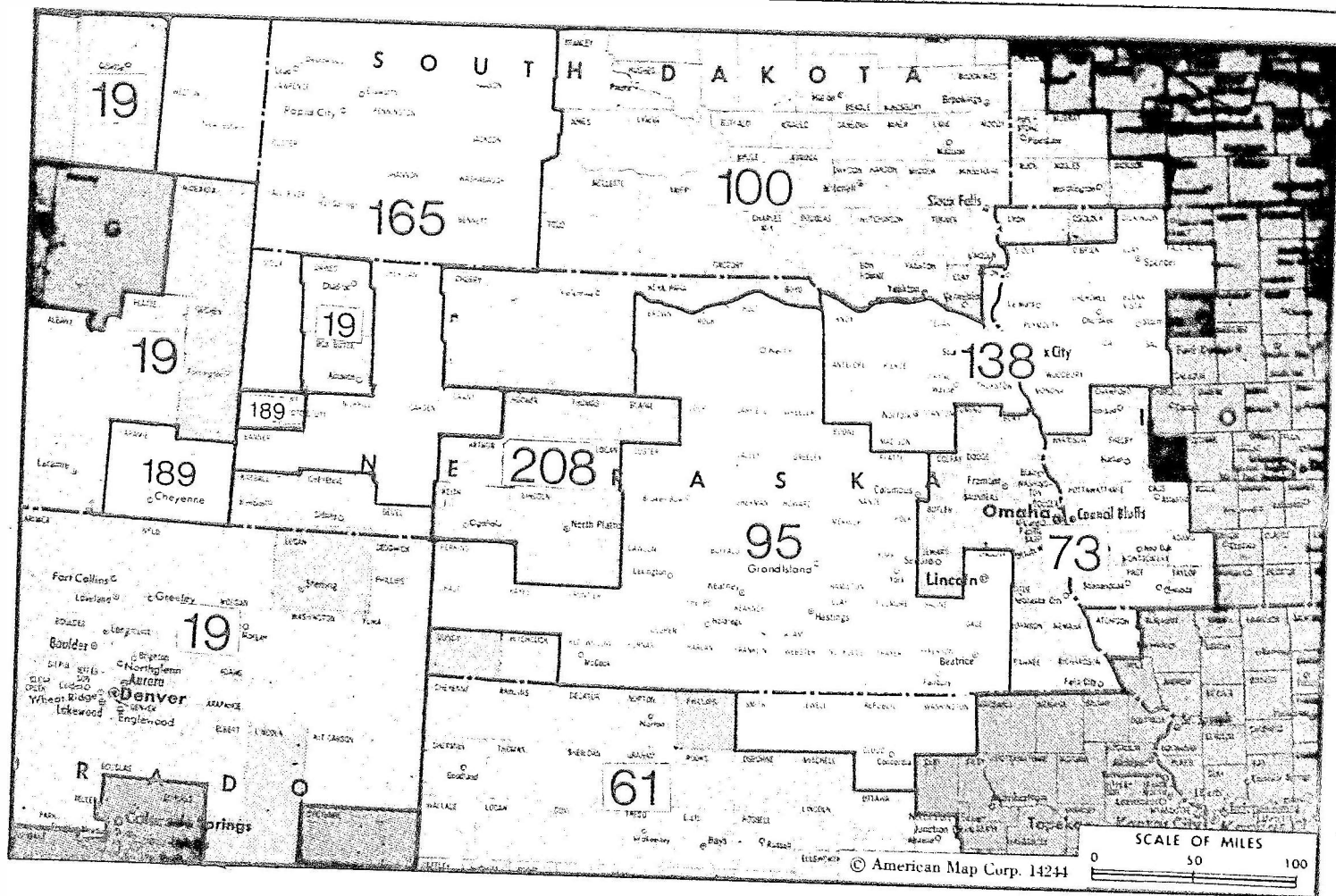
License: Missoula. ADI: Missoula. Rank: 171.

Source: © MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Circulation based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
Over	MONTANA Flathead	23,900	23,200	97
	Granite	1,100	1,100	100
	Lake	8,400	8,100	97



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Mineral	1,700	1,700	100
	Missoula	32,300	31,300	97
	Ravalli	10,600	10,300	97
Between 25-49%	IDAHO Lemhi	2,700	2,500	93
	MONTANA Sanders	3,900	3,700	95
	IDAHO Clearwater	3,400	3,300	97
Between 5-24%	MONTANA Lincoln	6,800	6,500	96
	Totals	94,800	91,700	97
Net Weekly Circulation (1990)				63,200
Average Daily Circulation (1990)				39,200



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Denver, CO.....	1,047,400	19	KCNC-TV (4), KDVR (31), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVD (20), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
Wichita-Hutchinson, KS.....	434,700	61	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBY (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Omaha, NE.....	351,300	73	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Lincoln-Hastings-Kearney, NE.....	253,400	95	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Sioux Falls-Mitchell, SD.....	235,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Sioux City, IA.....	155,800	138	KCAU-TV (9), KMEG (14), KTIV (4)
Rapid City, SD.....	86,400	165	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
Cheyenne, WY-Scottsbluff, NE-Sterling, CO.....	44,400	189	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
North Platte, NE.....	18,000	208	KNOP-TV (2)

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

KSTF, Gering.....	See Scottsbluff, NE
KHGI-TV, Hastings.....	See Kearney, NE

Nebraska Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	1	15
Educational Television Stations	6	3	9
	20	4	24

KCAN

Ch. 8

(Satellite of KCAU-TV, Sioux City, IA)

Service: ABC.

Operator: Gadel Communications Co. Ltd.

Address: Genoa, NE 68640.

Phone: 702-495-4995, Albion; 712-277-2345, Sioux City.

Titles: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual.
 Antenna: 2000-ft. above av. terrain, 1973-ft. above ground, 3729-ft. above level.

Latitude 41° 32' 28"
 Longitude 97° 40' 45"

Location: 11-mi. E of Rte. 22, 5-mi. N of Genoa, NE.

Stations: ChannelMaster, 5-meter; Pinzone, 5-meter; Pinzone, 3.7-meter receivers.

Operator: Gadel Communications Co. Ltd. (Group Owner).

Date: December 5, 1964. Sale to present owner by Amatturo Group Inc. FCC Nov. 12, 1986.

Sales: Katz Television.

Legal: Latham & Watkins.

Engineering: Jules Cohen & Associates, P.C.

President: BARDO, president.

President & general manager: [Name]

Sales manager: [Name]

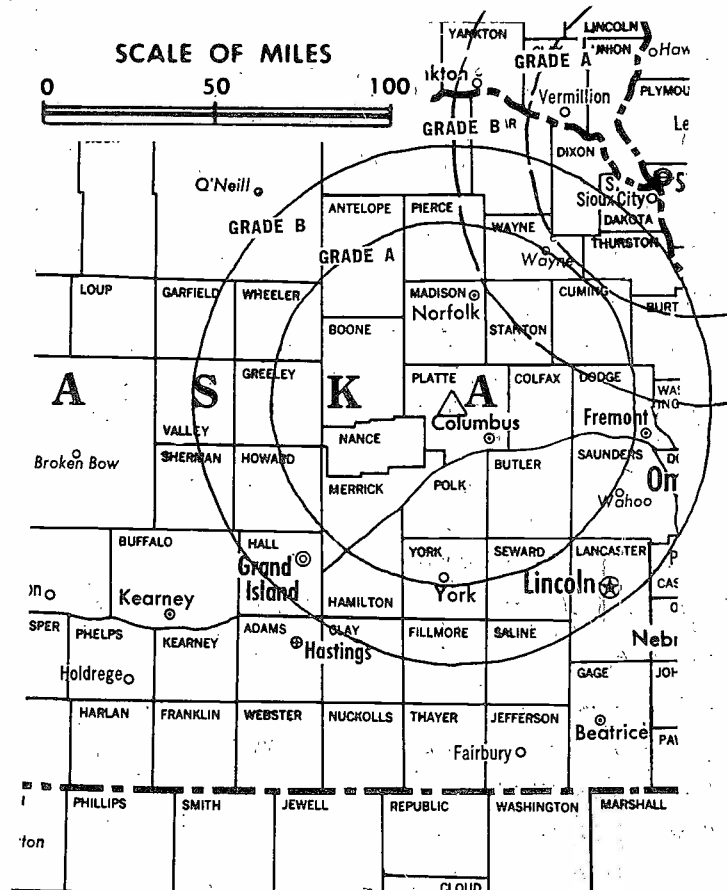
Chief engineer: [Name]

Rate: \$250.

Market: Albion. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Source: MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NEBRASKA			
Antelope	3,200	3,100	97
Nance	1,800	1,800	100
Wheeler	400	400	100
NEBRASKA			
Boone	2,600	2,600	100
Butler	3,400	3,300	97
Colfax	3,600	3,500	97
Garfield	1,000	1,000	100
Greeley	1,200	1,200	100
Holt	5,000	4,800	96
Howard	2,400	2,400	100
Merrick	3,200	3,200	100
Platte	10,800	10,700	99



KCAN BMPCT-821229KE Granted 1/28/83

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
Between 5-24%	NEBRASKA			
	Brown	1,700	1,700	100
	Clay	3,000	3,000	100
	Custer	5,000	4,900	98
	Fillmore	2,900	2,900	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Knox	4,000	3,900	98
	Loup	300	300	100
	Madison	12,700	12,500	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
Thurston	2,400	2,400	100	
Valley	2,300	2,200	96	
York	5,700	5,600	98	
SOUTH DAKOTA				
Bon Homme	2,800	2,700	96	
Totals		127,100	125,300	99
Net Weekly Circulation (1990)				33,200
Average Daily Circulation (1990)				14,600

Nebraska—Grand Island

KGIN

Ch. 11

(Satellite of KOLN, Lincoln, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: See KOLN, Lincoln.

Telephone: 308-382-6100. TWX: 910-621-8114.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 55.5-kw aural. Antenna: 1009-ft. above av. terrain, 1066-ft. above ground, 3146-ft. above sea level.

Latitude	40°	35'	20"
Longitude	98°	48'	10"

Transmitter: 10-mi. NE of Minden.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

News Services: AP, CBS, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: October 1, 1961.

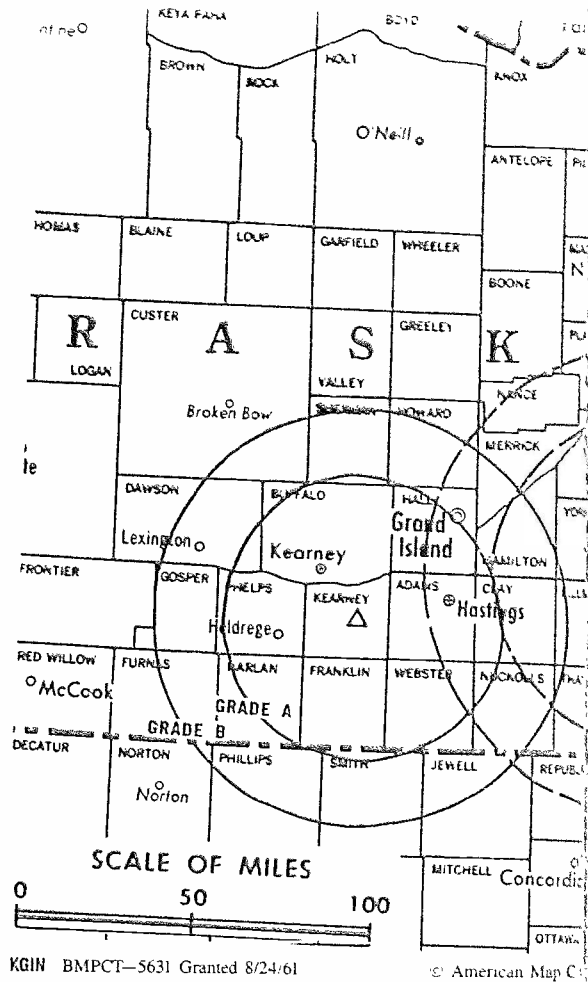
Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel: See KOLN, Lincoln.

Rates: Sold in combination with KOLN, Lincoln, NE.



Arbitron Data: Included with KOLN, Lincoln, NE.

City of License: Grand Island. ADI: Lincoln-Hastings-Kearney. Rank: 95

KHAS-TV

Ch. 5

Service: NBC.

Nebraska Television Corp., Box 578, Hastings, NE 68901.

City: 281, 3-mi. N of Hastings, NE.

Address: Box 578, Hastings, NE 68901.

Phone: 402-463-1321. Telex: 62069443. Fax: 402-463-6551.

Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 100-w audio. Antenna: 730-ft. above av. terrain, 767-ft. above ground, 2707-ft. above sea level.

Latitude 40° 39' 06"
Longitude 98° 23' 04"

Location: Hwy. 281, 3-mi. N of Hastings.

Channel TV Sound: Stereo only.

Reception Stations: Harris, 6.1-meter C-band; RCA, 3.9-meter Ku-band; Harris, 100-w receivers.

Power: KHAS, 1-kw, 1230 KHz.

Services: Accu-Weather, AP, NBC.

Owner: Nebraska Television Corp.

Operation: January 1, 1956.

Head (sales): Settel Inc.

Head (legal): Dow, Lohnes & Albertson.

General Manager: WILSON JR., general manager.

Sales Manager: WES, general sales manager.

Chief Engineer: K, chief engineer.

Program Director: KERMEN, program director.

Business Manager: FORD, business manager.

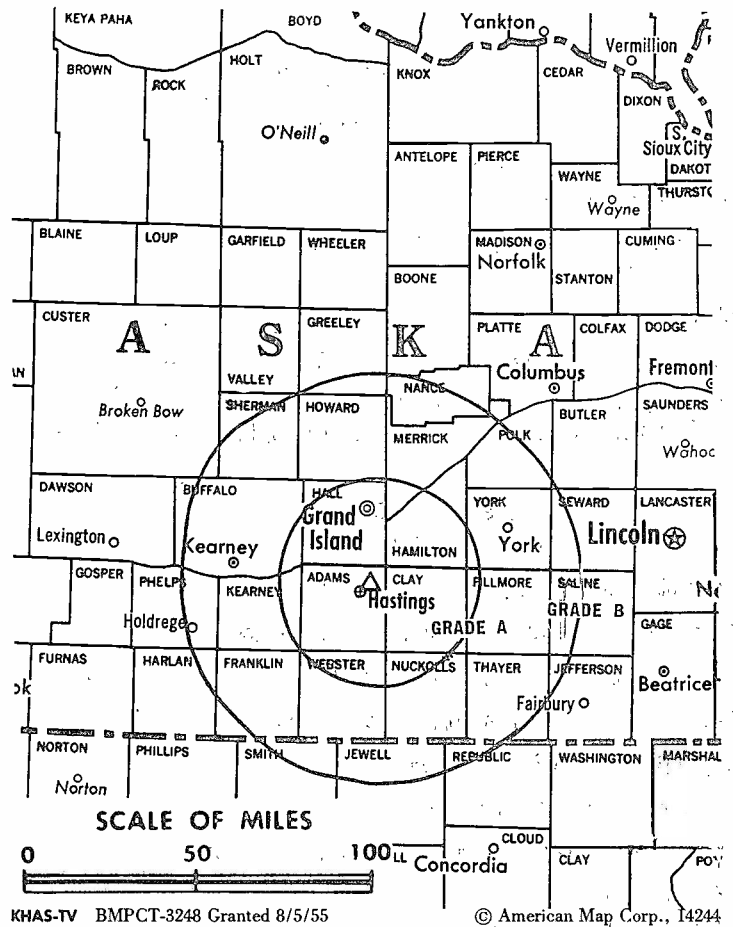
Sec. Rate: \$525.

Base Hourly Rate: \$410.

Market: Hastings. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.

State	Total Households	TV Households	%
KANSAS			
Jewell	1,900	1,800	95
Phillips	2,900	2,800	96
Republic	2,900	2,800	96
Smith	2,300	2,300	100
NEBRASKA			
Adams	12,100	12,000	99
Buffalo	13,900	13,800	99
Clay	3,000	3,000	100
Fillmore	2,900	2,900	100
Franklin	1,600	1,600	100
Garfield	1,000	1,000	100
Greeley	1,200	1,200	100
Hall	18,700	18,500	99
Hamilton	3,400	3,400	100
Howard	2,400	2,400	100
Kearney	2,600	2,600	100
Merrick	3,200	3,200	100
Nance	1,800	1,800	100
Nuckolls	2,600	2,600	100
Phelps	3,700	3,700	100
Sherman	1,500	1,500	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
	Wheeler	400	400	100
	York	5,700	5,600	98
Between 25-49%	NEBRASKA			
	Boone	2,600	2,600	100
	Harlan	1,700	1,700	100
	Jefferson	3,700	3,600	97
	Loup	300	300	100
Polk	2,300	2,300	100	
Between 5-24%	KANSAS			
	Cloud	4,500	4,400	98
	Washington	3,000	2,900	97
	NEBRASKA			
	Custer	5,000	4,900	98
Dawson	8,300	8,200	99	
Gosper	800	800	100	
Platte	10,800	10,700	99	
Saline	5,000	4,900	98	
Seward	5,900	5,800	98	
Totals		152,600	150,900	99
Net Weekly Circulation (1990)				89,800
Average Daily Circulation (1990)				47,800

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Information Marketing Services
703-821-8130

Nebraska—Hayes Center

KWNB-TV

Ch. 6

(Satellite of KHGI-TV, Kearney, NE)

Network Service: ABC.

Licensee: Joseph C. Amato, Receiver, 2929 E. Commercial Blvd., PHC, Fort Lauderdale, FL 33308.

Studio: See KHGI-TV, Kearney.

Telephone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 737-ft. above av. terrain, 586-ft. above ground, 3851-ft. above sea level.

Latitude 40° 37' 32"
Longitude 101° 01' 46"

Transmitter: County Rd., 8-mi. N of Hayes Center.

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

News Services: ABC, AP, National Weather Service, Environmental Satellite Services.

Ownership: Joseph C. Amato, Receiver (Group Owner).

Began Operation: February 9, 1956.

Represented (sales): Katz Television.

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

Personnel:

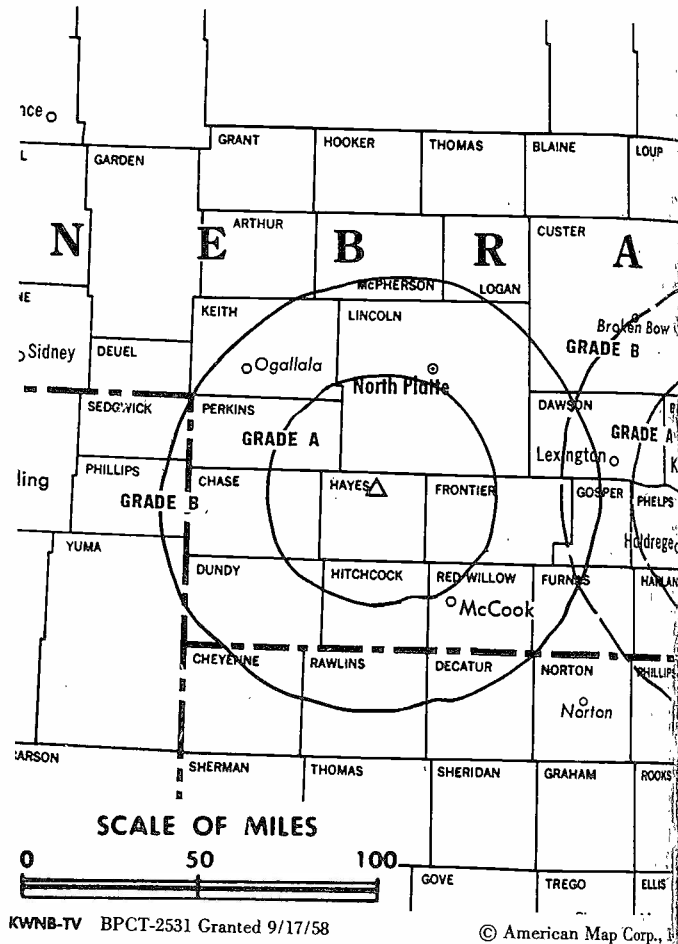
PEGGY A. LANDRY, general manager.

GENE SHORT, general sales manager.

JERRY FUEHRER, chief engineer.

MARK NELSEN, news director.

DOROTHY JOHNSON, business manager.



Rates: Sold in conjunction with KHGI-TV, Kearney & KSBN-TV, Superior, NE.

Arbitron Data: Included with parent KHGI-TV, Kearney, NE.

City of License: Hayes Center. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Nebraska—Kearney-Hastings-Grand Island

KHGI-TV

Ch. 13

Participates NTV Network including satellites KWNB-TV, Hayes Center & KSNB-TV, Superior, NE)

Service: ABC.

Owner: Joseph C. Amato, Receiver, PHC, 2929 E. Commercial Blvd., Fort Lauderdale, FL 33308.

Location: 4-mi. S of Kearney on Hwy. 44.

Address: Box 220, Kearney, NE 68848.

Phone: 308-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw (31.6-kw aural). Antenna: 1110-ft. above av. terrain, 1163-ft. above ground, 24 ft. above sea level.

Latitude 40° 39' 28"
Longitude 98° 52' 04"

Location: 1.2-mi. NW of Lowell.

Earth Stations: 4 in operation; Prodelin, 5-meter; Pinzone receivers.

Services: ABC, AP, NIWS, National Weather Service, Environmental Satellite Services.

Operator: Joseph C. Amato, Receiver (Group Owner).

Operation: December 24, 1953. Sale to NTV by Bi-States Co. (F. Wayne Porter, et al.) approved by FCC April 29, 1974 (Television Digest, Vol. 14:7). Sale to Amato Group by NTV Enterprises approved by FCC Nov. 16, 1979 (Vol. 19:24). Sale to Gordon Bcstg. Inc. by Amato Group approved by FCC Jan. 17, 1986. Sale to Hastings Communications by Gordon Bcstg. Inc. approved by FCC Feb. 27, 1989. Sale consummated. Assignment to Joseph C. Amato, Receiver, granted June 1979.

Agent (sales): Katz Television.

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

Model:

General Manager: LANDRY, general manager.

Sales Manager: PORT, sales manager.

Chief Engineer: JEHRER, chief engineer.

News Director: RIKELSEN, news director.

Business Manager: JOY JOHNSON, business manager.

Request:

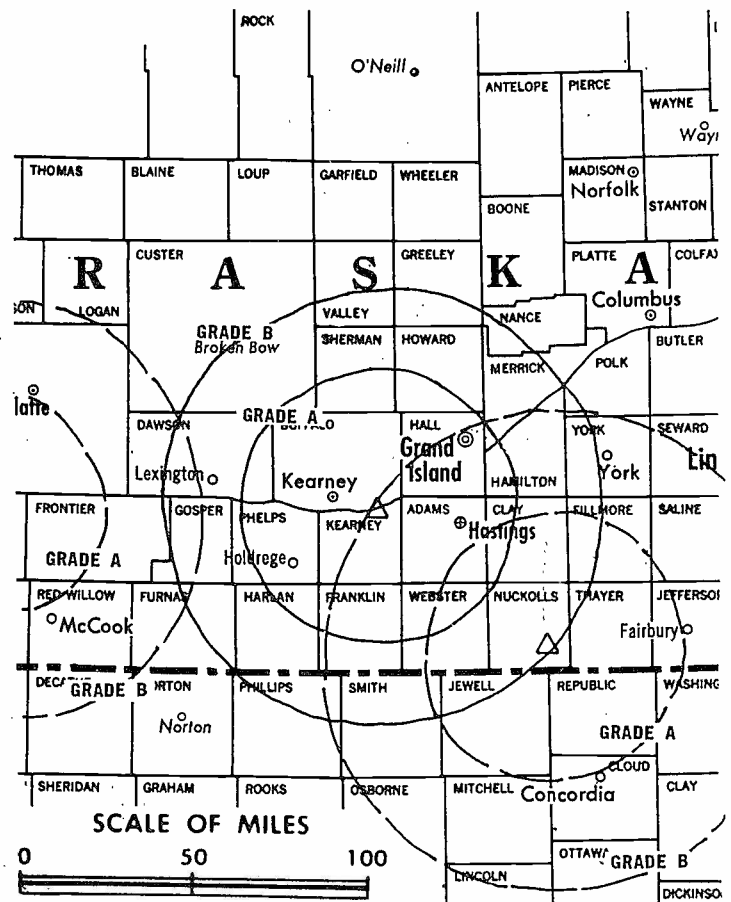
Work Base Hourly Rate: \$800.

Data: Figures include KWNB-TV, Hayes Center & KSNB-TV, Superior, NE.

License: Kearney. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Sample based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
Over	KANSAS			
	Cloud	4,500	4,400	98
	Jewell	1,900	1,800	95
	Norton	2,700	2,700	100
	Osborne	2,300	2,200	96
	Phillips	2,900	2,800	96
	Republic	2,900	2,800	96
	Rooks	2,500	2,500	100
	Smith	2,300	2,300	100
	Washington	3,000	2,900	97
NEBRASKA	Adams	12,100	12,000	99
	Buffalo	13,900	13,800	99
	Chase	1,900	1,900	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clay	3,000	3,000	100
	Custer	5,000	4,900	98
	Dawson	8,300	8,200	99
	Dundy	1,200	1,200	100
	Fillmore	2,900	2,900	100
	Franklin	1,600	1,600	100
	Frontier	1,400	1,400	100
	Furnas	2,600	2,500	96
	Gosper	800	800	100
	Greeley	1,200	1,200	100
	Hall	18,700	18,500	99
	Hamilton	3,400	3,400	100
	Harlan	1,700	1,700	100
	Hayes	500	500	100
	Hitchcock	1,500	1,500	100
	Howard	2,400	2,400	100
	Jefferson	3,700	3,600	97
	Kearney	2,600	2,600	100
	Lincoln	12,700	12,500	99
Merrick	3,200	3,200	100	
Nuckolls	2,600	2,600	100	

(Continued on page A-724)

Totals	214,600	212,000	99
Net Weekly Circulation (1990)		133,500	
Average Daily Circulation (1990)		73,200	

Our firm acted as financial advisor and broker in the 1986 sale of KHGI-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

Nebraska—Lincoln

KOLN

Ch. 10

(Also operates satellite KGIN, Grand Island, NE)

Network Service: CBS.

Licensee: Busse Bcstg. Corp., Box 30350, Lincoln, NE 68503.

Studio: 40th & W Sts., Lincoln.

Mailing Address: Box 30350, Lincoln, NE 68503.

Telephone: 402-467-4321. TWX: 910-621-8114.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1490-ft. above av. terrain, 1497-ft. above ground, 3027-ft. above sea level.

Latitude 40° 48' 08"
Longitude 97° 10' 46"

Transmitter: 6-mi. E of Beaver Crossing.

Satellite Earth Stations: Microdyne, 7-meter; Scientific-Atlanta, 7-meter; DH Satellite, 5-meter Ku & C-band; Scientific-Atlanta, 4.6-meter; Microdyne, Scientific-Atlanta receivers.

News Services: AP, U.S. Weather Bureau.

Ownership: Busse Broadcasting Corp. (Group Owner).

Began Operation: February 18, 1953. Sale to Fetzer Bcstg. Co. approved by FCC March 24, 1954; transfer to John Fetzer approved by FCC Nov. 15, 1955 (Television Digest, Vol. 9:30, 34; 10:9, 13, 20). Sale to Gillett by Fetzer Communications Inc. approved Oct. 29, 1985. Sale to present owners by Gillett Bcstg. approved by FCC July 31, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Pepper & Corazzini.

Represented (engineering): Lohnes & Culver.

Personnel:

FRANK JONAS, president & general manager.

DICK NELSON, general sales manager.

DAVID BRADLEY, national sales manager.

JOHN DENNEY, news director.

CHARLIE WEBER, program & promotion director.

LISA GULL, production supervisor.

KIM KNOX, community affairs director.

LYLE KAUFMAN, chief engineer & operations manager.

CHRISTINE McPIKE, business manager.

Highest 30 Sec. Rate: \$2500.

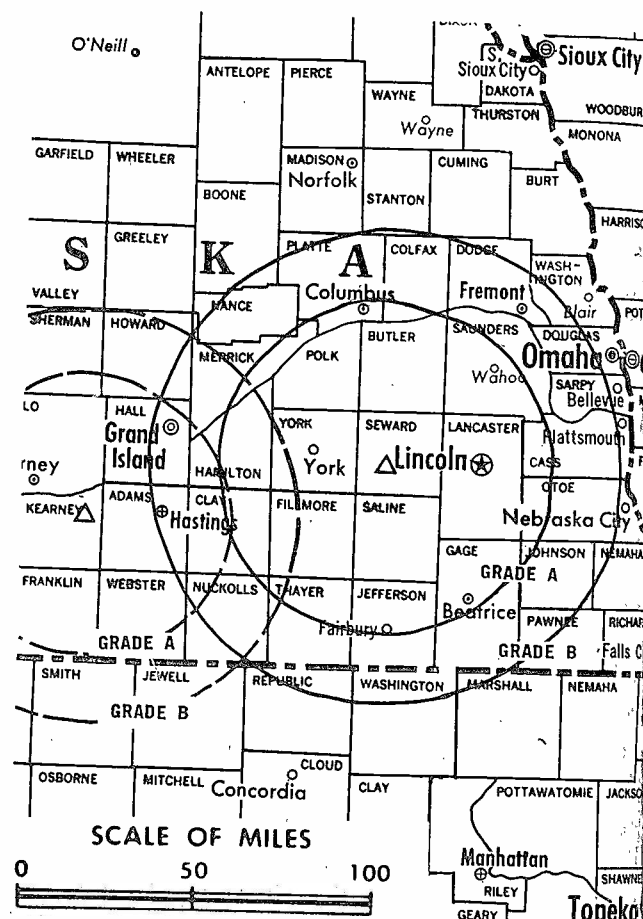
NETWORK BASE HOURLY RATE: \$910.

Arbitron Data: Includes KGIN, Grand Island, NE.

City of License: Lincoln. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	KANSAS			
	Jewell	1,900	1,800	95
	Marshall	5,300	5,200	98
	Phillips	2,900	2,800	96
	Republic	2,900	2,800	96
	Smith	2,300	2,300	100
	Washington	3,000	2,900	97
	NEBRASKA			
	Adams	12,100	12,000	99
	Antelope	3,200	3,100	97
Boone	2,600	2,600	100	
Brown	1,700	1,700	100	
Buffalo	13,900	13,800	99	



KOLN BPCT-3649 Granted 12/15/65

© American Map Corp., Ne

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Butler	3,400	3,300
	Clay	3,000	3,000
	Colfax	3,600	3,500
	Custer	5,000	4,900
	Dawson	8,300	8,200
	Fillmore	2,900	2,900
	Franklin	1,600	1,600
	Frontier	1,400	1,400
	Furnas	2,600	2,500
	Gage	9,000	8,900
	Garfield	1,000	1,000
	Gosper	800	800
	Greeley	1,200	1,200
	Hall	18,700	18,500
	Hamilton	3,400	3,400
	Harlan	1,700	1,700
	Holt	5,000	4,800
	Howard	2,400	2,400
	Jefferson	3,700	3,600
	Johnson	2,000	2,000
	Kearney	2,600	2,600
	Keith	3,700	3,700
	Lancaster	83,500	82,700
	Lincoln	12,700	12,500
	Loup	300	300
	Madison	12,700	12,500
	Merrick	3,200	3,200
	Nance	1,800	1,800
	Nuckolls	2,600	2,600
	(Continued on page A-724)		
Totals		399,500	394,800
Net Weekly Circulation (1990)			276,700
Average Daily Circulation (1990)			176,100

McCook-Oberlin, Kansas

KSNK

Ch. 8

(Satellite of KSNW, Wichita, KS)

Parent: NBC.

Wichita License Subsidiary Corp., 333 N. Main St., Wichita, KS 67201.

City: 36 W, 9-mi. W of Oberlin, KS.

Phone: 313-475-2248. Fax: 913-475-3944.

Channels: Channel No. 8 (180-186 MHz). Authorized power: 297.2-kw
 Transmitter: 710-ft. above av. terrain, 677-ft. above ground,
 above sea level.

Latitude 39° 49' 48"
 Longitude 100° 42' 04"

Site: S. Hwy. 36, 9-mi. W of Oberlin, KS.

Station: M/A-Com, 4-meter; M/A-Com receivers.

Carriers: AP, CNN, Conus, KSN.

Owner: Broadcast Management Corp. (Group Owner).

Date: October 16, 1959. Sale to present owner by The Standard Corp.
 FCC August 5, 1988.

Advertiser: Katz Television.

Agency: Latham & Watkins.

Engineering: A. D. Ring & Associates, P.C.

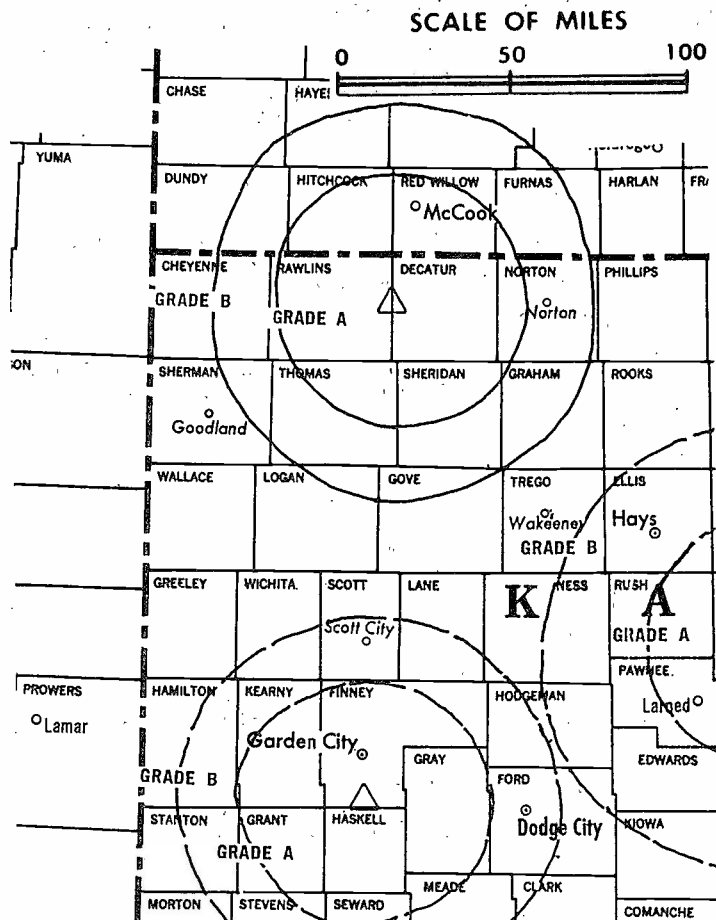
Chief engineer.

Service: a bonus with KSNW, Wichita, KS & satellites (Kansas State Network)
 Garden City & KNCS, Great Bend, KS.

City: McCook. ADI: Wichita-Hutchinson. Rank: 61.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
KANSAS			
Cheyenne	1,500	1,500	100
Decatur	1,700	1,700	100
Gove	1,400	1,400	100
Graham	1,500	1,500	100
Logan	1,400	1,400	100
Norton	2,700	2,700	100
Rawlins	1,500	1,500	100
Sheridan	1,300	1,300	100
Sherman	2,900	2,900	100
Thomas	3,100	3,000	97
NEBRASKA			
Dundy	1,200	1,200	100
Furnas	2,600	2,500	96
Gosper	800	800	100
Hays	500	500	100



KSNK BPCT-820707KF Granted 8/20/82

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Hitchcock	1,500	1,500	100
	Red Willow	5,000	4,900	98
Between 25-49%	KANSAS			
	Phillips	2,900	2,800	96
	Rooks	2,500	2,500	100
	NEBRASKA			
	Frontier	1,400	1,400	100
Between 5-24%	KANSAS			
	Trego	1,800	1,800	100
	NEBRASKA			
	Chase	1,900	1,900	100
	Harlan	1,700	1,700	100
Totals		42,800	42,400	99
Net Weekly Circulation (1990)				28,900
Average Daily Circulation (1990)				18,100

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Television & Cable Factbook

Nebraska—North Platte

KNOP-TV

Ch. 2

Network Service: NBC.

Licensee: North Platte Television Inc., Box 749, North Platte, NE 69101.

Studio: 4.7-mi. NNE of North Platte town, North Platte, NE 69103.

Telephone: 308-532-2222.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 15-kw aural. Antenna: 630-ft. above av. terrain, 609-ft. above ground, 3621-ft. above sea level.

Latitude 41° 12' 13"
Longitude 100° 43' 58"

Transmitter: 4.7-mi. NNE of center of town.

Satellite Earth Stations: 2 in operation; Harris receivers.

News Service: AP.

Ownership: North Platte Television Inc.

Began Operation: December 15, 1958. Sale to present owners by group headed by Fred E. Shrake & Mac Smock approved June 16, 1967 by FCC.

Represented (sales): Adam Young Inc.

Represented (engineering): Jules Cohen & Associates.

Personnel:

ULYSSES A. CARLINI, general manager.

JODI RITACCA, news director.

JOHN KOCH, sports director.

CHRIS DAVIES, chief engineer.

CHERYL McDONALD, traffic director.

GREGG HOOVER, program & promotion director.

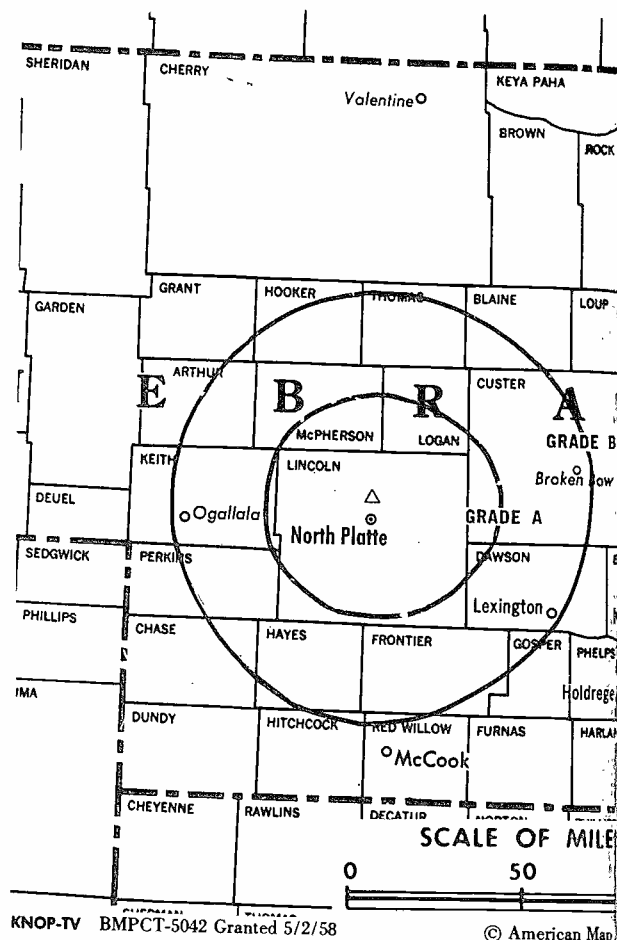
Highest 30 Sec. Rate: \$285.

NETWORK BASE HOURLY RATE: \$200.

City of License: North Platte. ADI: North Platte. Rank: 208.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA				
50% & Over	Arthur	200	200	100
	Blaine	300	300	100
	Cherry	2,600	2,600	100
	Dawson	8,300	8,200	99
	Frontier	1,400	1,400	100
	Grant	300	300	100
	Hooker	400	400	100
	Keith	3,700	3,700	100



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Lincoln	12,700	12,500
	Logan	400	400
	Mc Pherson	200	200
	Perkins	1,500	1,500
	Thomas	400	400
NEBRASKA			
Between 25-49%	Chase	1,900	1,900
	Custer	5,000	4,900
	Deuel	1,000	1,000
	Garden	1,000	1,000
NEBRASKA			
Between 5-24%	Hayes	500	500
	Loup	300	300
	Phelps	3,700	3,700
	Red Willow	5,000	4,900
Totals		50,800	50,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KETV

Ch. 7

Service: ABC.

Headquarters: Pulitzer Bcstg. Co., 27th & Douglas Sts., Omaha, NE 68131.

Address: 7th & Douglas Sts., Omaha, NE 68131.

Phone: 402-345-7777. TWX: 910-622-0710.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 50-kw aural. Antenna: 1360-ft. above av. terrain, 1363-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 32"
Longitude 96° 01' 37"

Address: 5600 N. 72nd St.

Channel TV Sound: Stereo only.

Earth Stations: Andrew, 7.3-meter C-band; Andrew, 6-meter Ku & C-band; S-band; 3-meter C-band; M/A-Com, 3-meter Ku-band; Avartek, M/A-Com receivers.

Services: ABC, AP, Potomac News Service, UPI.

Owner: Pulitzer Broadcasting Co. (Group Owner).

Operation: September 17, 1957. Sale to present owner by Peter Kiewit Sons' Co. (Publisher of Omaha World-Herald) approved by FCC Feb. 26, 1976 (Television Docket No. 75-1545). 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 the remaining 55% of KETV was approved June 11, 1963 by FCC (Vol. 23).

Headed (sales): Blair Television.

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

General Manager: J. M. MERS.

General Sales Manager: J. SHRIER.

Local Sales Manager: J. D. GLEY.

Program/Community Affairs Manager: J. HENNY.

Promotion Manager: J. MARK.

News Director: J. CLER.

Chief Engineer: J. SEN.

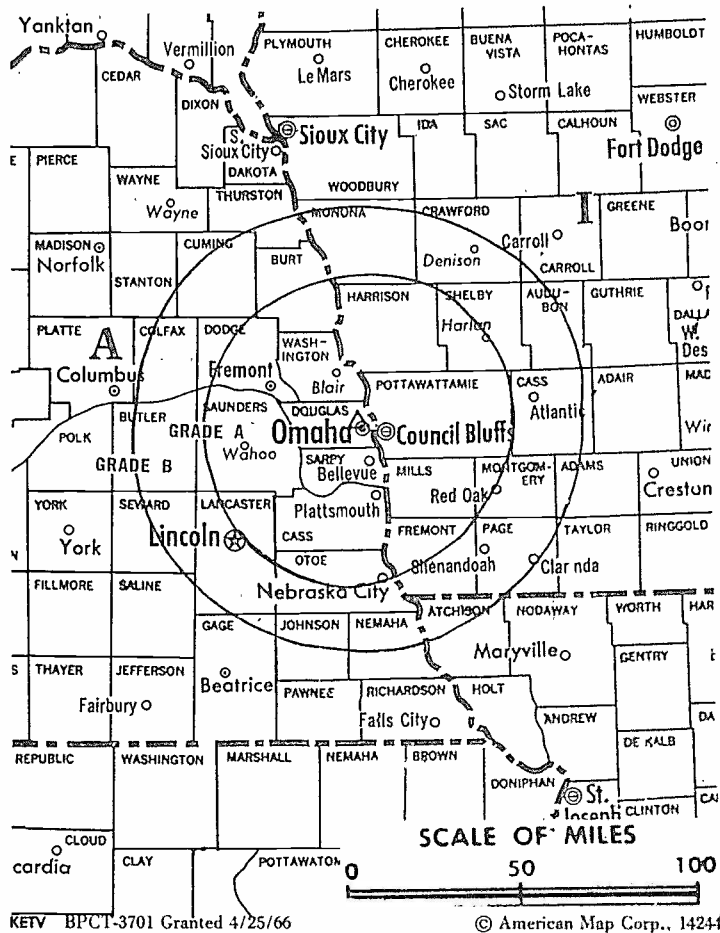
Business Manager: J. MARK.

Sec. Rate: \$4500.

Address: Omaha. ADI: Omaha. Rank: 73.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

Weekly Circulation	State County	Total Households	TV Households	%
	IOWA			
	Cass	6,600	6,500	98
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	Taylor	3,200	3,100	97
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	8,500	8,400	99
	Colfax	3,600	3,500	97
	Cuming	4,000	3,900	98
	Dodge	14,000	13,900	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Douglas	160,500	159,100	99	
	Gage	9,000	8,900	99	
	Johnson	2,000	2,000	100	
	Lancaster	83,500	82,700	99	
	Nemaha	3,200	3,200	100	
	Otoe	5,900	5,800	98	
	Pawnee	1,500	1,500	100	
	Platte	10,800	10,700	99	
	Richardson	4,300	4,200	98	
	Saline	5,000	4,900	98	
	Sarpy	32,800	32,700	100	
	Saunders	7,000	6,900	99	
	Seward	5,900	5,800	98	
	Washington	6,000	6,000	100	
Between 25-49%	IOWA				
	Adams	2,100	2,100	100	
	Audubon	3,000	3,000	100	
	Crawford	6,800	6,700	99	
	NEBRASKA				
	Jefferson	3,700	3,600	97	
Between 5-24%	IOWA				
	Ida	3,500	3,500	100	
	Sac	5,300	5,200	98	
	Union	5,400	5,300	98	
	(Continued on page A-725)				
	Totals		540,500	535,100	99
Net Weekly Circulation (1990)				405,200	
Average Daily Circulation (1990)				236,900	

Nebraska—Omaha

KMTV

Ch. 3

Network Service: CBS.

Licensee: KMTV Inc., 10714 Mockingbird Dr., Omaha, NE 68127.

Studio: 10714 Mockingbird Dr., Omaha, NE 68127.

Telephone: 402-592-3333. TWX: 402-348-1109.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1345-ft. above ground, 2549-ft. above sea level.

Latitude 41° 18' 25"
Longitude 96° 01' 37"

Transmitter: 5400 N. 72nd St.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; AFC, 3.7-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS, UPI.

Ownership: Lee Enterprises Inc. (Group Owner).

Began Operation: September 1, 1949. Sale to present owner by May Bcstg. Co. approved by FCC Nov. 7, 1986.

Represented (sales): Katz Television.

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

Represented (engineering): David Steel & Associates Inc.

Personnel:

HOWARD KENNEDY, general manager.

DAVID L. KUEHN, general sales manager.

LIN WHITE, national sales manager.

LOREN TOBIA, news director.

DONALD E. BROWERS, program & production manager.

LARRY STEELE, chief engineer.

GARY SWANGER, business manager.

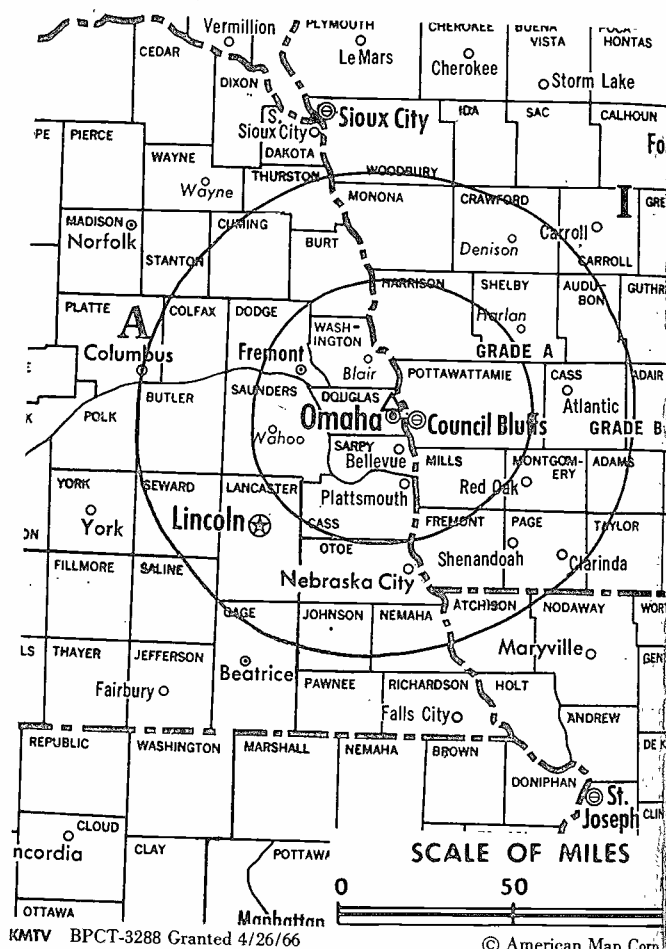
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1325.

City of License: Omaha. ADI: Omaha. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
	Butler	3,400	3,300	97
	Cass	8,500	8,400	99
Colfax	3,600	3,500	97	
Cuming	4,000	3,900	98	
Dodge	14,000	13,900	99	



KMTV BPCT-3288 Granted 4/26/66

© American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Douglas	160,500	159,100	99
	Johnson	2,000	2,000	100
	Lancaster	83,500	82,700	99
	Nemaha	3,200	3,200	100
	Otoe	5,900	5,800	98
	Sarpy	32,800	32,700	99
	Saunders	7,000	6,900	99
Washington	6,000	6,000	100	
Between 25-49%	IOWA			
	Adams	2,100	2,100	100
	Taylor	3,200	3,100	97
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Pawnee	1,500	1,500	100
Platte	10,800	10,700	99	
Richardson	4,300	4,200	98	
Saline	5,000	4,900	98	
Seward	5,900	5,800	98	
Thurston	2,400	2,400	100	
Wayne	3,300	3,300	100	
Between 5-24%	IOWA			
	Audubon	3,000	3,000	100
	MISSOURI			
	Holt	2,700	2,600	96
NEBRASKA				
Dakota	6,600	6,600	100	
(Continued on page A-724)				
Totals		519,500	514,400	99
Net Weekly Circulation (1990)				361,100
Average Daily Circulation (1990)				200,700

KPTM
Ch. 42

Owner: Fox.
 Address: Pappas Telecasting of the Midlands, 4625 Farnam St., Omaha, NE 68132.
 Address: 4625 Farnam St., Omaha, NE 68132.
 Phone: 402-558-4200. TWX: 910-558-0475. Fax: 402-558-0475.
 Frequencies: Channel No. 42 (638-644 MHz). Authorized power: 5000-kw
 500-kw max. aural. Antenna: 1559-ft. above av. terrain, 1479-ft. above
 9-ft. above sea level.

Latitude 41° 04' 15"
 Longitude 96° 13' 30"

Antenna height: 1893-ft. above av. terrain, 1814-ft. above ground, 3021-ft. above sea level. BPCT-870902KE.

Address: 9801 Pflug Road, Springfield.

TV Sound: Stereo only.

Stations: Harris, 6.1-meter C-band; AFC, 3.6-meter Ku-band; Harris receivers.

Owner: Pappas Telecasting Companies (Group Owner).

Date: April 6, 1986.

Sales: TeleRep Inc.

Legal: Bryan, Cave, McPheeters & McRoberts.

Engineering: Smith & Powstenko; Cecil Lynch.

President: Pappas.

Vice President & General Manager: [Name].

Station Manager & General Marketing Manager: [Name].

National Marketing Manager: [Name].

Local Marketing Manager: [Name].

Program/Promotion Manager: [Name].

News Director: [Name].

Traffic Manager: [Name].

Chief Engineer: [Name].

Production Manager: [Name].

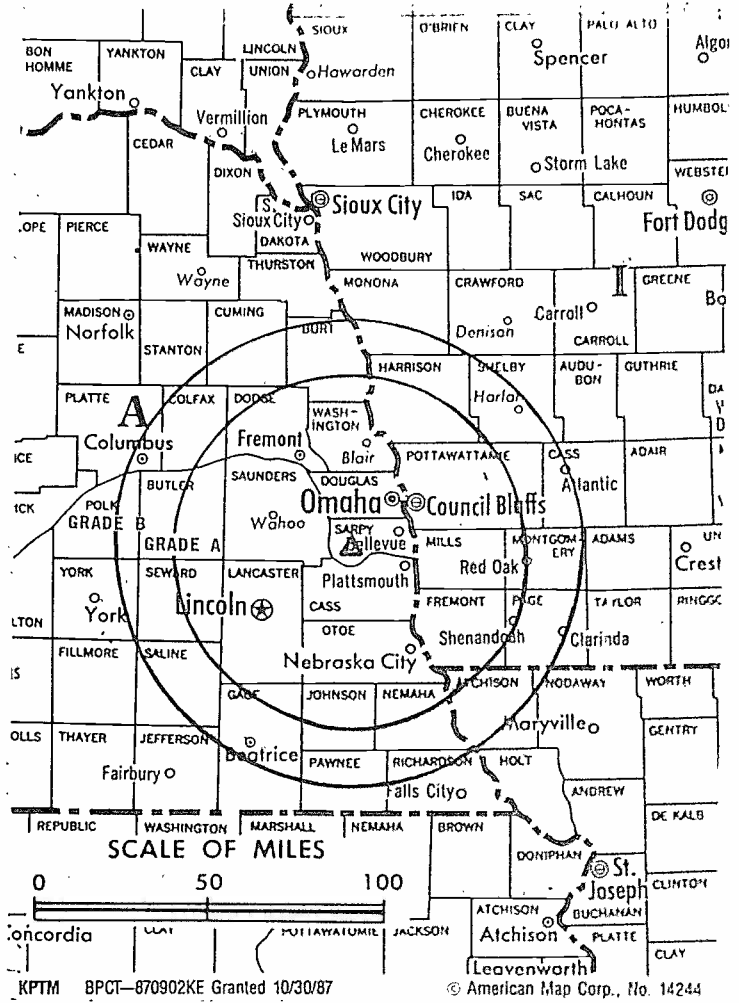
Film Manager & Programming Assistant: [Name].

Investment:

Address: Omaha. ADI: Omaha. Rank: 73.

Source: NIELSEN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
IOWA			
Fremont	3,800	3,800	100
Mills	4,700	4,700	100
Montgomery	5,400	5,300	98
Page	7,400	7,300	99
Pottawattamie	33,700	33,400	99
NEBRASKA			
Cass	8,500	8,400	99
Coffax	3,600	3,500	97
Dodge	14,000	13,900	99
Douglas	160,500	159,100	99
Johnson	2,000	2,000	100
Lancaster	83,500	82,700	99
Nemaha	3,200	3,200	100
Otoe	5,900	5,800	98
Pawnee	1,500	1,500	100
Platte	10,800	10,700	99
Sarpy	32,800	32,700	100



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Saunders	7,000	6,900	99
	Seward	5,900	5,800	98
	Washington	6,000	6,000	100
Between 25-49%	IOWA			
	Cass	6,600	6,500	98
	Crawford	6,800	6,700	99
	Harrison	6,000	5,900	98
	Monona	4,400	4,300	98
	Shelby	5,500	5,500	100
	Taylor	3,200	3,100	97
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
Burt	3,400	3,400	100	
Butler	3,400	3,300	97	
Cuming	4,000	3,900	98	
Gage	9,000	8,900	99	
Jefferson	3,700	3,600	97	
Polk	2,300	2,300	100	
Richardson	4,300	4,200	98	
Saline	5,000	4,900	98	
Stanton	2,500	2,500	100	
Thurston	2,400	2,400	100	
Wayne	3,300	3,300	100	
York	5,700	5,600	98	
Between 5-24%	IOWA			
	Adams	2,100	2,100	100
(Continued on page A-724)				
Totals		509,300	504,400	99
Net Weekly Circulation (1990)			297,200	
Average Daily Circulation (1990)			141,800	

Nebraska—Omaha

WOWT

Ch. 6

Network Service: NBC.

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

Studio: 3501 Farnam St., Omaha, NE 68131.

Telephone: 402-346-6666. TWX: 910-622-0488. Fax: 402-346-9249.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1370-ft. above av. terrain, 1343-ft. above ground, 2534-ft. above sea level.

Latitude 41° 18' 40"
Longitude 96° 01' 37"

Transmitter: 72nd & Crown Point Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6.1-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Chronicle Bcstg., Conus, ESDI, National Weather Service, NBC, UPI.

Ownership: Chronicle Broadcasting Co. (Group Owner).

Began Operation: August 29, 1949. Sale to present owner by Meredith Corp. approved by FCC May 20, 1975 (Television Digest, Vol. 15:6, 8). Sold to Meredith Sept. 1951 (Vol. 7:32, 39).

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

- STURGES DORRANCE, interim general manager.
- DONALD GRUBAUGH, vice president & general sales manager.
- JOHN DIXON, program director.
- WAYNE GOETZ, chief engineer.
- JUDY HORAN, promotion manager.
- MARILYN KONIGSBERG, community affairs director.
- BRYCE ANDERSON, farm director.
- KAREN BRIDE, controller.

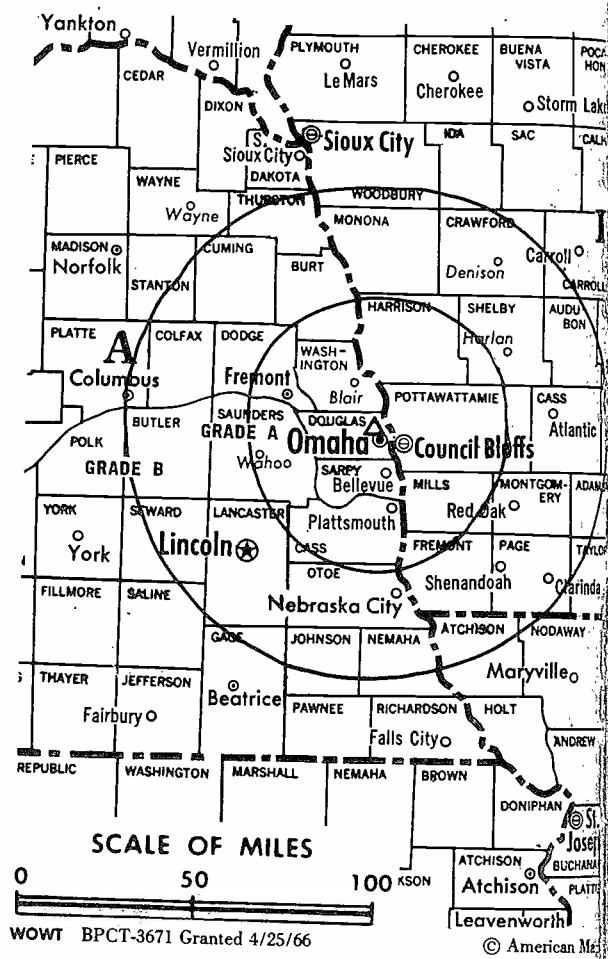
Rates: On request.

NETWORK BASE HOURLY RATE: \$2000.

City of License: Omaha. ADI: Omaha. Rank: 73.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	IOWA			
	Cass	6,600	6,500	98
	Fremont	3,800	3,800	100
	Harrison	6,000	5,900	98
	Mills	4,700	4,700	100
	Monona	4,400	4,300	98
	Montgomery	5,400	5,300	98
	Page	7,400	7,300	99
	Pottawattamie	33,700	33,400	99
	Shelby	5,500	5,500	100
	MISSOURI			
	Atchison	3,100	3,100	100
	NEBRASKA			
	Burt	3,400	3,400	100
Butler	3,400	3,300	97	
Cass	8,500	8,400	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Coffax	3,600	3,500
	Cuming	4,000	3,900
	Dodge	14,000	13,900
	Douglas	160,500	159,100
	Gage	9,000	8,900
	Johnson	2,000	2,000
	Lancaster	83,500	82,700
	Nemaha	3,200	3,200
	Otoe	5,900	5,800
	Pawnee	1,500	1,500
	Platte	10,800	10,700
	Saline	5,000	4,900
	Sarpy	32,800	32,700
	Saunders	7,000	6,900
Seward	5,900	5,800	
Washington	6,000	6,000	
Between 25-49%	IOWA		
	Adams	2,100	2,100
	Audubon	3,000	3,000
	Crawford	6,800	6,700
	Taylor	3,200	3,100
MISSOURI	Nodaway	7,600	7,500
	NEBRASKA		
Madison	12,700	12,500	
Richardson	4,300	4,200	
Thurston	2,400	2,400	
York	5,700	5,600	
(Continued on page A-725)			
Totals		530,600	525,400
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Nebraska—Scottsbluff

KDUH-TV

Ch. 4

(Affiliate of KOTA-TV, Rapid City, SD)

Service: ABC.

Local Office: Duhamel Bcstg. Enterprises, Box 1760, Rapid City, SD 57709.

Address: 1111 First Ave., Scottsbluff, NE 69361.

Phone: 308-632-3071.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 100-w audio. Antenna: 2000-ft. above av. terrain, 1961-ft. above ground, 6316-ft. above sea level.

Latitude 42° 10' 21"
Longitude 103° 13' 57"

Location: 13.1-mi. SW of Hemingford, NE.

Transmitters: Simulcast, 5-meter; RCA Americom Ku-band; Simulcast.

Services: ABC, UPI.

Owner: Duhamel Broadcasting Enterprises (Group Owner).

Established: February 20, 1958.

Advertiser: (sales): Katz Television; The Soderlund Co. (Omaha-Lincoln).

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

Engineer: (engineering): Edward F. Lorentz & Associates; Vir James (Denver).

General Manager: Duhamel, general manager.

General Sales Manager: Duhamel, general sales manager.

Engineering Director: Rington, director of engineering.

Station Manager: Duhamel, station manager.

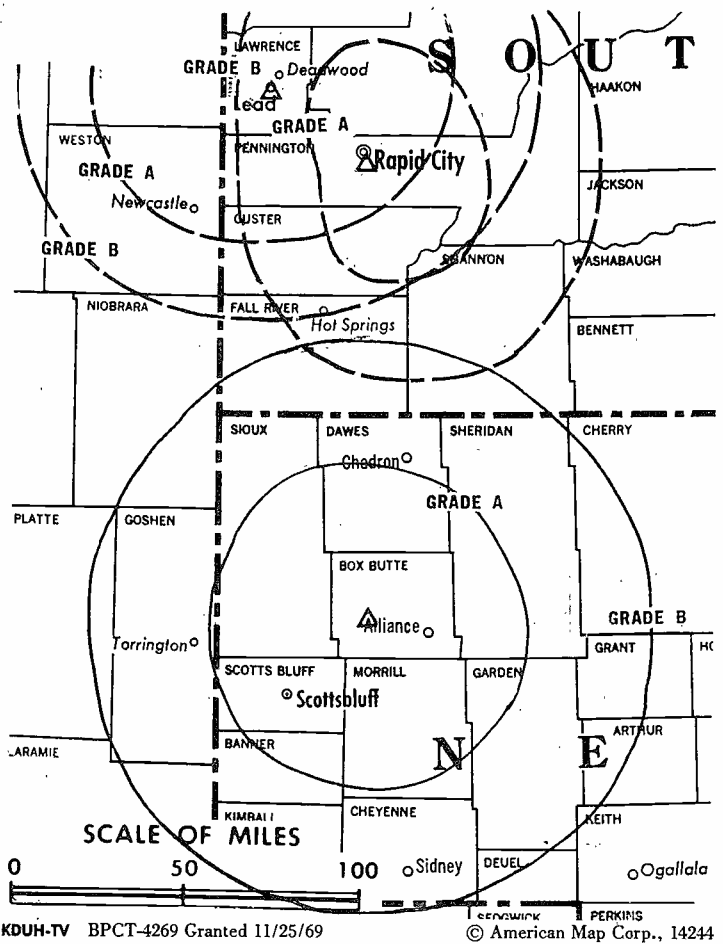
News Director: Litz, news director.

Service: Simulcast combination with KOTA-TV, Rapid City, SD.

License: Scottsbluff. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 10.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. All rights reserved. Based on Arbitron study.

State County	Total Households	TV Households Households	%
NEBRASKA			
Banner	300	300	100
Box Butte	5,400	5,300	98
Cheyenne	4,200	4,100	98
Dawes	3,500	3,400	97
Garden	1,000	1,000	100
Grant	300	300	100
Kimball	1,900	1,900	100
Morrill	2,400	2,300	96
Scotts Bluff	14,400	14,200	99
Sheridan	2,900	2,900	100
Sioux	700	700	100
WYOMING			
Goshen	5,200	5,100	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Niobrara	1,200	1,200	100
	Platte	4,200	4,000	95
Between 25-49%	NEBRASKA			
	Deuel	1,000	1,000	100
Between 5-24%	NEBRASKA			
	Cherry	2,600	2,600	100
	Hooker	400	400	100
	SOUTH DAKOTA			
	Fall River	3,400	3,300	97
	Shannon	2,700	2,500	93
WYOMING	Weston	2,800	2,700	96
	Totals	60,500	59,200	98
Net Weekly Circulation (1990)			41,100	
Average Daily Circulation (1990)			25,300	

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Nebraska—Scottsbluff-Gering

KSTF

Ch. 10

(Satellite of KGWN-TV, Cheyenne, WY)

Network Service: CBS.

Licensee: Stauffer Communications Inc., 2923 E. Lincolnway, Cheyenne, WY 82001.

Studio: See KGWN-TV, Cheyenne, WY.

Telephone: 307-634-7755. Fax: 307-635-0224.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 240-kw visual, 24-kw aural. Antenna: 840-ft. above av. terrain, 674-ft. above ground, 5141-ft. above sea level.

Latitude 41° 59' 58"
Longitude 103° 39' 55"

Transmitter: 9.5-mi. N of center of Scottsbluff.

Satellite Earth Station: RCA, 3.5-meter; RCA receivers.

News Service: AP.

Ownership: Stauffer Communications Inc. (Group Owner).

Began Operation: August 7, 1955. Sale to present owner by Burke Bcstg. of Cheyenne approved by FCC June 8, 1986. Sale to Wyneco Communications approved Oct. 14, 1983.

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

CARL J. OCCHIPINTI, general manager.

ROBERT OLSEN, station manager.

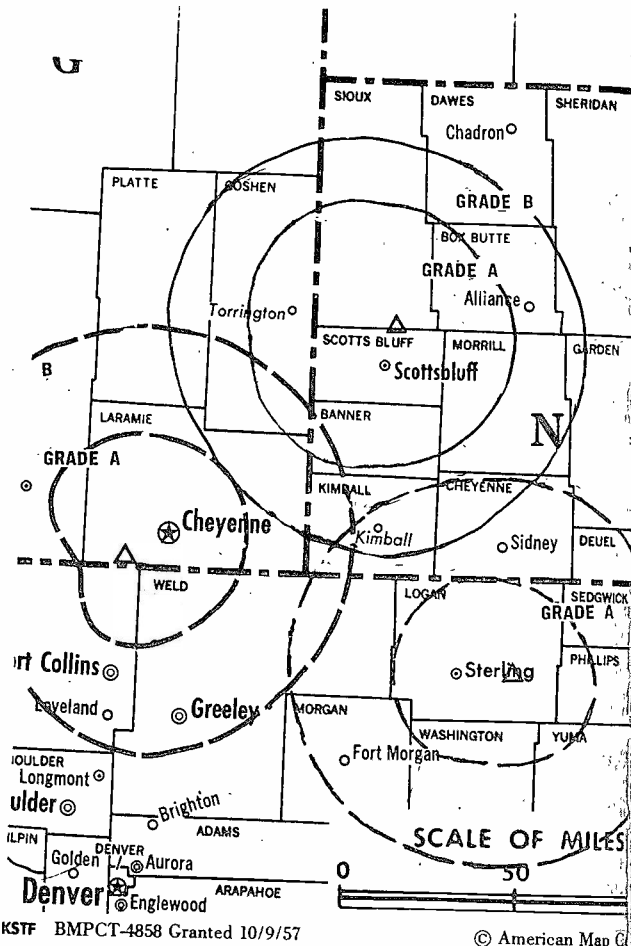
Rates: See KGWN-TV, Cheyenne, WY.

NETWORK BASE HOURLY RATE: Bonus to KGWN-TV, Cheyenne, WY.

City of License: Scottsbluff. ADI: Cheyenne, WY-Scottsbluff, NE-Sterling, CO. Rank: 189.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NEBRASKA				
50% & Over	Banner	300	300	100
	Box Butte	5,400	5,300	98
	Kimball	1,900	1,900	100
	Morrill	2,400	2,300	96



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Scotts Bluff	14,400	14,200
	Sioux	700	700
	WYOMING		
	Goshen	5,200	5,100
Between 25-49%	WYOMING		
	Platte	4,200	4,000
Between 5-24%	NEBRASKA		
	Cheyenne	4,200	4,100
	Dawes	3,500	3,400
	Garden	1,000	1,000
	Sheridan	2,900	2,900
Totals		46,100	45,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KSNB-TV

Ch. 4

(Semi-satellite of KHGI-TV, Kearney, NE)

ABC.

Joseph C. Amaturio, Receiver, PHC, 2929 E. Commercial Blvd., Fort
33308.

1/2 mi. S of Hwy. 44, Kearney, NE 68848.

360-743-2494. TWX: 910-960-3746. Fax: 308-743-2644.

Frequencies: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual,
antenna: 1130-ft. above av. terrain, 1086-ft. above ground, 2837-ft.

1.1.

Latitude 40° 05' 13"

Longitude 97° 55' 12"

1/4 mi. SW of Ruskin.

Antenna: Prodelin, 5-meter; Pinzone receivers.

Services: ABC, AP, National Weather Service, Environmental Satellite Services.

Receiver: Joseph C. Amaturio, Receiver (Group Owner).

Start Date: October 1, 1965.

Owner: (Company Name): Katz Television.

Engineering: Jules Cohen & Associates, P.C.

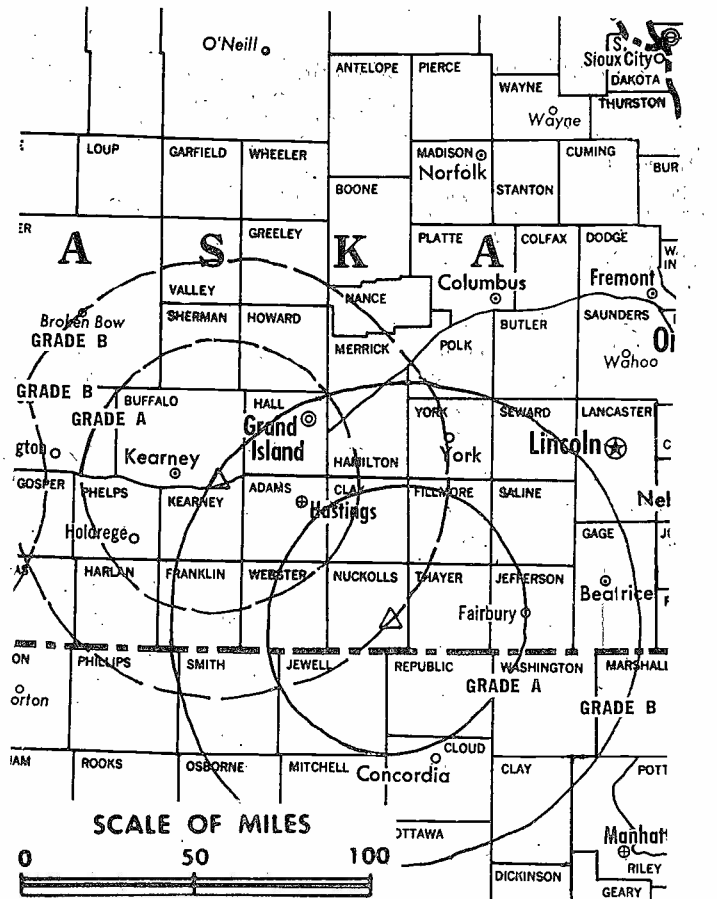
General Manager: [Name]

Sales Manager: [Name]

Chief Engineer: [Name]

News Director: [Name]

Business Manager: [Name]



KSNB-TV BMPCT-6399 Granted 3/14/67

© American Map Corp., 14244

Rates: Sold in conjunction with KHGI-TV, Kearney & KWNB-TV, Hayes Center, NE.

Arbitron Data: Included with KHGI-TV, Kearney.

City of License: Superior. ADI: Lincoln-Hastings-Kearney. Rank: 95.

Nebraska

KHGI-TV, Kearney-Hastings-Grand Island (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	Sherman	1,500	1,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
Between 25-49%	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Mitchell	3,300	3,200	97
	Ottawa	2,300	2,200	96
	Rawlins	1,500	1,500	100
	NEBRASKA			
	Arthur	200	200	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Garfield	1,000	1,000	100
	Keith	3,700	3,700	100
	Logan	400	400	100
Mc Pherson	200	200	100	
Nance	1,800	1,800	100	
York	5,700	5,600	98	
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Marshall	5,300	5,200	98
	NEBRASKA			
	Antelope	3,200	3,100	97
	Blaine	300	300	100
	Boone	2,600	2,600	100
	Gage	9,000	8,900	99
	Loup	300	300	100
	Polk	2,300	2,300	100
	Saline	5,000	4,900	98
Wheeler	400	400	100	

KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEBRASKA			
	Pawnee	1,500	1,500	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,500	2,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	

KOLN—(continued) (Arbitron Data Continued)

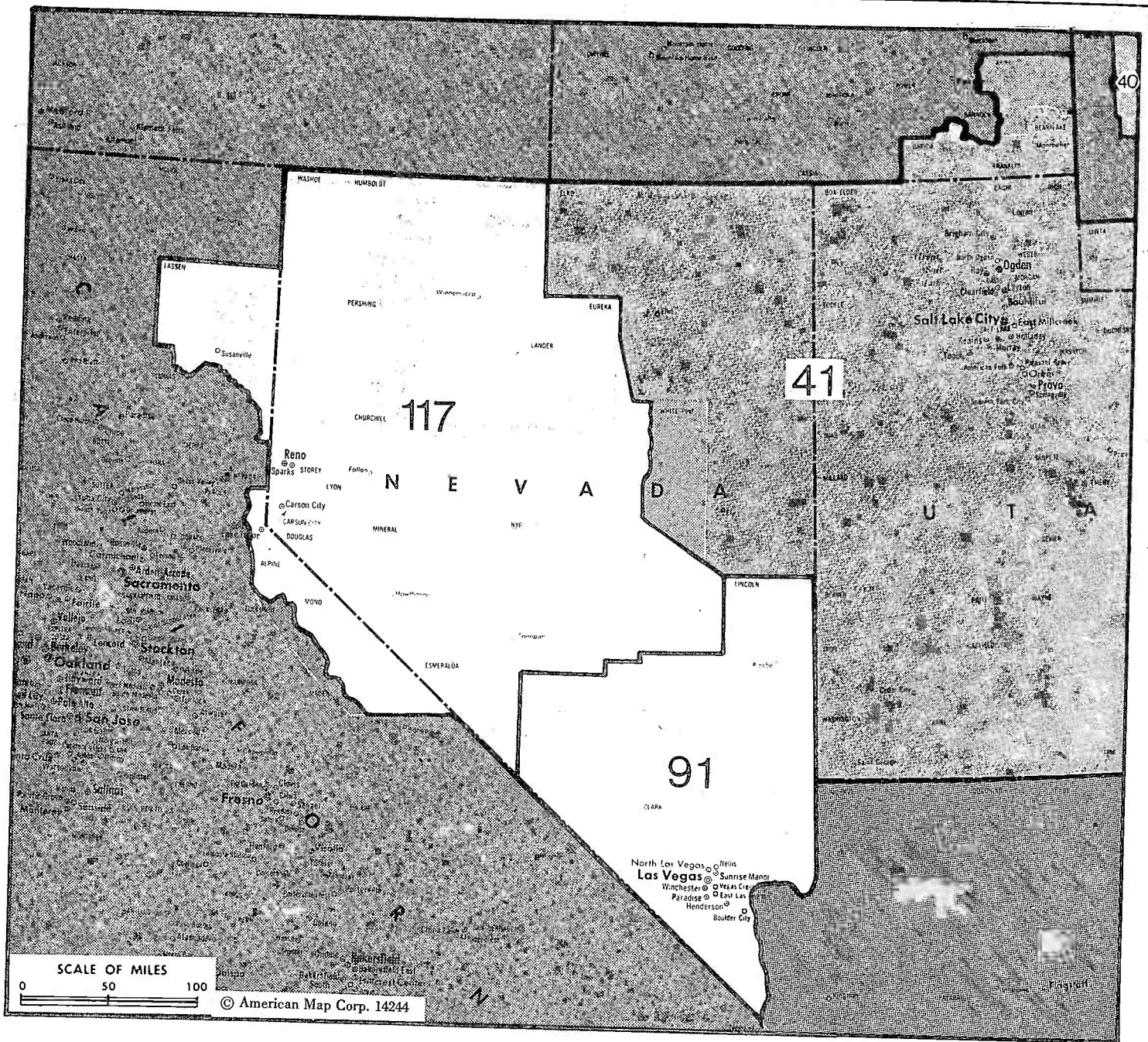
Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Wheeler	400	400
	York	5,700	5,600
Between 25-49%	KANSAS		
	Cloud	4,500	4,400
	Norton	2,700	2,700
	NEBRASKA		
	Boyd	1,300	1,300
	Cass	8,500	8,400
	Cherry	2,600	2,600
	Keya Paha	500	500
	Logan	400	400
	Nemaha	3,200	3,200
Otoe	5,900	5,800	
Richardson	4,300	4,200	
Saunders	7,000	6,900	
Between 5-24%	KANSAS		
	Graham	1,500	1,500
	Nemaha	4,200	4,100
	Osborne	2,300	2,200
	Rooks	2,500	2,500
	NEBRASKA		
	Blaine	300	300
	Cedar	4,000	4,000
	Chase	1,900	1,900
	Cuming	4,000	3,900
Dodge	14,000	13,900	
Hitchcock	1,500	1,500	
Knox	4,000	3,900	
Pierce	3,100	3,100	
Washington	6,000	6,000	

KPTM, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KANSAS		
	Marshall	5,300	5,200
	MISSOURI		
	Nodaway	7,600	7,500
	NEBRASKA		
Dakota	6,600	6,600	
Fillmore	2,900	2,900	

KMTV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NEBRASKA		
	Gage	9,000	8,900
	Jefferson	3,700	3,600
	Madison	12,700	12,500
	Polk	2,300	2,300
	Stanton	2,500	2,500
York	5,700	5,600	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Las Vegas, NV	270,600	91	KBLR (39), KFBT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVVU-TV (5)
Reno, NV	187,300	117	KAME-TV (21), KOLO-TV (8), KREN-TV (27), KRNK (4), KTVN (2)

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

KVVU-TV, Henderson	See Las Vegas, NV
KBLR, Las Vegas	See Paradise, NV

Nevada Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	7	5	12
Educational Television Stations	2	0	2
	9	5	14

Las Vegas

KFBT

Ch. 33

Service: None, independent.

Channel 33 Inc., 3840 S. Jones Blvd., Las Vegas, NV 89103.

3840 S. Jones Blvd., Las Vegas, NV 89103.

Phone: 702-873-0033. Fax: 702-873-6192.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1349-kw.
 Antenna: 1906-ft. above av. terrain, 174-ft. above ground, 4494-ft. above sea level.

Latitude 35° 56' 44"
 Longitude 115° 02' 31"

Location: 0.03-mi. NE of Black Mountain.

Stations: 2 in operation.

Channel 33 Inc.

Start Date: August 1, 1989.

Advertiser: Landin Media Sales.

Agency: Mel Freedman.

Owner: BOBECK, general manager.

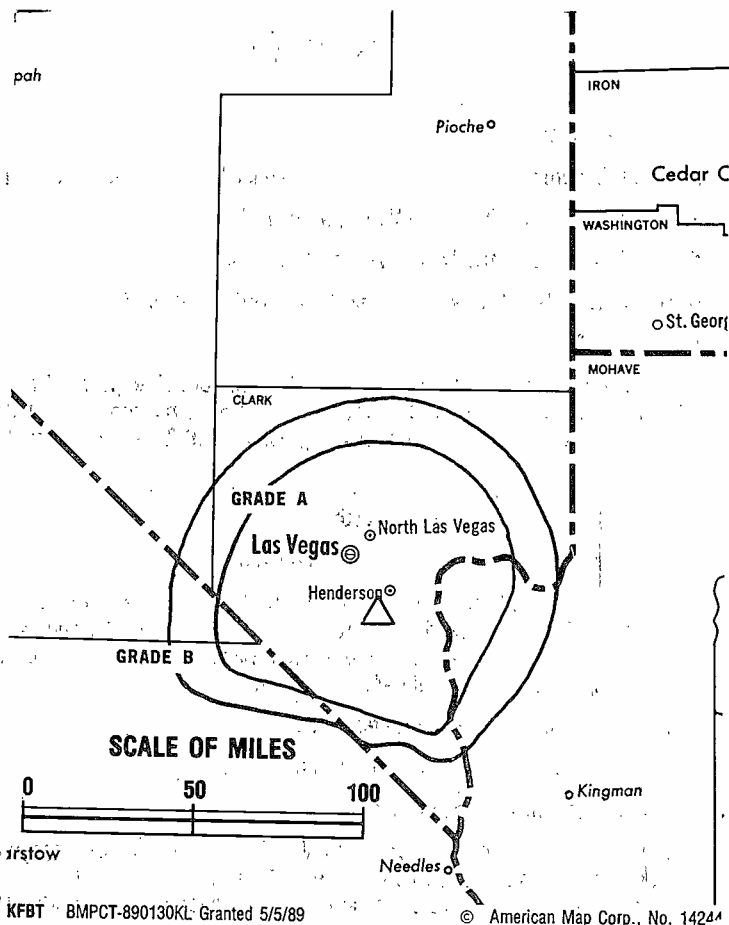
Chief engineer.

Rate: \$120.

Market: Las Vegas. ADI: Las Vegas. Rank: 91.

Source: MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NEVADA			
Clark	263,300	258,900	98
	263,300	258,900	98
Circulation (1990)			23,800
Circulation (1990)			6,400



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Television & Cable Factbook

Nebraska

KHGI-TV, Kearney-Hastings-Grand Island (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	Sherman	1,500	1,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
Between 25-49%	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Mitchell	3,300	3,200	97
	Ottawa	2,300	2,200	96
	Rawlins	1,500	1,500	100
	NEBRASKA			
	Arthur	200	200	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Marshall	5,300	5,200	98
	NEBRASKA			
	Antelope	3,200	3,100	97
	Blaine	300	300	100
	Boone	2,600	2,600	100
	Gage	9,000	8,900	99
	Loup	300	300	100
	Polk	2,300	2,300	100
	Saline	5,000	4,900	98
Wheeler	400	400	100	

KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Pawnee	1,500	1,500	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,500	2,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
Webster	2,000	2,000	100	

KOLN—(continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Wheeler	400	400
	York	5,700	5,600
Between 25-49%	KANSAS		
	Cloud	4,500	4,400
	Norton	2,700	2,700
	NEBRASKA		
	Boyd	1,300	1,300
	Cass	8,500	8,400
	Cherry	2,600	2,600
	Keya Paha	500	500
	Logan	400	400
	Nemaha	3,200	3,200
Between 5-24%	Otoe	5,900	5,800
	Richardson	4,300	4,200
	Saunders	7,000	6,900
	KANSAS		
	Graham	1,500	1,500
	Nemaha	4,200	4,100
	Osborne	2,300	2,200
	Rooks	2,500	2,500
	NEBRASKA		
	Blaine	300	300
Cedar	4,000	4,000	
Chase	1,900	1,900	
Cuming	4,000	3,900	
Dodge	14,000	13,900	
Hitchcock	1,500	1,500	
Knox	4,000	3,900	
Pierce	3,100	3,100	
Washington	6,000	6,000	

KPTM, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KANSAS		
	Marshall	5,300	5,200
	MISSOURI		
	Nodaway	7,600	7,500
	NEBRASKA		
Dakota	6,600	6,600	
Fillmore	2,900	2,900	

KMTV, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NEBRASKA		
	Gage	9,000	8,900
	Jefferson	3,700	3,600
	Madison	12,700	12,500
	Polk	2,300	2,300
	Stanton	2,500	2,500
York	5,700	5,600	

**KETV, Omaha
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	KANSAS			
	Marshall	5,300	5,200	98
	Nemaha	4,200	4,100	98
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,600	6,600	100
	Madison	12,700	12,500	98
	Wayne	3,300	3,300	100

**WOWT, Omaha
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Union	5,400	5,300	98
	KANSAS			
	Marshall	5,300	5,200	98
	NEBRASKA			
	Dakota	6,600	6,600	100
	Jefferson	3,700	3,600	97
	Pierce	3,100	3,100	100
	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
Wayne	3,300	3,300	100	

Nebraska

KHGI-TV, Kearney-Hastings-Grand Island (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Red Willow	5,000	4,900	98
	Sherman	1,500	1,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100
Between 25-49%	KANSAS			
	Cheyenne	1,500	1,500	100
	Decatur	1,700	1,700	100
	Mitchell	3,300	3,200	97
	Ottawa	2,300	2,200	96
	Rawlins	1,500	1,500	100
	NEBRASKA			
	Arthur	200	200	100
	Deuel	1,000	1,000	100
	Garden	1,000	1,000	100
	Garfield	1,000	1,000	100
Keith	3,700	3,700	100	
Logan	400	400	100	
Mc Pherson	200	200	100	
Nance	1,800	1,800	100	
York	5,700	5,600	98	
Between 5-24%	KANSAS			
	Clay	3,800	3,700	97
	Gove	1,400	1,400	100
	Graham	1,500	1,500	100
	Lincoln	1,600	1,600	100
	Marshall	5,300	5,200	98
	NEBRASKA			
	Antelope	3,200	3,100	97
	Blaine	300	300	100
	Boone	2,600	2,600	100
	Gage	9,000	8,900	99
	Loup	300	300	100
	Polk	2,300	2,300	100
	Saline	5,000	4,900	98
	Wheeler	400	400	100

KOLN, Lincoln (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NEBRASKA			
	Pawnee	1,500	1,500	100
	Perkins	1,500	1,500	100
	Phelps	3,700	3,700	100
	Platte	10,800	10,700	99
	Polk	2,300	2,300	100
	Red Willow	5,000	4,900	98
	Rock	900	900	100
	Saline	5,000	4,900	98
	Seward	5,900	5,800	98
	Sherman	1,500	1,500	100
	Stanton	2,500	2,500	100
	Thayer	2,700	2,700	100
	Valley	2,300	2,200	96
	Webster	2,000	2,000	100

KOLN—(continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Wheeler	400	400
	York	5,700	5,600
Between 25-49%	KANSAS		
	Cloud	4,500	4,400
	Norton	2,700	2,700
	NEBRASKA		
	Boyd	1,300	1,300
	Cass	8,500	8,400
	Cherry	2,600	2,600
	Keya Paha	500	500
	Logan	400	400
	Nemaha	3,200	3,200
Between 5-24%	Otoe	5,900	5,800
	Richardson	4,300	4,200
	Saunders	7,000	6,900
	KANSAS		
	Graham	1,500	1,500
	Nemaha	4,200	4,100
	Osborne	2,300	2,200
	Rooks	2,500	2,500
	NEBRASKA		
	Blaine	300	300
Cedar	4,000	4,000	
Chase	1,900	1,900	
Cuming	4,000	3,900	
Dodge	14,000	13,900	
Hitchcock	1,500	1,500	
Knox	4,000	3,900	
Pierce	3,100	3,100	
Washington	6,000	6,000	

KPTM, Omaha (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KANSAS		
	Marshall	5,300	5,200
	MISSOURI		
	Nodaway	7,600	7,500
	NEBRASKA		
Dakota	6,600	6,600	
Fillmore	2,900	2,900	

KMTV, Omaha (Arbitron Data Continued)

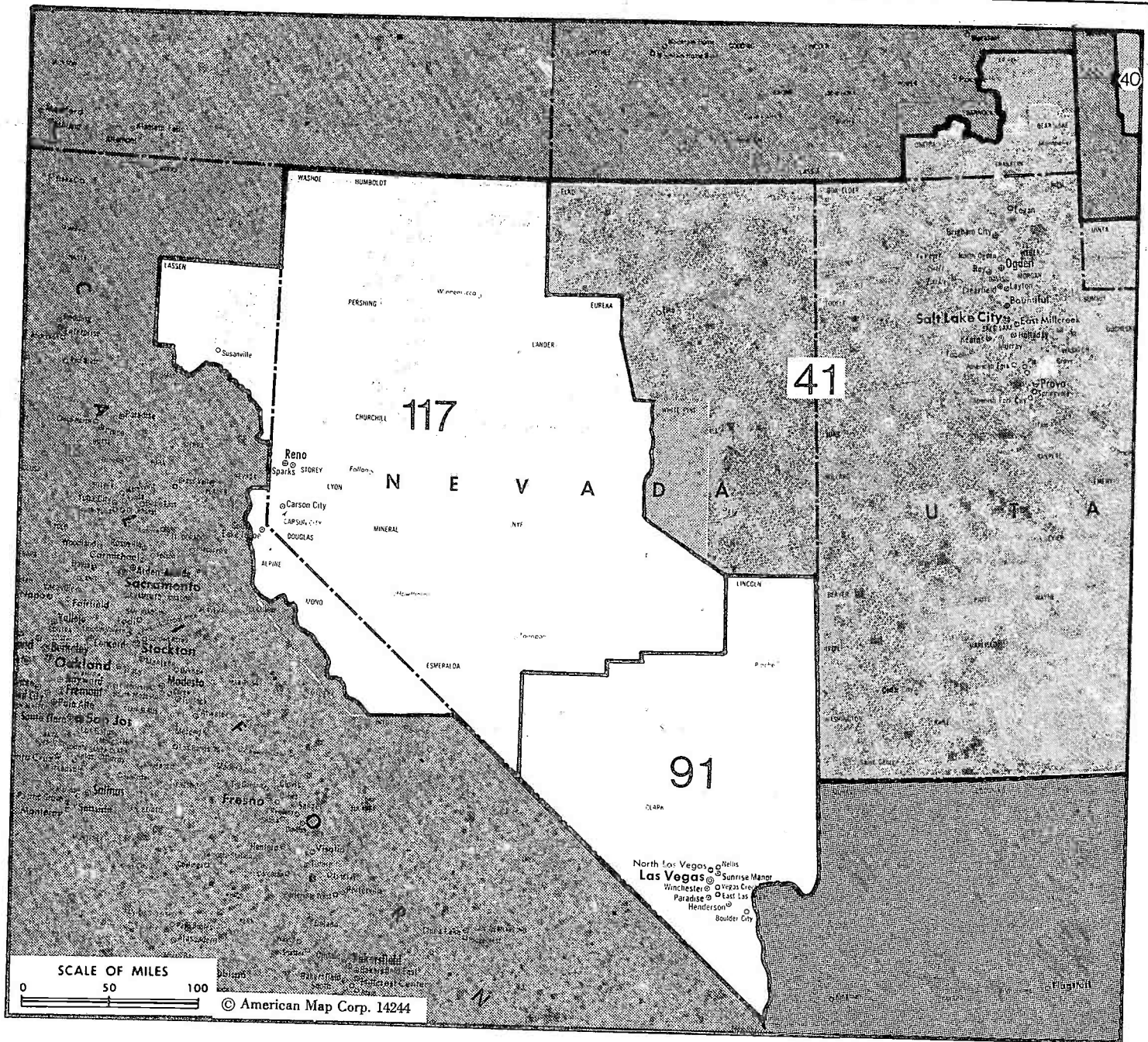
Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NEBRASKA		
	Gage	9,000	8,900
	Jefferson	3,700	3,600
	Madison	12,700	12,500
	Polk	2,300	2,300
	Stanton	2,500	2,500
	York	5,700	5,600

**KETV, Omaha
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
5-24%	KANSAS			
	Marshall	5,300	5,200	98
	Nemaha	4,200	4,100	98
	MISSOURI			
	Nodaway	7,600	7,500	99
	NEBRASKA			
	Dakota	6,600	6,600	100
	Madison	12,700	12,500	98
	Wayne	3,300	3,300	100

**WOWT, Omaha
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	IOWA			
	Union	5,400	5,300	98
	KANSAS			
	Marshall	5,300	5,200	98
	NEBRASKA			
	Dakota	6,600	6,600	100
	Jefferson	3,700	3,600	97
	Pierce	3,100	3,100	100
	Polk	2,300	2,300	100
	Stanton	2,500	2,500	100
Wayne	3,300	3,300	100	



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Salt Lake City, UT.....	598,200	41	KCCZ (4), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2), KXIV (14)
Las Vegas, NV.....	270,600	91	KBLR (39), KFBT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVVU-TV (5)
Reno, NV.....	187,300	117	KAME-TV (21), KOLO-TV (8), KREN-TV (27), KRNV (4), KTVN (2)

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

KVVU-TV, Henderson.....	See Las Vegas, NV
KBLR, Las Vegas.....	See Paradise, NV

Nevada Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	7	5	12
Educational Television Stations	2	0	2
	9	5	14

Las Vegas

KFBT

Ch. 33

Service: None, independent.

Channel 33 Inc., 3840 S. Jones Blvd., Las Vegas, NV 89103.

3840 S. Jones Blvd., Las Vegas, NV 89103.

Phone: 702-873-0033. Fax: 702-873-6192.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 1349-kw
 Antenna: 1906-ft. above av. terrain, 174-ft. above ground, 4494-ft.
 above sea level.

Latitude 35° 56' 44"
 Longitude 115° 02' 31"

Location: 03-mi. NE of Black Mountain.

Number of Stations: 2 in operation.

Channel 33 Inc.

Start Date: August 1, 1989.

Station Manager: Landin Media Sales.

Station Engineer: Mel Freedman.

Station Director: ECK, general manager.

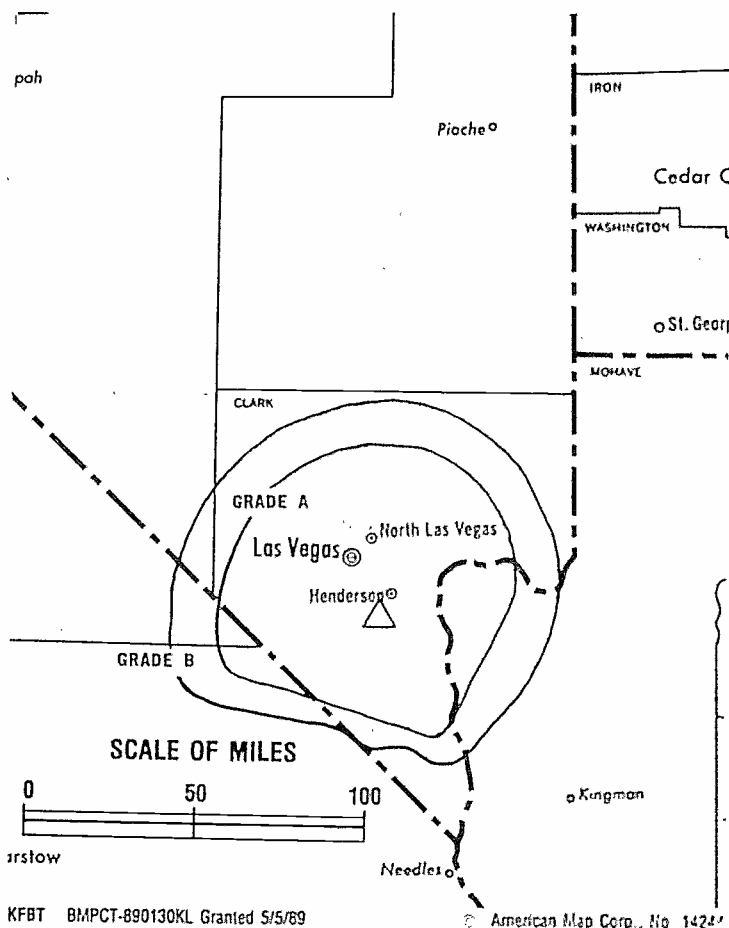
Station Engineer: chief engineer.

Rate: \$120.

Las Vegas. ADI: Las Vegas. Rank: 91.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.

State	County	Total Households	TV Households	%
NEVADA	Clark	263,300	258,900	98
		263,300	258,900	98
			23,800	
			6,400	



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Television & Cable Factbook

Nevada—Las Vegas

KLAS-TV

Ch. 8

Network Service: CBS.

Licensee: Landmark Television Inc., 3228 Channel 8 Dr., Las Vegas, NV 89114.

Studio: 3228 Channel 8 Dr., Las Vegas, NV 89109.

Mailing Address: Box 15047, Las Vegas, NV 89114.

Telephones: 702-733-8850; 702-792-8888. **TWX:** 910-397-6968.

Fax: 702-734-7437.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw max. & 288-kw horizontal visual, 63.2-kw max. & 57.5-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 271-ft. above ground, 4606-ft. above sea level.

Latitude 35° 56' 44"
Longitude 115° 02' 33"

Transmitter: Black Mountain, 7-mi. from Henderson.

Satellite Earth Stations: AFC, 3.7-meter Ku-band; Anixter, 5-meter C-band; Microdyne, 7-meter C-band; DH Satellite, 5-meter Ku-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6 meter C-band; Agile, Avantek, DX Antenna, M/A-Com, Microdyne, Scientific-Atlanta receivers.

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

News Services: AP, Conus, Group W Newsfeed, NIWS, UPI.

Ownership: Landmark Communications Inc.

Began Operation: July 8, 1953. Sale to Hughes Tool Co. by H. M. Greenspun and Las Vegas Sun approved by FCC Feb. 14, 1968 (Television Digest, Vol. 8:8, 9). Sale to present owner by the estate of Howard R. Hughes approved by FCC May 15, 1978 (Vol. 18:7).

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

Represented (legal): Hogan & Hartson.

Personnel:

RICHARD FRAIM, vice president & general manager.

ANDY HENDERSON, general sales manager.

MATT AARON, national sales manager.

BOB STOLDAL, news director.

PAT MONSON, program director.

CRAIG SPELLERBERG, promotion director.

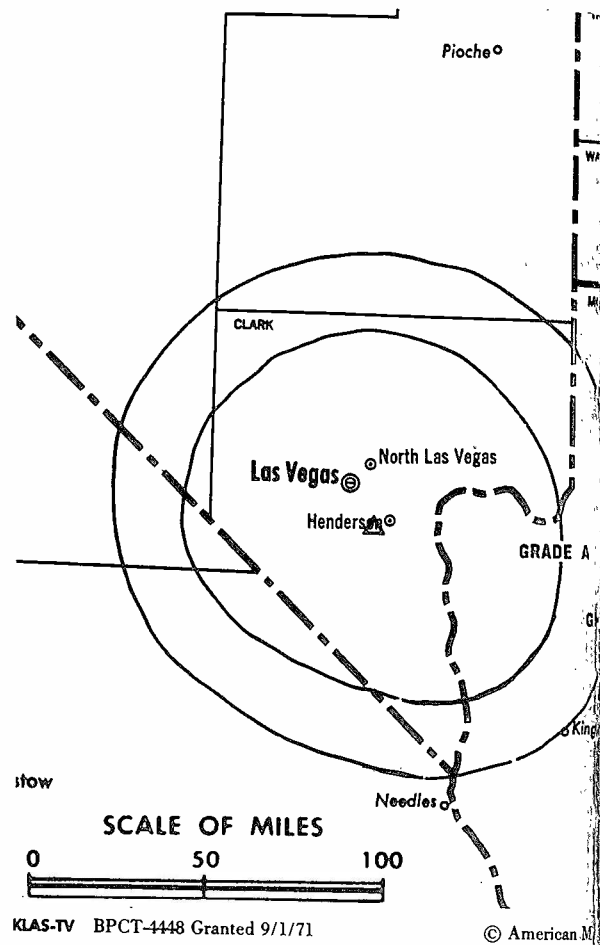
VIRGINIA CANFIELD, business manager.

JEFF CHESSER, production manager.

JOHN NELSON, chief engineer.

Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 91.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Ho Households
50% & Over	NEVADA		
	Clark	263,300	258,900
	Lincoln	1,400	1,300
	Nye South	3,700	3,400
Between 5-24%	ARIZONA		
	Mohave	35,500	33,900
	NEVADA		
	White Pine	3,100	3,000
Totals		307,000	300,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Las Vegas

KRLR

Ch. 21

None, independent.

Media Inc., Box 26815, Las Vegas, NV 89126.

Commerce St., Las Vegas, NV 89106.

Box 26815, Las Vegas, NV 89126.

382-2121. TWX: 62909353. Fax: 702-382-1351.

Channel No. 21 (512-518 MHz). Authorized power: 427-kw max. Max. aural. Antenna: 1158-ft. above av. terrain, 90-ft. above ground, sea level.

Latitude 36° 00' 26"

Longitude 115° 00' 24"

Mountain, Henderson.

Sound: Stereo only.

ations: Comtech, 5-meter C-band; ChannelMaster, 3.2-meter C-band; Engineering, 3.2-meter C-band; M/A-Com, 3.2-meter Ku-band; Channel-Engineering, M/A-Com, Pinzone receivers.

Media Inc.

July 31, 1984.

(as): Sattel Inc.

(al): Miller & Fields, P.C.

(neering): Carl T. Jones Corp.

General manager.

Station manager & national sales manager.

Sales manager.

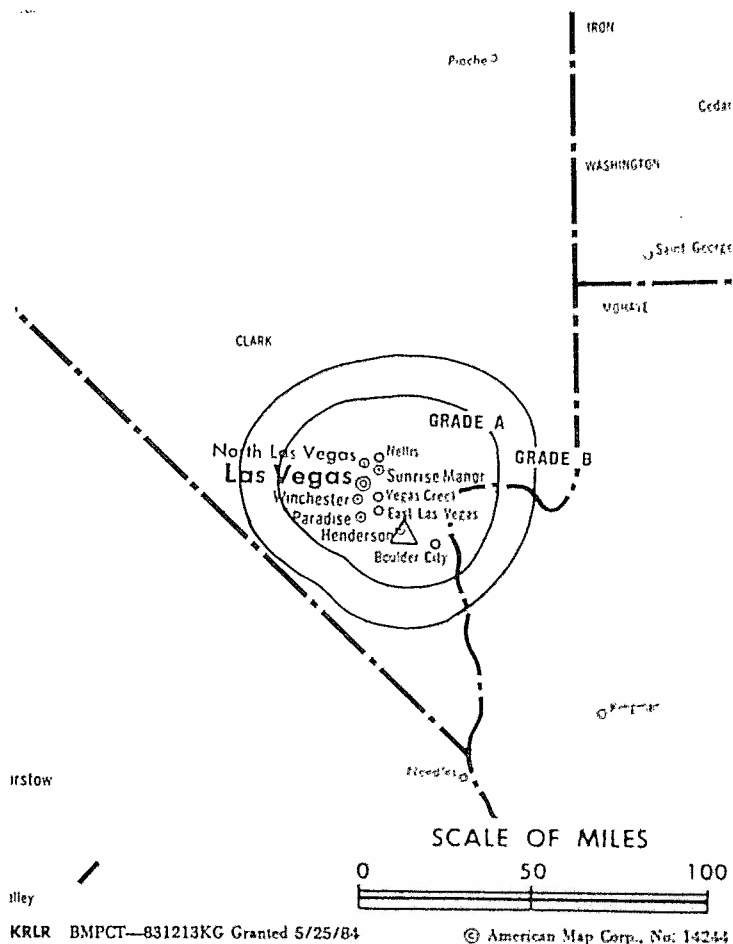
Promotion director.

Chief engineer.

ADON, traffic & business manager.

Rate: \$1500.

Las Vegas. ADI: Las Vegas. Rank: 91.



Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
	NEVADA			
Between 25-49%	Clark	263,300	258,900	98
Totals		263,300	258,900	98
Net Weekly Circulation (1990)			128,100	
Average Daily Circulation (1990)			47,000	

Nevada—Las Vegas

KTNV

Ch. 13

Network Service: ABC.

Licensee: WTMJ Inc.

Studio: 3355 S. Valley View Blvd., Las Vegas, NV 89102.

Telephone: 702-876-1313. **Fax:** 702-871-1961.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 15.8-kw aural. Antenna: 2000-ft. above av. terrain, 268-ft. above ground, 4603-ft. above sea level.

Latitude 35° 56' 43"
Longitude 115° 00' 32"

Transmitter: 10-mi. SSE of Las Vegas, Black Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7-meter C-band; Andrew, 4.5-meter C-band; ChannelMaster, 3-meter C-band; Microdyne, 7-meter C-band; RCA, 3-meter Ku-band; Avantek, Microdyne, RCA receivers.

News Services: ABC, AP.

Ownership: WTMJ Inc. (Group Owner).

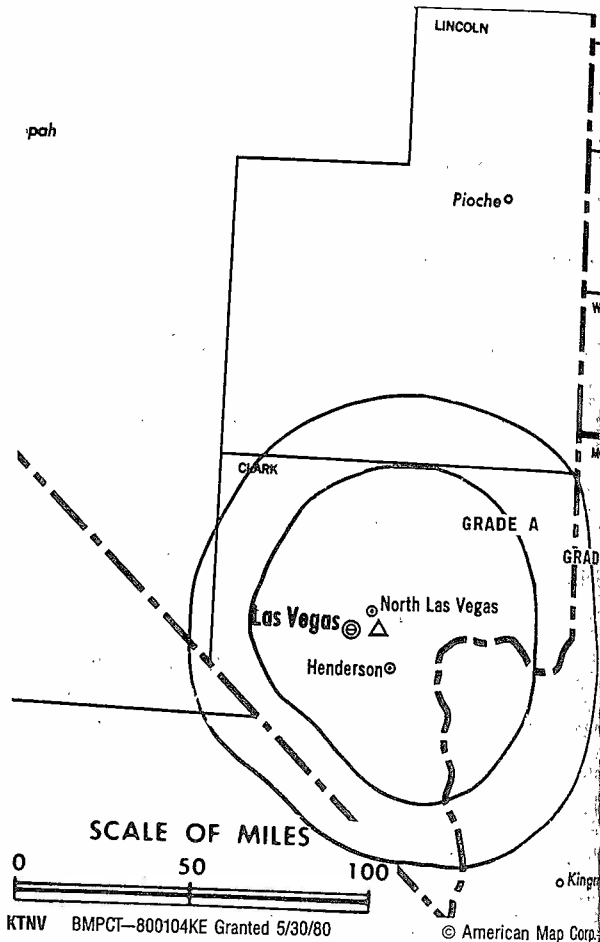
Began Operation: May 4, 1956. Sale to Adelson group by Albert Zugsmith interests approved Nov. 20, 1957 by FCC (Television Digest, Vol. 13:34, 42, 47); Zugsmith groups' purchase of KSHO-TV & KBMI(AM), Henderson, NV approved Nov. 28, 1956 (Vol. 12:48). Sale to Nevada Bcstrs. Fund Inc. by Mervyn L. & Nathan Adelson and Irwin A. Molasky approved Nov. 5, 1959 (Vol. 15:42, 45). Interim authorization granted Aug. 9, 1967 to Ch. 13 of Las Vegas Inc. CP granted to Talmac Inc. April 16, 1969 (Vol. 9:15). Positive control acquired by Williams Family Group following FCC approval July 11, 1974. Sale to present owner approved by FCC June 29, 1979 (Vol. 19:8).

Represented (sales): Petry Television Inc.

Represented (legal): Crowell & Moring.

Personnel:

JAMES BEHLING, vice president & general manager.
GARY PLUMLEE, general sales manager.
TIM FOSTER, national sales manager.
TERRY OSTLUND, chief engineer.
RICHARD UREY, news director.
STORMI LLOYD-DRAKE, program director.
CURT HALL, promotion director.
JAYNE BOHN, business manager.



Rates: On request.

City of License: Las Vegas. **ADI:** Las Vegas. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation by County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEVADA		
	Clark	263,300	258,900
	Lincoln	1,400	1,300
	Nye South	3,700	3,400
Totals		268,400	263,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Nevada—Las Vegas

KVBC

Ch. 3

Service: NBC.

Valley Broadcasting Co., Box 44169, Las Vegas, NV 89116.

100 Foremaster Lane, Las Vegas, NV 89101.

702-642-3333. TWX: 910-397-6997. Fax: 702-399-0767.

Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 100-kw aural. Antenna: 1275-ft. above av. terrain, 257-ft. above ground, 3594-ft. above sea level.

Latitude 36° 00' 30"
Longitude 115° 00' 20"

Mount: Black Mountain.

Channel TV Sound: Stereo only.

Earth Stations: Transmit/receive Andrew, 2.37-meter KU-band; Paracom, 1.2-meter C-band; Prodelin, 5-meter C-band; DX Engineering, Pinzone receivers.

Services: AP, CNN, LPN, NBC, UPI.

Parent: Sunbelt Broadcasting Co. (Group Owner).

Operation: January 23, 1955. Donrey Inc. lost license (Television Digest, Vol. 69:19, 32). Began operation under present ownership Sept. 30, 1979.

Head (sales): Blair Television.

Head (legal): Dow, Lohnes & Albertson.

LEAVER, general manager.

NEENBERG, general sales manager.

MASTER, national sales manager.

HEARST, public affairs director.

NES, chief engineer.

ER, news director.

1, program director.

LSON, promotion director.

OBBS, business manager.

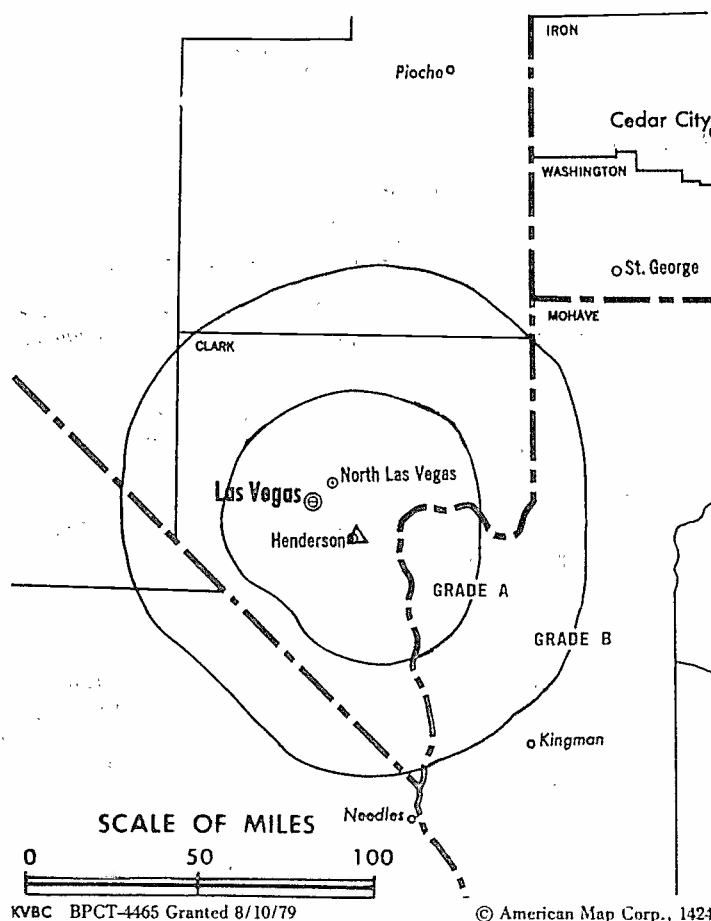
CAND, technical supervisor.

RIS, operations supervisor.

Request.

Market: Las Vegas. ADI: Las Vegas. Rank: 91.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Circulation based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Clark	263,300	258,900	98
	Lincoln	1,400	1,300	93
	Nye South	3,700	3,400	92
	WASHINGTON	13,000	12,400	95
Between 5-24%	ARIZONA			
	Mohave	35,500	33,900	95
	NEVADA			
	Eureka	500	500	100
	White Pine	3,100	3,000	97
Totals		320,500	313,400	98
Net Weekly Circulation (1990)			252,200	
Average Daily Circulation (1990)			161,200	

Nevada—Henderson-Las Vegas

KVVU-TV

Ch. 5

Network Service: Fox.

Licensee: KVVU Broadcasting Corp., 25 TV 5 Dr., Suite 295, Henderson, NV 89014.

Studio: 25 TV 5 Dr., Henderson, NV 89014.

Telephone: 702-435-5555. **TWX:** 910-397-6879. **Fax:** 702-451-4220.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1190-ft. above av. terrain, 139-ft. above ground, 3499-ft. above sea level.

Latitude 36° 00' 26"
Longitude 115° 00' 23"

Transmitter: Black Mountain, 2-mi. SW of Henderson.

Satellite Earth Stations: Simulsat, 5-meter C-band; AFC, 3.5-meter Ku-band; M/A-Com, Standard Communications receivers.

News Service: UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: September 10, 1967. Sale to present owner approved by FCC April 5, 1985 (Television Digest, Vol. 25:3). Sale to John W. Carson, et al., by William H. Hernstadt, et al., approved March 30, 1979 (Vol. 18:25; 19:14, 16). Previous sale by Levin-Townsend Enterprises approved Sept. 1, 1971. Sale by Charles Vanda approved by FCC May 1, 1969 (Vol. 9:18).

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

RUSTY DURANTE, vice president & general manager.
BILL UTTON, general sales manager.
TOM MARCIANO, national sales manager.
JACK SMITH, director of engineering.
TOM PURNEY, promotion director.
MONTE WAGNER, business manager.

Rates: On request.

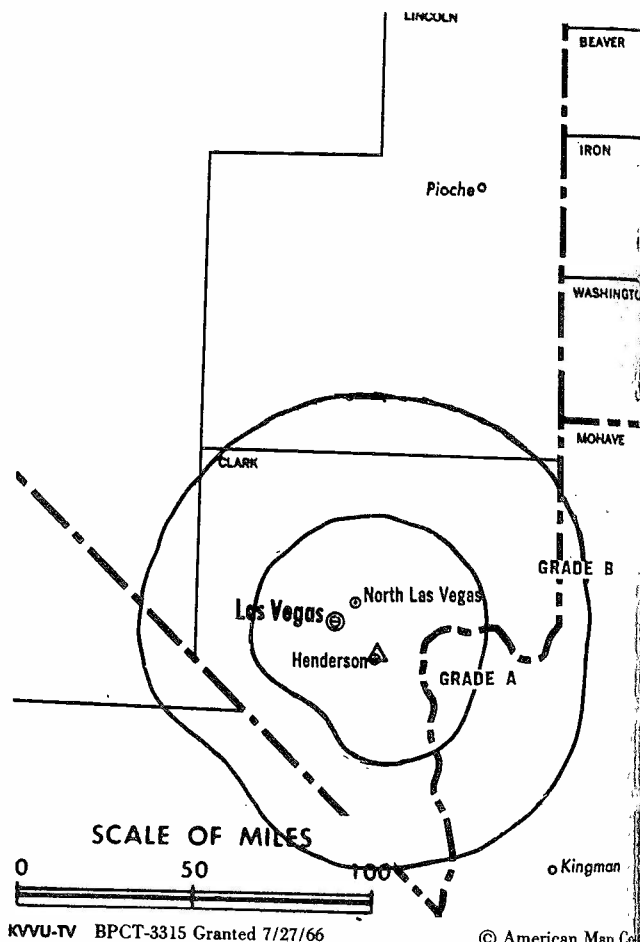
City of License: Henderson. **ADI:** Las Vegas. **Rank:** 91.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

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202-872-9200



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	ARIZONA Mohave	35,500	33,900
	NEVADA Clark	263,300	258,900
	Nye South	3,700	3,400
Between 25-49%	NEVADA Lincoln	1,400	1,300
	UTAH Washington	13,000	12,400
Between 5-24%	NEVADA White Pine	3,100	3,000
Totals		320,000	312,900
Net Weekly Circulation (1990)			248,100
Average Daily Circulation (1990)			139,800

Las Vegas-Paradise

KBLR

Ch. 39

Service: None, independent.

Address: Communications, 2309 Renaissance Dr., Las Vegas, NV 89119.

Address: Renaissance Dr., Las Vegas, NV 89119.

Phone: 702-736-3993. Fax: 702-736-4971.

Channels: Channel No. 39 (620-626 MHz). Authorized power: 1330-kw
Antenna: 1204-ft. above av. terrain, 223-ft. above ground, 3481-ft.

Latitude 36° 00' 31"

Longitude 115° 00' 22"

Location: Black Mountain communications site, near Henderson, Clark County.

Facilities: Midwest Communications Ku & C-band; Drake receivers.

Owner: Communications.

Start Date: April 1, 1989.

Operator: Airwaves Inc.

Engineer: Jones, Waldo, Holbrook & McDonough.

Engineering: A. D. Ring & Associates, P.C.

Personnel: AMS, general manager.

Personnel: manager & general sales manager.

Personnel: chief engineer.

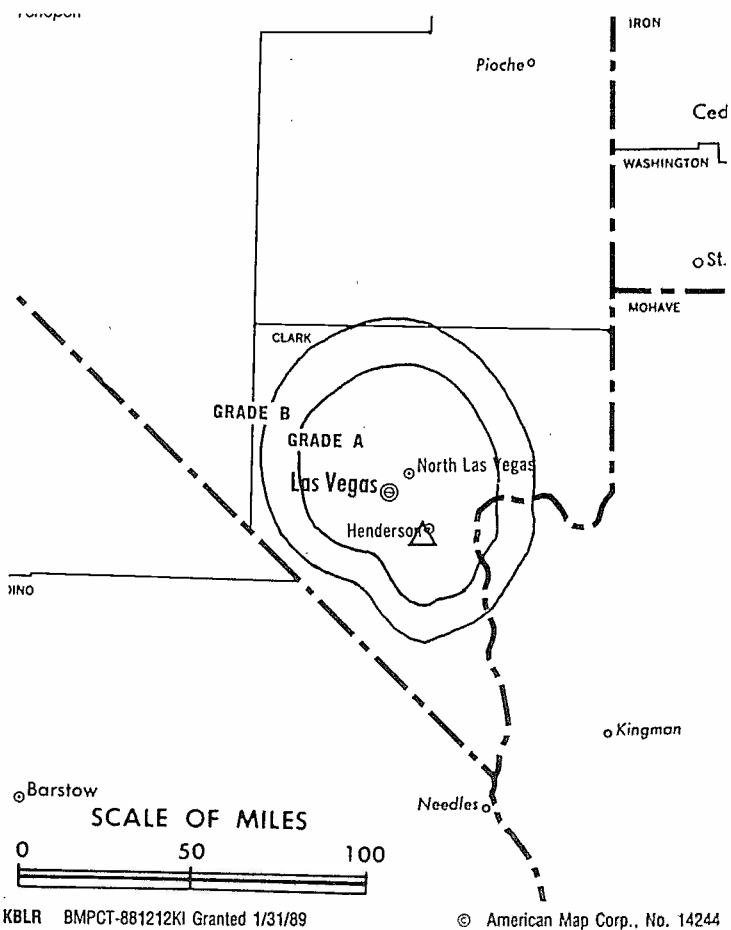
Personnel: program director.

Personnel: E, business manager.

Rate: \$110.

Market: Las Vegas-Paradise. ADI: Las Vegas. Rank: 91.

Source: Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
	NEVADA			
Between 5-24%	Clark	263,300	258,900	98
Totals		263,300	258,900	98
Net Weekly Circulation (1990)			37,000	
Average Daily Circulation (1990)			9,500	

Nevada—Reno

KAME-TV

Ch. 21

Network Service: Fox.

Licensee: Page Enterprises Inc., 4920 Brookside Court, Reno, NV 89502.

Studio: 4920 Brookside Court, Reno, NV 89502.

Mailing Address: Box 11129, Reno, NV 89510.

Telephone: 702-786-2121. TWX: 910-395-6062. Fax: 702-786-9146.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 631-kw max. & 457-kw horizontal visual, 63.1-kw max. & 45.7-kw horizontal aural. Antenna: 620-ft. above av. terrain, 152-ft. above ground, 5625-ft. above sea level.

Latitude 39° 35' 03.50"
Longitude 119° 47' 51.00"

Transmitter: E Knob of Red Peak, 4-mi. N of Reno.

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

News Service: INN.

Ownership: Page Enterprises Inc.

Began Operation: October 11, 1981.

Represented (sales): Seltel Inc.

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

Represented (engineering): Smith & Powstenko.

Personnel:

BILL ANDREWS, president & general manager.

B. J. ANDREWS, station manager.

MICHAEL ANDREWS, general sales manager.

BILL ANDRUS, local sales manager.

AL RUCH, chief engineer.

DEBBIE SCHULTZ, program director.

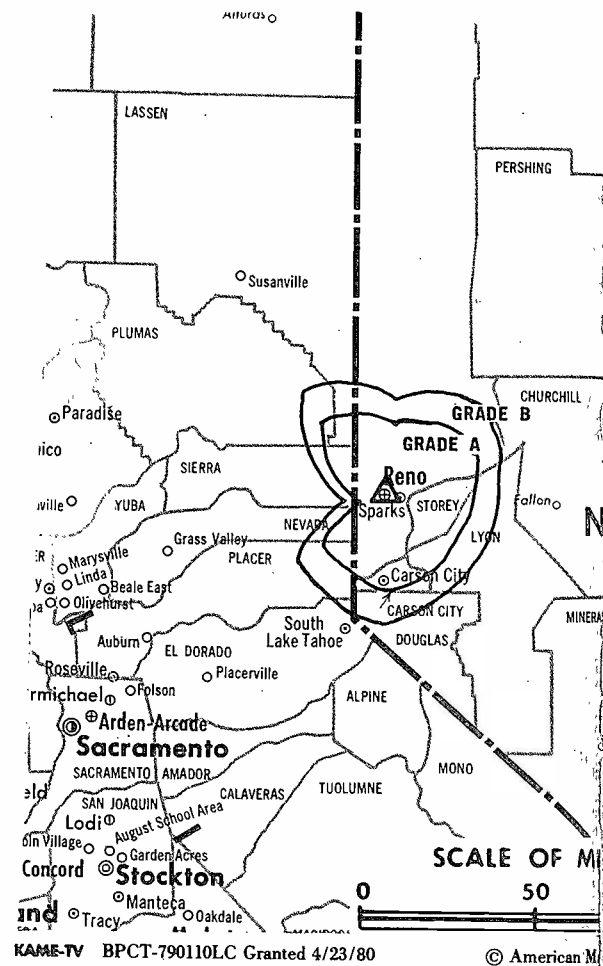
BARRY MYER, business manager.

Highest 30 Sec. Rate: \$600.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Lassen	8,300	7,800	94
	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Pershing	1,600	1,600
	Washoe	105,900	103,500
	Carson City	16,300	15,900
Between 25-49%	CALIFORNIA		
	Alpine	400	300
	El Dorado East	12,300	11,800
	Placer East	4,400	4,200
	NEVADA		
	Lyon	7,600	7,300
Mineral	2,600	2,500	
	Storey	600	600
Between 5-24%	NEVADA		
	Esmeralda	300	300
Totals		177,800	172,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

KOLO-TV

Ch. 8

Service: ABC.

Company: Conrey of Nevada Inc., Box 10,000, Reno, NV 89510.

Address: 100 Ampere Dr., Reno, NV 89502.

Phone: (702) 786-8880. TWX: 910-395-7051.

Facilities: Channel No. 8 (180-186 MHz). Authorized power: 151-kw visual.
 Antenna: 2930-ft. above av. terrain, 120-ft. above ground, 9789-ft. above sea level.

Latitude 39° 18' 49"
 Longitude 119° 53' 00"

Location: Slide Mountain, Washoe County.

Receiving Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; GE, 1.25-meter C-band; Andrew, Avantek, Standard Components receivers.

Services: ABC, AP.

Company: Conrey Media Group Inc.

Established: September 26, 1953.

Advertiser: (sales): Blair Television.

Agency: (legal): Haley, Bader & Potts.

Engineer: (engineering): Hammett & Edison Inc.

President: J. H. ...

General Manager: ...

Sales Manager: ...

Local/Regional Sales Manager: ...

Program/Operations Manager: ...

Chief Engineer: ...

News Director: ...

Promotion & Film Director: ...

Director of Community Relations: ...

Traffic Director: ...

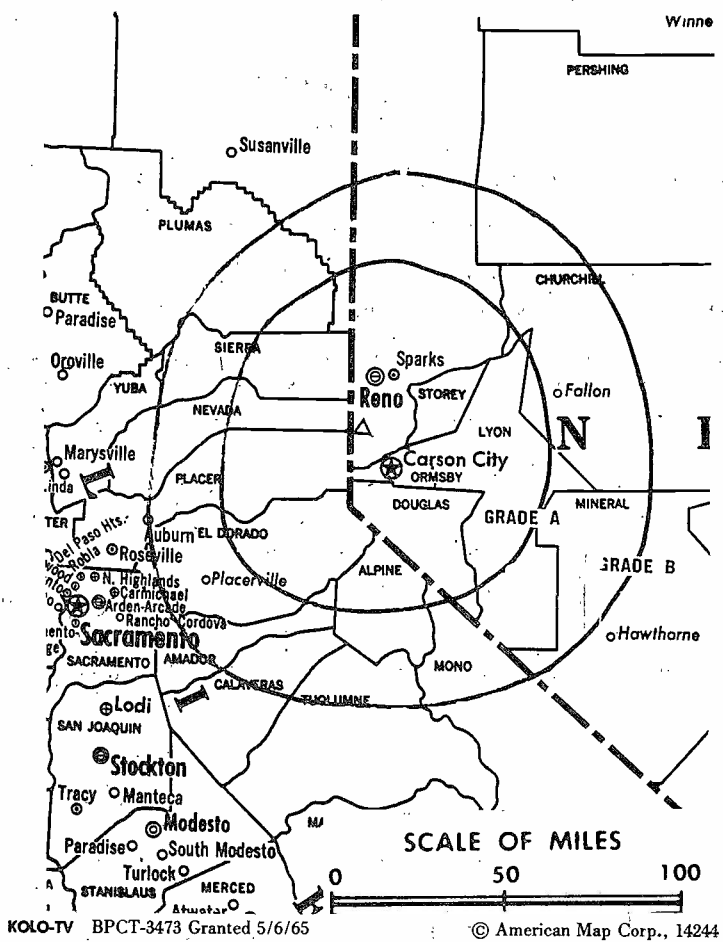
Rate: \$1400.

Hourly Rate: \$275.

Rating: Reno. ADI: Reno. Rank: 117.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
CALIFORNIA			
Alpine	400	300	75
El Dorado East	12,300	11,800	96
Lassen	8,300	7,800	94
Mono	4,100	3,500	86
Placer East	4,400	4,200	95
NEVADA			
Churchill	6,800	6,700	99
Douglas	10,700	10,300	96
Eureka	500	500	100



KOLO-TV BPCT-3473 Granted 5/6/65 © American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Humboldt	4,600	4,400	96
	Lander	1,900	1,800	95
	Lyon	7,600	7,300	96
	Mineral	2,600	2,500	96
	Pershing	1,600	1,600	97
	Storey	600	600	100
	Washoe	105,900	103,500	98
	Carson City	16,300	15,900	98
Between 25-49%	CALIFORNIA			
	Inyo	7,800	7,000	90
	Modoc	3,600	3,300	92
	NEVADA			
	Elko	9,800	9,200	94
Esmeralda	300	300	100	
Nye North	2,900	2,700	93	
Between 5-24%	CALIFORNIA			
	Nevada	30,800	29,100	94
	Plumas	8,400	7,900	93
	Sierra	1,500	1,400	93
	NEVADA			
White Pine	3,100	3,000	97	
Totals		256,800	246,600	96
Net Weekly Circulation (1990)			171,300	
Average Daily Circulation (1990)			100,000	

Nevada—Reno

KREN-TV

Ch. 27

Network Service: Univision.

Licensee: Sainte Limited, Box 4159, Modesto, CA 95352.

Studio: 4600 Kietzke Lane, Bldg. G, No. 171, Reno, NV 89502.

Telephones: 702-826-8827; 209-523-0777. **Fax:** 702-826-8830.

Technical Facilities: Channel No. 27 (548-554 MHz). Authorized power: 1820-kw max. visual, 182-kw max. aural. Antenna: 2925-ft. above av. terrain, 107-ft. above ground, 9754-ft. above sea level.

Latitude 39° 18' 47"
Longitude 119° 52' 59"

Transmitter: Peak of Slide Mountain, 15-mi. SSW of Reno.

Satellite Earth Stations: M/A-Com, 5-meter Ku-band; Scientific-Atlanta, 5-meter C-band.

Ownership: Sainte Ltd. (Group Owner).

Began Operation: October 8, 1986.

Represented (sales): Univision.

Represented (legal): Fletcher, Heald & Hildreth.

Represented (engineering): Cecil Lynch.

Personnel:

CHESTER SMITH, general manager.

GREGG SCHAFER, general sales manager.

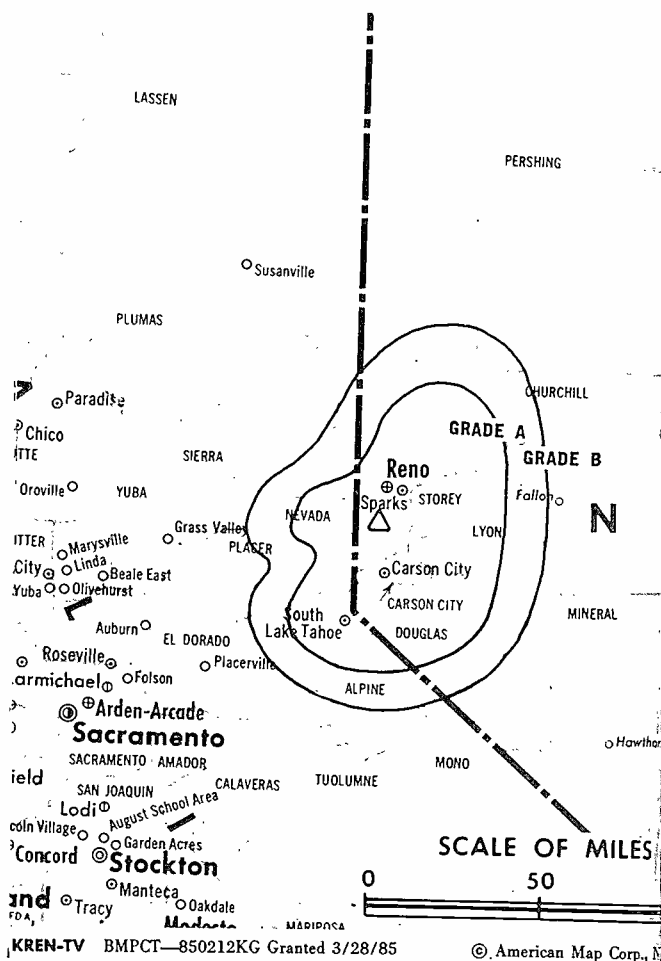
LESLIE MIX, local sales manager.

JERRY NICHOLS, engineering director.

Highest 30 Sec. Rate: \$60.

City of License: Reno. **ADI:** Reno. **Rank:** 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	CALIFORNIA Plumas	8,400	7,900
Totals		8,400	7,900
Net Weekly Circulation (1990)			2,900
Average Daily Circulation (1990)			1,100

Reno

KRNV
(formerly KCRL)
Ch. 4

Source: NBC.

Circle L Inc., Box 7160, Reno, NV 89510.

975 Massar St., Reno, NV 89502.

PO Box 7160, Reno, NV 89510.

2-322-4444. TWX: 910-395-7080. Fax: 702-788-6050.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.04-kw visual.
Antenna: 420-ft. above av. terrain, 92-ft. above ground, 5539-ft. A.M.S.L.

Latitude 39° 35' 03"
Longitude 119° 48' 06"

1.5 mi. N of Reno Post Office.

Stations: Harris, 6-meter Ku-band; Scientific-Atlanta, 4.5-meter Ku & 3-meter Ku-band; Harris, Scientific-Atlanta receivers.

Services: AP, NBC, UPI.

Parent: NBC Universal Broadcasting Co. (Group Owner).

Original station: September 30, 1962. Sale to present owner by Circle L Inc. FCC Sept. 13, 1989.

Advertiser: Petry Television Inc.

Engineering: Lohnes & Culver.

Personnel: J. DONEZ, vice president & general manager.

Personnel: [Name], station manager.

Personnel: [Name], local sales manager.

Personnel: [Name], national sales manager.

Personnel: [Name], chief engineer.

Personnel: [Name], news director.

Personnel: [Name], program & promotion director.

Personnel: [Name], business manager.

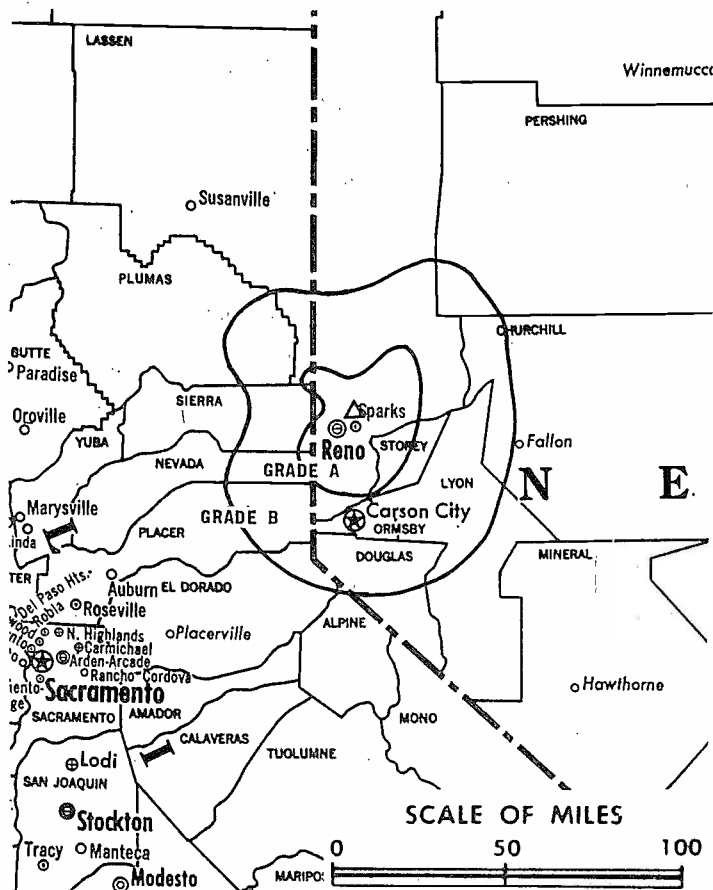
Class Rate: \$400.

Base Hourly Rate: \$325.

Phone: Reno. ADI: Reno. Rank: 117.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
CALIFORNIA			
Alpine	400	300	75
El Dorado East	12,300	11,800	96
Lassen	8,300	7,800	94
Placer East	4,400	4,200	95



KRNV BPCT-2656 Granted 6/15/61

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEVADA			
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96
	Humboldt	4,600	4,400	96
	Lyon	7,600	7,300	96
	Mineral	2,600	2,500	96
	Nye North	2,900	2,700	93
	Pershing	1,600	1,600	97
	Storey	600	600	100
	Washoe	105,900	103,500	98
Carson City	16,300	15,900	98	
Between 25-49%	CALIFORNIA			
	Mono	4,100	3,500	86
Between 5-24%	NEVADA			
	Esmeralda	300	300	100
	CALIFORNIA			
	Plumas	8,400	7,900	93
	Sierra	1,500	1,400	93
Totals		199,300	192,700	97
Net Weekly Circulation (1990)				145,500
Average Daily Circulation (1990)				78,800

Nevada—Reno

KTVN
Ch. 2

Network Service: CBS.

Licensee: Sarkes Tarzian Inc., Box 7220, Reno, NV 89510.

Studio: 4925 Energy Way, Reno, NV 89502.

Mailing Address: Box 7220, Reno, NV 89510.

Telephone: 702-786-2212. TWX: 910-395-7096. Fax: 702-323-7836.

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' 00.50"
Longitude 119° 47' 52.00"

Requests CP for change 89.1-kw visual, 8.9-kw aural, 2153-ft. above av. terrain, 113-ft. above ground, 7570-ft. above sea level, lat. 39° 15' 28", long. 119° 42' 36", transmitter to McClellan Peak, approx. 6-mi. NE of Carson City. BPCT-860507KG.

Transmitter: 4-mi. N of Reno Post Office.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Superior, 6-meter Ku & C-band; Scientific-Atlanta, 4.6-meter C-band; Standard Components, Scientific-Atlanta receivers.

News Services: AP, Conus, LPN.

Ownership: Sarkes Tarzian Inc. (Group Owner).

Began Operation: June 4, 1967. Sale to present owners by Lee D. Hirshland, et al., approved by FCC Aug. 13, 1980 (Television Digest, Vol. 19:44).

Represented (sales): Katz Television.

Represented (legal): Cohn & Marks.

Represented (engineering): Jules Cohen & Associates.

Personnel:

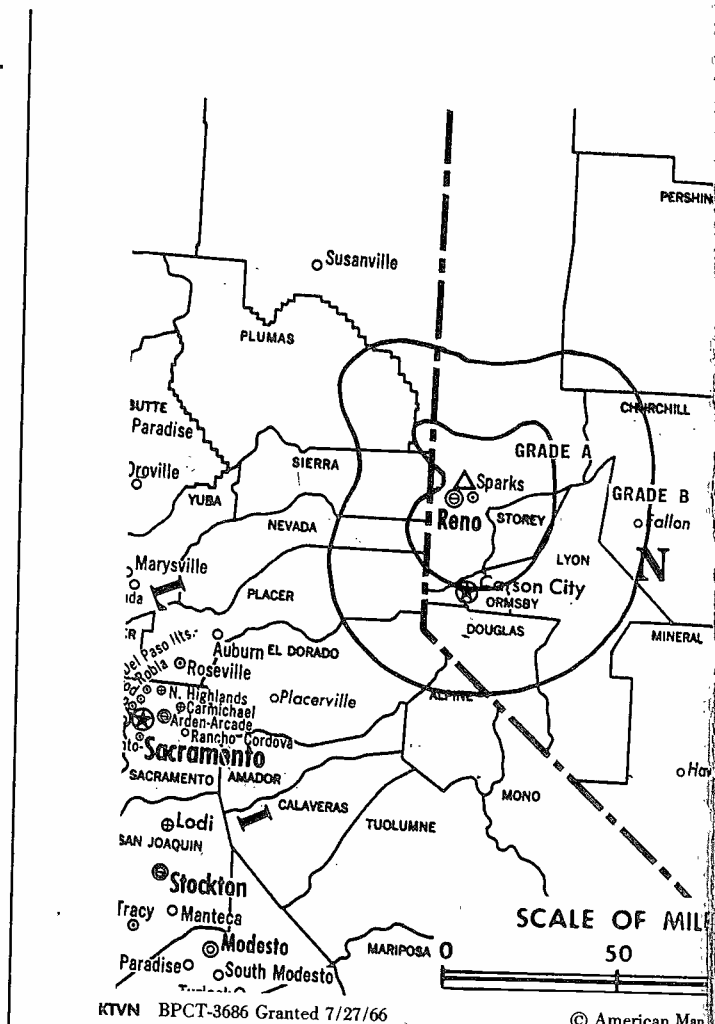
DENNIS E. SIEWERT, president & general manager.
AL RICHARDS, director of operations & engineering.
JUDY K. DILLARD, general sales manager.
TOM JEANS, creative services director.
SHARON ASHER, program services manager.
DON WELLS, director of promotion & news.
JOANN MITCHELL, comptroller.
JOE ZUCCARINI, advertising & promotion manager.

Rates: On request.

City of License: Reno. ADI: Reno. Rank: 117.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CALIFORNIA			
	Alpine	400	300	75
	El Dorado East	12,300	11,800	96

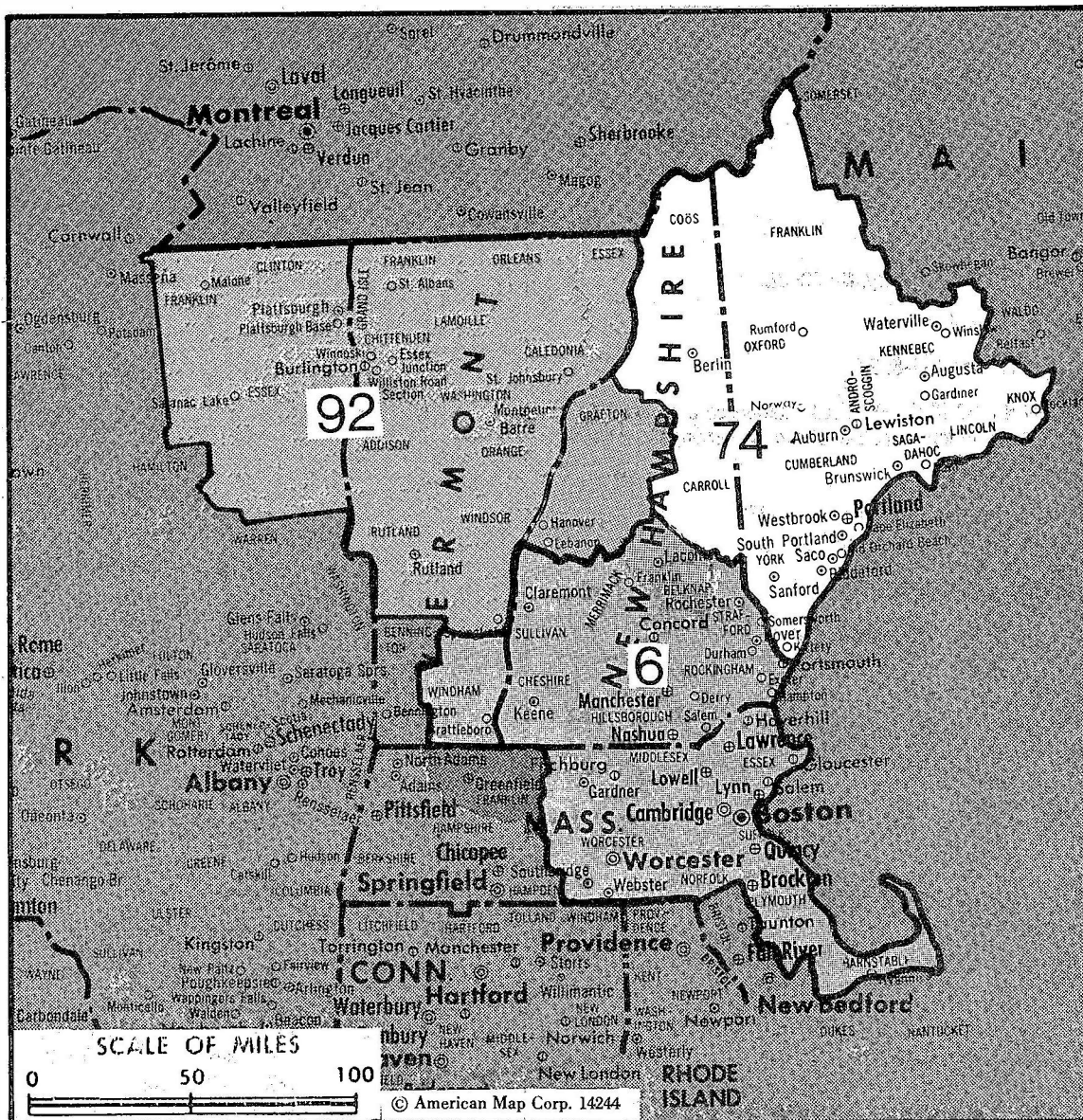


Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Lassen	8,300	7,800	
	Placer East	4,400	4,200	
	NEVADA			
	Churchill	6,800	6,700	
	Douglas	10,700	10,300	
	Elko	9,800	9,200	
	Esmeralda	300	300	
	Humboldt	4,600	4,400	
	Lander	1,900	1,800	
	Lyon	7,600	7,300	
	Mineral	2,600	2,500	
	Nye North	2,900	2,700	
	Pershing	1,600	1,600	
	Storey	600	600	
Washoe	105,900	103,500		
Carson City	16,300	15,900		
Between 25-49%	CALIFORNIA			
	Sierra	1,500	1,400	
	NEVADA			
Eureka	500	500		
Between 5-24%	CALIFORNIA			
	Calaveras	12,900	12,300	
	Mono	4,100	3,500	
	Plumas	8,400	7,900	
	NEVADA			
	Lincoln	1,400	1,300	
	Nye South	3,700	3,400	
White Pine	3,100	3,000		
Totals		232,600	224,200	
Net Weekly Circulation (1990)				
Average Daily Circulation (1990)				

Our firm acted as financial advisor and broker in the 1980 sale of KTVN-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



	Arbitron ADI-TV Households	Rank	Market Area Commercial TV Stations
MA	2,105,800	6	WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHLL (27), WHRC (46), WSHH (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38)
Poland Spring, ME	336,000	74	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Plattsburgh, NY	265,100	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WNE-TV, Hanover	See Hartford, VT
WTV-TV, Mount Washington	See Poland Spring, ME

New Hampshire Station Totals as of October 1, 1990

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

New Hampshire—Derry

WNDS

Ch. 50

Network Service: None, independent.

Licensee: CTV of Derry Inc., TV 50 Place, Derry, NH 03038.

Studio: TV 50 Place, Derry, NH 03038.

Telephone: 603-434-8850. **Fax:** 603-434-8627.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 702-ft. above av. terrain, 499-ft. above ground, 983-ft. above sea level.

Latitude 42° 44' 07"

Longitude 71° 23' 36"

Transmitter: Trigate Rd. on Merrill Hill, Hudson.

Satellite Earth Stations: In operation; M/A-Corn receivers.

News Service: CNN Headline News.

Ownership: CTV of Derry Inc.

Began Operation: September 12, 1983.

Represented (sales): Savalli Broadcast Sales.

Represented (legal): Reddy, Begley & Martin.

Represented (engineering): B. Scott Baxter & Associates.

Personnel:

JOHN L. FOLEY, general manager.

SUSANE K. NEWELL, station manager & program director.

WILLIAM YORK, local sales manager.

ERIC T. FUREY, national sales manager.

PAUL HUNTER, chief engineer.

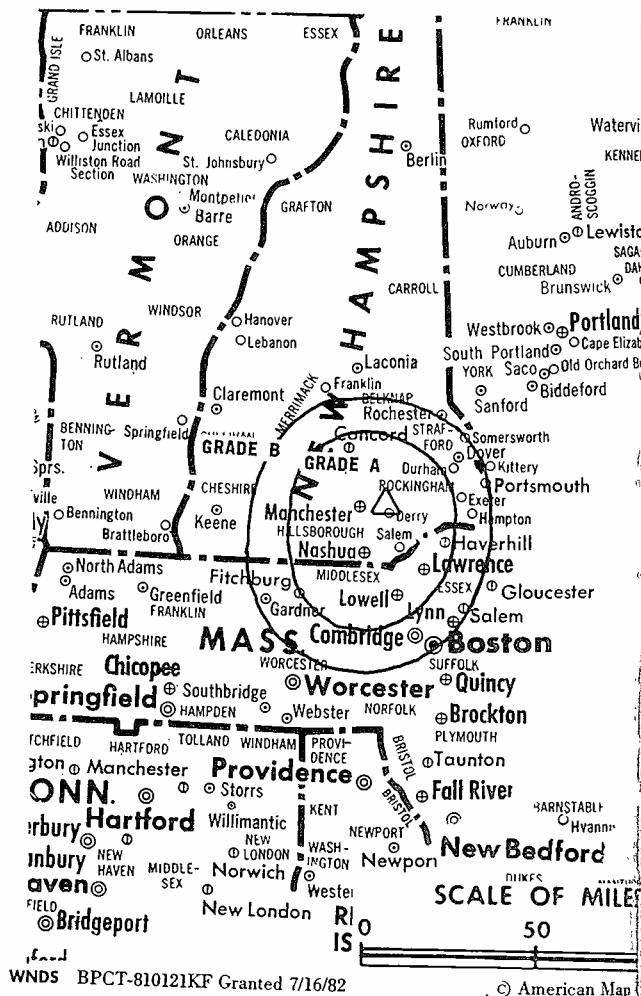
RHONDA M. OHLMAN, news & promotion director.

CAROL HAWLEY, business manager.

Highest 30 Sec. Rate: \$275.

City of License: Derry. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	MASSACHUSETTS		
	Essex	251,800	249,100
	Middlesex	507,900	502,400
	NEW HAMPSHIRE		
	Belknap	19,400	19,200
	Hillsborough	124,100	122,600
	Merrimack	45,200	44,400
	Rockingham	89,400	88,300
	Strafford	35,800	35,200
Totals		1,073,600	1,061,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

New Hampshire—Manchester

WMUR-TV

Ch. 9

Service: ABC.

WMUR-TV Inc., 50 Cote St., Manchester, NH 03101.

50 Cote St., Manchester, NH 03101.

Phone: 603-669-9999. Fax: 603-641-9044.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 282-kw visual.
 Transmitter: 1030-ft. above av. terrain, 227-ft. above ground, 1513-ft. above sea level.

Latitude 42° 58' 59"
 Longitude 71° 35' 19"

Headquarters: Goffstown, NH.

TV Sound: Stereo only.

Receiving Stations: Andrew, 7.3-meter C-band; Andrew, 4.5-meter Ku-band; Andrew, 4-meter Ku-band; Vertex, 4-meter C-band; Andrew, M/A-Corn, Standard receiver.

Company: AP.

Owner: Ramsey Imes Jr. & Family (Group Owner).

Origin: March 28, 1954. Transfer from estate of Francis P. Murphy by FCC Feb. 3, 1959 (Television Digest, Vol. 14:15; 15:2, 6). Sale to current owner by Richard Eaton Estate approved by FCC July 22, 1981.

Sales: Seltel Inc.

Legal: Latham & Watkins.

Engineering: Jules Cohen & Associates.

Michael Chow, vice president & general manager.

John V., general sales manager.

Operations/program manager.

ORKOWSKI, chief engineer.

CK, news director.

promotion director.

IS, business manager.

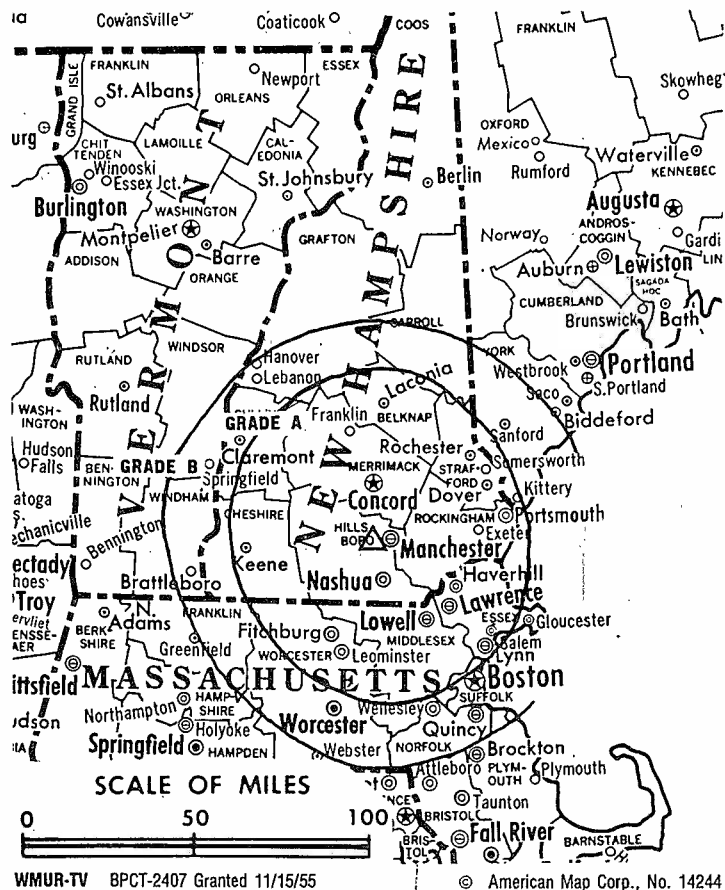
Rate: \$400.

HOURLY RATE: \$325.

Manchester. ADI: Boston. Rank: 6.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
NEW HAMPSHIRE			
Belknap	19,400	19,200	99
Cheshire	25,800	25,100	97
Hillsborough	124,100	122,600	99
Merrimack	45,200	44,400	98
Strafford	35,800	35,200	98
Sullivan	15,500	15,100	97
VERMONT			
Windham	16,400	15,700	96



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEW HAMPSHIRE			
	Carroll	14,800	14,500	98
	Grafton	26,900	26,100	97
	Rockingham	89,400	88,300	99
Between 5-24%	VERMONT			
	Windsor	22,700	22,100	97
	MASSACHUSETTS			
	Essex	251,800	249,100	99
Franklin	27,700	26,900	97	
Middlesex	507,900	502,400	99	
Worcester	250,800	247,600	99	
Between 5-24%	MAINE			
	York	64,500	63,700	99
Totals		1,538,700	1,518,000	99
Net Weekly Circulation (1990)			330,900	
Average Daily Circulation (1990)			153,900	

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Television & Cable Factbook

New Hampshire—Merrimack

WGOT

Ch. 60

Network Service: None, independent.

Licensee: Paugus Television Inc., Box 265, Feeding Hills, MA 01030-0265.

Studio: One Sundial Ave., Suite 501, Manchester, NH 03103.

Telephone: 603-647-6060. **Fax:** 603-644-0060.

Technical Facilities: Channel No. 60 (746-752 MHz). Authorized power: 1403-kw max. visual, 140-kw max. aural. Antenna: 1011-ft. above av. terrain, 139-ft. above ground, 1464-ft. above sea level.

Latitude 42° 59' 02"
Longitude 71° 35' 18"

Transmitter: South Mountain, Goffstown.

Satellite Earth Stations: Comtech, 3.8-meter C-band; Comtech, 3.8-meter Ku-band.

Ownership: Paugus Television Inc.

Began Operation: August 14, 1987. Sale to present owners by Golden Triangle TV60 granted Jan. 6, 1989.

Represented (legal): Davis, Wright & Tremaine.

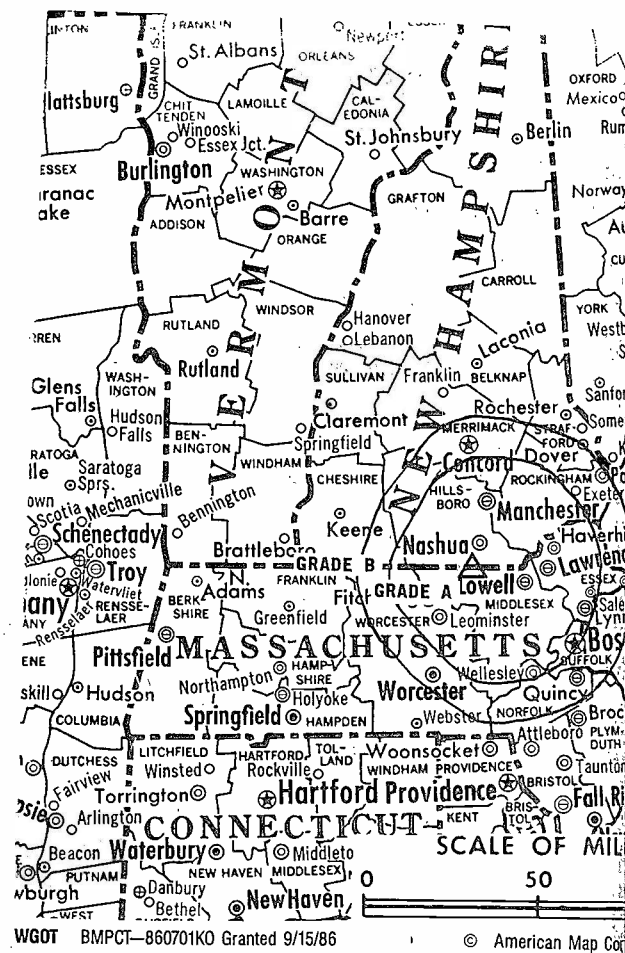
Personnel:

- JOHN FERGIE, general manager.
- MARDIE WOMELDORF, station manager.
- BILL HAGGERTY, general sales manager.
- DON HILL, operations manager.
- ED WILLIAMS, director of engineering.
- DOREEN WARCHAL, program & promotion director.
- SANDRA DEI DOLORI, production manager.
- MAUREEN SAWYER, business manager.

Highest 30 Sec. Rate: \$150.

City of License: Merrimack. **ADI:** Boston. **Rank:** 6.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
NEW HAMPSHIRE			
Between 5-24%	Hillsborough	124,100	122,600
	Merrimack	45,200	44,400
Totals		169,300	167,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			



	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,043,900	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WNBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,704,400	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29), WWAC-TV (53)

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

WJL, Linden	See New York, NY
WJU & WHSE, Newark	See New York, NY
WTV, Paterson	See New York, NY
WDR-TV, Secaucus	See New York, NY

New Jersey Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	0	3	3
Educational Television Stations	0	4	4
	0	7	7

— NEW AREA CODES —

State	Before	After	Effective Date
New Jersey	201	201 Bergen, Essex, Passaic, Hudson, Sussex, Morris (portions) counties	June 1991
		908 Union, Warren, Hunterdon, Somerset, Middlesex, Monmouth, Ocean (portions) counties	
California	415	415 Marin County, San Mateo County, San Francisco County	October 1991
		510 Alameda County, Contra Costa County	

New Jersey—Atlantic City

WWAC-TV

Ch. 53

Network Service: None, independent.

Licensee: Channel 53 Corp., RD Two, Box 385, Redding Furnace Farm, Elverson, PA 19520.

Telephone: 215-473-9060.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 12.2-kw max. visual, 1.2-kw max. aural. Antenna: 280-ft. above av. terrain, 280-ft. above ground, 290-ft. above sea level.

Latitude	39°	22'	51.20"
Longitude	74°	27'	03.70"

Transmitter: Absecon Blvd., approx. 0.2-mi. NW of WIIN, Atlantic City.

Ownership: Channel 53 Corp.

Began Operation: July 29, 1981; left air July 1982. Returned to air July 1, 1988.

Represented (legal): Schwartz, Woods & Miller.

Represented (engineering): Robert Terres.

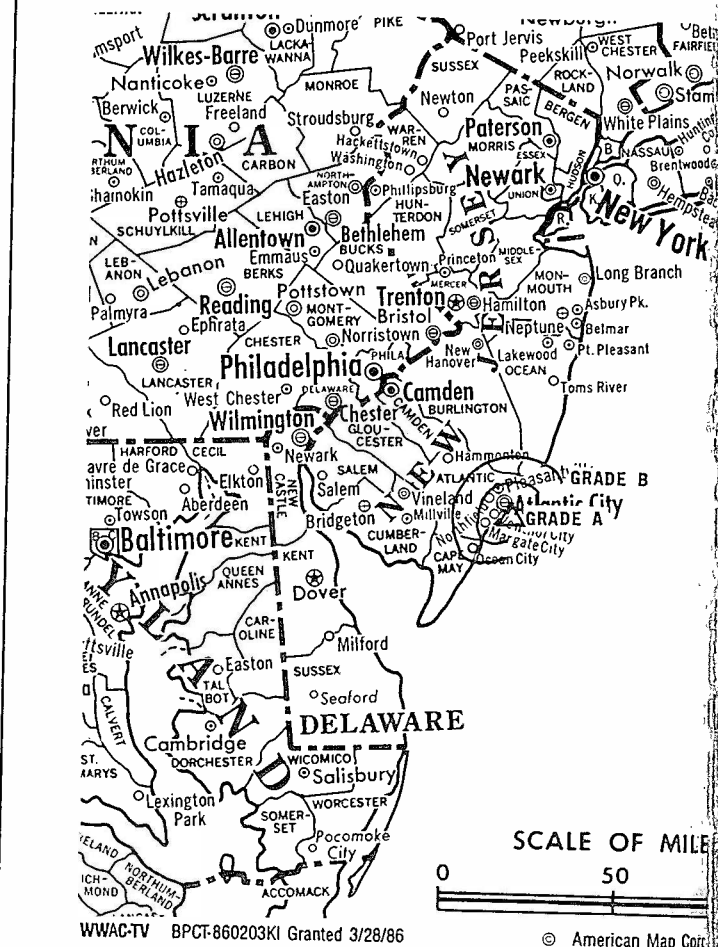
Personnel:

WILLIAM GROSS, general manager.

HARRY JENNING, chief engineer.

Rates: On request.

Arbitron Data: Not available.



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

Jersey—Vineland

WHSP

Ch. 65

Service: Home Shopping Network.

Address: Silver King Bcstg. of Vineland, 1529 U.S. 19 S, Clearwater, FL 33546.

Address: 14 N. Delsea Dr., Newfield, NJ 08344.

Phone: 609-691-6565. Fax: 609-691-2483.

Facilities: Channel No. 65 (776-782 MHz). Authorized power: 4095-kw
 30-kw horizontal visual, 364-kw max. & 154-kw horizontal aural. Anten-
 above av. terrain, 937-ft. above ground, 1049-ft. above sea level.

Latitude 39° 44' 00.40"

Longitude 74° 50' 28.60"

Address: Church Ave., N of Chew Rd., Waterford Works.

Equipment: Paracclipse, 4.6-meter C-band; AFC, 3.7-meter Ku-band;
 Standard Communications receivers.

Owner: Silver King Broadcasting (Group Owner).

History: Station: July 21, 1981. FCC approved sale to present owner Dec. 1986
 Digest, Vol. 26:52). Sale to Press Bcstg. Co. by Trustee in Bankruptcy
 by FCC April 30, 1985.

Legal: Dow, Lohnes & Albertson.

Personnel: [Name], vice president & station manager.

[Name], program director.

[Name], business manager.

[Name], marketing director.

[Name], traffic manager.

Rate: \$200.



WHSP BMPCT-800818KJ Granted 10/23/80

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Arbitron Data: Not available.

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

New Jersey—Wildwood-Atlantic City

WMGM-TV

Ch. 40

Network Service: NBC.

Licensee: South Jersey Radio Inc., 15 Shore Rd., Linwood, NJ 08221.

Studio: Avalon Blvd., Swainton, NJ.

Mailing Address: 15 S. Shore Rd., Linwood, NJ 08221.

Telephone: 609-927-4440.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 1740-kw visual, 174-kw aural. Antenna: 420-ft. above av. terrain, 425-ft. above ground, 430-ft. above sea level.

Latitude 39° 07' 28"
Longitude 74° 45' 56"

Transmitter: Avalon Blvd., 2.7-mi. W of Sea Isle City, Swainton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: ChannelMaster; RCA.

News Services: AP, NBC.

Ownership: Howard Green Group (Group Owner).

Began Operation: January 25, 1966. Sale to present owners by William C. Wotring Jr., et al., approved by FCC Feb. 25, 1981.

Represented (legal): Cordon & Kelly.

Represented (engineering): Lohnes & Culver.

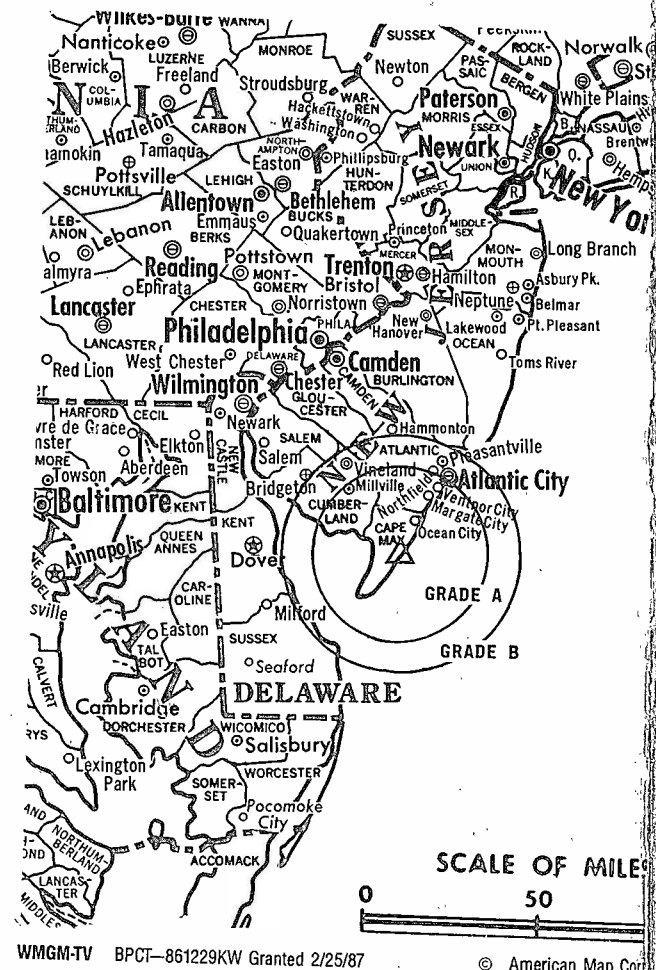
Personnel:

HOWARD GREEN, president.
JANE B. STARK, general manager.
CHRIS ADAMS, program director.
JOHN IANUZZI, general sales manager.
LOU McDONALD, chief engineer.
JEFF WHITEKER, news director.
JANET DAVIDSON, business manager.

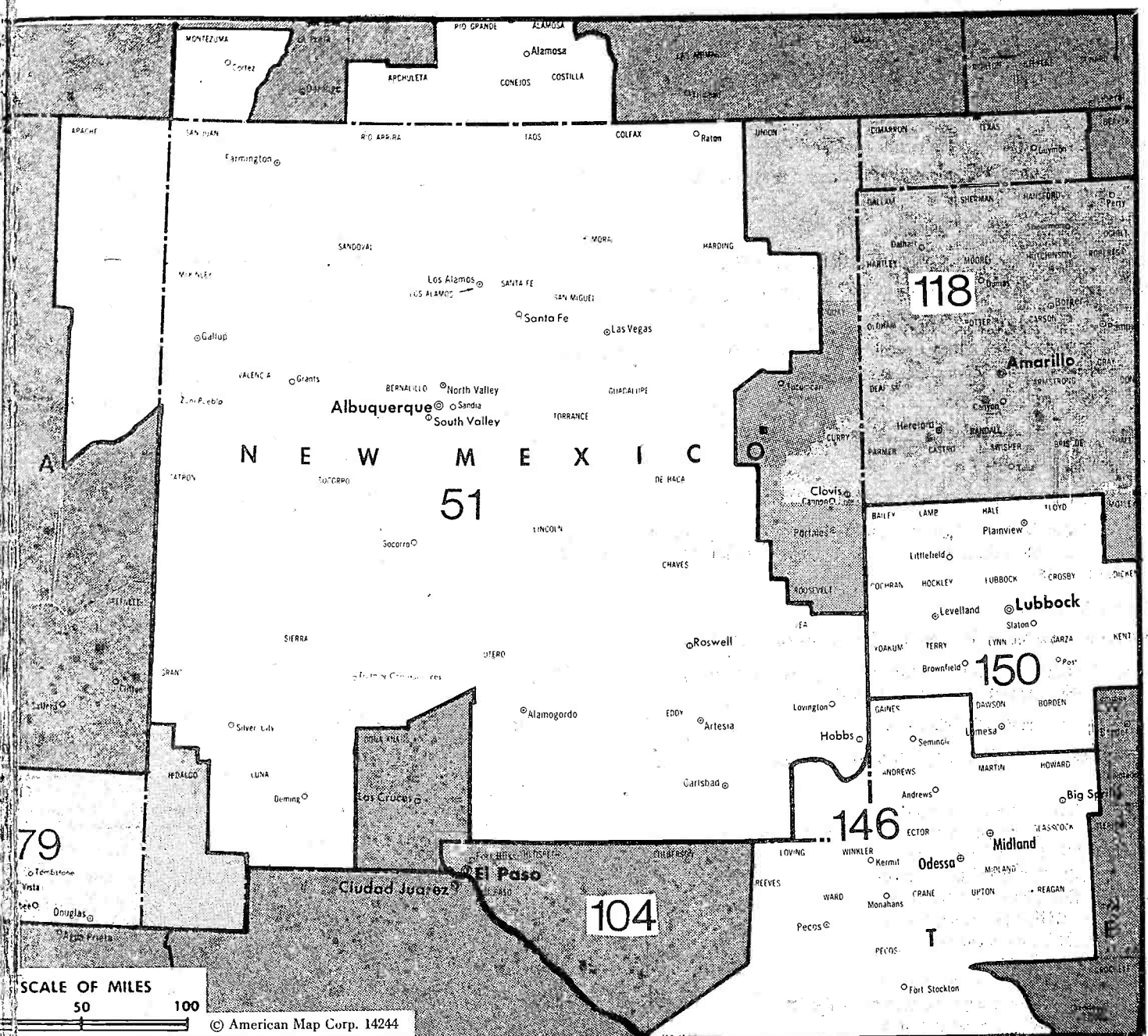
Highest 30 Sec. Rate: \$300.

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

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW JERSEY Cape May	41,700	41,000
Between 5-24%	DELAWARE Sussex	43,700	43,100
	NEW JERSEY Atlantic	83,400	81,900
Totals		168,800	166,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			



Market Area	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Albuquerque, NM	503,900	51	KBIM-TV (10), KCHF (11), KGGM-TV (13), KGSW-TV (14), KKTO (2), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBR (8), KRPV (27), KVIO-TV (6), KWNM-TV (10)
Las Cruces, NM	307,900	79	KGUN (9), KMSB-TV (11), KOLD-TV (13), KPOL (40), KTTU-TV (18), KVOA-TV (4)
El Paso, TX	224,300	104	KCIK (14), KDBC-TV (4), KINT-TV (26), KTSM-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHIJ-TV (44)
Midland/Odessa, TX	185,100	118	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVII-TV (7), KVIH-TV (12), KVIJ-TV (8)
Lubbock, TX	143,300	146	KMID-TV (2), KMLM (42), KOSA-TV (7), KPEJ (24), KTPX (9), KWAB-TV (4)
Fort Stockton, TX	137,500	150	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)

New Mexico Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	11	6	17
Non-Commercial Television Stations	2	2	4
Total	13	8	21

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Call Lynn Levine or Nancy Cramer
202-872-9200

New Mexico—Albuquerque

KGGM-TV

Ch. 13

Network Service: CBS.

Licensee: New Mexico Broadcasting Co. Inc., 13 Broadcast Plaza SW, Box 1294, Albuquerque, NM 87103-1294.

Studio: 14th & Coal SW, Albuquerque, NM 87104.

Mailing Address: Box 1294, Albuquerque, NM 87103-1294.

Telephone: 505-243-2285. TWX: 910-989-1676. Fax: 505-842-8483.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 89.1-kw visual, 8.98-kw aural. Antenna: 4180-ft. above av. terrain, 143-ft. above ground, 10,791-ft. above sea level.

Latitude 35° 12' 40"
Longitude 106° 26' 57"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Microdyne, 5-meter C-band; Scientific-Atlanta, 4.2-meter Ku-band; M/A-Com, Microdyne, Scientific-Atlanta receivers.

News Service: AP.

Ownership: New Mexico Broadcasting Co. Inc. (Group Owner).

Began Operation: October 4, 1953. Sale to present owners by Estate of Goldie Hebenstreit approved by FCC June 5, 1984.

Represented (sales): Katz Television.

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

Personnel:

ANDREW HEBENSTREIT, president.
IRWIN P. STARR, executive vice president & general manager.
STAN BYARS, vice president, sales.
CHARLIE JONES, national sales manager.
DEAN CARROLL, local sales manager.
DOUG MILLIGAN, local sales manager.
ALAN P. DEME, chief engineer.
JIM LOY, news director.
BRENDA YAGER, public affairs director.
JOHN TISCHENDORF, program & promotion director.
DONNA BERGMAN, business manager.

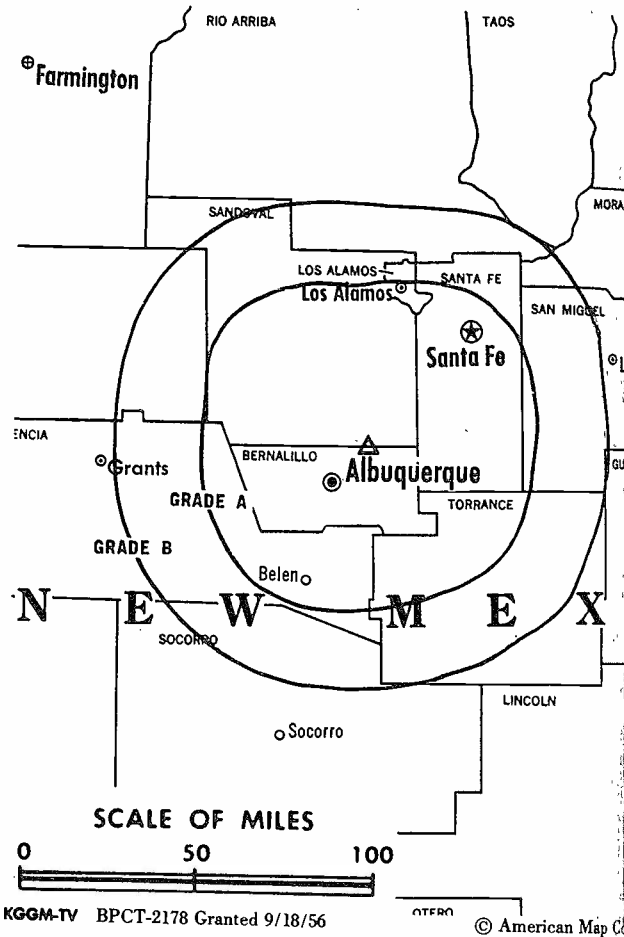
Highest 30 Sec. Rate: \$3000.

NETWORK BASE HOURLY RATE: \$1016.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,600	91
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	2,100	2,000	95
	Conejos	2,800	2,700	96
	NEW MEXICO			
	Bernalillo	193,200	190,300	98
	Cibola	8,700	8,600	98
	Colfax	5,200	4,900	94
	Grant	9,600	9,100	95
	Guadalupe	1,500	1,400	93
	Harding	400	400	100



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Los Alamos	7,600	7,500
	Luna	6,600	6,400
	Mc Kinley	20,800	19,400
	Rio Arriba	11,200	10,500
	Sandoval	17,400	16,400
	San Juan	32,400	30,600
	San Miguel	8,800	8,200
	Santa Fe	36,000	35,000
	Sierra	4,400	4,100
	Socorro	4,800	4,700
	Taos	7,400	6,800
	Torrance	3,500	3,400
	Valencia	15,200	15,000
	Between 25-49%	COLORADO	
Montezuma		6,900	6,600
Rio Grande		4,000	3,800
Saguache		1,400	1,300
NEW MEXICO			
Mora	1,500	1,300	
Otero	18,000	17,600	
Quay	4,600	4,400	
Between 5-24%	COLORADO		
	La Plata	12,100	11,600
	Mineral	300	300
	NEW MEXICO		
	Catron	900	800
Lincoln	6,100	5,900	
Totals		472,800	457,000
Net Weekly Circulation (1990)			341,000
Average Daily Circulation (1990)			187,700

Mexico—Albuquerque

KGSW-TV

Ch. 14

9

Service: Fox.

KGSW-TV Inc., 1377 University Blvd. NE, Albuquerque, NM 87102.

University Blvd. NE, Albuquerque, NM 87102.

Address: Box 25200, Albuquerque, NM 87125.

505-842-1414. TWX: 910-989-1792. Fax: 505-242-1355.

Facilities: Channel No. 14 (470-476 MHz). Authorized power: 1412.5-kw
 90-kw horizontal visual, 141.25-kw max. & 49-kw horizontal aural.
 181-ft. above av. terrain, 145-ft. above ground, 10,769-ft. above sea

Latitude 35° 12' 55"
 Longitude 106° 27' 02"

Sandia Crest, near Albuquerque.

TV Sound: Stereo only.

Stations: Scientific-Atlanta, 5-meter C-band; RCA, 5-meter Ku-band.

Grade: INDX.

Providence Journal Broadcasting Corp. (Group Owner).

Station: May 8, 1981. Sale to present owners by Galaxy-Southwest TV
 by FCC Nov. 19, 1984 (Television Digest, Vol. 24:40).

(sales): TeleRep Inc.

(legal): Dow, Lohnes & Albertson.

(engineering): Smith & Powstenko.

FFENS, president & general manager.

RTNER, general sales manager.

ULANO, national sales manager.

LOCK, chief engineer.

S, news director.

PERSON, creative services director.

G, business manager.

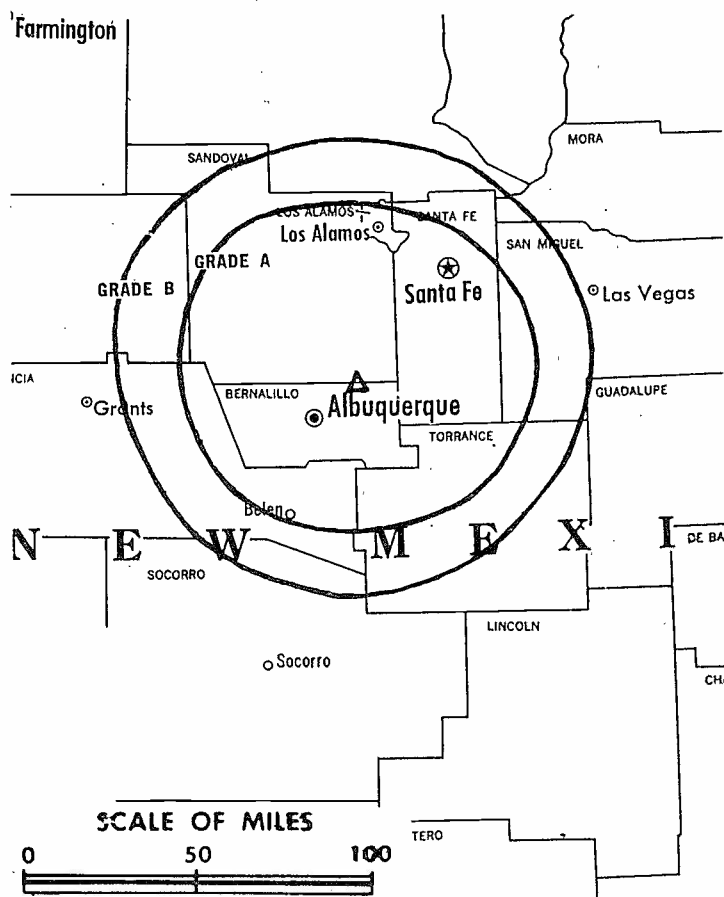
S, technical operations manager.

Rec. Rate: \$950.

Base: Albuquerque. ADI: Albuquerque. Rank: 51.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
NEW MEXICO			
Bernalillo	193,200	190,300	98
Cibola	8,700	8,600	98
Rio Arriba	11,200	10,500	94
Sandoval	17,400	16,400	95
Socorro	4,800	4,700	98
Torrance	3,500	3,400	96
Valencia	15,200	15,000	99
COLORADO			
249% Alamosa	4,600	4,400	96
Conejos	2,800	2,700	96
Saguache	1,400	1,300	93



KGSW-TV BPCT-871118KF Granted 4/29/88

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
NEW MEXICO				
Between 25-49%	Chaves	21,700	21,300	98
	Eddy	19,300	18,900	98
	Lea North	20,300	19,900	98
	Lincoln	6,100	5,900	96
	Los Alamos	7,600	7,500	99
	Mc Kinley	20,800	19,400	93
	Otero	18,000	17,600	98
	San Juan	32,400	30,600	95
	San Miguel	8,800	8,200	93
	Santa Fe	36,000	35,000	97
Sierra	4,400	4,100	94	
COLORADO				
Between 5-24%	Costilla	1,200	1,100	92
	La Plata	12,100	11,600	96
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
NEW MEXICO				
	Guadalupe	1,500	1,400	93
	Taos	7,400	6,800	92
Totals		491,300	477,000	97
Net Weekly Circulation (1990)				226,500
Average Daily Circulation (1990)				93,600

Our firm acted as financial advisor
 and broker in the 1985 sale of
KGSW-TV

THE TED HEPBURN COMPANY

Ted Hepburn, President Todd Hepburn, Vice-President
 325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
 PO Box 42401, Cincinnati, Ohio 45242 (513) 791-8730

New Mexico—Albuquerque

KLUZ-TV

Ch. 41

Network Service: Univision.

Licensee: Univision Station Group Inc., 330 Madison Ave., New York, NY 10017-5002.

Studio: 2725 F Broadbent Pkwy., Albuquerque, NM 87107.

Telephone: 505-344-5589.

Technical Facilities: Channel No. 41 (632-638 MHz). Authorized power: 1170-kw visual, 58.9-kw aural. Antenna: 4152-ft. above av. terrain, 114-ft. above ground, 10,754-ft. above sea level.

Latitude	35°	12'	41"
Longitude	106°	26'	56"

Transmitter: Sandia Crest, approx. 15-mi. NE of Albuquerque.

Satellite Earth Station: Scientific-Atlanta.

Ownership: Univision Holdings Inc. (Group Owner).

Began Operation: September 5, 1987.

Represented (sales): Univision.

Represented (legal): Leventhal, Senter & Lerman.

Represented (engineering): JP Associates.

Personnel:

JIM PERRIN, general manager.

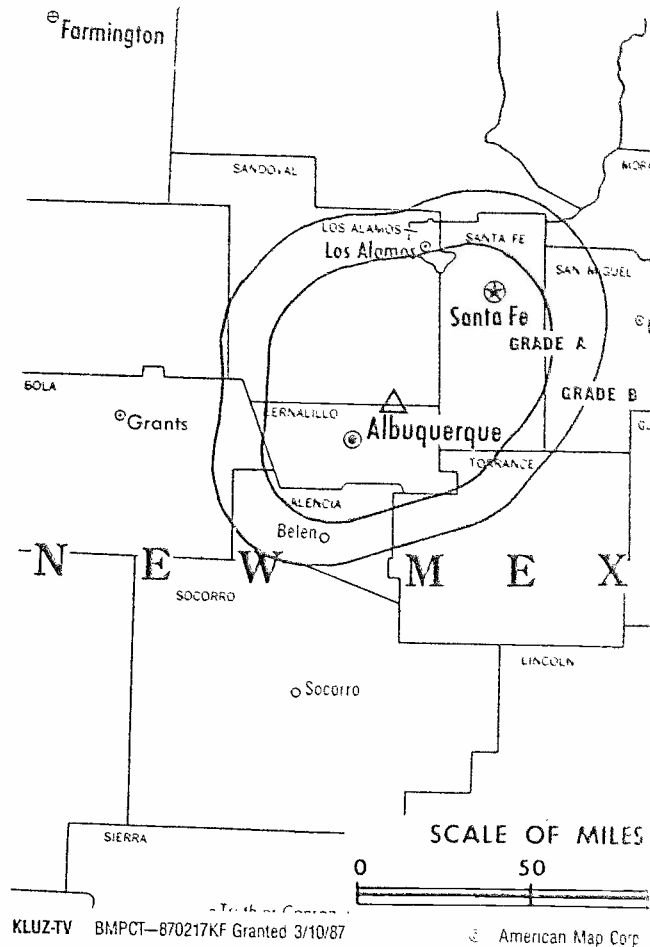
KAMBIZ VICTORY, chief engineer.

LEROY MASCARENAS, production manager.

Highest 30 Sec. Rate: \$275.

City of License: Albuquerque. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
NEW MEXICO			
Between 5-24%	Rio Arriba	11,200	10,500
	Santa Fe	36,000	35,000
	Socorro	4,800	4,700
	Valencia	15,200	15,000
Totals		67,200	65,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

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

Mexico—Albuquerque

KNAT

Ch. 23

Service: None, independent.

Company: American TV Inc., 13181 Crossroads Pkwy. N, City of Industry, CA

Address: 5 Coors Blvd. NW, Albuquerque, NM 87105.

Phone: 505-836-6585.

Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1191-kw
 7-kw horizontal visual, 119.1-kw max. & 38.7-kw horizontal aural.
 130-ft. above av. terrain, 136-ft. above ground, 10,748-ft. above sea

Latitude 35° 12' 55.00"

Longitude 106° 27' 01.50"

Location: Sandia Crest, Cibola National Forest.

TV Sound: Separate audio program.

Transmitters: Scientific-Atlanta, 7-meter C-band; Harris, 6-meter C-band.

Parent: American TV Inc. (Group Owner).

History: August 10, 1975. Sale to present owner by Trinity Bcstg. Network
 by FCC Nov. 6, 1989. Sale to Trinity by John Carson, et al., approved by
 FCC 1985. Sale to Carson group by Eddie L. Pena, et al., approved July 23,
 1985. Station left air in 1985 (Television Digest, Vol. 25:24).

Legal: May & Dunne.

Manager: G. S. general manager.

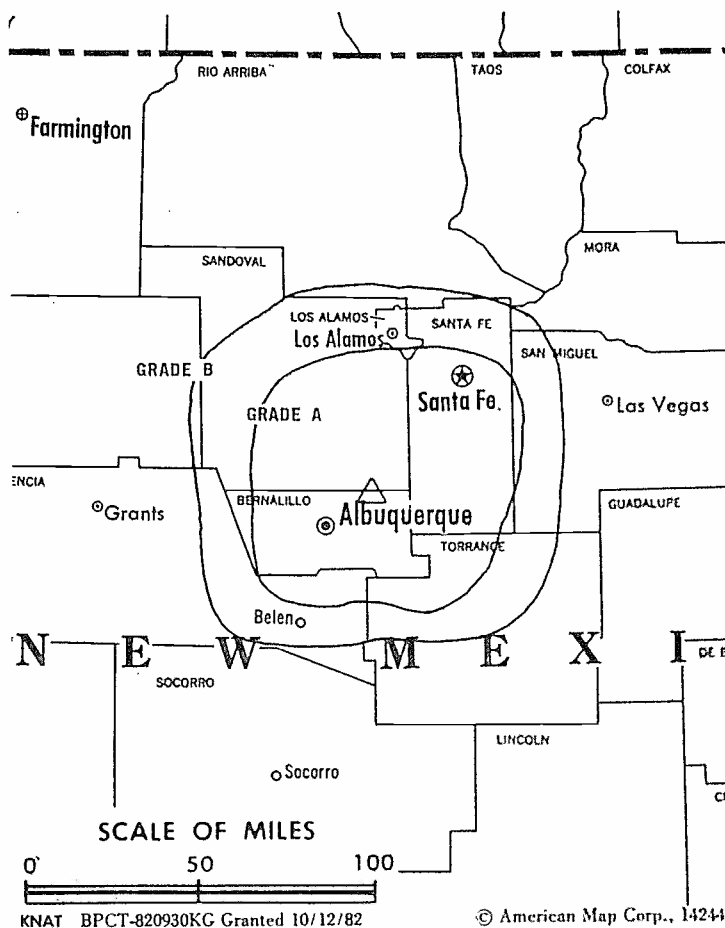
Chief engineer.

G. S., program director.

Class. Rate: \$120.

Market: Albuquerque. ADI: Albuquerque. Rank: 51.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households ¹ Households	%
NEW MEXICO				
Between 5-24%	Torrance	3,500	3,400	96
Totals		3,500	3,400	97
Net Weekly Circulation (1990)			4,500	
Average Daily Circulation (1990)			1,700	

New Mexico—Albuquerque

KOAT-TV

Ch. 7

(Operates Satellite KWNM-TV; Silver City, NM)

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Studio: 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. **TWX:** 910-989-1687. **Fax:** 505-884-6282.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 87.1-kw visual, 19.2-kw aural. Antenna: 4239-ft. above av. terrain, 231-ft. above ground, 10,826-ft. above sea level.

Latitude 35° 12' 53.00"
Longitude 106° 27' 01.30"

Transmitter: Sandia Crest.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 9.3-meter; Harris, 6.1-meter; Vertex, 4.7-meter; Andrew, 4.5-meter; Avantek, Harris, M/A-Com, Standard Components receivers.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 28, 1953. Sale to present owner by WGAL Television Inc. approved by FCC May 7, 1969 (Television Digest, Vol. 9:19). Previous sale by Alvarado Television Co. Inc., approved Jan. 23, 1963. Merger with KVOA-TV, Tucson, approved Sept. 30, 1959 by FCC (Vol. 15:34, 40). Sale to Clinton McKinnon by A. M. Caldwell, Walter Stiles and associates approved Feb. 6, 1957 (Vol. 12:51; 13:6).

Represented (sales): Blair Television.

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

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

Personnel:

C. WAYNE GODSEY, vice president & general manager.

GREG STRAUSSER, general sales manager.

ELVIN SMITH, assistant general manager.

BARBARA WAGONER, national sales manager.

MARY LYNN ROPER, news director.

JAMES SHARMAN, chief engineer.

JIM DIXON, production manager.

ROY LEONE, program director.

PARKER HARMS, marketing director.

LINDA EDDLEMAN, business manager.

Highest 30 Sec. Rate: \$2500.

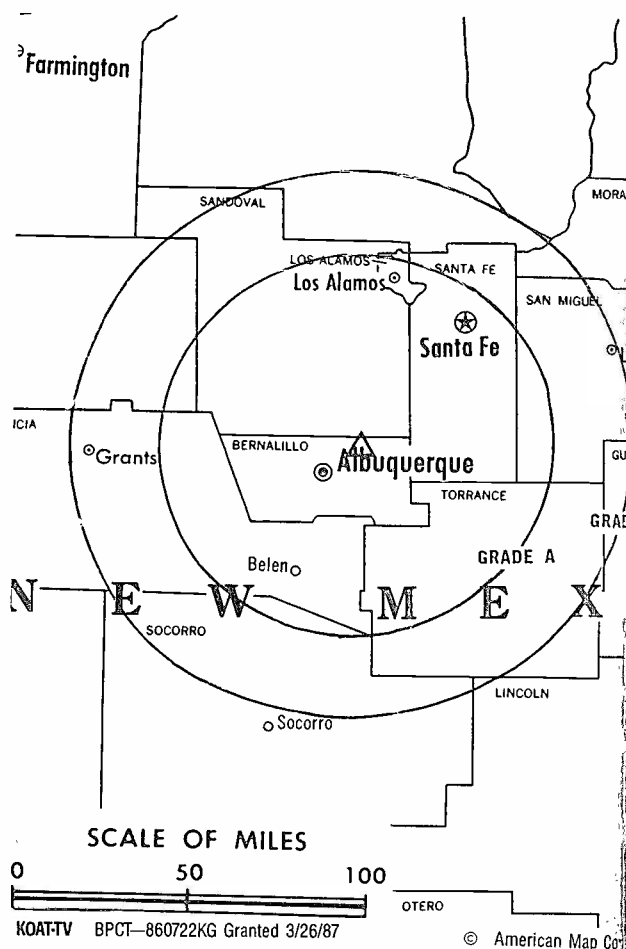
NETWORK BASE HOURLY RATE: \$1200.

Arbitron Data: Figures include KWNM-TV, Silver City, NM.

City of License: Albuquerque. **ADI:** Albuquerque. **Rank:** 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	ARIZONA			
	Apache North	12,800	11,600	91
	COLORADO			
	Alamosa	4,600	4,400	96
	Archuleta	2,100	2,000	95
	Conejos	2,800	2,700	96
	La Plata	12,100	11,600	96
	Montezuma	6,900	6,600	96
	Rio Grande	4,000	3,800	95
	Saguache	1,400	1,300	93



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW MEXICO		
	Bernalillo	193,200	190,300
	Catron	900	800
	Chaves	21,700	21,300
	Cibola	8,700	8,600
	Colfax	5,200	4,900
	Curry	16,300	15,900
	De Baca	1,100	1,100
	Grant	9,600	9,100
	Guadalupe	1,500	1,400
	Harding	400	400
	Hidalgo	2,000	1,900
	Lea North	20,300	19,900
	Lincoln	6,100	5,900
	Los Alamos	7,600	7,500
	Luna	6,600	6,400
	Mc Kinley	20,800	19,400
	Otero	18,000	17,600
	Quay	4,600	4,400
	Rio Arriba	11,200	10,500
	Sandoval	17,400	16,400
San Juan	32,400	30,600	
San Miguel	8,800	8,200	
Santa Fe	36,000	35,000	
Sierra	4,400	4,100	
Socorro	4,800	4,700	
Taos	7,400	6,800	
Torrance	3,500	3,400	
Valencia	15,200	15,000	

(Continued on page A-765)

Totals	602,900	583,700	
Net Weekly Circulation (1990)			436,700
Average Daily Circulation (1990)			266,500

New Mexico—Carlsbad

KVIO-TV

Ch. 6

(Satellite of KVIA-TV, El Paso, TX)

Network Service: ABC.

Licensee: Marsh Media of El Paso, 4140 Rio Bravo, El Paso, TX 79902.

Studio: See KVIA-TV, El Paso.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1200-ft. above av. terrain, 1047-ft. above ground, 4758-ft. above sea level.

Latitude	32°	47'	39"
Longitude	104°	12'	27"

Transmitter: 12-mi. E of Artesia on Rte. 82.

Multichannel TV Sound: Stereo and separate audio program.

News Services: AP, Conus, Sun World Satellite News.

Ownership: Marsh Media Inc. (Group Owner).

Began Operation: August 24, 1956. Sale to present owner by John B. Walton Jr. approved by FCC Feb. 24, 1976. Sale to Walton by John Deme approved Sept. 7, 1966 (Television Digest, Vol. 6:22, 37). Sale to Deme (Voice of the Caverns Inc.) by Edward P. Talbot and associates approved June 19, 1963 (Vol. 3:9, 25). Sale of control by Nancy H. Battison to Talbot group approved by FCC Feb. 20, 1958 (Vol. 14:2, 8).

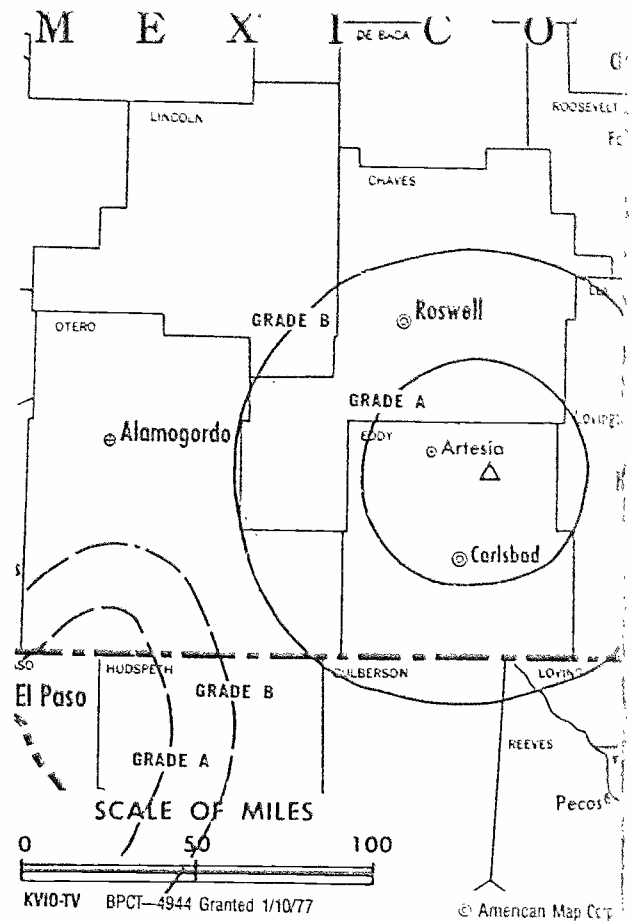
Represented (sales): Katz Television.

Represented (legal): Wiley, Rein & Fielding.

Represented (engineering): Smith & Powstenko.

Personnel:

See KVIA, El Paso, TX.



Arbitron Data: Included with KVIA-TV, El Paso, TX

City of License: Carlsbad. ADI: Albuquerque. Rank: 51.

Mexico—Clovis

KVIH-TV

Ch. 12

(Satellite of KVII-TV, Amarillo, TX)

Service: ABC.

Parent: Marsh Media Inc., One Broadcast Center, Amarillo, TX 79101-4326.

Parent II-TV, Amarillo.

Phone: 806-276-8266; 806-373-1787. Fax: 806-371-7329.

Facilities: Channel No. 12 (204-210 MHz). Authorized power: 178-kw
 Effective radiated power: 178-kw. Antenna: 670-ft. above av. terrain, 719-ft. above ground,
 270-ft. above sea level.

Latitude 34° 11' 34"

Longitude 103° 16' 44"

Location: 4-mi. ENE of center of Portales, 0.55-mi. NE of State Rte. 88.

Sound: Stereo only.

Parent: Marsh Media Inc. (Group Owner).

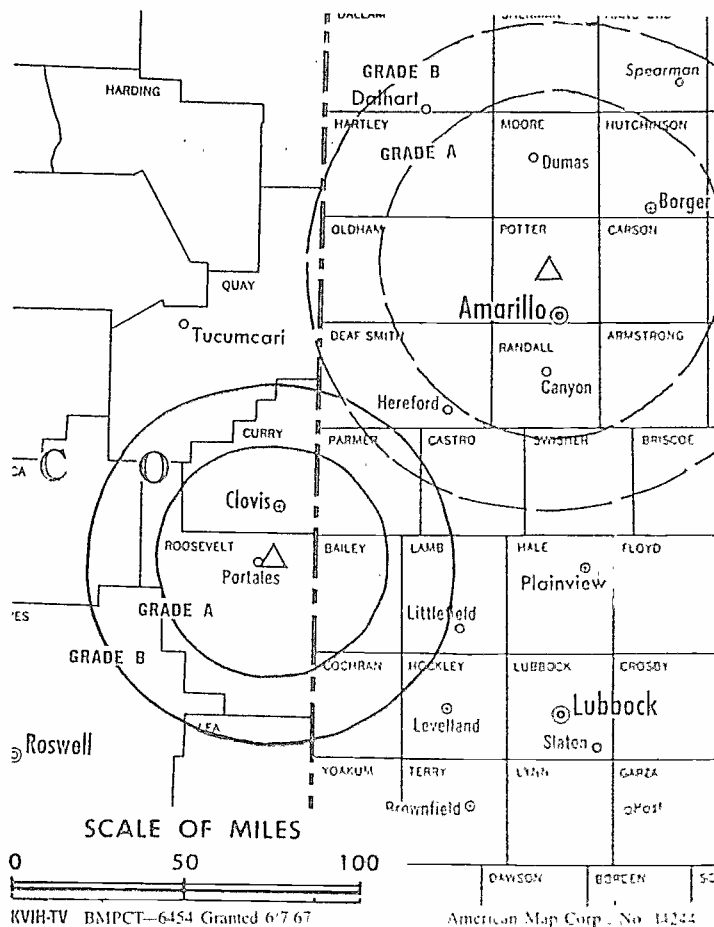
History: December 2, 1956. Sale to present owner by McAlister Television
 approved by FCC July 28, 1986 (Television Digest, Vol. 26:31). Sale
 to Television Enterprises by Melvin L. Wheeler approved by FCC March
 1987. Sale to Wheeler by Bass Bcstg. approved by FCC Oct. 5, 1976. Sale to
 Marshall Enterprises Inc. approved Jan. 22, 1964. Sale to Marshall
 Enterprises Texas-New Mexico Bcstg. Co. approved Nov. 15, 1961. Sale to
 Mexico Bcstg. Co. by Frank Lesley & Mae Strauss approved Oct. 22,
 1956 (Vol. 15:38, 43).

Station: (Sales): Katz Television.

Legal: (Legal): Wiley, Rein & Fielding.

Engineering: (Engineering): Smith & Powstenko.

Address: Amarillo, TX.



Rates: See KVII-TV, Amarillo, TX.

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

City of License: Clovis. ADI: Amarillo. Rank: 118.

New Mexico—Farmington

KOBF

Ch. 12

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

Licensee: KOB-TV Inc., Box 1351, Albuquerque, NM 87103.

Studio: 825 W. Broadway, Farmington, NM 87401.

Telephone: 505-326-1141. Fax: 505-326-1141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 410-ft. above av. terrain, 209-ft. above ground, 6049-ft. above sea level.

Latitude	36°	41'	43"
Longitude	108°	13'	14"

Transmitter: 2-mi. SSW of Farmington on Hwy. 371.

Satellite Earth Station: RCA Americom Ku-band; Avcom receivers.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: October 20, 1972. Sale to present owners by Stephen Adams, et al., approved by FCC July 27, 1983. Sale to Adams by John R. Catsis, et al., approved by FCC Jan. 30, 1981. Previous sale by Gerald R. Proctor, et al., approved by FCC Jan. 26, 1977. Sale consummated April 11, 1977.

Represented (sales): Pety Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

Personnel:

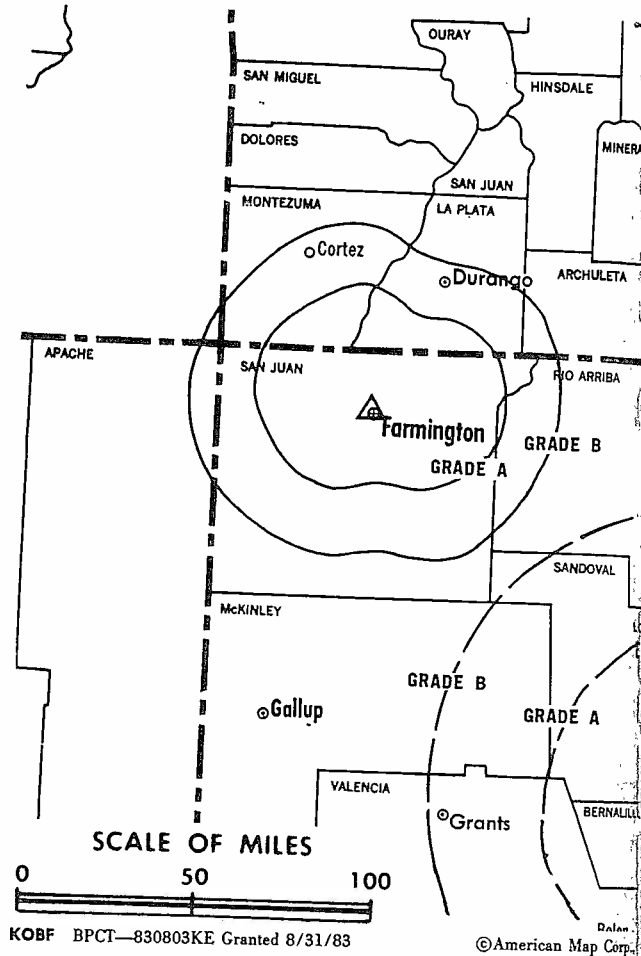
JERRY DANZIGER, president, KOB-TV.

STEVE HENDERSON, station manager.

SCOTT MICHLIN, news director.

DAN HARLIN, chief engineer.

BILL HERSHY, production manager.



Highest 30 Sec. Rate: \$425.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Farmington. ADI: Albuquerque. Rank: 51.

Mexico—Hobbs

KHFT

Ch. 29

Service: None, independent.

Address: Hobbs Family Television, 5701 N. Del Paso, Hobbs, NM 88241.

2. Turner, Hobbs, NM 88240.

Address: Box 96, Hobbs, NM 88241.

Phone: 505-393-0944. Fax: 505-393-6208.

Facilities: Channel No. 29 (560-566 MHz). Authorized power: 8-kw visual.
 Antenna: 550-ft. above av. terrain, 536-ft. above ground, 4156-ft. above sea level.

Latitude 32° 43' 28"
 Longitude 103° 05' 46"

Location: 2.9-mi. E of Hobbs on Marland Dr.

Operator: Hobbs Family Television.

Start Date: February 1, 1989.

Legal Counsel: McCampbell & Young.

Engineering: Sterling Communications Inc.

General Manager: W. J. UNSON.

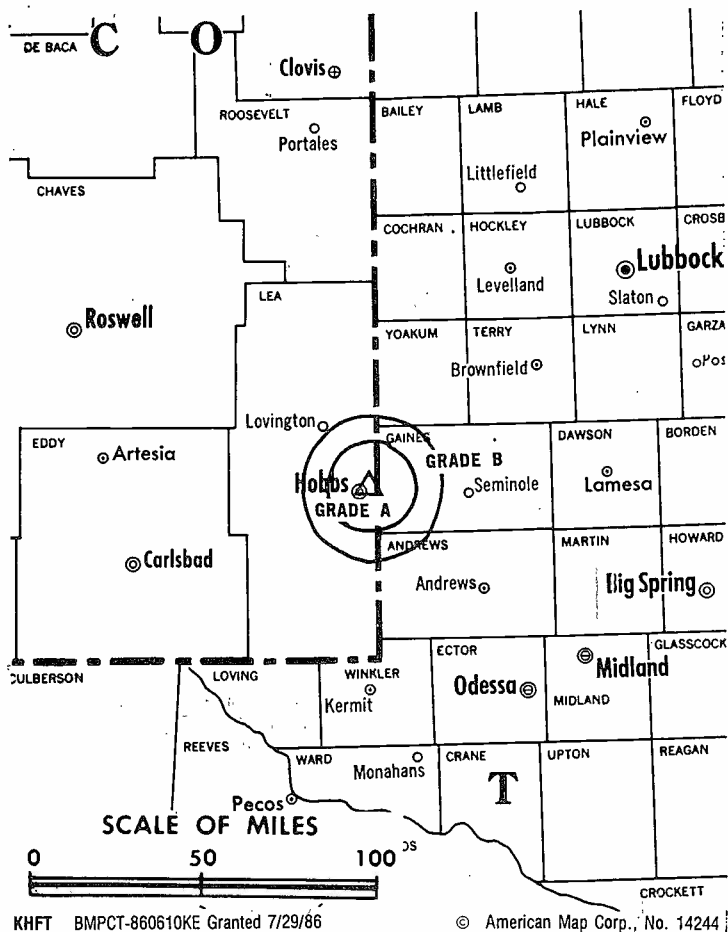
Chief Engineer: R. J. ...

Guest.

Rank: Hobbs. ADI: Albuquerque. Rank: 51.

© MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation © 1990 Arbitron. Based on Arbitron study.

State	County	Total Households	TV Households	%
NEW MEXICO	Lea North	20,300	19,900	98
		20,300	19,900	98
	Circulation (1990)		1,600	
	Circulation (1990)		400	



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New Mexico—Las Cruces

KZIA
(formerly KASK-TV)
Ch. 48

Network Service: None, independent.

Licensee: Southwestern Bcstg. Co. Inc., 500 S. Main St., Suite 150, Las Cruces, NM 88001.

Studio: First National Tower, Las Cruces, NM 88005.

Telephone: 505-526-4848. Fax: 505-526-0938.

Technical Facilities: Channel No. 48 (674-680 MHz). Authorized power: 5000-kw max. visual. Antenna: 440-ft. above av. terrain, 469-ft. above ground, 4590-ft. above sea level.

Latitude 32° 02' 30"
Longitude 106° 27' 41"

Transmitter: 9-mi. ENE of Anthony, 3-mi. E of Rte. 213.

Satellite Earth Station: Simulsat, 5-meter; Microdyne receivers.

Ownership: Southwestern Broadcasting Co. Inc.

Began Operation: November 18, 1984. Sale to present owner by Lynn Dubois, Receiver, approved by FCC Nov. 29, 1989. Sale to Roy E. Henderson by Logan D. Matthews & associates approved by FCC Aug. 6, 1987.

Represented (sales): Spot Time Ltd.

Represented (legal): Southmayd, Powell, Taylor & Bowen.

Represented (engineering): Black's Communications.

Personnel:

ROBERT L. MUNOZ, president & general manager.

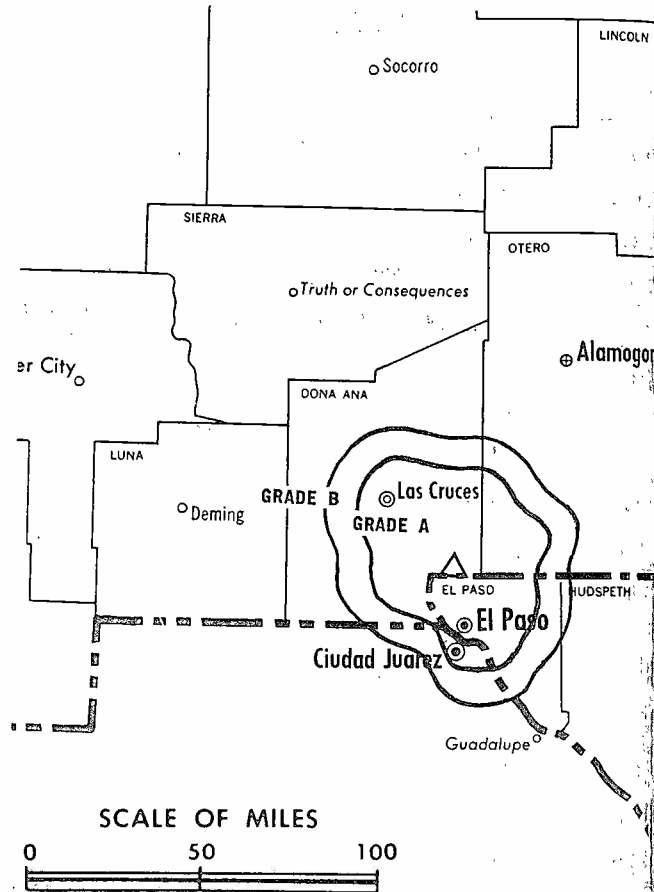
SAM KOBREN, general sales manager.

JOEL RICKMAN, local sales manager.

KERRY COOPER, chief engineer.

BILL MITCHELL, news & production director.

JAY DUNCAN, program director.



KZIA BMPCT-900514KF Granted 6/13/90

American Map Corp.

Arbitron Data: Not available.

Highest 30 Sec. Rate: \$112.50.

City of License: Las Cruces. **ADI:** El Paso. **Rank:** 104.

Mexico—Roswell

KBIM-TV

Ch. 10

Service: CBS.

By Mexico Bcstg. Co. Inc., Box 294, Albuquerque, NM 87103.

1214 N. Main St., Roswell, NM 88201.

5-622-2120. TWX: 510-101-1181. Fax: 505-623-6606.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw
 0 kw aural. Antenna: 2000-ft. above av. terrain, 1839-ft. above ground,
 ve sea level.

Latitude 33° 03' 20"
 Longitude 103° 49' 12"

9.5-mi. E of Hagerman, NM.

Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-
 t; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

AP, CBS.

w Mexico Broadcasting Co. Inc. (Group Owner).

on: February 23, 1966. Sale to present owners by Holsum Inc. approved
 12, 1989.

ales): Katz Television.

ation manager.

irector of engineering.

ES, news director.

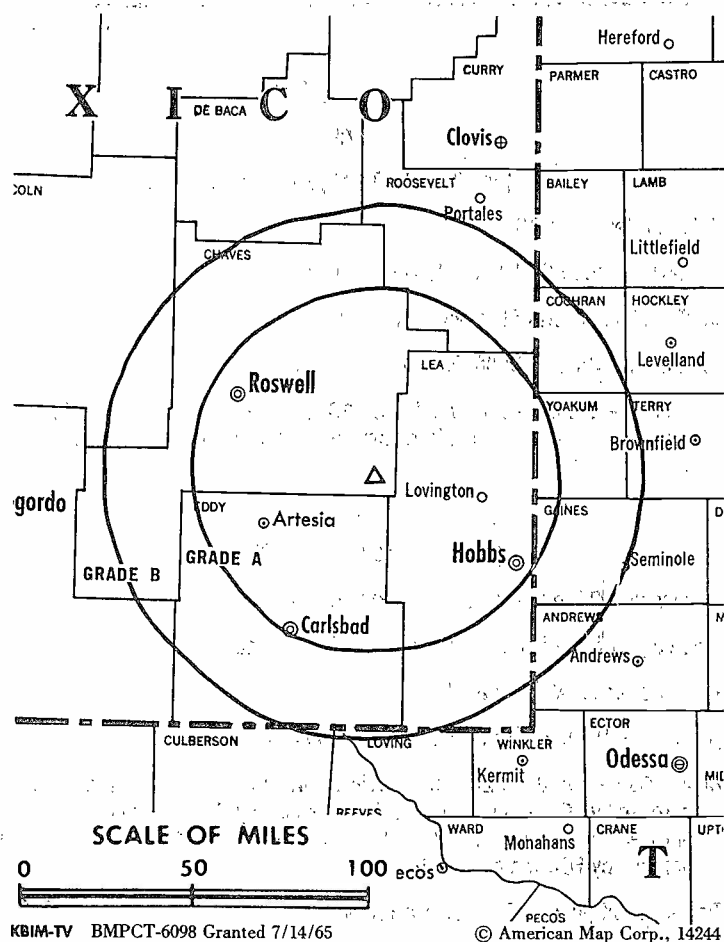
promotion director.

request.

Roswell. ADI: Albuquerque. Rank: 51.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 ed on Arbitron study.

State County	Total Households	TV Households Households	%
NEW MEXICO			
Chaves	21,700	21,300	98
Curry	16,300	15,900	98
De Baca	1,100	1,100	100
Eddy	19,300	18,900	98
Lea North	20,300	19,900	98
Lea South	2,400	2,300	96



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Lincoln	6,100	5,900	96
	Roosevelt	6,300	6,100	97
Between 5-24%	NEW MEXICO			
	Otero	18,000	17,600	98
	TEXAS			
	Hudspeth	1,000	1,000	100
	Parmer	3,300	3,300	100
Terry	5,000	5,000	99	
Yoakum	3,600	3,600	100	
Totals		124,400	121,900	98
Net Weekly Circulation (1990)			74,200	
Average Daily Circulation (1990)			42,400	

New Mexico—Roswell

KOBR

Ch. 8

(Satellite of KOB-TV, Albuquerque, NM)

Network Service: NBC.

Licensee: Stanley S. Hubbard Revocable Trust.

Studio: 124 E. Fourth St., Roswell, NM 88201.

Telephone: 505-625-8888. Fax: 505-625-8866.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 52.5-kw aural. Antenna: 1760-ft. above av. terrain, 1610-ft. above ground, 6086-ft. above sea level.

Latitude 33° 22' 32"

Longitude 103° 46' 05"

Transmitter: 2.5-mi. S of U.S. Hwy. 380, near Caprock.

Satellite Earth Station: RCA Americom, 4.5-meter Ku-band.

News Services: AP, Conus, NBC.

Ownership: Hubbard Broadcasting Inc. (Group Owner).

Began Operation: June 24, 1953. Sale to present owner by Caprock Telecasting approved by FCC June 19, 1985. Previous sale by Bryant Radio & Television Inc. approved by FCC May 26, 1971. Previous sale to Bryant by John A. Barnett estate approved by FCC March 3, 1968.

Represented (sales): Petry Television Inc.

Represented (legal): Fletcher, Heald & Hildreth.

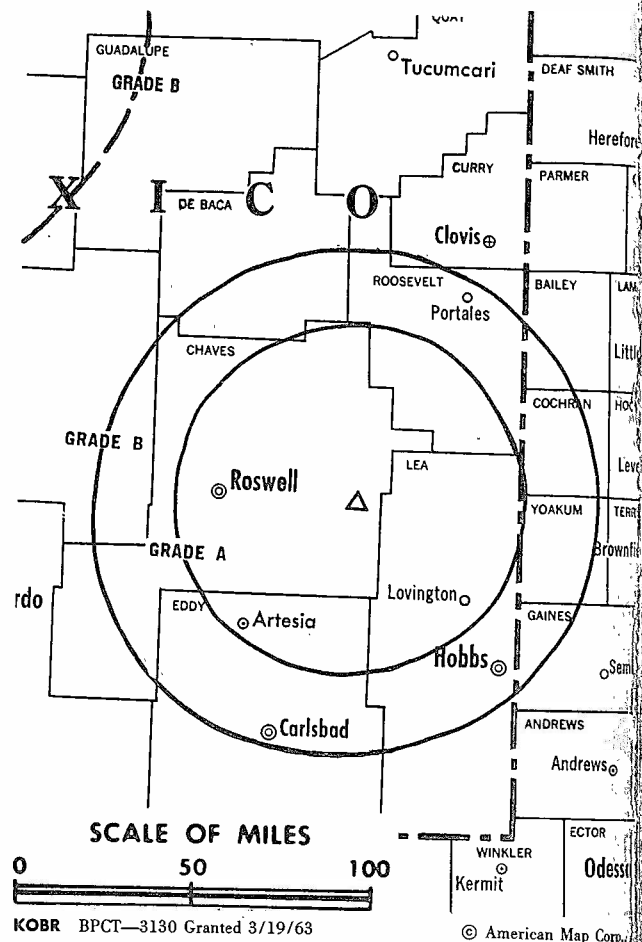
Represented (engineering): A. D. Ring & Associates, P.C.

Personnel:

JERRY DANZIGER, president, KOB-TV.

TIM SPINDER, station manager.

DAVE ATKINS, chief engineer.



JOHN PURVIS, news director.

DUSTY HUCKABEE, production manager.

Rates: On request.

Arbitron Data: Included with KOB-TV, Albuquerque, NM.

City of License: Roswell. ADI: Albuquerque. Rank: 51.

Mexico—Roswell

KRPV

Ch. 27

Service: None, independent.

Time: Time Christian Bcstg., Box 967, Roswell, NM 88201.

Address: 6 S. Main, Roswell, NM 88202.

Phone: 505-622-5778.

Frequencies: Channel No. 27 (548-554 MHz). Authorized power: 871-kw max. Power: 100-kw max. aural. Antenna: 441-ft. above av. terrain, 500-ft. above ground, 100-ft. above sea level.

Latitude 33° 24' 58"

Longitude 104° 33' 59"

Address: 901 N. Moore, Roswell.

Stations: Prodelin, 4-meter C-band; Winegard, 3-meter C-band; Drexel, 2-meter receivers.

Time: Time Christian Bcstg.

Date: September 9, 1986.

Legal: Stuart B. Mitchell & Associates.

General manager.

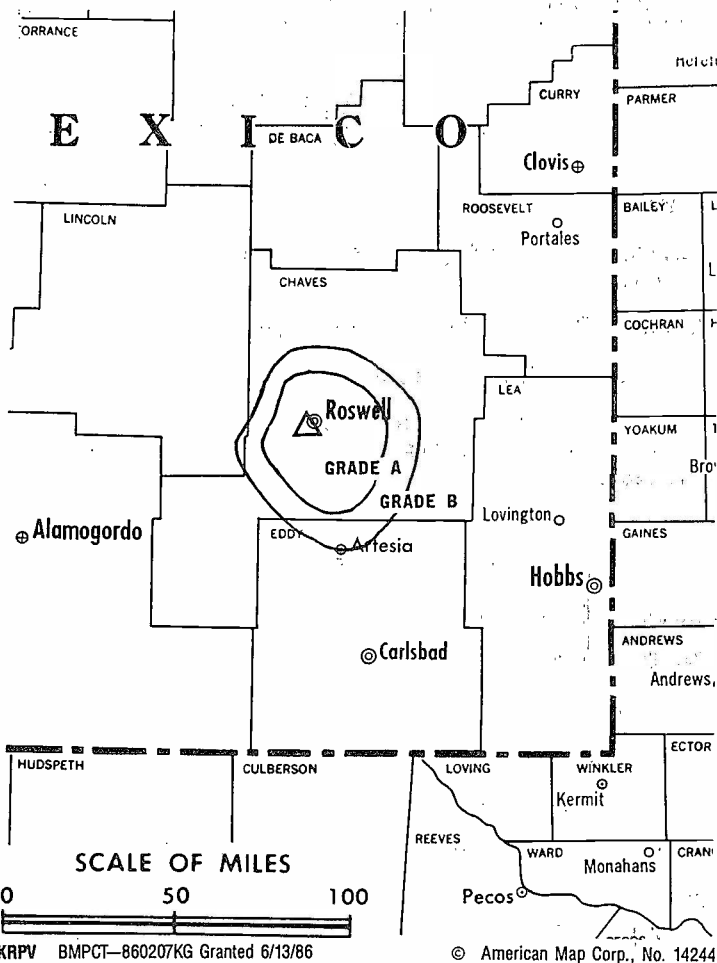
Program director.

AM, traffic.

Service manager.

Test.

Not available.



City of License: Roswell. ADI: Albuquerque. Rank: 51.

New Mexico—Santa Fe

KCHF

Ch. 11

Network Service: None, independent.

Licensee: Son Broadcasting Inc., 4004 Carlisle NE, Box 4338, Albuquerque, NM 87106.

Studio: 216-TV Frontage Rd., HY-14, Santa Fe, NM 87501.

Telephones: 505-473-1111; 505-883-1111.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 263-kw visual, 26.3-kw aural. Antenna: 2028-ft. above av. terrain, 273-ft. above ground, 10,195-ft. above sea level.

Latitude 35° 47' 15"

Longitude 106° 31' 35"

Transmitter: No Name Mountain E of Jemez Springs.

Satellite Earth Station: Paraclypse, 3-meter; GLR receivers.

News Service: INN.

Ownership: Son Broadcasting Inc.

Began Operation: January 21, 1984.

Represented (engineering): Serge Bergen.

Personnel:

BLACKIE GONZALEZ, general manager.

ROB RAMSEYER, chief engineer.

JOSE GONZALES, sales manager.

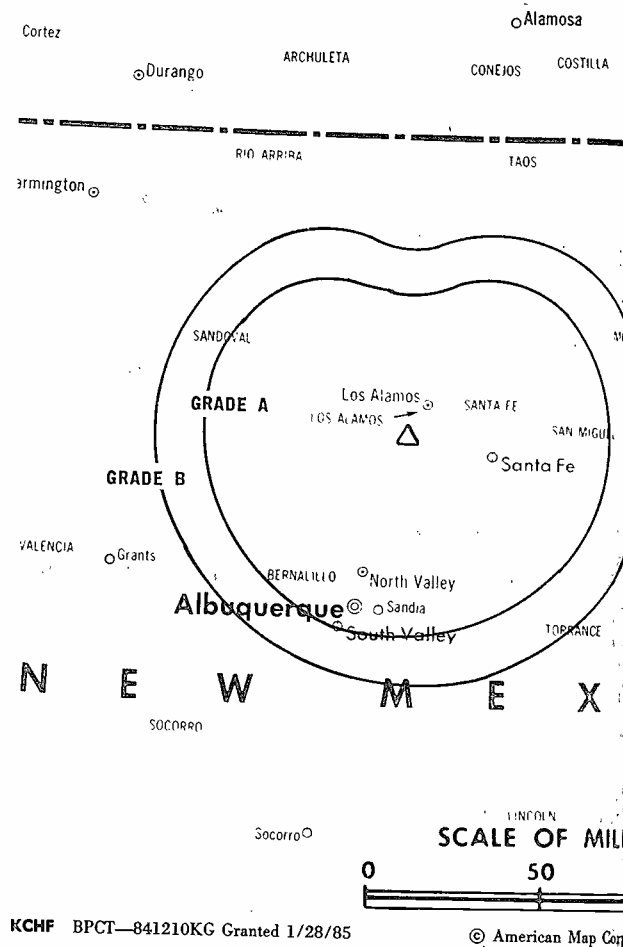
MARY KAY GONZALES, program director.

ANGIE GONZALES, marketing director.

Highest 30 Sec. Rate: \$200.

City of License: Santa Fe. ADI: Albuquerque. Rank: 51.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NEW MEXICO		
	Socorro	4,800	4,700
	Torrance	3,500	3,400
Totals		8,300	8,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Mexico—Santa Fe

KKTO

Ch. 2

Service: None, independent.

Owner: Coronado Communications Co., 301 Clark Ave., No. 880, Las Vegas, NV

Address: Calle Nava, Santa Fe, NM 87501.

Post Office: Box 92222, Albuquerque, NM 87199.

Phone: 505-982-2422; 505-345-2222. TWX: 9109970849.

Teletype: 2-1117.

Facilities: Channel No. 2 (54-60 MHz). Authorized power: 89-kw visual, 100-w aural. Antenna: 1970-ft. above av. terrain, 299-ft. above ground, 10,179-ft. above sea level.

Latitude 35° 46' 50"
Longitude 106° 31' 35"

Location: Peralta Ridge, Santa Fe National Forest, 9.3-mi. E of Jemez Springs.

Transmitters: Antenna Technology, 5-meter C-band; KLM, 4-meter C-band; Pinzone, Scientific-Atlanta receivers.

Operator: Sunbelt Broadcasting Co. (Group Owner).

License: Issued October 31, 1983. Sale to Channel 2 Associates by New Mexico approved by FCC Feb. 29, 1984. Sale to present owners approved March 1984.

Legal: Dow, Lohnes & Albertson.

Engineering: Cohen, Dippell & Everist, P.C.

General Manager: DON, station manager.

Chief Engineer: STON, chief engineer.

Program Director: PIN, program director.

Promotion Director: MER, promotion director.

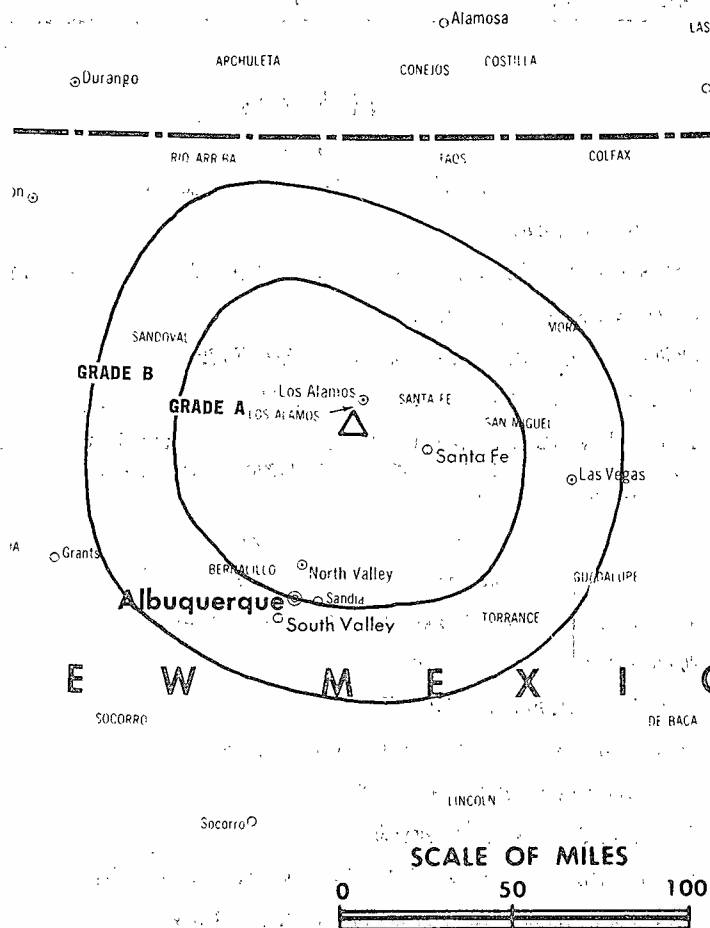
Business Manager: KU, business manager.

Class Rate: \$600.

Market: Santa Fe. ADI: Albuquerque. Rank: 51.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
NEW MEXICO			
Rio Arriba	11,200	10,500	94
Sandoval	17,400	16,400	95
NEW MEXICO			
Bernalillo	193,200	190,300	98



KKTO BMPCT-830808KF Granted 8/25/83

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Santa Fe	36,000	35,000	97
	Taos	7,400	6,800	92
	Valencia	15,200	15,000	99
Between 5-24%	COLORADO			
	Conejos	2,800	2,700	96
	Rio Grande	4,000	3,800	95
	NEW MEXICO			
	Los Alamos	7,600	7,500	99
	Mora	1,500	1,300	87
San Juan	32,400	30,600	95	
Torrance	3,500	3,400	96	
Totals		332,200	323,300	97
Net Weekly Circulation (1990)			111,100	
Average Daily Circulation (1990)			39,900	

New Mexico—Silver City

KWNM-TV

Ch. 10

(Satellite of KOAT-TV, Albuquerque, NM)

Network Service: ABC.

Licensee: Pulitzer Bcstg. Co., 3801 Carlisle Blvd. NE, Albuquerque, NM 87107.

Studio: See KOAT-TV, Albuquerque.

Mailing Address: Box 25982, Albuquerque, NM 87125.

Telephone: 505-884-7777. Fax: 505-884-6282.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 8.71-kw visual, 0.87-kw aural. Antenna: 1590-ft. above av. terrain, 111-ft. above ground, 8226-ft. above sea level.

Latitude	32°	51'	46"
Longitude	108°	14'	28"

Transmitter: Pinos Altos Mountain, 1.2-mi. W of Pinos Altos.

Multichannel TV Sound: Stereo only.

News Services: ABC, AP, CNN, UPI.

Ownership: Pulitzer Broadcasting Co. (Group Owner).

Began Operation: September 10, 1987.

Represented (sales): Blair Television.

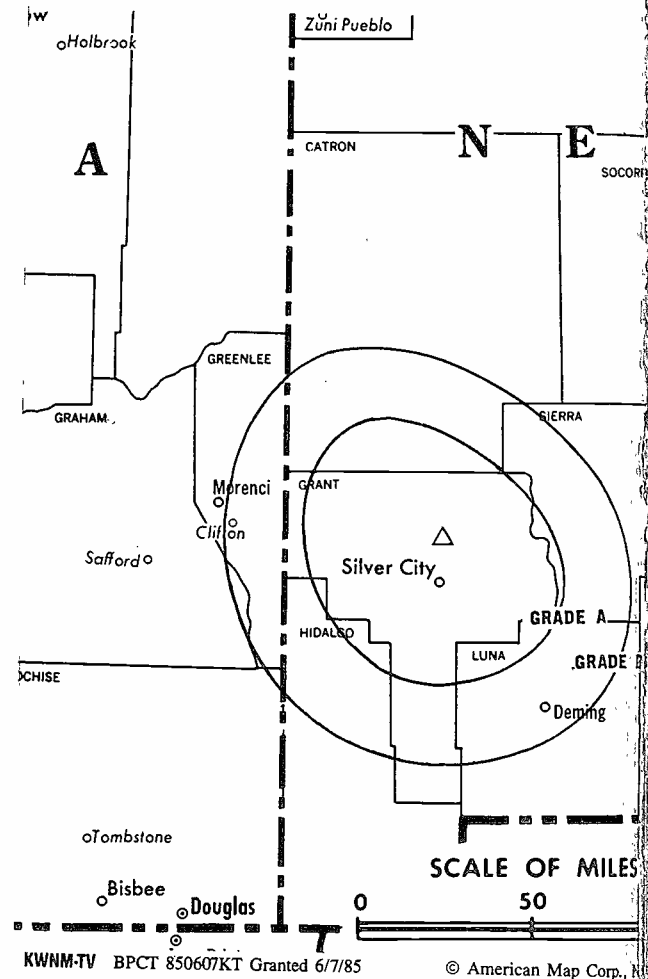
Represented (legal): Verner, Lipfert, Bernhard, McPherson & Hand.

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

Personnel:

See KOAT-TV, Albuquerque

Rates: Sold with KOAT-TV, Albuquerque, NM.



Arbitron Data: Included with KOAT-TV, Albuquerque, NM.

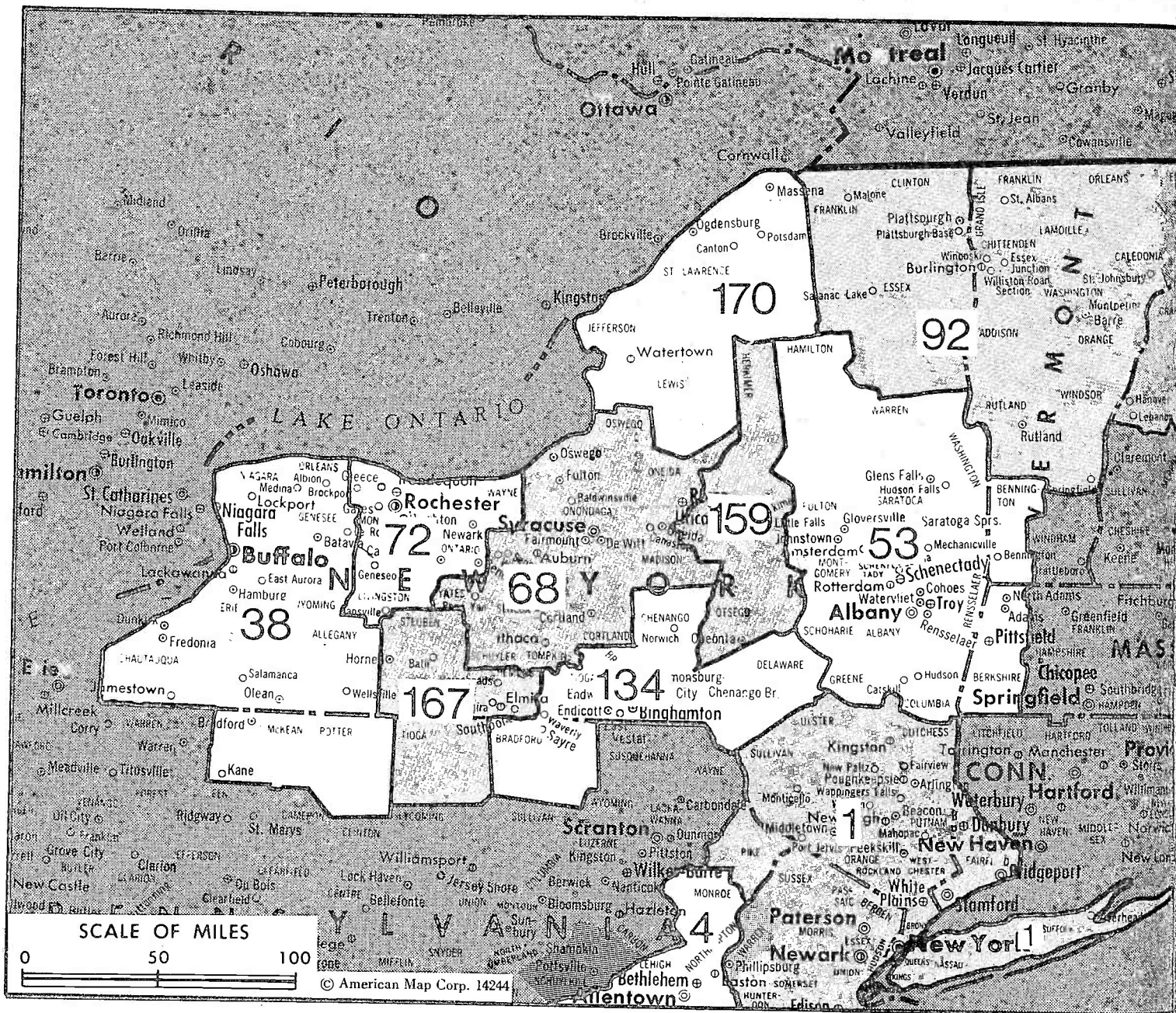
City of License: Silver City. ADI: Albuquerque. Rank: 51.

**KOB-TV, Albuquerque
(Arbitron Data Continued)**

	State County	Total Households	TV Households Households	%
19%	COLORADO			
	Dolores	600	500	83
	NEW MEXICO			
	Luna	6,600	6,400	97
1%	COLORADO			
	Costilla	1,200	1,100	92
	NEW MEXICO			
	Catron	900	800	89
	Hidalgo	2,000	1,900	95
	Lea South	2,400	2,300	96
	TEXAS			
	Bailey	2,700	2,700	100
	Cochran	1,700	1,700	100
	Parmer	3,300	3,300	100
Terry	5,000	5,000	99	

**KOAT-TV, Albuquerque
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEW MEXICO			
	Eddy	19,300	18,900	98
	Mora	1,500	1,300	87
	Union	1,900	1,800	95
Between 5-24%	COLORADO			
	Costilla	1,200	1,100	92
	Dolores	600	500	83
	Mineral	300	300	100
	NEW MEXICO			
	Dona Ana	45,700	44,300	97



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
New York, NY	7,043,900	1	WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE (68), WHSI (67), WLIG (55), WWBC-TV (4), WNJU (47), WNYW (5), WPIX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Philadelphia, PA	2,704,400	4	KYW-TV (3), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WHSP (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF-TV (29), WWAC-TV (5)
Buffalo, NY	611,600	38	WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WTJA (26), WUTV (29)
Albany-Schenectady-Troy, NY	489,500	53	WCDC (19), WNYT (13), WCCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Syracuse, NY	371,500	68	WIXT (9), WSNR-TV (43), WSTM-TV (3), WSYT (68), WTVH (5)
Rochester, NY	353,000	72	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Burlington, VT-Plattsburgh, NY	265,100	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVNY (22)
Binghamton, NY	158,600	134	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Utica, NY	103,600	159	WFXV (33), WKTV (2), WUTR (20)
Elmira, NY	84,100	167	WENY-TV (36), WETM-TV (18)
Watertown-Carthage, NY	81,900	170	WWNY-TV (7), WWTI (50)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WHD, Albany.....	See Amsterdam, NY
WNY-TV, Carthage.....	See Watertown, NY
WXX-TV & WVNY, Plattsburgh.....	See Burlington, VT
WVR, Rome.....	See Utica, NY
WVT, WRGB, WTEN, WXXA-TV, Schenectady.....	See Albany, NY
WVT & WRGB, Troy.....	See Albany, NY

New York Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	22	21	43
Educational Television Stations	1	13	14
	<hr/>	<hr/>	<hr/>
	23	34	57

New York—Albany-Troy-Schenectady

WNYT

Ch. 13

Network Service: NBC.

Licensee: Arsenal M Sub 17 Inc., 200 Elm St., Dedham, MA 02026.

Studio: 15 N. Pearl St., Menands, NY 12204.

Mailing Address: Box 4035, Albany, NY 12204.

Telephone: 518-436-4791. TWX: 710-441-8282. Fax: 518-436-8723.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 178-kw visual, 20.3-kw aural. Antenna: 1170-ft. above av. terrain, 738-ft. above ground, 1688-ft. above sea level.

Latitude 42° 47' 08"
Longitude 73° 37' 44"

Transmitter: Bald Mountain, Brunswick, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Scientific-Atlanta, 7-meter C-band; RCA, 3.6-meter Ku-band; Harris, M/A-Com, Scientific-Atlanta receivers.

SNG Mobile Dish: BAF 450B, 2.4-meter Ku-band.

News Services: AP, NBC, UPI.

Ownership: Viacom Broadcasting Inc. (Group Owner).

Began Operation: February 19, 1954, but quit air Jan. 31, 1955. Resumed operation June 15, 1956, Stanley Warner Corp. having acquired 100% control by buying out Col. Harry Wilder group (Television Digest; Vol. 12:24). Transfer of control to Glen Alden Corp. approved Dec. 22, 1967. Purchased by Sonderling Bcstg. Corp. Jan. 1, 1969. Merger of Sonderling into Viacom approved by FCC Nov. 6, 1979 (Vol. 18:12, 25, 41; 19:46).

Represented (sales): TeleRep Inc.

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

Personnel:

DONALD D. PERRY, vice president & general manager.

TOM BLAU, business manager.

TOM RAPONI, director of sales.

ROBERT GILBERT, local sales manager.

KARL DAVIS, national sales manager.

NOELLE WALL, director of operations.

JIM MOORE, director of production.

JEANNE CHARTERS, marketing director.

STEVE BABOULIS, news director.

DOUG JONES, director of programming & public affairs.

LINDA CUMMINGS, traffic manager.

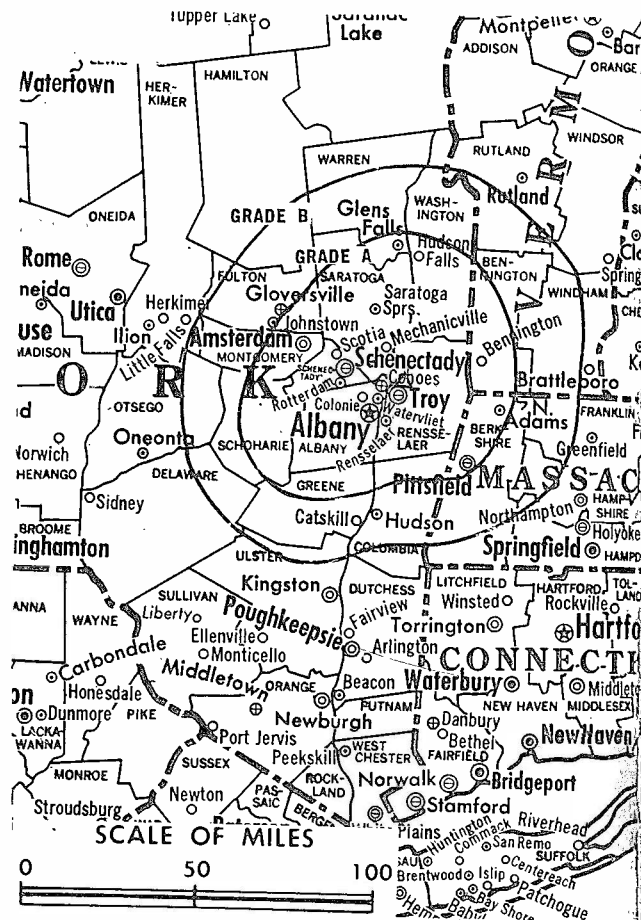
RICHARD KLEIN, chief engineer.

KATHLEEN BAYLIES, promotion manager.

Rates: On request.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MASSACHUSETTS		
	Berkshire	55,500	54,600
	NEW YORK		
	Albany	112,900	111,100
	Columbia	23,600	23,200
	Fulton	21,400	21,000
	Greene	16,800	16,500
	Montgomery	20,300	19,900
	Rensselaer	56,400	55,400
	Saratoga	60,300	59,600
Schenectady	59,200	58,500	
Schoharie	11,200	10,900	
Warren	21,000	20,600	
Washington	20,000	19,700	
VERMONT			
Bennington	14,100	13,800	
Between 25-49%	NEW YORK		
	Hamilton	2,000	1,900
	VERMONT		
Rutland	23,900	23,400	
Between 5-24%	NEW YORK		
	Delaware	18,000	17,400
	Otsego	21,700	21,200
Ulster	62,700	61,100	
Totals		621,000	609,800
Net Weekly Circulation (1990)			437,500
Average Daily Circulation (1990)			260,900

Albany-Schenectady-Troy

WRGB

Ch. 6

Owner: CBS.

WRGB Bcstg. Inc., 1400 Balltown Rd., Schenectady, NY 12309.

1400 Balltown Rd., Schenectady, NY 12309.

Phone: 518-346-6666, TWX: 710-442-2974.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 93-kw visual, 100-w audio. Antenna: 1020-ft. above av. terrain, 314-ft. above ground, 1830-ft. above sea level.

Latitude 42° 38' 12"

Longitude 73° 59' 45"

Location: New Scotland, NY.

Transmissions: Stations: Transmit/Receive Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 5-meter Ku-band; Scientific-Atlanta, 2-meter Ku-band receivers.

Equipment: Vertex, 2.6-meter Ku-band.

Programming: AP, CBS, CNN.

Ownership: Freedom Newspapers Inc. (Group Owner).

History: Station: December 1, 1947 (began as experimental station in 1928; on air as WRGB-TV, 1939). Sale to Unicom Inc. by General Electric Broadcasting Co. on June 30, 1983 (Television Digest, Vol. 22:48; 23:18). Sale to WRGB Bcstg. Inc. approved by FCC Jan. 6, 1986 (Vol. 25:31, 44).

Advertising: (Sales): Pety Television Inc.

Legal: Latham & Watkins.

Engineering: A. D. Ring & Associates, P.C.

Personnel: J. H. ... vice president & general manager.

... general sales manager.

... sales manager.

... national sales manager.

... news manager.

... engineering manager.

... chief engineer.

... programming & promotion manager.

... public affairs manager.

... production manager.

... controller.

Rate: \$1750.

Address: Schenectady. ADI: Albany-Schenectady-Troy. Rank: 53.

Source: Nielsen Media Research, Inc. (NMR) MSN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
MASSACHUSETTS			
Berkshire	55,500	54,600	98
NEW YORK			
Albany	112,900	111,100	98
Columbia	23,600	23,200	98
Fulton	21,400	21,000	98
Greene	16,800	16,500	98
Hamilton	2,000	1,900	95
Montgomery	20,300	19,900	98
Rensselaer	56,400	55,400	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
	Schoharie	11,200	10,900	97
	Warren	21,000	20,600	98
	Washington	20,000	19,700	98
	VERMONT			
	Bennington	14,100	13,800	98
Between 25-49%	NEW YORK			
	Otsego	21,700	21,200	98
	Ulster	62,700	61,100	97
	VERMONT			
	Rutland	23,900	23,400	98
Between 5-24%	NEW YORK			
	Delaware	18,000	17,400	97
	Dutchess	90,700	89,000	98
	Essex	14,400	14,100	98
	Herkimer	24,800	24,400	98
	VERMONT			
	Addison	11,500	11,200	97
Totals		762,400	748,500	98
Net Weekly Circulation (1990)			480,500	
Average Daily Circulation (1990)			287,700	

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

New York—Albany

WTEN

Ch. 10

(Operates satellite WCDC, Adams, MA)

Network Service: ABC.

Licensee: Young Broadcasting of Albany Inc., 47th floor, 599 Lexington Ave., New York, NY 10022.

Studio: 341 Northern Blvd., Albany, NY 12204.

Telephone: 518-436-4822. Fax: 518-462-6065.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 200-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 275-ft. above ground, 1805-ft. above sea level.

Latitude 42° 38' 15"
Longitude 73° 59' 54"

Transmitter: Beaver Dam Rd., Helderberg Mountain, New Scotland.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Vertex, 4.6-meter Ku-band; Andrew, 4.5-meter C-band; Avantek, Harris, M/A-Com receivers.

News Services: ABC, AP, NIWS, Sports News Satellite, UPI, Weather Services Inc.

Ownership: Young Broadcasting Inc. (Group Owner).

Began Operation: October 14, 1953. Sale of 83.4% to Lowell Thomas group approved Nov. 3, 1954 by FCC (Television Digest, Vol. 10:42; 45). Station switched from Ch. 41 and changed WCDA call letters Dec. 1, 1957 (Vol. 13:49). Sale by Capital Cities Bcstg. approved Feb. 24, 1971 (Vol. 10:17; 11:9). Sale to Knight-Ridder by John B. Poole, et al., approved Dec. 21, 1977 (Vol. 17:26) Sale by Knight-Ridder to Young Bcstg. approved by FCC Aug. 24, 1989 (Vol. 29:13, Consummation pends.

Represented (sales): Adam Young Inc.

Represented (engineering): Smith & Powstenko.

Personnel:

ROBERT PETERSON, vice president & general manger.

VERA HOPE, general sales manager.

MICHAEL FUNK, local sales manager.

DON DECKER, news director.

DESARE FRAZIER, community affairs director.

HAROLD LANSING, chief engineer.

CONNIE SCOTT, business manager.

LYNN RILEY, production & marketing director.

Rates: On request.

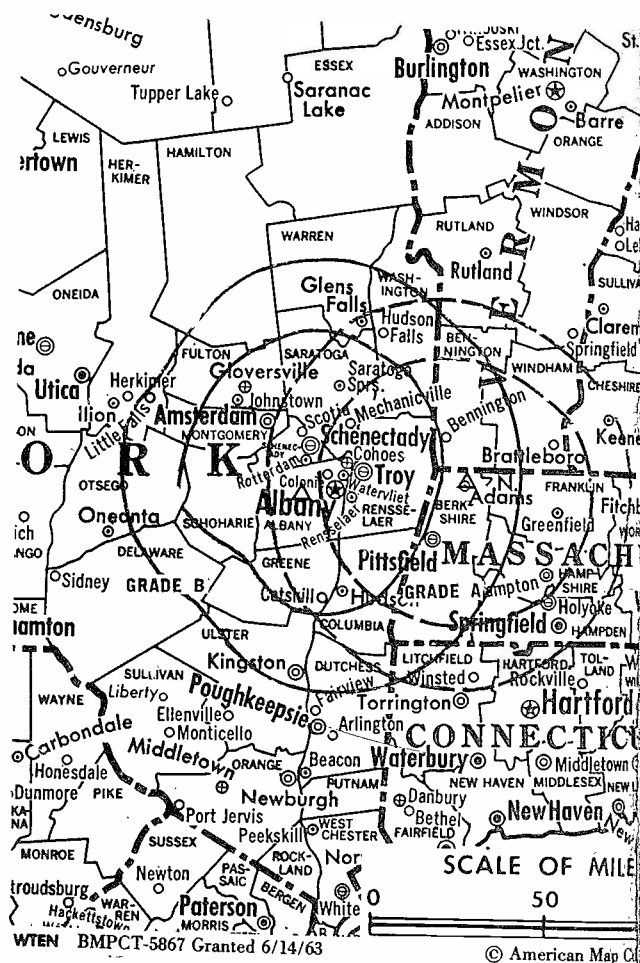
NETWORK BASE HOURLY RATE: \$2550.

Arbitron Data: Includes satellite WCDC, Adams, MA.

City of License: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	NEW YORK			
	Albany	112,900	111,100	98
	Columbia	23,600	23,200	98
	Fulton	21,400	21,000	98
	Greene	16,800	16,500	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Montgomery	20,300	19,900
	Rensselaer	56,400	55,400
	Saratoga	60,300	59,600
	Schenectady	59,200	58,500
	Schoharie	11,200	10,900
	Warren	21,000	20,600
	Washington	20,000	19,700
	VERMONT		
	Bennington	14,100	13,800
	Rutland	23,900	23,400
Between 25-49%	NEW YORK		
	Hamilton	2,000	1,900
	Herkimer	24,800	24,400
Between 5-24%	MASSACHUSETTS		
	Hampden	170,500	168,100
	NEW HAMPSHIRE		
	Cheshire	25,800	25,100
	NEW YORK		
	Delaware	18,000	17,400
	Dutchess	90,700	89,000
	Otsego	21,700	21,200
	Ulster	62,700	61,100
	VERMONT		
	Addison	11,500	11,200
	Windham	16,400	15,700
Totals		960,700	943,300
Net Weekly Circulation (1990)			491,100
Average Daily Circulation (1990)			288,800

York—Albany

WXXA-TV

Ch. 23

Service: Fox.

Heritage Bcstg. Co. of New York, 815 Central Ave., Albany, NY 12206-1502.

815 Central Ave., Albany, NY 12206-1502.

Phone: 518-438-8700. TWX: 518-438-0090.

Facilities: Channel No. 23 (524-530 MHz). Authorized power: 3020-kw
 3000-kw aural. Antenna: 1200-ft. above av. terrain, 465-ft. above ground,
 100-ft. above sea level.

Latitude 42° 37' 01"
 Longitude 74° 00' 46"

Address: Camp Pinnacle Rd., New Scotland.

Stations: Andrew, 7-meter C-band; AFC, 3.7-meter Ku-band; Andrew,
 12.5-meter C-band; M/A-Com, Microdyne receivers.

Parent: Heritage Broadcasting Group (Group Owner).

Origin: July 30, 1982. Sale to present owners by James D. Boaz, et al.,
 FCC Sept. 12, 1986 (Television Digest, Vol. 26:30).

Sales: Blair Television.

Legal: Hogan & Hartson.

President & general manager.

General sales manager.

Local sales manager.

Engineering: HRALL, chief engineer.

Director: S, promotion director.

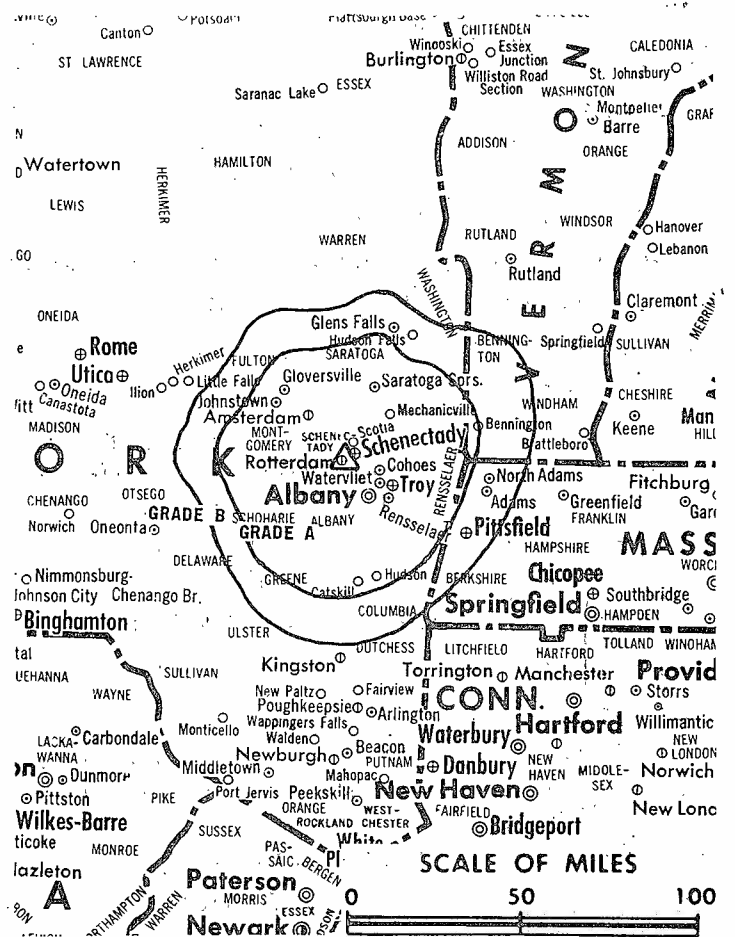
Business manager: ASTRACANE, business manager.

Guest.

Market: Albany. ADI: Albany-Schenectady-Troy. Rank: 53.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.

State	Total Households	TV Households	%
NEW YORK			
Albany	112,900	111,100	98
Columbia	23,600	23,200	98
Fulton	21,400	21,000	98
Rensselaer	56,400	55,400	98
Saratoga	60,300	59,600	99
Schenectady	59,200	58,500	99
MASSACHUSETTS			
Berkshire	55,500	54,600	98
NEW YORK			
Greene	16,800	16,500	98
Montgomery	20,300	19,900	98
Schoharie	11,200	10,900	97



WXXA-TV BMPCT-820615KE Granted 7/26/82

© American Map Corp. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Warren	21,000	20,600	98
	Washington	20,000	19,700	98
	VERMONT			
	Bennington	14,100	13,800	98
Between 5-24%	NEW YORK			
	Dutchess	90,700	89,000	98
	Hamilton	2,000	1,900	95
	VERMONT			
	Rutland	23,900	23,400	98
Totals		609,300	599,100	98
Net Weekly Circulation (1990)			255,200	
Average Daily Circulation (1990)			101,600	

**Need Broadcast TV or Cable TV Mail Labels
 From the Factbook?**

*Call Information Marketing Services
 703-821-8130*

New York—Amsterdam

WOCD

Ch. 55

Network Service: None, independent.

Licensee: Amsterdam Bcstg. Inc., 165 Freemans Bridge Rd., Scotia, NY 12302.

Studio: 165 Freemans Bridge Rd., Schenectady, NY 12302.

Branch Office: 21 Main St., Hagaman, NY 12086.

Telephone: 619-942-9650.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 731-ft. above av. terrain, 720-ft. above ground, 1472-ft. above sea level.

Latitude	42°	59'	05"
Longitude	74°	10'	49"

Transmitter: 0.1-mi. N of Montgomery County line, 0.4-mi. of Hwy. 30, Perth.

Satellite Earth Station: Paraclipse, 3.5-meter; M/A-Corn receivers.

Ownership: Amsterdam Bcstg. Inc.

Began Operation: December 14, 1987, left air Nov. 24, 1989; resumed operation Sept. 29, 1990. Sale to Capital District Partners approved by FCC Feb. 16, 1990, but never consummated.

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

Represented (engineering): Communications Technology.

Personnel:

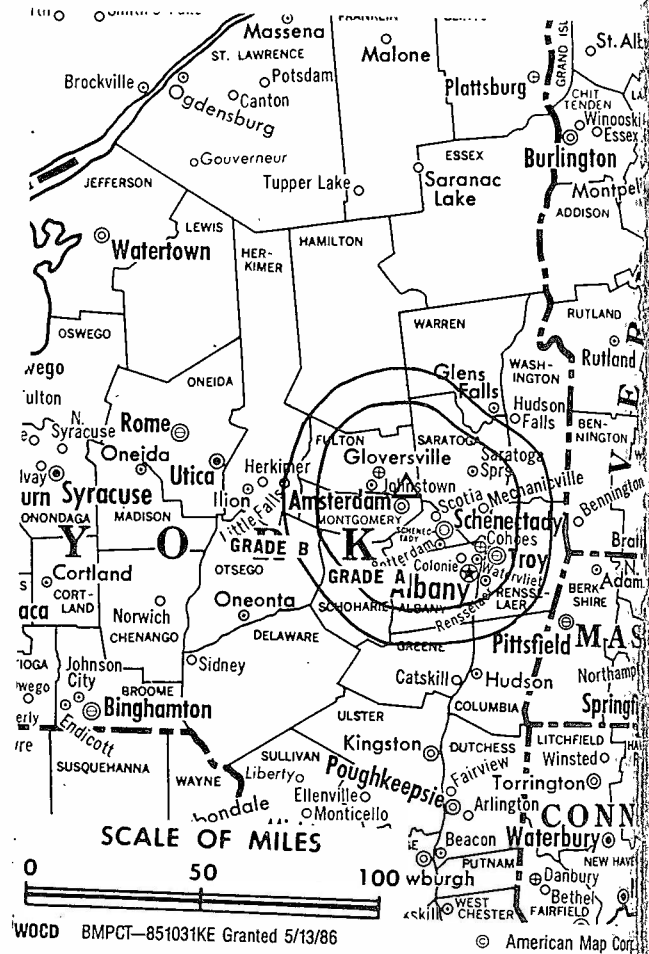
FRED WUENSCHER, general manager.

HERBERT SABIN, general sales manager & marketing director.

PAGE MORRISON, program director.

ROSEMARY WUENSCHER, promotion director & business manager.

KEVIN KINCAID, chief engineer.



Highest 30 Sec. Rate: \$160.

Arbitron Data: Not available.

City of License: Amsterdam. **ADI:** Albany-Schenectady-Troy. **Rank:** 53.

York—Binghamton

WBNG-TV

Ch. 12

Service: CBS.

Station: Gateway Communications Inc., One Bala Plaza, Suite 237, Bala Cynwyd,

1000 Front St., Binghamton, NY 13902.

Address: 111-115 N. Main St., Elmira, NY 14901.

Post Office: Box 1200, Binghamton, NY 13902-1200.

Phone: 707-723-7311. TWX: 510-252-1991. Fax: 607-724-7817.

Call Letters: Channel No. 12 (204-210 MHz). Authorized power: 166-kw
 Effective Radiated Power: 1205-ft. above av. terrain, 785-ft. above ground,
 100-ft. above sea level.

Latitude 42° 03' 33"
 Longitude 75° 57' 06"

Power: Change to 168-kw visual, 1210-ft. above av. terrain, 789-ft. above
 ground, 104-ft. above sea level. BPCT-8703313L.

Address: Bingham Hill Rd.

Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-
 meter S-band; AFC, 3.66-meter Ku-band; M/A-Com, Scientific-Atlanta receivers.

Services: AP, CBS, CNN.

Owner: Gateway Communications Inc. (Group Owner).

History: Station: December 1, 1949. Sale to present owners by Triangle Publications
 Inc. on FCC Sept. 20, 1972 (Television Digest, Vol. 11:50; 12:39). Previous
 call letters by John C. Clark interests approved by FCC May 4, 1955 (Vol. 11:11,

Sales: (sales): Blair Television.

Engineering: (engineering): Smith & Powstenko.

Management: M. J. HA, vice president & general manager.

Management: J. NAMARA, national sales manager.

Management: J. SNACKER, regional sales manager.

Management: J. TIAN, local sales manager.

Management: J. business manager.

Management: J. KER, chief engineer.

Management: J. STO, program manager.

Management: J. E, news director.

Management: J. BERRY, marketing director.

Rate: Sec. Rate: \$3000.

Address: Binghamton. ADI: Binghamton. Rank: 134.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Data based on Arbitron study.

State County	Total Households	TV Households Households	%
NEW YORK			
Broome	80,600	79,500	99
Chemung	34,300	33,600	98
Chenango	19,000	18,600	98
Cortland	16,900	16,600	98
Delaware	18,000	17,400	97
Otsego	21,700	21,200	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
	Sullivan	2,300	2,200	96
	Tioga	15,100	14,700	97
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
	PENNSYLVANIA			
	Susquehanna	15,400	15,100	98
Between 5-24%	NEW YORK			
	Seneca	12,100	12,000	99
	PENNSYLVANIA			
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
Totals		379,800	371,400	98
Net Weekly Circulation (1990)				248,400
Average Daily Circulation (1990)				151,200

**Your message in this ad space could cost
 as little as \$95, and it will reach the
 people important to you!**

Television & Cable Factbook

New York—Binghamton

WICZ-TV

Ch. 40

Network Service: NBC.

Licensee: Stainless Broadcasting Co., 3rd St. & Montgomery Ave., North Wales, PA 19454.

Studio: Vestal Pkwy. East, Binghamton, NY 13902.

Mailing Address: Box 1626, Binghamton, NY 13902.

Telephone: 607-770-4040. **TWX:** 607-772-0240.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 468.3-kw max. visual. Antenna: 1230-ft. above av. terrain, 930-ft. above ground, 2555-ft. above sea level.

Latitude 42° 03' 22"
Longitude 75° 56' 39"

Transmitter: Ingraham Hill Rd., approx. 4.5-mi. SW of center of Binghamton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter; RCA Americom Ku-band; Harris, Scientific-Atlanta receivers.

Ownership: Stainless Broadcasting Co. (Group Owner).

Began Operation: November 1, 1957. Sale to present owner by Binghamton Press (Gannett) approved by FCC Feb. 22, 1971 (Television Digest, Vol. 10:31).

Represented (sales): Pety Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

JESSE S. PEVEAR, vice president & general manager.

GINO RICCIARDELLI, vice president, engineering.

JOHN LEET, general sales manager.

ROBERT CIBULSKY, local sales manager.

DEAN ADAMS, news director.

CHRISTINE LOMANACO, program director.

VERNON ROWLANDS, promotion director.

VIRGINIA JURIK, business manager.

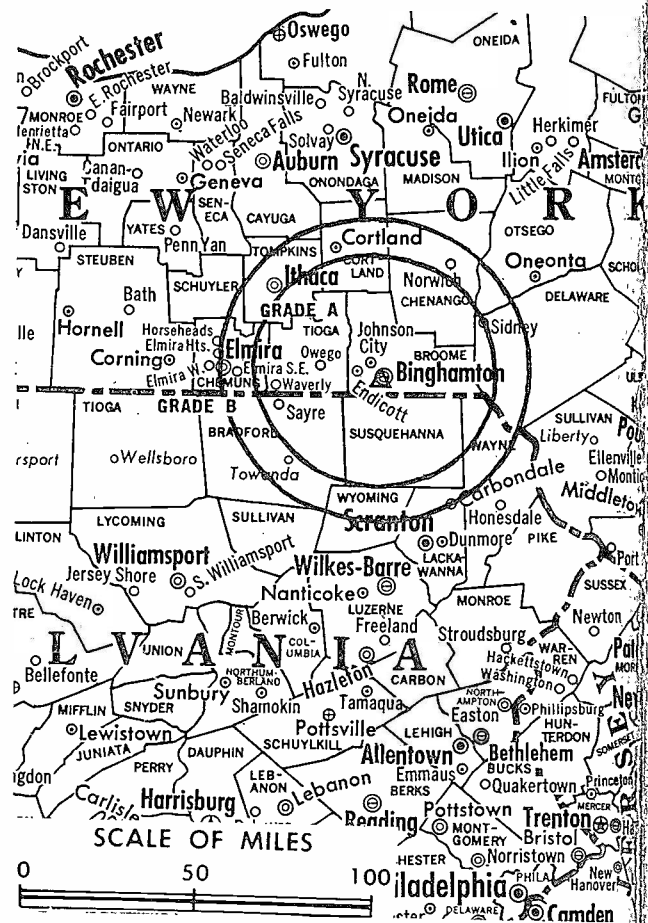
Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$400.

City of License: Binghamton. **ADI:** Binghamton. **Rank:** 134.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Broome	80,600	79,500	99
	Delaware	18,000	17,400	97
	Tioga	18,800	18,500	98



WICZ-TV BPCT-890801KH Granted 8/29/89

© American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	NEW YORK		
	Chenango	19,000	18,600
	PENNSYLVANIA		
	Bradford	24,400	23,900
	Susquehanna	15,400	15,100
Between 5-24%	NEW YORK		
	Cortland	16,900	16,600
	Otsego	21,700	21,200
	Steuben	36,600	35,800
	Tompkins	32,000	30,600
	PENNSYLVANIA		
	Sullivan	2,300	2,200
Tioga	15,100	14,700	
Wyoming	10,500	10,300	
Totals		311,300	304,400
Net Weekly Circulation (1990)			138
Average Daily Circulation (1990)			68

York—Binghamton

WMGC-TV

Ch. 34

Service: ABC.

Model Communications Co. Ltd., 17 Kraft Ave., Bronxville, NY 10708.

Ingraham Hill Rd., Binghamton, NY 13902.

7-723-7464-Fax: 607-723-1034.

Channels: Channel No. 34 (590-596 MHz). Authorized power: 1490-kw
149-kw max. aural. Antenna: 1293-ft. above av. terrain, 553-ft. above
3-ft. above sea level.

Latitude 42° 03' 39"
Longitude 75° 56' 36"

2-mi. SSW of Binghamton, W side of Ingraham Hill Rd.

Stations: Andrew, 4.5-meter C-band; Comtech, 4-meter C-band;
Santa, 4-meter C-band; Harris, 3-meter Ku-band; RCA, 3-meter Ku-
k, Drake, Microwave Assoc., Scientific-Atlanta receivers.

AP.

Model Communications Co. Ltd. (Group Owner).

on: November 24, 1962. Sale of control to Arthur, Hessen and Lazare
nscomb (53.13%) and James E. Greeley (10.4%) approved Aug. 17,
(Television Digest, Vol. 6:34). Sale to Pinnacle Communications Inc.
g. 7, 1978. Sale to present owners approved Aug. 6, 1986.

sales): Katz Television.

legal): Latham & Watkins.

OO, president.
ONNOR, vice president & general manager.
ERON, news director.
ORD, operations manager.
RKNESS, national sales manager.
chief engineer.
M, business manager.

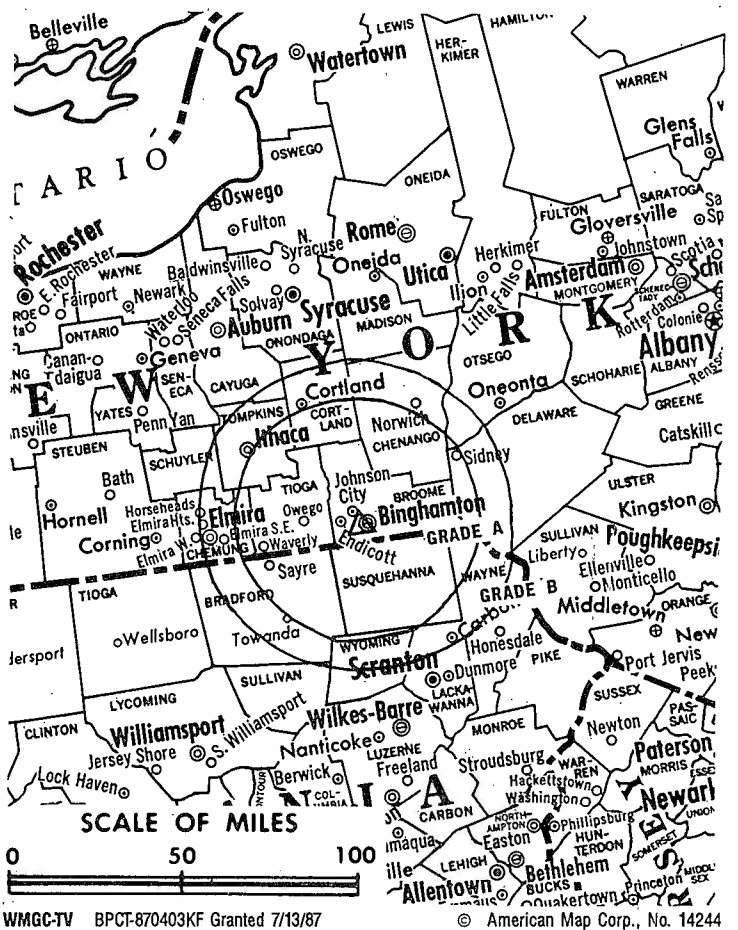
Rate: \$1000.

HOURLY RATE: \$200.

Binghamton. ADI: Binghamton. Rank: 134.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
NEW YORK			
Broome	80,600	79,500	99
Tioga	18,800	18,500	98
NEW YORK			
Chenango	19,000	18,600	98
Delaware	18,000	17,400	97



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	PENNSYLVANIA			
	Bradford	24,400	23,900	98
Between 5-24%	NEW YORK			
	Chemung	34,300	33,600	98
	Cortland	16,900	16,600	98
	PENNSYLVANIA			
	Sullivan	2,300	2,200	96
	Susquehanna	15,400	15,100	98
	Tioga	15,100	14,700	97
	Wayne	15,600	15,100	97
Totals		260,400	255,200	98
Net Weekly Circulation (1990)			110,700	
Average Daily Circulation (1990)			48,400	

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New York—Buffalo

WGRZ-TV

Ch. 2

Network Service: NBC.

Licensee: Tak-WGRZ Inc., 259 Delaware Ave., Buffalo, NY 14202.

Studio: 259 Delaware Ave., Buffalo, NY 14202.

Telephone: 716-856-1414. TWX: 710-522-1729. Fax: 716-849-5703.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 996-ft. above av. terrain, 958-ft. above ground, 2310-ft. above sea level.

Latitude 42° 43' 06"
Longitude 78° 33' 48"

Transmitter: Warner Hill Rd., South Wales, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 6-meter Ku-band; Harris, 9-meter C-band; Harris, 3-meter Ku-band; Harris receivers.

News Services: AP, CNN, LPN, NBC, UPI.

Ownership: Tak Communications Inc. (Group Owner).

Began Operation: August 14, 1954. Sale to Robert N. Smith, William S. Reyner, George D. Lilly, et al. approved by FCC July 31, 1986 (Television Digest, Vol. 26:13; 40). Assignment to General Cinema Corp. from Taft Bcstg. in exchange for WCIX(TV), Miami, FL approved by FCC Feb. 24, 1983. Sale to Taft by Transcontinent Television Corp. approved Feb. 19, 1964 (Vol. 3:15, 16, 31; 4:8). Sale to present owner approved June 24, 1988 (Vol. 28:19).

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

Represented (legal): Cohn & Marks.

Personnel:

THOMAS HARTMAN, president & general manager.

KATHY LUNDQUIST, controller.

JEFF FEYES, general sales manager.

TIM BUSCH, national sales manager.

DAVID BAER, news director.

LARRY FLOSS, manager of engineering.

CARLA CONTINO, program director.

PEGGY PENDERS, promotion director.

MARILYN CAMPANA, traffic manager.

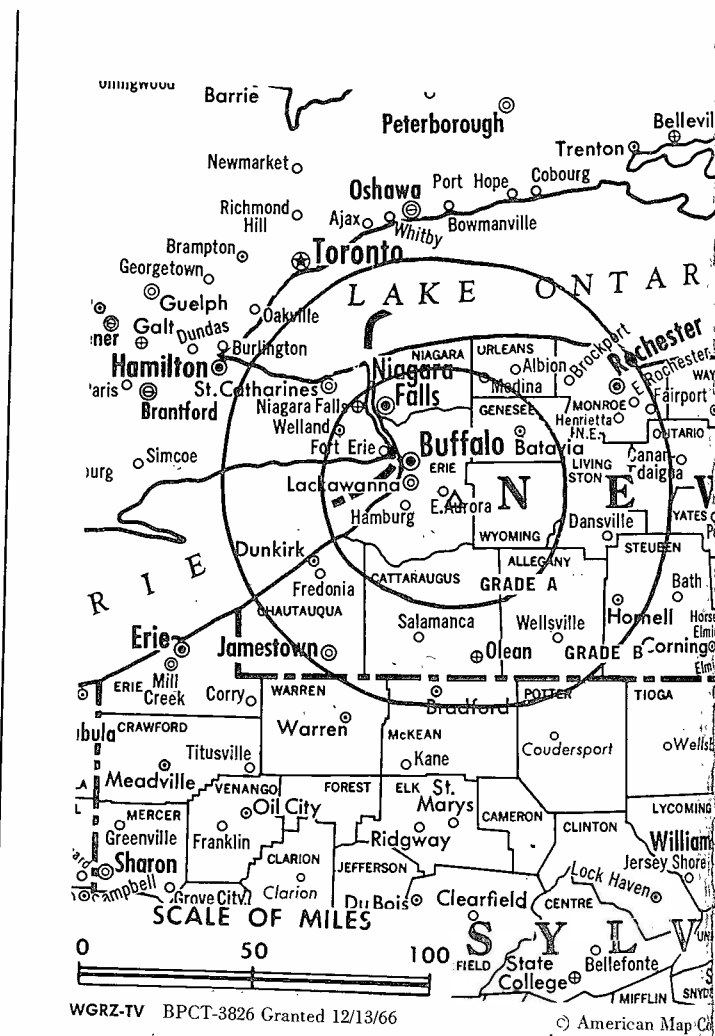
JUDY GRADY, marketing director.

GARY LETGERS, operations manager.

Highest 30 Sec. Rate: \$3000.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



WGRZ-TV BPCT-3826 Granted 12/13/66

Net Weekly Circulation	State County	Total Households	TV Household Households
50% & Over	NEW YORK		
	Allegany	17,600	17,200
	Cattaraugus	31,000	30,400
	Chautauqua	54,600	53,700
	Erie	359,600	355,700
	Genesee	21,600	21,300
	Niagara	80,700	79,800
	Orleans	14,200	14,000
Wyoming	13,800	13,700	
PENNSYLVANIA	Mc Kean	18,200	17,800
	Potter	7,000	6,800
	Between 25-49%	PENNSYLVANIA	
Warren	17,600	17,100	
Between 5-24%	NEW YORK		
	Livingston	20,200	19,900
	Steuben	36,600	35,800
	PENNSYLVANIA		
Cameron	2,700	2,700	
Totals		695,400	685,900
Net Weekly Circulation (1990)			559,200
Average Daily Circulation (1990)			337,600

WIVB-TV

Ch. 4

Service: CBS.

Buffalo Broadcasting Co. Inc., 2077 Elmwood Ave., Buffalo, NY 14207.

Elmwood Ave., Buffalo, NY 14207.

16-874-4410. Fax: 716-874-1015.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 1.1. Antenna: 1200-ft. above av. terrain, 1059-ft. above ground, 2700-ft. above level.

Latitude 42° 39' 33"
Longitude 78° 37' 38"

Colden, NY.

TV Sound: Stereo only.

With Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; 7-meter C-band; Microwave General, 6-meter C-band; Microdyne, Atlanta receivers.

Services: AP, Sportsticker, UPI.

Buffalo Broadcasting Co. Inc.

Station: May 14, 1948. Sale to Howard Publications Inc. by Buffalo Evening News. Approved by FCC Sept. 16, 1977 (Television Digest, Vol. 17:22). Sale to Howard Publications Inc. approved Oct. 13, 1988 (vol. 28:26).

(sales): TeleRep Inc.; Airtime TV Sales Inc. (Canada).

SEN, vice president & general manager.

sales director.

PSON, director of engineering.

WIS, community services director.

EBERGER, director of broadcast operations.

controller.

director of programming & marketing.

W, news director.

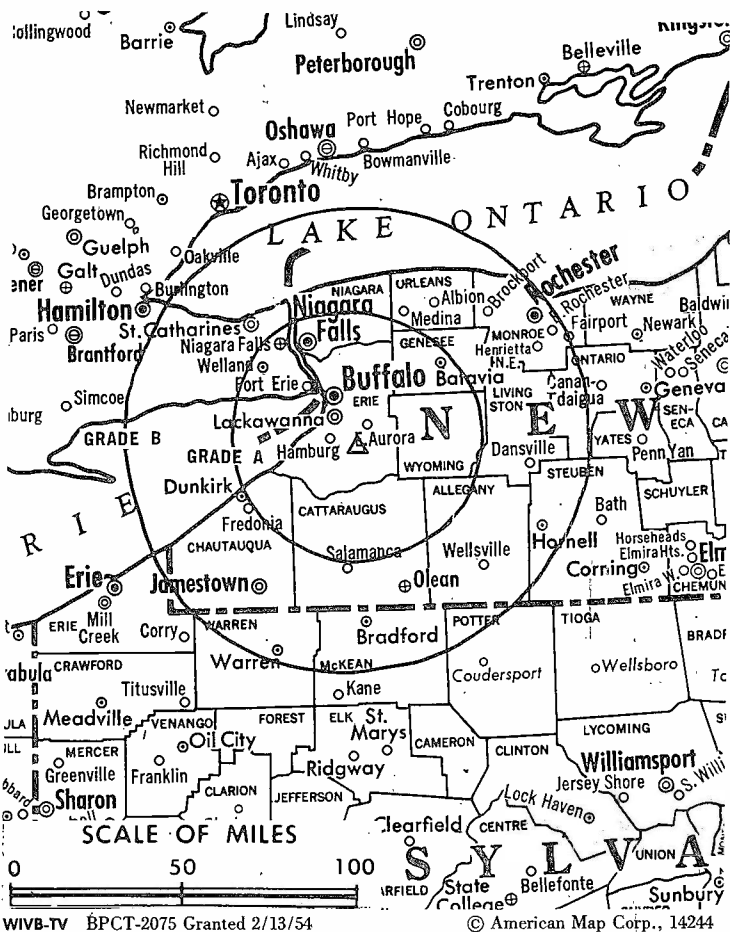
quest.

LEASE HOURLY RATE: \$1826.

Buffalo. ADI: Buffalo. Rank: 38.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
NEW YORK			
Allegany	17,600	17,200	97
Cattaraugus	31,000	30,400	98
Chautauqua	54,600	53,700	98
Erie	359,600	355,700	99
Genesee	21,600	21,300	99
Niagara	80,700	79,800	99
Orleans	14,200	14,000	98
Wyoming	13,800	13,700	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	PENNSYLVANIA			
	Mc Kean	18,200	17,800	98
	Potter	7,000	6,800	97
Between 25-49%	NEW YORK			
	Steuben	36,600	35,800	98
Between 5-24%	PENNSYLVANIA			
	Cameron	2,700	2,700	100
Totals	NEW YORK			
	Livingston	20,200	19,900	99
Net Weekly Circulation (1990)	PENNSYLVANIA			
	Tioga	15,100	14,700	97
Average Daily Circulation (1990)		710,500	700,600	99
				552,400
				333,200

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New York—Buffalo

WKBW-TV

Ch. 7

Network Service: ABC.

Licensee: Queen City III Limited Partnership, 7 Broadcast Plaza, Buffalo, NY 14202.

Studio: 7 Broadcast Plaza, Buffalo, NY 14202.

Telephone: 716-845-6100. TWX: 710-522-1846. Fax: 716-842-1855.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 91.2-kw visual, 18.2-kw aural. Antenna: 1420-ft. above av. terrain, 1076-ft. above ground, 2808-ft. above sea level.

Latitude 42° 38' 15"
Longitude 78° 37' 12"

Transmitter: E of Center St., Colden, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 9-meter; Harris receivers.

News Services: AP, UPI.

Ownership: Queen City III Ltd. Partnership

Began Operation: November 30, 1958. Sale to present owners by Capital Cities Communications Inc. approved by FCC Nov. 14, 1985, consummated Jan. 1986 (Television Digest, Vol. 25:30, 32).

Represented (sales): Petry Television.

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

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

STEPHEN H. KIMATIAN, president & general manager.
CLIFF FISHER, vice president & general sales manager.
KEN KOLLER, vice president & chief financial officer.
PAUL CUNNINGHAM, local sales manager.
SARAH NORAT-PHILLIPS, director, programming & public affairs.
LINDA LEVY, news director.
DON HOLLAND, chief engineer.
STEVE ZAPPIA, operations manager.
JOHN DISCUILLO, promotion director.

Highest 30 Sec. Rate: \$9000.

NETWORK BASE HOURLY RATE: \$2350.

City of License: Buffalo. ADI: Buffalo. Rank: 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Allegany	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	ERIE		
	Genesee	21,600	21,300
	Niagara	80,700	79,800
	Orleans	14,200	14,000
	Wyoming	13,800	13,700
	PENNSYLVANIA		
	Warren	17,600	17,100
Between 25-49%	NEW YORK		
	Steuben	36,600	35,800
Between 5-24%	NEW YORK		
	Livingston	20,200	19,900
	PENNSYLVANIA		
	Elk	14,000	13,800
Tioga	15,100	14,700	
Totals		724,500	714,400
Net Weekly Circulation (1990)			572,361
Average Daily Circulation (1990)			361,474

WNYB-TV

Ch. 49

Service: None, independent.

State Christian TV Inc., Box 1010, Marion, IL 62959.

100 Hertel Ave., Buffalo, NY 14207-2341.

Phone: 6-875-4919. TWX: 981-280. Fax: 716-875-0646.

Facilities: Channel No. 49 (680-686 MHz). Authorized power: 4932-kw
 1493-kw max. aural. Antenna: 1235-ft. above av. terrain, 1049-ft. above
 100-ft. above sea level.

Latitude 42° 46' 58"
 Longitude 78° 27' 28"

1034 Folsomdale Rd., Cowlesville, NY.

TV Sound: Separate audio program.

Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta

State Christian TV Inc. (Group Owner)

Station: September 1, 1987. Sale to present owner by Niagara Frontier
 Partnership approved by FCC Oct. 19, 1989 (Television Digest, Vol. 29:36).

Sales: Settel Inc.

Legal: May & Duanne, Chartered.

Trust, general manager.

IE, assistant general manager.

Chief engineer.

Public service director.

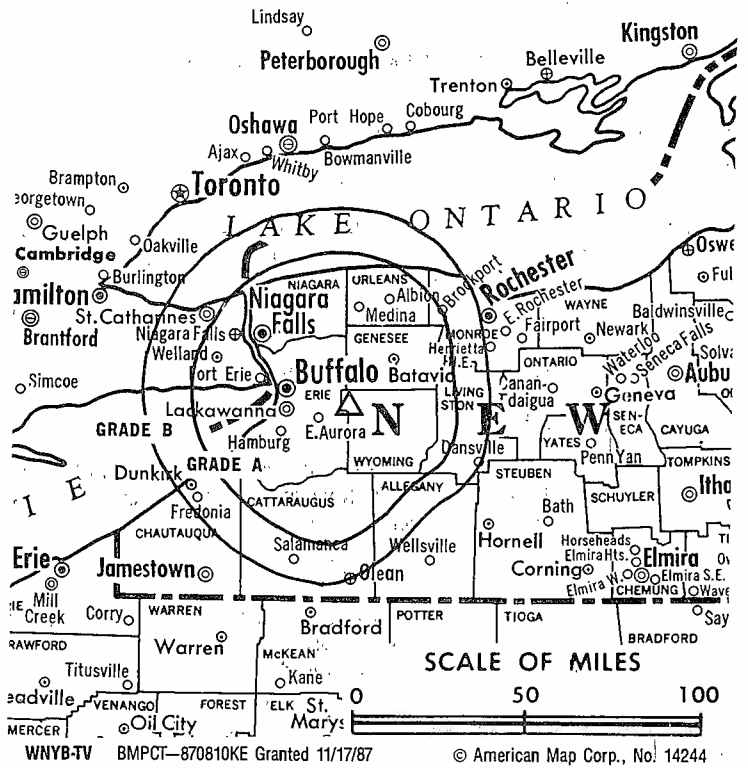
Invest.

Buffalo. ADI: Buffalo. Rank: 38.

MSI Consumer-Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
NEW YORK			
Erie	359,600	355,700	99
Genesee	21,600	21,300	99
Niagara	80,700	79,800	99

Perthc



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Orleans	14,200	14,000	98
	Wyoming	13,800	13,700	99
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cattaraugus	31,000	30,400	98
	Chautauqua	54,600	53,700	98
	Livingston	20,200	19,900	99
Totals		613,300	605,700	99
Net Weekly Circulation (1990)			224,500	
Average Daily Circulation (1990)			85,300	

New York—Buffalo

WUTV

Ch. 29

Network Service: Fox.

Licensee: ACT III Bcstg. of Buffalo Inc., One CNN Center, Suite 800, South Tower, Atlanta, GA 30278.

Studio: 951 Whitehaven Rd., Grand Island, NY 14072.

Telephone: 716-773-7531. **TWX:** 710-260-1359.

Technical Facilities: Channel No. 29 (560-566 MHz). Authorized power: 1250-kw max. & 1050-kw horizontal visual, 105-kw aural. Antenna: 920-ft. above av. terrain, 959-ft. above ground, 1549-ft. above sea level.

Latitude 43° 01' 27"

Longitude 78° 55' 40"

Transmitter: 951 Whitehaven Rd., Grand Island, NY.

Satellite Earth Stations: Microdyne, 5-meter Ku-band; Microdyne, 5-meter C-band; Microdyne, 3.7-meter Ku-band; Harris, 3-meter C-band; DX Antenna, M/A-Corn, Microdyne, Standard Communications receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: December 21, 1970. Sale to present owner by Citadel Communications approved by FCC June 13, 1990 (Television Digest, Vol. 29:36, 30:26). Sale to Citadel by Whitehaven Entertainment approved Aug. 31, 1984 (Vol. 24:29). Sale to Whitehaven by Herman Pease, et al., approved August 31, 1984. Sale to Herman Pease, et al., by Ultravision Bcstg. Co. (F. R. Burczynski, et al.) approved Feb. 10, 1978 (Vol. 17:31).

Represented (sales): Seltel Inc.

Represented (legal): Goldberg & Spector.

Personnel:

WILLARD J. STONE, general manager.

JOHN FRIEND, general sales manager.

ROBERT FRENCH, national sales manager.

JIM DIMINO, local sales manager.

LEE McENERY, promotion director.

DENNIS J. MAJEWICZ, chief engineer.

LOIS RINGLE, program director.

ROBERT BART, business manager.

KEN KASZUBOWSKI, operations manager.

Highest 30 Sec. Rate: \$1800.

City of License: Buffalo. **ADI:** Buffalo. **Rank:** 38.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK Niagara	80,700	79,800
	NEW YORK Cattaraugus	31,000	30,400
Between 25-49%	Erie	359,600	355,700
	Genesee	21,600	21,300
	Orleans	14,200	14,000
	Wyoming	13,800	13,700
Between 5-24%	NEW YORK Allegany	17,600	17,200
	Chautauqua	54,600	53,700
	Livingston	20,200	19,900
	PENNSYLVANIA Warren	17,600	17,100
Totals		630,900	622,800
Net Weekly Circulation (1990)			252,300
Average Daily Circulation (1990)			90,300

WENY-TV

Ch. 36

Service: ABC.

Company: WENY Inc., Box 208, Elmira, NY 14902.

Address: 1610 Ithaca Rd., Horseheads, NY 14845.

Phone: 7-739-3636.

Channels: Channel No. 36 (602-608 MHz). Authorized power: 464-kw max. Horizontal visual, 92.7-kw max. & 85.4-kw horizontal aural. Antenna: 100 ft. above terrain, 840-ft. above ground, 2546-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Location: Lawley Hill, approx. 3-mi. WNW of Elmira.

Power: WENY, 1-kw, 1230 kHz.

Frequency: 92.7 MHz (No. 224), 560-ft.

AP.

Ownership: Ward Green Group (Group Owner).

Date: November 19, 1969.

Sales: Adam Young Inc.

Legal: Cordon & Kelly.

Engineering: Lohnes & Culver.

Personnel: GREEN, executive vice president.

Personnel: ARISH, general manager.

Personnel: AND, station & general sales manager.

Personnel: R, production director.

Personnel: ef engineer.

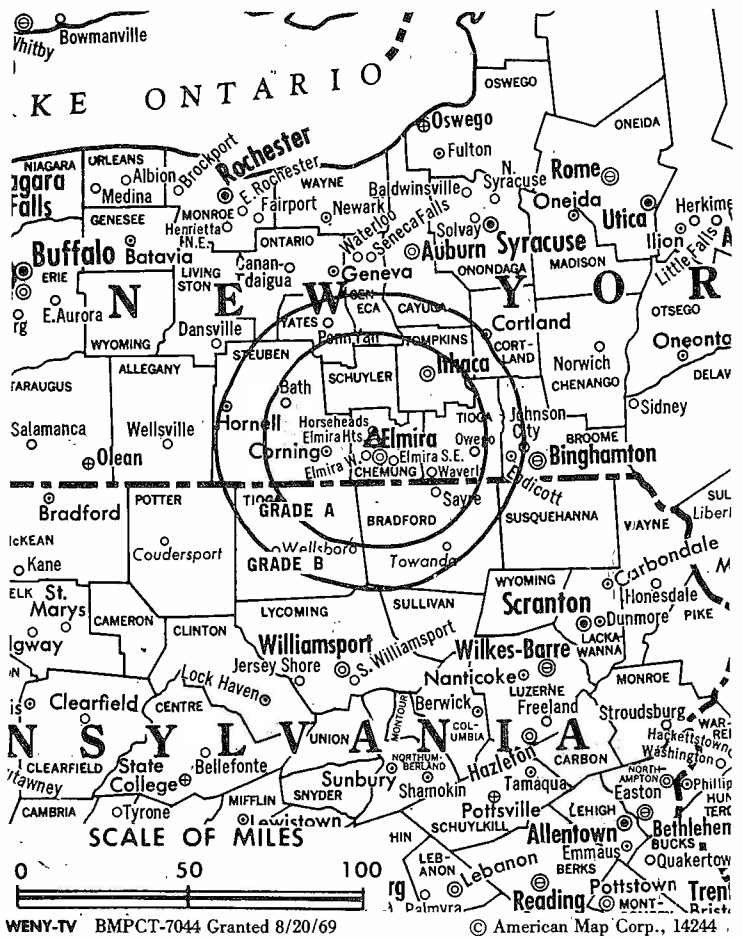
Personnel: , news director.

Rate: \$260.

Rank: Elmira. ADI: Elmira. Rank: 167.

Source: MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NEW YORK			
Chemung	34,300	33,600	98
Steuben	36,600	35,800	98
PENNSYLVANIA			
Tioga	15,100	14,700	97



Net Weekly Circulation	State - County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Schuyler	6,500	6,300	97
	PENNSYLVANIA			
	Bradford	24,400	23,900	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Tioga	18,800	18,500	98
	Tompkins	32,000	30,600	96
	PENNSYLVANIA			
	Potter	7,000	6,800	97
Totals		192,300	187,400	97
Net Weekly Circulation (1990)				89,300
Average Daily Circulation (1990)				42,600

New York—Elmira-Corning

WETM-TV

Ch. 18

Network Service: NBC.

Licensee: WETM-TV Inc., Box 1207, Elmira, NY 14902.

Studio: One Broadcast Center, Elmira, NY 14901.

Mailing Address: Box 1207, Elmira, NY 14902.

Telephone: 607-733-5518. **TWX:** 710-541-0075. **Fax:** 607-734-1176.

Technical Facilities: Channel No. 18 (494-500 MHz). Authorized power: 170-kw max. & 113-kw horizontal visual, 33-kw max. & 22.4-kw horizontal aural. Antenna: 1220-ft. above av. terrain, 843-ft. above ground, 2549-ft. above sea level.

Latitude 42° 06' 20"
Longitude 76° 52' 17"

Transmitter: Hawley Hill, approx. 3-mi. WNW of Elmira.

Satellite Earth Stations: Transmit/receive 8-meter Ku-band; 4-meter C-band; 3-meter Ku-band.

News Service: UPI.

Ownership: Smith Broadcasting Group Inc., 77.8% (Group Owner); William S. Reyner, 15.2%; Robert N. Smith, 7%.

Began Operation: September 10, 1956. Sale to present owner by Times Mirror Co. approved by FCC April 17, 1986 (Television Digest, Vol. 26:17). Previous sale by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Vol. 18:50; 19:19).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

- ROBERT N. SMITH, president.
- JON WINGATE, vice president & general manager.
- TERRIL DOANE, local sales manager.
- MARK CARROS, news director.
- LUKE J. WOZNAK, program & promotion director.
- PAM CAMPBELL, business manager.
- MARK POLOVICK, chief engineer.

Rates: On request.

NETWORK BASE HOURLY RATE: \$250.

City of License: Elmira. **ADI:** Elmira. **Rank:** 167.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK		
	Chemung	34,300	33,600
	Steuben	36,600	35,800
	PENNSYLVANIA		
	Bradford	24,400	23,900
	Tioga	15,100	14,700
Between 25-49%	NEW YORK		
	Schuyler	6,500	6,300
Between 5-24%	NEW YORK		
	Tioga	18,800	18,500
	Yates	8,700	8,500
	PENNSYLVANIA		
	Potter	7,000	6,800
	Sullivan	2,300	2,200
Totals		153,700	150,300
Net Weekly Circulation (1990)			87,500
Average Daily Circulation (1990)			54,100

WTJA - Jamestown

WTJA

Ch. 26

Service: None, independent.

Station: Jamestown TV Assoc., 401 W. Kirkpatrick St., Syracuse, NY 13250-0095.

Phone: 5-472-0200.

Frequencies: Channel No. 26 (542-548 MHz). Authorized power: 715-kw max.
 Antenna: 597-ft. above av. terrain, 427-ft. above ground, 2057-ft. above sea

Latitude 42° 05' 06"
 Longitude 79° 17' 23"

Change to 461-kw max. visual. BPCT-890512KF.

Address: Orchard Rd., Ellicott.

Station: Jamestown TV Assoc.

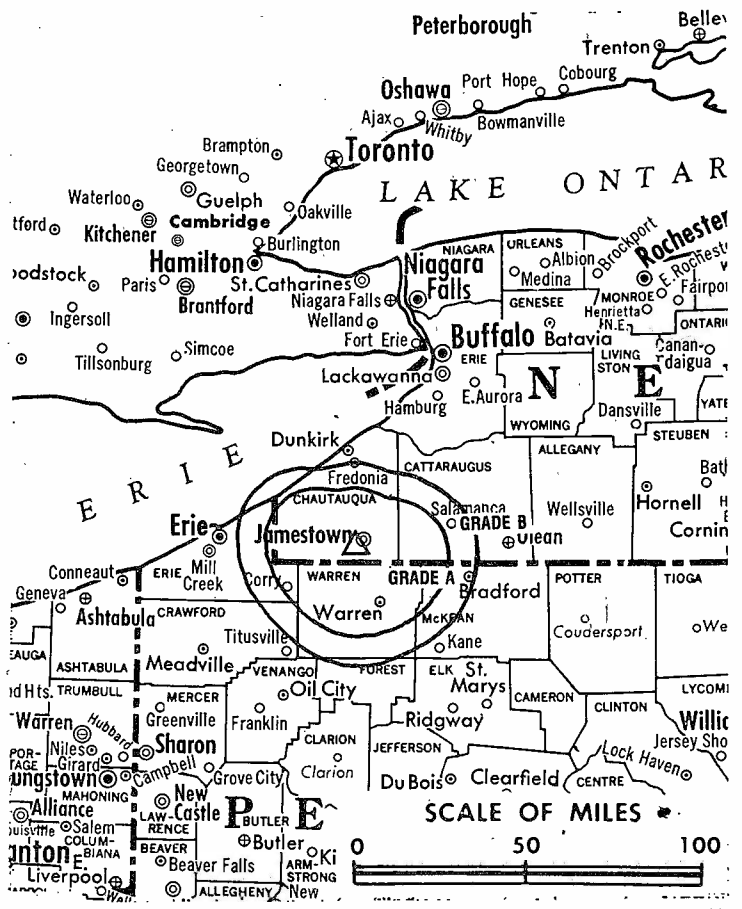
Start Date: September 24, 1988.

Legal Name: James L. Oyster.

General Manager:

Address:

Not available.



City of License: Jamestown. ADI: Buffalo. Rank: 38.

New York—Kingston

WTZA

Ch. 62

Network Service: None, independent.

Licensee: WTZA-TV Assoc., 721 Broadway, Box 1609, Kingston, NY 12401.

Studios: 721 Broadway, Kingston, NY 12401; 800 Y St., Stewart Airport, Newburgh, NY 12550.

Telephones: 914-339-6200; Kingston; 914-454-6200, Poughkeepsie.

Fax: 914-339-6264.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1962-ft. above av. terrain, 299-ft. above ground, 3219-ft. above sea level.

Latitude 42° 05' 06"
Longitude 74° 06' 00"

Transmitter: Overlook Mountain, Woodstock.

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

News Services: AP, CNN, NYT.

Ownership: WTZA-TV Assoc.

Began Operation: December 15, 1985.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

EDWARD P. SWYER, managing partner & chief executive officer.

GENE COLLINS, general manager.

ANDREA CETERA, general sales manager.

JAN CHOMIAK, national sales manager.

HENRY MARCOTTE, news director.

ROBERT LANOUE, promotion director.

KATHY YANAS, director of community relations.

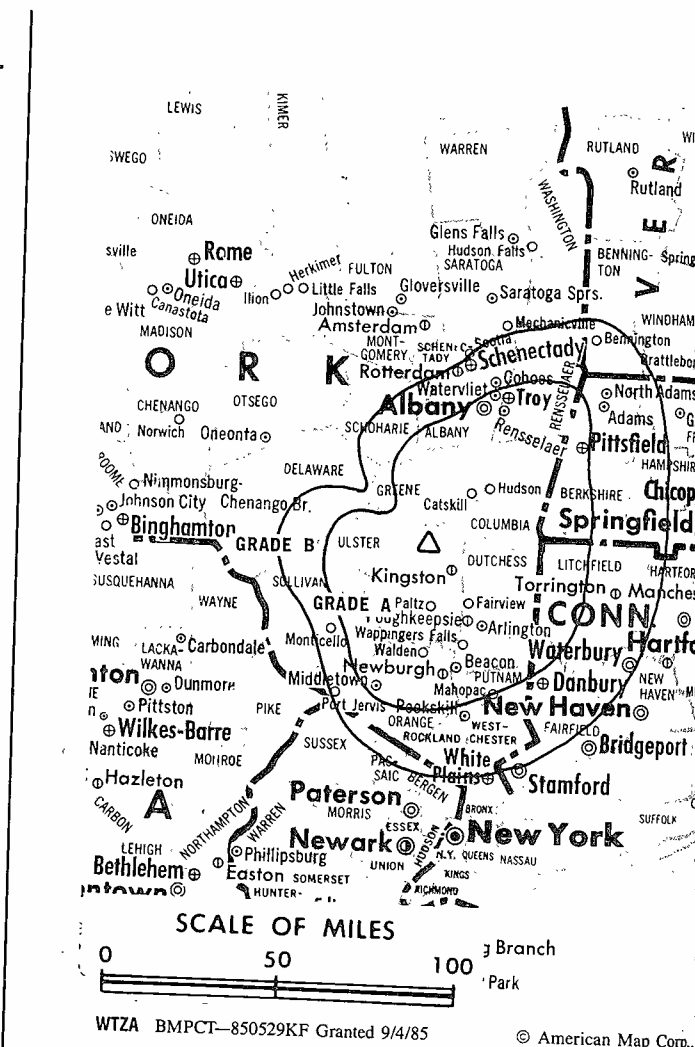
LILLIAN MATHISEN, business manager.

MICHAEL SHO VAN, assistant chief engineer.

Highest 30 Sec. Rate: \$300.

City of License: Kingston. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	NEW YORK		
	Columbia	23,600	23,200
	Dutchess	90,700	89,000
	Greene	16,800	16,500
Between 5-24%	NEW YORK		
	Orange	97,700	96,000
	Rensselaer	56,400	55,400
	Sullivan	25,400	24,700
Totals		373,300	365,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WABC-TV

Ch. 7

Service: ABC.

ABC Television Inc., Seven Lincoln Square, New York, NY 10023.

Lincoln Square, New York, NY 10023.

12-887-7777.

Channels: Channel No. 7 (174-180 MHz). Authorized power: 64.6-kw
5-kw aural. Antenna: 1611-ft. above av. terrain, 1727-ft. above ground,
above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

World Trade Center.

Stations: Andrew, 5.6-meter Ku-band; Vertex, 4.7-meter Ku-band;
A-Com receivers.

WABC, 50-kw, 770 kHz.

VPLJ, 4.6-kw, 95.5 MHz (No. 238) 1300-ft.

Services: ABC, AP, UPI.

Capital Cities/ABC Inc. (Group Owner).

Station: August 10, 1948.

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

(Engineering): Smith & Powstenko.

SS, president & general manager.

IE, general sales manager.

Local & national sales manager.

MSKY, local & national sales manager.

R, director of engineering.

Director of community affairs.

GRAHAM, director of finance & business affairs.

Program director.

TUN, director of community relations.

NELL, press information manager.

S, promotion director.

UORI, research director.

ONE, assistant research director.

Request.

Site: New York. ADI: New York. Rank: 1.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Based on Arbitron study.

State County	Total Households	TV Households Households	%
CONNECTICUT			
Fairfield	302,800	299,400	99
NEW JERSEY			
Bergen	318,100	316,000	99
Essex	313,000	308,800	99
Hudson	214,500	211,900	99
Hunterdon	35,300	34,800	99
Mercer	119,700	118,000	99
Middlesex	233,600	231,700	99
Monmouth	207,500	205,400	99
Morris	150,500	149,400	99
Ocean	172,100	170,500	99
Passaic	169,200	167,400	99
Somerset	81,100	80,300	99
Sussex	45,500	44,800	98
Union	189,000	187,500	99
NEW YORK			
Bronx	464,600	457,700	99
Dutchess	90,700	89,000	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	Kings	905,000	889,700	98	
	Nassau	449,500	447,100	99	
	New York	773,300	736,500	95	
	Orange	97,700	96,000	98	
	Putnam	28,800	28,400	99	
	Queens	758,200	750,600	99	
	Richmond	131,600	130,400	99	
	Rockland	87,100	86,000	99	
	Suffolk	430,600	426,600	99	
	Sullivan	25,400	24,700	97	
Between 25-49%	Ulster	62,700	61,100	97	
	Westchester	324,000	320,400	99	
	PENNSYLVANIA				
	Pike	10,200	9,900	97	
	CONNECTICUT				
	New Haven	296,100	292,300	99	
	NEW JERSEY				
	Warren	33,400	32,900	99	
	Between 5-24%	ARKANSAS			
		Chicot	5,700	5,500	96
CONNECTICUT					
Litchfield		63,500	62,400	98	
GEORGIA					
Clinch		2,400	2,300	98	
Dawson		2,800	2,700	96	
Pierce		4,700	4,600	98	
Rabun		4,400	4,300	98	
Towns		2,800	2,800	100	
(Continued on page A-812)					
Totals		7,928,500	7,804,800	98	
Net Weekly Circulation (1990)				6,385,500	
Average Daily Circulation (1990)				3,825,200	

New York—New York

WCBS-TV

Ch. 2

Network Service: CBS.

Licensee: CBS Inc., 51 West 52nd St., New York, NY 10019.

Studio: 524 W. 57th St., New York, NY 10019.

Telephone: 212-975-4321. TWX: 212-867-7987.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 21.4-kw visual, 4.02-kw aural. Antenna: 1578-ft. above av. terrain, 1577-ft. above ground, 1622-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: North Tower, World Trade Center.

AM Affiliate: WCBS, 50-kw, 880 kHz.

FM Affiliate: WCBS-FM, 7.2-kw, 101.1 MHz (No. 266), 1300-ft.

News Services: AP, CBS, UPI.

Ownership: CBS Inc. (Group Owner).

Began Operation: July 1, 1941.

Represented (sales): CBS Television Stations National Sales.

Personnel:

ROGER COLLOFF, vice president & general manager.

JAMES A. CLAYTON, director of sales.

ELLIOT BLACK, national sales manager.

ALICE FLOOD, director of planning & administration.

PAUL SAGAN, director of news.

DINORAH SPALDING, director of station services.

DAVID LaFOUNTAIN, director of communications.

NESLINE SWABY, manager of news administration.

BARBARA TERASAKA, director of finance & business affairs.

TONI JOHNSON, manager of broadcast operations.

JAMES PICINICH, director of broadcast administration.

JOSEPH FEDELE, manager of technical operations.

DOLORIS DANSKA, program director.

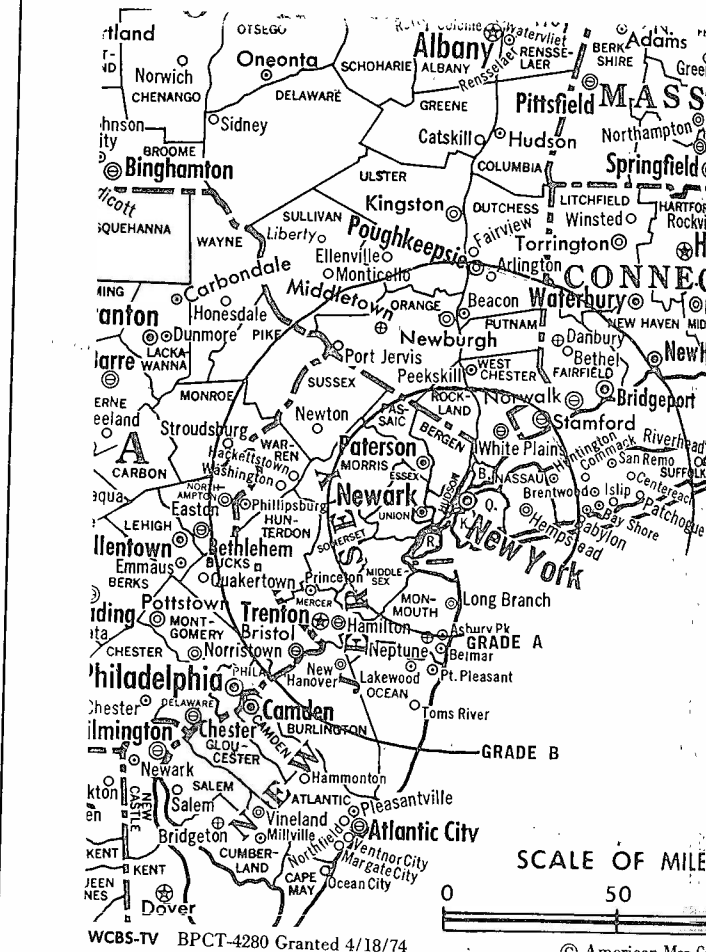
DANIEL SCHER, marketing director.

Rates: On request.

City of License: New York. ADI: New York. Rank: 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
Union	189,000	187,500	99	
Warren	33,400	32,900	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK		
	Bronx	464,600	457,700
	Dutchess	90,700	89,000
	Kings	905,000	889,700
	Nassau	449,500	447,100
	New York	773,300	736,500
	Orange	97,700	96,000
	Putnam	28,800	28,400
	Queens	758,200	750,600
	Richmond	131,600	130,400
	Rockland	87,100	86,000
Suffolk	430,600	426,600	
Sullivan	25,400	24,700	
Ulster	62,700	61,100	
Westchester	324,000	320,400	
PENNSYLVANIA			
Pike	10,200	9,900	
Between 25-49%	CONNECTICUT		
	New Haven	296,100	292,300
	NEW JERSEY		
Mercer	119,700	118,000	
Between 5-24%	CONNECTICUT		
	Litchfield	63,500	62,400
	PENNSYLVANIA		
	Lehigh	114,200	112,600
	Monroe	35,100	34,500
	Northampton	91,600	90,200
Wayne	15,600	15,100	
Totals		7,840,800	7,720,000
Net Weekly Circulation (1990)			5,997,500
Average Daily Circulation (1990)			3,202,800

WNBC-TV
Ch. 4

Parent: NBC.

Subsidiary Inc. 1, 30 Rockefeller Plaza, New York, NY 10112.

Rockefeller Plaza, New York, NY 10112.

2-664-4444. TWX: 212-640-5788.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 17.4-kw visual.
Antenna: 1690-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

North Tower, World Trade Center.

AP, NBC, UPI.

National Broadcasting Co. (Group Owner).

Origin: July 1, 1941. Sale of RCA approved by FCC June 5, 1986.

Sales: NBC TV Spot Sales.

Director, vice president & general manager.

Director, sales.

National sales manager.

Local sales manager.

Director, communications.

Director, finance & administration.

Director, news.

Director, broadcasting.

Director, engineering & operations.

President.

Market: New York. ADI: New York. Rank: 1.

Source: Nielsen/MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
CONNECTICUT			
Fairfield	302,800	299,400	99
NEW JERSEY			
Bergen	318,100	316,000	99
Essex	313,000	308,800	99
Hudson	214,500	211,900	99
Hunterdon	35,300	34,800	99
Mercer	119,700	118,000	99
Middlesex	233,600	231,700	99
Monmouth	207,500	205,400	99
Morris	150,500	149,400	99
Ocean	172,100	170,500	99
Passaic	169,200	167,400	99
Somerset	81,100	80,300	99
Sussex	45,500	44,800	98
Union	189,000	187,500	99
NEW YORK			
Bronx	464,600	457,700	99
Dutchess	90,700	89,000	98
Kings	905,000	889,700	98
Nassau	449,500	447,100	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	New York	773,300	736,500	95
	Orange	97,700	96,000	98
	Putnam	28,800	28,400	99
	Queens	758,200	750,600	99
	Richmond	131,600	130,400	99
	Rockland	87,100	86,000	99
	Suffolk	430,600	426,600	99
	Sullivan	25,400	24,700	97
	Ulster	62,700	61,100	97
	Westchester	324,000	320,400	99
Between 25-49%	PENNSYLVANIA			
	Pike	10,200	9,900	97
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	New Haven	296,100	292,300	99
Between 5-24%	NEW JERSEY			
	Warren	33,400	32,900	99
	PENNSYLVANIA			
Monroe	35,100	34,500	98	
Totals	PENNSYLVANIA			
	Lehigh	114,200	112,600	99
	Northampton	91,600	90,200	98
	Wayne	15,600	15,100	97
Totals		7,840,800	7,720,000	98
Net Weekly Circulation (1990)				6,292,800
Average Daily Circulation (1990)				3,489,400

New York—New York

WNYW
Ch. 5

Network Service: Fox.

Licensee: Fox Television Stations Inc.

Studio: 205 E. 67th St., New York, NY 10021.

Telephone: 212-452-5555. **Fax:** 212-249-1182. **Easylink:** 62000096.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 17.4-kw visual, 1.74-kw aural. Antenna: 1690-ft. above av. terrain, 1741-ft. above ground, 1729-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

News Services: AP, UPI.

Ownership: Fox Television Stations Inc. (Group Owner).

Began Operation: May 2, 1944 as a Du Mont station. Du Mont Broadcasting Corp. was spun off by Allen B. Du Mont Laboratories Inc. on Dec. 2, 1955, to its common stockholders of record on Nov. 14, 1955, pursuant to FCC consent of Nov. 17, 1955, and its name was changed to Metropolitan Broadcasting Corp. on May 13, 1958. March 28, 1961, parent company name became Metromedia Inc. FCC approved sale to present owner by Metromedia Nov. 14, 1985.

Represented (sales): Petry Television Inc.

Personnel:

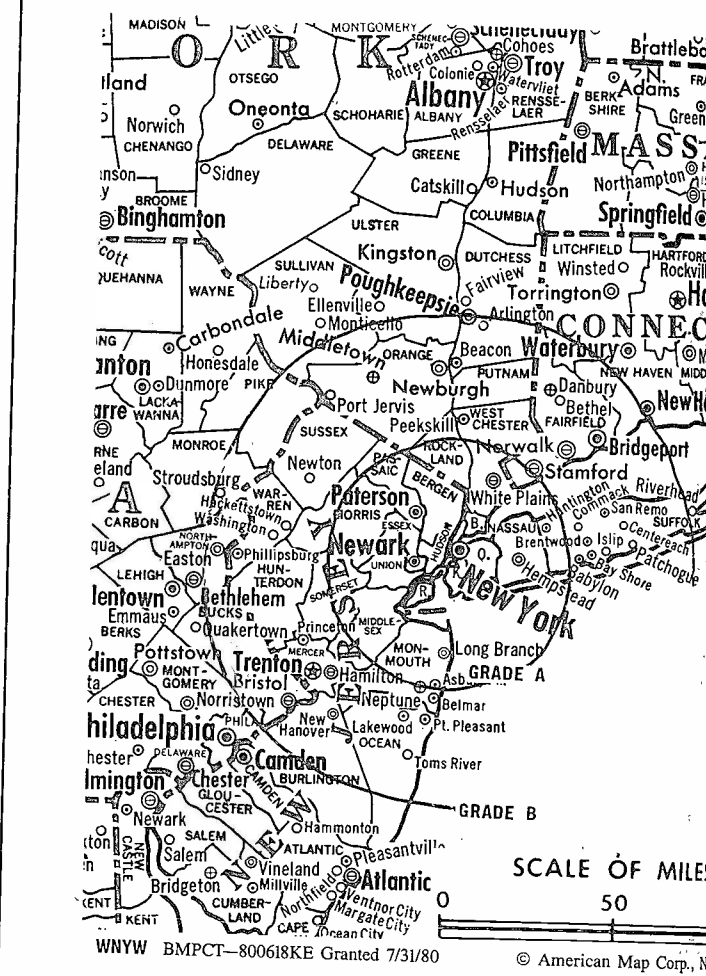
- CAROLYN WALL, vice president & general manager.
- RUDY TAYLOR, vice president & general sales manager.
- DIANNE GIOVANNI, vice president & local sales manager.
- JOE BERINI, v.p. & director, broadcast operations & engineering.
- PHYLLIS SEIFER, vice president, advertising & creative services.
- MURIEL REIS, vice president & general counsel.
- IAN RAE, vice president & news director.
- DONALD EPSTEIN, vice president, finance & administration.
- BRUCE SUTTON, director of traffic.
- JACQUELINE TODTMAN, director of research & marketing.
- MICHELE LIEBOWITZ, national sales manager.
- THOMAS ROCCO, marketing director.

Rates: On request.

City of License: New York. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99
	Middlesex	233,600	231,700	99
	Monmouth	207,500	205,400	99
	Morris	150,500	149,400	99
	Ocean	172,100	170,500	99
	Passaic	169,200	167,400	99
	Somerset	81,100	80,300	99
	Sussex	45,500	44,800	98
	Union	189,000	187,500	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Kings	905,000	889,700	98
	Nassau	449,500	447,100	99
	New York	773,300	736,500	95
Orange	97,700	96,000	98	
Putnam	28,800	28,400	99	



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Queens	758,200	750,600	
	Richmond	131,600	130,400	
	Rockland	87,100	86,000	
	Suffolk	430,600	426,600	
	Sullivan	25,400	24,700	
	Ulster	62,700	61,100	
	Westchester	324,000	320,400	
	PENNSYLVANIA			
	Lehigh	114,200	112,600	
	Monroe	35,100	34,500	
Between 25-49%	Northampton	91,600	90,200	
	Pike	10,200	9,900	
	CONNECTICUT			
Litchfield	63,500	62,400		
New Haven	296,100	292,300		
NEW JERSEY				
Atlantic	83,400	81,900		
Mercer	119,700	118,000		
Warren	33,400	32,900		
NEW YORK				
Broome	80,600	79,500		
Cattaraugus	31,000	30,400		
Chemung	34,300	33,600		
Dutchess	90,700	89,000		
Otsego	21,700	21,200		
St Lawrence	38,000	37,300		
Steuben	36,600	35,800		

(Continued on page A-812)

Totals	9,108,000	8,965,200	
Net Weekly Circulation (1990)			5,891,600
Average Daily Circulation (1990)			2,817,800

WPIX

Ch. 11

None, independent.

Inc., 11 WPIX Plaza, New York, NY 10017.

12nd St., New York, NY 10017.

2-949-1100. TWX: 710-581-2768. Fax: 212-210-2590.

Channels: Channel No. 11 (198-204 MHz). Authorized power: 58.9-kw
 Aural. Antenna: 1663-ft. above av. terrain, 1687-ft. above ground,
 above sea level.

Latitude 40° 42' 43"
 Longitude 74° 00' 49"

World Trade Center.

Sound: Stereo and separate audio program.

Stations: Transmit/receive Andrew, 5.6-meter Ku-band; Vertex, 4.6-
 meter; Andrew, M/A-Com receivers.

AP, INN, UPI, Visnews, WTN.

Time Broadcasting Co. (Group Owner).

June 15, 1948.

Sales: TeleRep Inc.

Legal: Schnader, Harrison, Segal & Lewis.

Engineering: A. D. Ring & Associates, P.C.

E, president.

ER, executive vice president & general manager.

GER, senior vice president & assistant to president.

N, senior vice president & treasurer.

ON, senior vice president, news.

He president & general sales manager.

4, vice president & chief engineer.

vice president, programming.

vice president, research.

SPHERD, vice president, community affairs & production.

OTTE, vice president, creative services.

N, vice president, program sales.

O, vice president & sales manager.

EHAN, vice president & sales manager.

P, vice president, public relations & sports.

RY, vice president, planning.

ARINI, vice president, human resources.

ER, vice president, operations.

Controller.

Promotion director.

Media director.

NGER, marketing director.

director, technical operations.

engineering supervisor.

JE, assistant chief engineer.

assistant chief engineer.

ADO, director, public service.

CI, program administrator.

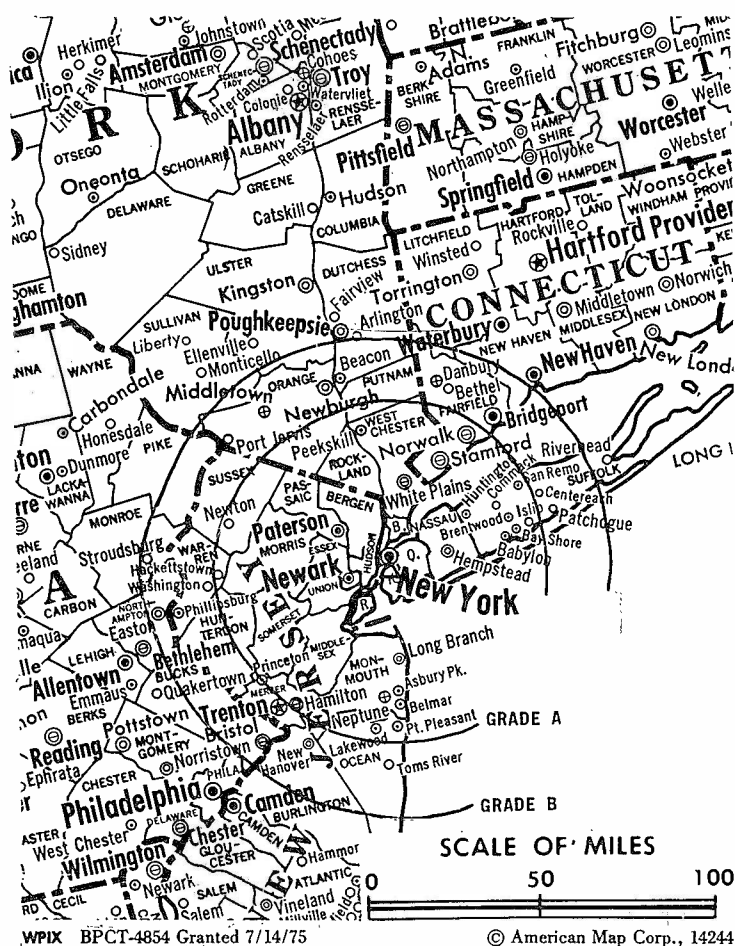
art director.

duction manager.

rest.

New York. ADI: New York. Rank: 1.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	NEW JERSEY				
		Bergen	318,100	316,000	99
		Essex	313,000	308,800	99
		Hudson	214,500	211,900	99
		Middlesex	233,600	231,700	99
		Monmouth	207,500	205,400	99
		Morris	150,500	149,400	99
		Ocean	172,100	170,500	99
		Passaic	169,200	167,400	99
		Somerset	81,100	80,300	99
		Sussex	45,500	44,800	98
		Union	189,000	187,500	99
		NEW YORK			
		Bronx	464,600	457,700	99
	Kings	905,000	889,700	98	
	Nassau	449,500	447,100	99	
	New York	773,300	736,500	95	
	Orange	97,700	96,000	98	
	Putnam	28,800	28,400	99	
	Queens	758,200	750,600	99	
	Richmond	131,600	130,400	99	
	Suffolk	430,600	426,600	99	
	Westchester	324,000	320,400	99	
	PENNSYLVANIA				
	Cameron	2,700	2,700	100	
Between 25-49%	CONNECTICUT				
		Fairfield	302,800	299,400	99
		Litchfield	63,500	62,400	98
	New Haven	296,100	292,300	99	
(Continued on page A-812)					
Totals		15,721,500	15,486,300	99	
Net Weekly Circulation (1990)			5,956,200		
Average Daily Circulation (1990)			2,243,800		

New York—New York-Newark, New Jersey

WHSE

Ch. 68

Network Service: Home Shopping Network.

Licensee: Silver King Bcstg. of New Jersey Inc.

Studio: 390 W. Market St., Newark, NJ 07107.

Telephones: 201-643-6800; 212-582-6800.

Technical Facilities: Channel No. 68 (794-800 MHz). Authorized power: 2190-kw max. & 832-kw horizontal visual, 219-kw aural. Antenna: 1430-ft. above av. terrain, 1449-ft. above ground, 1499-ft. above sea level.

Latitude	40°	44'	54"
Longitude	73°	59'	10"

Transmitter: 350 Fifth Ave., New York, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Vertex, 9-meter C-band; Vertex, 6.1-meter C-band; Pinzone receivers.

News Service: AP.

Ownership: Silver King Broadcasting (Group Owner).

Began Operation: September 29, 1974; left air Dec. 27, 1974. Resumed operation Sept. 28, 1975. Began prime-time subscription television operation March 1, 1977 (Television Digest, Vol. 17:11). Sale to Wometco Enterprises Inc. approved by FCC July 20, 1977 (Vol. 16:11; 17:32). Transfer of control to WBC Bcstg. Inc. approved April 16, 1984 (Vol. 23:39, 52; 24:14, 16). Resumed full-time commercial operation June 1, 1985. Sale to present owner approved by FCC Sept. 19, 1986 (Vol. 26:32, 45).

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

ELLA CONNORS, vice president & station manager.

ALVIN SALTZMAN, chief engineer.



WHSE BPCT-820422KE Granted 9/22/82

© American Map Corp.

WILLIAM ROLLER, program director.
VIOLETA ZAPATA, business manager.

Highest 30 Sec. Rate: \$300.

Arbitron Data: Not available.

City of License: Newark, NJ. ADI: New York. Rank: 1.

WK—New York-Newark, New Jersey

WNJU

Ch. 47

Source: Telemundo.

WNJU License Corp., 1740 Broadway, 18th Floor, New York, NY 10019.

Industrial Ave., Teterboro, NJ 07608.

1740 Broadway, New York, NY 10019.

Phone: 212-492-5500. Fax: 212-459-9498.

Titles: Channel No. 47 (668-674 MHz). Authorized power: 4570-kw
 kw horizontal visual, 977-kw max. & 81-kw horizontal aural. Antenna:
 150 ft. av. terrain, 1549-ft. above ground, 1561-ft. above sea level.

Latitude 40° 42' 43"
 Longitude 74° 00' 49"

World Trade Center, New York.

TV Sound: Stereo and separate audio program.

Stations: 5-meter C-band; Miralite, 3.7-meter C-band; 3.2-meter
 A-Com, Scientific-Atlanta receivers.

AP, CNN, UPI.

Telemundo Group (Group Owner).

May 16, 1965.

Sales: Telemundo TV Group.

Legal: Hogan & Hartson.

Engineering: Hammett & Edison Inc.

PERSONS, senior vice president & general manager.

S, vice president & station manager.

ENSEN, vice president, sales.

ATTA, vice president, finance & controller.

EBERMAN, general sales manager.

INEZ-LLORAN, national sales manager.

SAL, programming manager.

news director.

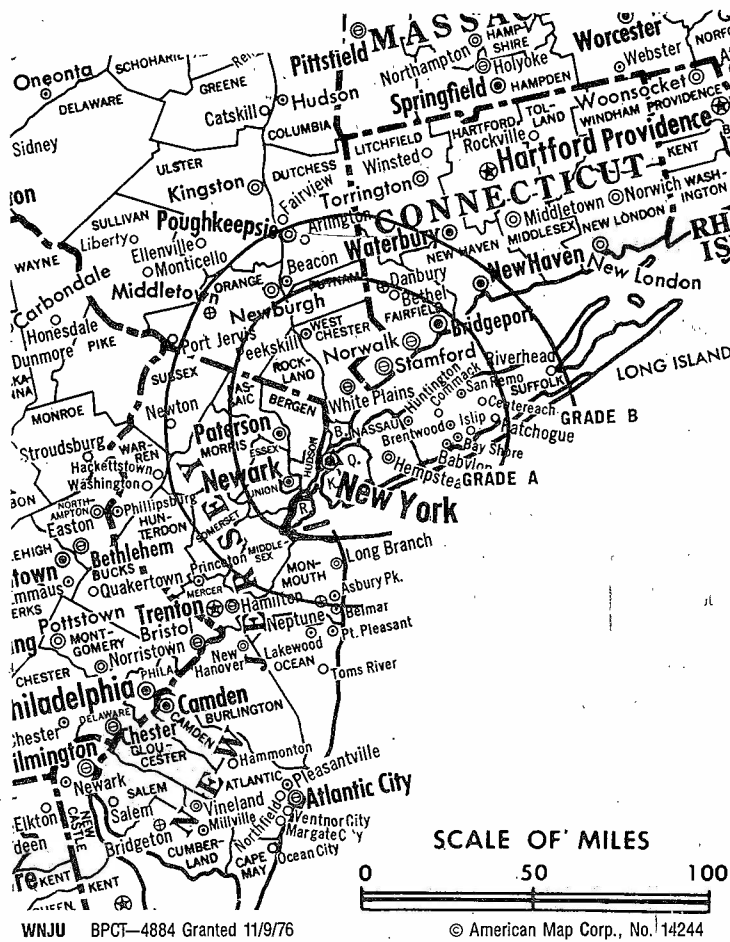
GO, traffic manager.

IA OLIVA, director of public affairs.

Rate: \$850.

Linden, NJ. ADI: New York. Rank: 1.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



WNJU BPCT-4884 Granted 11/9/76

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY			
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Passaic	169,200	167,400	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Kings	905,000	889,700	98
	New York	773,300	736,500	95
	Queens	758,200	750,600	99
Totals		3,597,800	3,522,600	98
Net Weekly Circulation (1990)			365,200	
Average Daily Circulation (1990)			173,200	

New York—New York-Secaucus, New Jersey

WWOR-TV

Ch. 9

Network Service: None, independent.

Licensee: WWOR-TV Inc., 445 Park Ave., New York, NY 10022.

Studio: 9 Broadcast Plaza, Secaucus, NJ 07096.

Telephone: 201-348-0009. **Fax:** 201-330-2488.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 47.9-kw visual, 4.79-kw aural. Antenna: 1640-ft. above av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
Longitude 74° 00' 49"

Transmitter: World Trade Center.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: Harris, 6.1-meter C-band; RSI 2.8-meter Ku-band; Drake, Harris receivers.

News Services: AP, CNN, Conus, Group W Newsfeed, UPI.

Ownership: WWOR-TV Inc.

Began Operation: October 5, 1949. In Jan. 1952, R. H. Macy Co. merged ownership with Thomas S. Lee Enterprises Inc., Macy Co. retaining 10%; in Dec. 1955, Macy sold its interest to General Tire & Rubber Co., latter setting up a parent holding firm, RKO General Inc., for both broadcasting and RKO Radio Pictures (*Television Digest*, Vol. 7:41, 46; 8:3; 11:48, 51). Sale to present owner by RKO General approved by FCC Nov. 25, 1986 (Vol. 26:29, 48; 27:13).

Represented (sales): Katz Television.

Represented (legal): Akin, Gump, Strauss, Hauer & Feld.

Personnel:

- MICHAEL B. ALEXANDER, executive vice president & general manager.
- DONNA ZAPATA, senior vice president, sales & marketing.
- BARBARA LEVY LANDES, senior vice president, finance & operations.
- THOMAS N. RYAN, vice president & general sales manager.
- TIMOTHY CONNORS, vice president & local sales manager.
- FARRELL MEISEL, vice president, programming.
- BARRY FREY, vice president, target sales.
- ROBERT WOODRUFF, vice president, program development.
- FREDERIC J. GOLD, vice president & director of research services.
- DOUGLAS LAND, vice president & general counsel.
- ARTHUR HECHT, vice president & director of marketing.
- ROBERT FRENCH, vice president & New Jersey sales manager.
- RICK MINER, vice president production & engineering.
- THOMAS PETNER, vice president, news.
- CYNTHIA HARRISON, vice president, public relations & market planning.
- SETH WINTER, national sales manager.
- BARRY MARGOLIS, local sales manager.
- ALEXANDER DUSEK, director of creative services.
- KEN MCGOWAN, director of engineering.
- ELLEN MORGENSTERN, manager, press & publicity.
- ANN SARDINI, controller.

Rates: On request.

City of License: Secaucus, NJ. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	CONNECTICUT			
	Fairfield	302,800	299,400	99
	NEW JERSEY			
	Bergen	318,100	316,000	99
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Hunterdon	35,300	34,800	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Middlesex	233,600	231,700
	Monmouth	207,500	205,400
	Morris	150,500	149,400
	Ocean	172,100	170,500
	Passaic	169,200	167,400
	Somerset	81,100	80,300
	Sussex	45,500	44,800
	Union	189,000	187,500
	NEW YORK		
	Bronx	464,600	457,700
	Dutchess	90,700	89,000
	Kings	905,000	889,700
	Nassau	449,500	447,100
	New York	773,300	736,500
Orange	97,700	96,000	
Queens	758,200	750,600	
Richmond	131,600	130,400	
Rockland	87,100	86,000	
Suffolk	430,600	426,600	
Ulster	62,700	61,100	
Westchester	324,000	320,400	
PENNSYLVANIA			
Pike	10,200	9,900	
Between 25-49%	ALABAMA		
	Calhoun	45,400	45,100
	Madison	93,300	92,400
ARIZONA			
	Cochise	37,100	35,900
(Continued on page A-814)			
Totals		34,676,500	34,225,200
Net Weekly Circulation (1990)			9,016,000
Average Daily Circulation (1990)			3,423,000

New York-Paterson, New Jersey

WXTV

Ch. 41

Parent: Univision.

Parent Station Group Inc., 330 Madison Ave., New York, NY 10017.

1000 South Blvd., Secaucus, NJ 07094.

Phone: 2-348-4141.

Channels: Channel No. 41 (632-638 MHz). Authorized power: 3240-kw
 141-kw horizontal visual, 324-kw max. & 214-kw horizontal aural. Antenna:
 1000 ft. av. terrain, 1729-ft. above ground, 1741-ft. above sea level.

Latitude 40° 42' 43"
 Longitude 74° 00' 49"

Change to 2340-kw max. visual, 1381-ft. above av. terrain, 1385-ft.
 1437-ft. above sea level; lat. 40° 44' 54", long. 73° 59' 10", trans-
 mitter State Bldg., 350 Fifth Ave., New York, NY. BPCT-890821KF.

World Trade Center, New York.

Transmissions: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-At-
 lanta.

PI.

Univision Holdings Inc. (Group Owner).

Start: August 4, 1968. Merger of Trans-Tel Corp. with Spanish Interna-
 tional Communications approved by FCC Dec. 26, 1972. Sale of Spanish Interna-
 tional Cards approved by FCC June 12, 1987.

Parent: Univision.

Engineering: Jules Cohen & Associates, P.C.

Chief executive officer & general manager.

Chief operating officer, station manager.

Chief financial officer, general sales manager.

Chief engineering officer.

Chief news officer, news director.

Chief programming officer, program director.

Chief marketing officer, marketing director.

Chief merchandising officer, merchandising director.

Rate: \$600.

Paterson, NJ. ADI: New York. Rank: 1.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	NEW JERSEY			
	Essex	313,000	308,800	99
	Hudson	214,500	211,900	99
	Passaic	169,200	167,400	99
	NEW YORK			
	Bronx	464,600	457,700	99
	Kings	905,000	889,700	98
	New York	773,300	736,500	95
	Queens	758,200	750,600	99
Totals		3,597,800	3,522,600	98
Net Weekly Circulation (1990)				335,000
Average Daily Circulation (1990)				211,500

New York—Plattsburgh

WPTZ

Ch. 5

Network Service: NBC

Licensee: Heritage Media

Studio: Old Moffitt Rd., Plattsburgh, NY 12901.

Mailing Address: Box 249, Plattsburgh, NY 12901.

Telephones: 518-561-5555; 802-862-8817.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 25.1-kw visual, 4.27-kw aural. Antenna: 1990-ft. above av. terrain, 977-ft. above ground, 3052-ft. above sea level.

Latitude 44° 34' 26"
Longitude 73° 40' 29"

Transmitter: Terry Mountain.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: ADM, 6.1-meter; Scientific-Atlanta receivers.

News Service: AP.

Ownership: Heritage Media Corp. (Group Owner).

Began Operation: December 8, 1954. Merger of Rollins Communications with Heritage Communications approved by FCC Feb. 9, 1987 (Television Digest, Vol. 26:20, 23). Sale to Rollins Communications by Carl F. Stohn group approved March 28, 1956 by FCC (Vol. 12:7, 13).

Represented (sales): Pety Television Inc.; Airtime TV Sales Inc. (Canada).

Represented (legal): Sidley & Austin.

Personnel:

- BOB SHIELDS, president & general manager.
- JOE KRONE, operations manager.
- BRUCE GRINDLE, general sales manager.
- MIKE BEAUDOIN, local sales manager.
- CECE WICK, New England sales manager.
- SARAH CURTIN, national sales coordinator.
- TOM BRADSHAW, chief engineer.
- STEWART LEDBETTER, news director.
- BRUCE CARLIN, promotion director.

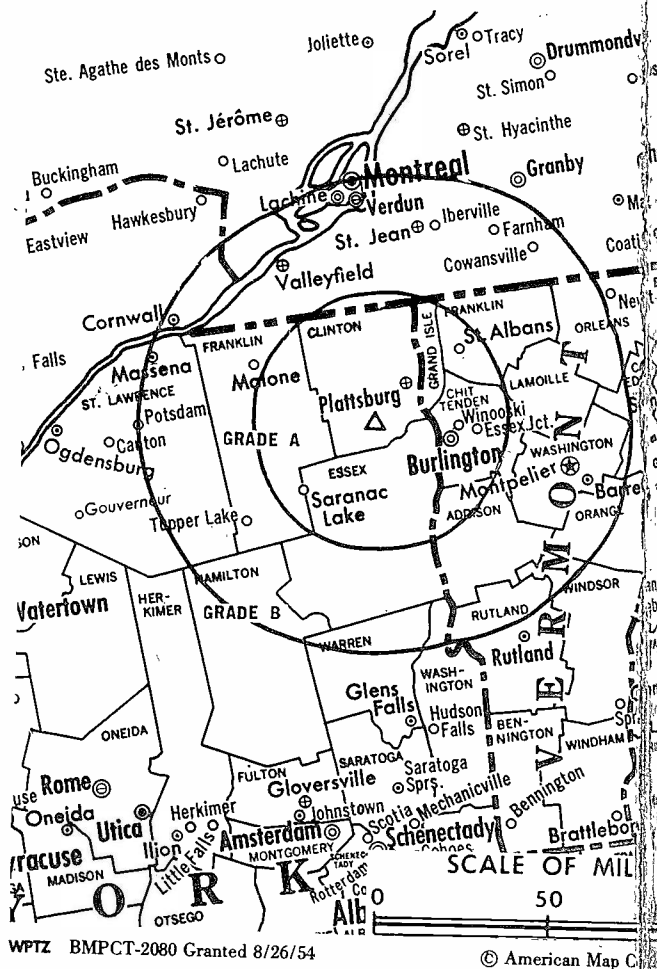
Highest 30 Sec. Rate: \$1400.

NETWORK BASE HOURLY RATE: \$1325.

City of License: North Pole. ADI: Burlington, VT-Plattsburgh, NY. Rank: 92.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Clinton	27,100	26,800	99
	Essex	14,400	14,100	98
	Franklin	16,100	15,700	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	VERMONT		
	Addison	11,500	11,200
	Chittenden	48,000	47,300
	Franklin	13,600	13,500
	Grand Isle	2,000	2,000
	Orleans	9,100	9,000
Between 25-49%	Rutland	23,900	23,400
	Washington	21,400	21,000
	NEW YORK		
	St Lawrence	38,000	37,300
Between 5-24%	VERMONT		
	Essex	2,700	2,700
	Lamoille	7,200	7,100
	Orange	9,400	9,200
Between 5-24%	NEW HAMPSHIRE		
	Grafton	26,900	26,100
Totals	VERMONT		
	Caledonia	10,800	10,600
Net Weekly Circulation (1990)		282,100	277,000
Average Daily Circulation (1990)			178,000

York—Poughkeepsie

WTBY
Ch. 54

Service: Trinity Bcstg. Network.

Trinity Bcstg. of New York Inc., Box 534, Fishkill, NY 12524.

Route 9, Merritt Rd., Fishkill.

Address: Box 534, Fishkill, NY 12524.

Phone: 914-896-4610.

Facilities: Channel No. 54 (710-716 MHz). Authorized power: 5000-kw
860-kw horizontal visual, 250-kw max. & 93-kw horizontal aural. Antenna:
above av. terrain, 894-ft. above ground, 1994-ft. above sea level.

Latitude 41° 43' 09"
Longitude 73° 59' 47"

Site: Illinois Mountain, 4-mi. W of Poughkeepsie, near Highland.

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

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

Operation: April 19, 1981. Sale to present owner by Family Television Inc.
by FCC June 2, 1982.

Legal: May & Dunne, Chartered.

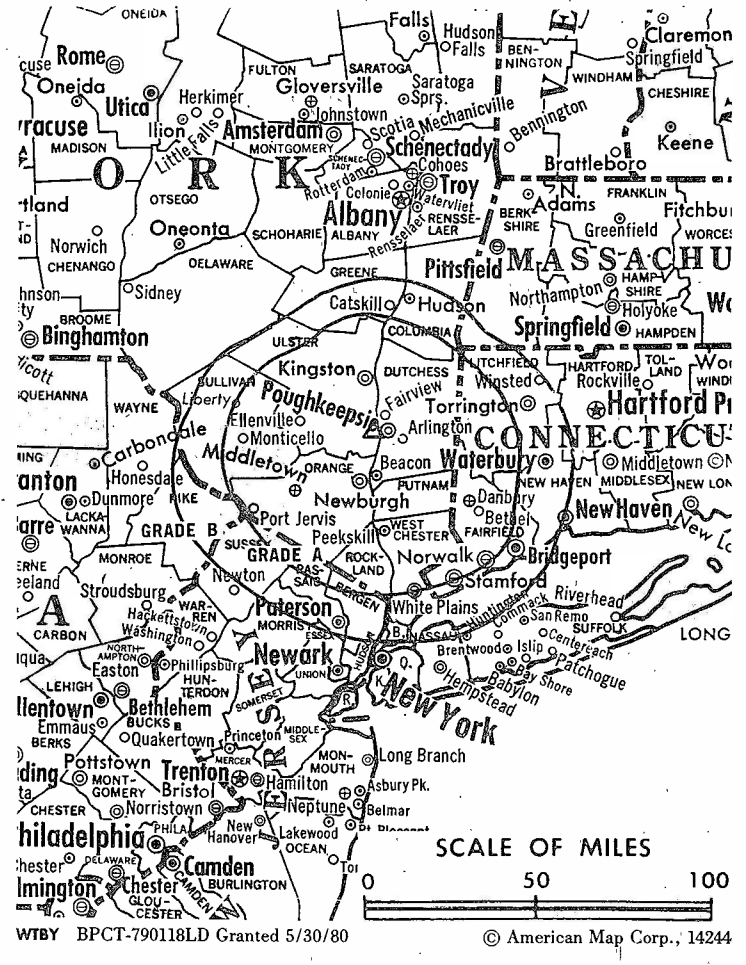
K. THOMPSON, vice president & station manager.

PHAS, director, community affairs.

WEEKS, chief engineer.

Sec. Rate: \$95.

Stats: Not available.



City of License: Poughkeepsie. ADI: New York. Rank: 1.

New York—Riverhead

WLLG

Ch. 55

Network Service: None, independent.

Licensee: Trexar Corp., 300 Crossways Park Dr., Woodbury, NY 11797.

Studio: 315 Wading River Hollow Rd., Ridge, NY 11961.

Mailing Address: Box 272, Woodbury, NY 11797.

Telephone: 516-364-1500. **Fax:** 516-364-0546.

Technical Facilities: Channel No. 55 (716-722 MHz). Authorized power: 5000-kw max. & 474-kw horizontal visual, 500-kw max. & 47.4-kw horizontal aural. Antenna: 700-ft. above av. terrain, 637-ft. above ground, 731-ft. above sea level.

Latitude 40° 53' 50"
Longitude 72° 54' 56"

Transmitter: 315 Winding River Hollow Rd., Ridge.

Satellite Earth Stations: Vertex, 4.8-meter C-band; RCA Ku-band.

News Service: AP.

Ownership: Trexar Corp.

Began Operation: April 28, 1985.

Represented (sales): Roslin Spot TV Sales.

Represented (legal): Gammon & Grange.

Personnel:

MARVIN R. CHAUVIN, vice president & general manager.

TARA LAPORATI, sales manager.

BRUCE KLEIN, program & promotion director.

DREW SCOTT, news director.

Highest 30 Sec. Rate: \$550.

City of License: Riverhead. **ADI:** New York. **Rank:** 1.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NEW YORK Suffolk	430,600	426,600
Totals		430,600	426,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WHEC-TV

Ch. 10

Service: NBC.

Arsenal Holdings II Inc., Viacom International, 1515 Broadway, New York, NY 10036.

11 East Ave., Rochester, NY 14604.

716-546-5670. TWX: 510-253-3594. Fax: 716-454-7433.

Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 02"

Location: Pinnacle Hill.

Channel TV Sound: Stereo only.

Reception Stations: In operation; M/A-Com, Pinzone, Scientific-Atlanta receivers.

Services: AP, CQI Sports Ticker, NBC, Sports News Satellite.

Owner: Viacom Broadcasting Inc. (Group Owner).

History: Operation: November 1, 1953 as a time-share outlet on Ch. 10 with WVET-TV. Acquired WVET-TV's half of the channel and became a full time outlet following approval of the transfer on Aug. 1, 1961 (Television Digest, Vol. 17:5, 7, 32). License: Granted by Gannett Co. approved by FCC June 7, 1979 (Vol. 18:20; 19:24). Present owner approved Oct. 18, 1983.

Sales: (sales): TeleRep Inc.; Airtime TV Sales Inc. (Canada).

Personnel: LINSKY, vice president & general manager.

Personnel: AZEAR, general sales manager.

Personnel: ALFORD, local sales manager.

Personnel: VAN, national sales manager.

Personnel: SH, chief engineer.

Personnel: FORNARA, business manager.

Personnel: SMEL, news director.

Personnel: FAUTH, program director.

Personnel: LE, promotion director.

Request.

Market: Rochester. ADI: Rochester, NY. Rank: 72.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.

City	State	Total	TV Households	%
	County	Households	Households	
NEW YORK				
	Genesee	21,600	21,300	99
	Livingston	20,200	19,900	99



Net Weekly Circulation	State	Total Households	TV Households	%
	County		Households	
50% & Over	NEW YORK			
	Monroe	270,900	267,400	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Seneca	12,100	12,000	99
	Wayne	32,100	31,600	98
Between 25-49%	NEW YORK			
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cayuga	29,300	28,700	98
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
Totals		517,200	509,500	99
Net Weekly Circulation (1990)				361,600
Average Daily Circulation (1990)				208,500

New York—Rochester

WOKR

Ch. 13

Network Service: ABC.

Licensee: WOKR Partners, Box L, Rochester, NY 14623.

Studio: 4225 W. Henrietta Rd., Rochester, NY 14623.

Mailing Address: Box L, Rochester, NY 14623.

Telephone: 716-334-8700. Fax: 716-359-1570.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 47.9-kw aural. Antenna: 500-ft. above av. terrain, 361-ft. above ground, 1027-ft. above sea level.

Latitude 43° 08' 07"
Longitude 77° 35' 03"

Transmitter: Pinnacle Hill, Brighton.

Satellite Earth Stations: Andrew, 7.3-meter; Simulstat, 7-meter; Andrew, 4.5-meter.

News Service: AP.

Ownership: WOKR Partners.

Began Operation: September 15, 1962 as an interim operation owned equally by 8 applicants for Ch. 13. FCC granted application of Flower City TV Corp. Aug. 3, 1967 (Television Digest, Vol. 7:32). Flower City began operation after March 1, 1970. Sale to Post Corp. approved by FCC Aug. 15, 1977 (Vol. 17:16). Sale to Gillett Holdings approved June 19, 1984. Sale to Falmouth Bcstg. approved Feb. 8, 1990 but not consummated.

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

Represented (legal): Pepper & Corazzini.

Personnel:

VINCENT DeLUCA, president & general manager.

KENT BECKWITH, general sales manager.

DONALD J. LOY, program & creative services director.

JOHN JELFO, controller.

ROBERT ERSKINE, engineering manager.

CHARLOTTE CLARKE, public affairs director.

MICHAEL RAUSCH, news director.

JEFF STARKWETHER, marketing director.

MARIANNE FOSCO, traffic manager.

CRAIG D. HESLOR, production manager.

Highest 30 Sec. Rate: \$1100.

NETWORK BASE HOURLY RATE: \$950.

City of License: Rochester. ADI: Rochester, NY. Rank: 72.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK		
	Livingston	20,200	19,900
	Monroe	270,900	267,400
	Ontario	33,600	33,100
	Orleans	14,200	14,000
	Wayne	32,100	31,600
Between 25-49%	NEW YORK		
	Genesee	21,600	21,300
	Seneca	12,100	12,000
	Wyoming	13,800	13,700
	Yates	8,700	8,500
Between 5-24%	NEW YORK		
	Allegany	17,600	17,200
	Cayuga	29,300	28,700
	Schuyler	6,500	6,300
	Steuben	36,600	35,800
Totals		517,200	509,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WROC-TV

Ch. 8

Service: CBS.

WROC Associates/Television Station Partners.

22 Humboldt St., Rochester, NY 14610.

716-288-8400. TWX: 510-253-5407. Fax: 716-288-1505.

Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 100-kw aural. Antenna: 505-ft. above av. terrain, 346-ft. above ground, 1026-ft. level.

Latitude 43° 08' 07"

Longitude 77° 35' 02"

Site: Pinnacle Hill, Brighton.

TV Sound: Stereo only.

Transmitters: Harris, 6.1-meter C-band; United Satellite Systems, 5-meter C-band; Paracclipse, 3.8-meter C-band; DX Engineering, Harris receivers.

Programs: AP, CBS.

Ownership: Television Station Partners L.P. (Group Owner).

History: Station: June 11, 1949. Sale to present owners by Ziff Corp. approved by FCC 1983 (Television Digest, Vol. 22:30). Sold to Ziff by Rust Craft Bcstg. 1979. FCC approved sale May 10, 1978 (Vol. 17:26, 27, 36, 38; 18:20, 21). Sold to Rust Craft Bcstg. by Veterans Bcstg. approved Feb. 10, 1965 (Vol. 4:39, 40). Previous sale to Veterans Bcstg. by Transcontinent TV Corp. approved 1961. Sale to Transcontinent by Stromberg-Carlson div. of General Electric Corp. approved by FCC July 18, 1956 (Vol. 12:24, 29).

Sales: (sales): Petry Television Inc.

Legal: (legal): Wiley, Rein & Fielding.

Engineering: (engineering): Lohnes & Culver.

Staff: KER, chief operating officer.

TON, vice president & general manager.

ISON, general sales manager.

VE, local sales manager.

program manager.

EFAMIN, news director.

chief engineer.

creative services director.

PBELL, business manager.

Rate: \$4600.

Hourly Rate: \$1332.

Rank: Rochester. ADI: Rochester, NY. Rank: 72.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Livingston	20,200	19,900	99
	Monroe	270,900	267,400	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Wayne	32,100	31,600	98
Between 25-49%	NEW YORK			
	Genesee	21,600	21,300	99
	Seneca	12,100	12,000	99
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
Between 5-24%	NEW YORK			
	Allegany	17,600	17,200	97
	Cayuga	29,300	28,700	98
	Schuyler	6,500	6,300	97
	Steuben	36,600	35,800	98
Totals		517,200	509,500	99
Net Weekly Circulation (1990)				346,200
Average Daily Circulation (1990)				177,700

New York—Rochester

WUHF

Ch. 31

Network Service: Fox.

Licensee: Act III Bcstg. of Rochester Inc., One CNN Center, South Tower, Suite 800, Atlanta, GA 30303.

Studio: 360 East Ave., Rochester, NY 14604.

Telephone: 716-232-3700. **TWX:** 716-546-4774.

Technical Facilities: Channel No. 31 (572-578 MHz). Authorized power: 1200-kw max. & 910-kw horizontal visual, 151-kw max. & 182-kw horizontal aural. Antenna: 500-ft. above av. terrain, 345-ft. above ground, 1018-ft. above sea level.

Latitude 43° 08' 07.00"
Longitude 77° 35' 02.50"

Transmitter: Pinnacle Hill, Rochester.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: MSC, 6-meter C-band; Scientific-Atlanta, 3.6-meter C-band; Prodellin, 3.9-meter Ku-band; Microdyne, M/A-Com receivers.

News Service: INN.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: January 27, 1980. Sale to present owner by Malrite Communications Group approved by FCC Jan. 23, 1989. (Television Digest, Vol. 29:9).

Represented (sales): Blair Television.

Represented (engineering): Evans Associates.

Personnel:

HEATHER FARNSWORTH, vice president & general manager.

DALE HARTNETT, program director.

DON MORAN, general sales manager.

JEFF GUILBERT, local sales manager.

RICK FINNIE, chief engineer.

BARB CONTI, promotion director.

KITTY HENRY, business manager.

Rates: On request.

City of License: Rochester. **ADI:** Rochester, NY. **Rank:** 72.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Livingston	20,200	19,900	99
	Monroe	270,900	267,400	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Ontario	33,600	33,100
	Wayne	32,100	31,600
Between 25-49%	NEW YORK		
	Genesee	21,600	21,300
	Orleans	14,200	14,000
	Seneca	12,100	12,000
Between 5-24%	Wyoming	13,800	13,700
	NEW YORK		
	Schuyler	6,500	6,300
Totals	Steuben	36,600	35,800
	Yates	8,700	8,500
Totals		470,300	463,600
Net Weekly Circulation (1990)			252
Average Daily Circulation (1990)			111

New York—Smithtown

WHSI

Ch. 67

(Satellite of WHSE, New York-Newark)

Service: Home Shopping Network.

Silver King Broadcasting of New Jersey.

WHSE, New York-Newark.

30 Expressway Dr. S, Central Islip, NY 11722.

516-582-6700.

Facilities: Channel No. 67 (788-794 MHz). Authorized power: 2630-kw
 actual, 263.2-kw max. aural. Antenna: 720-ft. above av. terrain, 656-ft. above
 98-ft. above sea level.

Latitude 40° 53' 23"
 Longitude 72° 57' 13"

666 Middle Country Rd., Middle Island, NY.

Silver King Broadcasting (Group Owner).

Station: November 18, 1973. Left air June 20, 1975. Resumed operation
 1979. Began subscription TV operation Jan. 11, 1980. Sale to Wometco
 Inc. approved by FCC Nov. 18, 1980. Transfer of control to WBC Bcstg.
 April 16, 1984. Resumed full-time commercial operation June 1, 1985.
 Present owner approved by FCC Sept. 16, 1986 (Television Digest, Vol.

(legal): Dow, Lohnes & Albertson.

New York-Newark

Rec. Rate: \$300.



WHSI BNPCT-830810KF Granted 8/22/83

© American Map Corp., No. 14244

Arbitron Data: Not available.

City of License: Smithtown. ADI: New York. Rank: 1.

New York—Syracuse

WIXT

Ch. 9

Network Service: ABC.

Licensee: WIXT-TV Inc., Box 699, East Syracuse, NY 13057.

Studio: 5904 Bridge St., East Syracuse, NY 13057.

Telephone: 315-446-4780. TWX: 710-541-0565. Fax: 315-446-0045.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 79.6-kw visual, 11.8-kw aural. Antenna: Directional, 1520-ft. above av. terrain, 964-ft. above ground, 2549-ft. above sea level.

Latitude 42° 56' 42"
Longitude 76° 01' 28"

Transmitter: Atop Mt. Sevier, Pompey, Onondaga County.

Satellite Earth Stations: Andrew, 7.3-meter C-band; Prodelin, 5-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.8-meter C-band; Avantek, Microdyne receivers.

News Services: AP, UPI.

Ownership: Ackerley Communications Inc. (Group Owner).

Began Operation: September 9, 1962 as a joint operation by ten applicants for the channel. Assignment of CP granted by FCC to a merger of five applicants May 24, 1968. Transfer of control from other applicants to Outlet Co. approved by FCC July 19, 1972 (Television Digest, Vol. 11:20; 12:30). Sale to Coca Cola Bottling Co., Larry H. Israel, et al., approved by FCC Nov. 15, 1977 (Vol. 17:24, 36; 18:2). Sale to present owner approved April 16, 1982 (Vol. 22:7).

Represented (sales): Blair Television.

Represented (legal): Rubin, Winston, Diercks & Harris.

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

Personnel:

- A. STEPHEN KRONQUEST, general manager.
- ROBERT COUGHLIN, local sales manager.
- ANGELA ROACH, national sales manager.
- JOHN KING, chief engineer.
- RICHARD BENNETT, operations manager.
- DAN CUMMINGS, news director.
- SHERRY POTTER, program director.
- VINCE SPICOLA, promotion director.
- MARK RINEFIERD, business manager.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$925.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Madison	22,600	22,300	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	ONEIDA WEST	33,800	33,400
	ONONDAGA	172,800	170,700
	OSWEGO	42,000	41,400
	SCHUYLER	6,500	6,300
	SENECA	12,100	12,000
	TOMPKINS	32,000	30,600
	YATES	8,700	8,500
	Between 25-49%	NEW YORK	
Franklin		16,100	15,700
Otsego		21,700	21,200
Between 5-24%	NEW YORK		
	Delaware	18,000	17,400
	Hamilton	2,000	1,900
	Herkimer	24,800	24,400
	Jefferson	34,800	34,300
	Lewis	9,100	8,900
	Oneida East	58,000	57,100
	Ontario	33,600	33,100
	Steuben	36,600	35,800
	Wayne	32,100	31,600
Totals		720,500	707,800
Net Weekly Circulation (1990)			393
Average Daily Circulation (1990)			212

WSNR-TV

Ch. 43

Service: None, independent.

Alt of the Earth Bcstg. Ltd., Rte. 1, Box 203A, Castleton, VA 22716.

703-937-4800. Fax: 703-937-2148.

Facilities: Channel No. 43 (644-650 MHz). Authorized power: 17.8-kw
Antenna: 115-ft. above av. terrain, 125-ft. above ground, 676-ft. above

Latitude 43° 03' 33"
Longitude 76° 08' 10"

989 James St., Syracuse.

Salt of the Earth Bcstg. Ltd.

ation: October 7, 1989.

TER, general manager.

quest.

a: Not available.



City of License: Syracuse. ADI: Syracuse. Rank: 68.

New York—Syracuse

WSTM-TV

Ch. 3

Network Service: NBC.

Licensee: WSTM-TV Ltd. Partnership, 1030 James St., Syracuse, NY 13203.

Studio: 1030 James St., Syracuse, NY 13203.

Telephone: 315-474-5000. **TWX:** 710-541-0428. **Fax:** 315-474-5082.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 594-ft. above ground, 2037-ft. above sea level.

Latitude 42° 56' 40"
Longitude 76° 07' 08"

Transmitter: Sentinel Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6-meter Ku-band; Comtech, 3.5-meter C-band; Harris, 3.3-meter Ku-band; RCA Americom, 3.3-meter Ku-band; Zenith, 3-meter C-band; Harris, Standard Omni receivers.

News Services: AP, Group W Newsfeed, NBC.

Ownership: SJL Broadcast Management Corp. (Group Owner); WSTM Investment Corp., ltd. partner.

Began Operation: February 15, 1950. Sale to Times Mirror Co. by Newhouse Bcstg. Corp. approved by FCC March 27, 1980 (Television Digest, Vol. 18:50; 19:19). Sale to present owner approved April 17, 1986 (Vol. 26:17).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

Personnel:

RONALD W. PHILIPS, president & general manager.

RUSS HAMILTON, general sales manager.

CHARLES BIVINS JR., program director.

MARGARET M. CAPUTO, national sales manager.

JOANN MANGIONE, creative services director.

MARK CARROS, news director.

JOHN MERRILL, chief engineer.

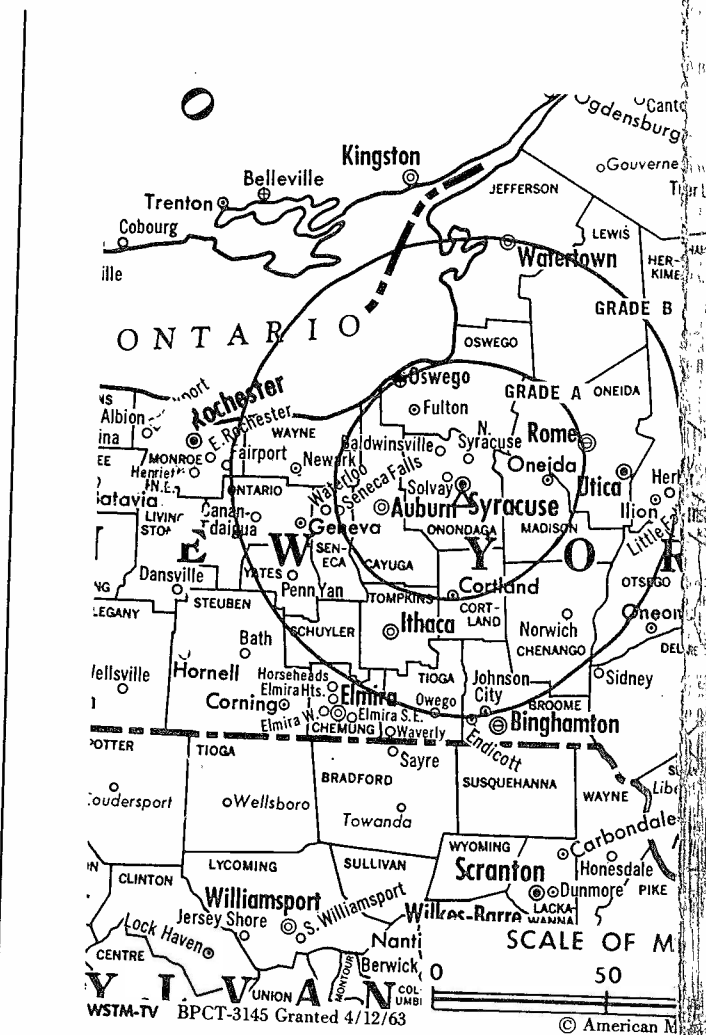
THERESA J. WESTON, controller.

Rates: On request.

City of License: Syracuse. **ADI:** Syracuse. **Rank:** 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Chenango	19,000	18,600	98
	Cortland	16,900	16,600	98
	Jefferson	34,800	34,300	99
	Madison	22,600	22,300	99
	Oneida West	33,800	33,400	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Onondaga	172,800	170,700
	Oswego	42,000	41,400
	Seneca	12,100	12,000
	Tompkins	32,000	30,600
	Yates	8,700	8,500
Between 25-49%	NEW YORK		
	Hamilton	2,000	1,900
	Lewis	9,100	8,900
	Schuyler	6,500	6,300
Between 5-24%	NEW YORK		
	Delaware	18,000	17,400
	Herkimer	24,800	24,400
	Oneida East	58,000	57,100
	Ontario	33,600	33,100
	Otsego	21,700	21,200
	St Lawrence	38,000	37,300
	Steuben	36,600	35,800
	Tioga	18,800	18,500
	Wayne	32,100	31,600
Totals		723,200	710,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

ork—Syracuse

WSYT
Ch. 68

Service: Fox.
Encore Communications Inc. of Syracuse, 900 Granby St., Norfolk, VA

40 James St., Syracuse, NY 13203-2704.

315-472-6800. TWX: 710-541-0063. Fax: 315-471-8889.

Facilities: Channel No. 68 (794-800 MHz). Authorized power: 1000-kw
d, 100-kw max. aural. Antenna: 1461-ft. above av. terrain, 1019-ft. above
649-ft. above sea level.

Latitude 42° 52' 50"
Longitude 76° 11' 59"

Address: Barker St., Otisco Twp.

TV Sound: Stereo and separate audio program.

Reception Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-
meter C-band; Scientific-Atlanta, 3.2-meter C-band; DX Antenna, Microdyne, Scien-
tific receivers.

Owner: Charles A. McFadden (Group Owner).

Original Station: February 15, 1986. Operated part-time until April 5, 1987. Sale to
current owner by Thomas Flatley approved by FCC June 8, 1990.

Advertiser (sales): Seltel Inc.

Advertiser (legal): Gardner, Carton & Douglas.

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

General Manager: SPUL, vice president & general manager.
Sales Manager: EDING, national sales manager.
Chief Engineer: MAVILLE, chief engineer.
Program Director: A, program director.
Promotion Director: ARDARELLA, promotion director.
Marketing Director: CRIPANT, marketing director.

Request: Request.
Market: Syracuse. ADI: Syracuse. Rank: 68.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households Households	%
NEW YORK			
Cayuga	29,300	28,700	98
Onondaga	172,800	170,700	99



WSYT BNPCT-860218KO Granted 3/5/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	NEW YORK			
	Cortland	16,900	16,600	98
	Madison	22,600	22,300	99
	Oswego	42,000	41,400	99
	Seneca	12,100	12,000	99
Tompkins	32,000	30,600	96	
Between 5-24%	NEW YORK			
	Chenango	19,000	18,600	98
	Oneida West	33,800	33,400	99
	Ontario	33,600	33,100	99
	Wayne	32,100	31,600	98
Yates	8,700	8,500	98	
Totals		454,900	447,500	98
Net Weekly Circulation (1990)				173,100
Average Daily Circulation (1990)				64,200

New York—Syracuse

WTVH
Ch. 5

Network Service: CBS.

Licensee: Meredith Corp., 980 James St., Syracuse, NY 13203.

Studio: 980 James St., Syracuse, NY 13203.

Telephone: 315-425-5555. Fax: 315-425-5513.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 950-ft. above av. terrain, 556-ft. above ground, 1914-ft. above sea level.

Latitude 42° 57' 19"
Longitude 76° 06' 34"

Transmitter: 3791 Sentinel Hts Rd., 0.32-mi. E & 0.34-mi. N of Sentinel Heights & Jim Bull Rds.

Satellite Earth Stations: Antenna Technology, 7-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.6-meter Ku-band; Simulsat receivers.

News Services: AP, UPI.

Ownership: Meredith Corp. (Group Owner).

Began Operation: December 1, 1948.

Represented (sales): MMT Sales Inc.

Represented (legal): Haley, Bader & Potts.

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

Personnel:

CATHY CREANY, vice president & general manager.

EDWARD BRADLEY, general sales manager.

PEG McDERMOTT, national sales manager.

SANDA COYLE, local sales manager.

A. RANDALL WENNER, program manager.

GRAHAM ROBERTSON, news director.

JAMES T. BERNIER, director of engineering.

DAVE OETJEN, promotion director.

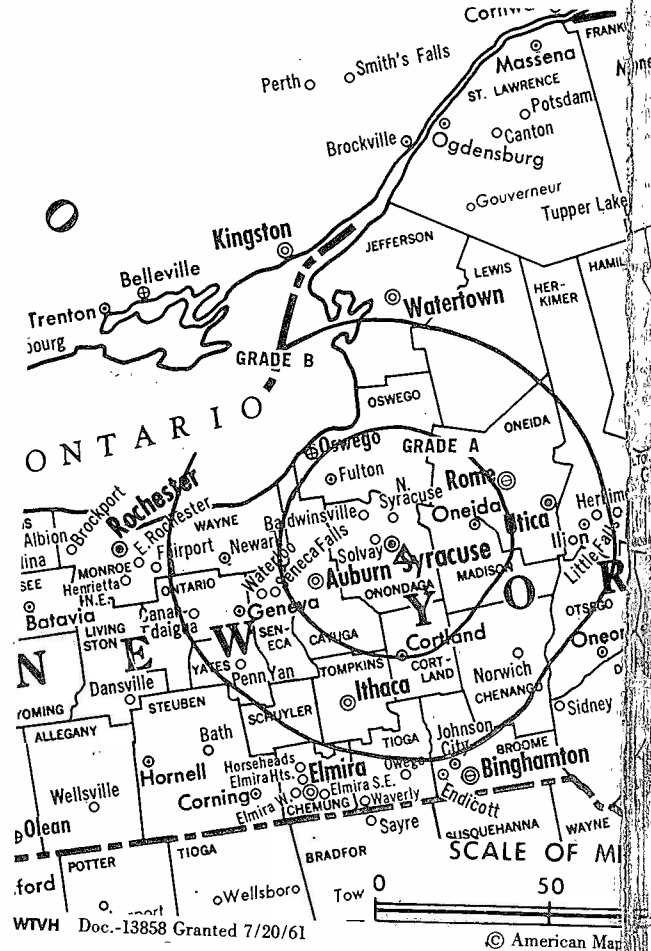
ROBERT DIETZ, business manager.

Highest 30 Sec. Rate: \$2000.

City of License: Syracuse. ADI: Syracuse. Rank: 68.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Cayuga	29,300	28,700	98
	Cortland	16,900	16,600	98
	Herkimer	24,800	24,400	98
	Madison	22,600	22,300	99
	Oneida East	58,000	57,100	99
	Oneida West	33,800	33,400	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Onondaga	172,800	170,700
	Oswego	42,000	41,400
	Schuyler	6,500	6,300
	Seneca	12,100	12,000
	Yates	8,700	8,500
Between 25-49%	NEW YORK		
	Chenango	19,000	18,600
	Hamilton	2,000	1,900
	Tompkins	32,000	30,600
Between 5-24%	NEW YORK		
	Delaware	18,000	17,400
	Jefferson	34,800	34,300
	Lewis	9,100	8,900
	Ontario	33,600	33,100
	Otsego	21,700	21,200
	Steuben	36,600	35,800
Totals		666,400	654,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WFXV
(formerly WTUV)
Ch. 33

Service: Fox.
Mohawk Valley Bcstg. Inc.
Warfield Rd., Rome, NY 13440.
Phone: 315-337-3300.

Facilities: Channel No. 33 (584-590 MHz). Authorized power: 42.5-kw
ERP, 4.25-kw max. aural. Antenna: 647-ft. above av. terrain, 175-ft. above
MSL, 550-ft. above sea level.

Latitude 43° 02' 14"
Longitude 75° 26' 40"

Prospect Hill, Skyline Dr., Kirkland.

Transmitters: Paracclipse, 5-meter Ku & C-band; RCA Americom, 5-meter
Ku-band; Paracclipse, 3.6-meter C-band; M/A-Com, 3.6-meter Ku-band; Chap-
Com receivers.

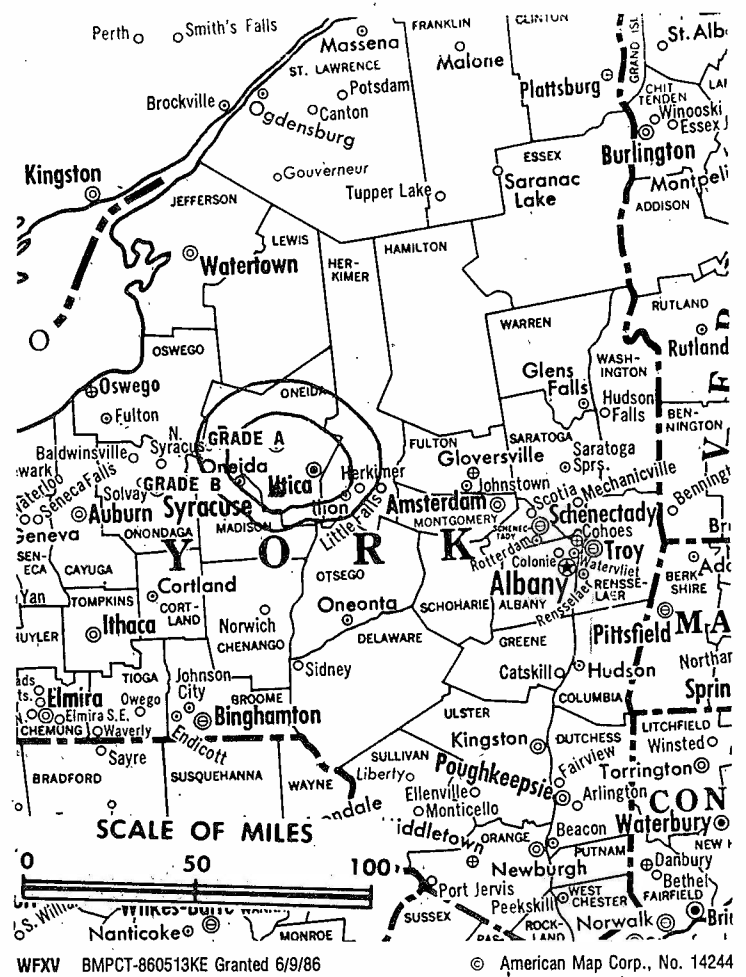
Service: INN.
Mohawk Valley Bcstg. Inc.
Date: December 9, 1986.

Legal: James L. Oyster.

President & general manager.
Vice president.
MURINE III, general sales manager.
Promotion director.

Rate: \$90.
Class: Utica. ADI: Utica. Rank: 159.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	NEW YORK			
	Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
	Oneida West	33,800	33,400	99
Between 5-24%	NEW YORK			
	Madison	22,600	22,300	99
Totals		139,200	137,200	99
Net Weekly Circulation (1990)			43,700	
Average Daily Circulation (1990)			14,900	

New York—Utica

WKTV

Ch. 2

Network Service: NBC.

Licensee: Harron Communications Corp., Box 2, Utica, NY 13503.

Studio: Smith Hill Rd., Utica, NY 13502.

Mailing Address: Box 2, Utica, NY 13503.

Telephone: 315-733-0404. **TWX:** 315-797-1832. **Fax:** 315-793-3498.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 34.7-kw visual, 6.9-kw aural. Antenna: Directional, 1380-ft. above av. terrain, 1065-ft. above ground, 2381-ft. above sea level.

Latitude 43° 06' 09"
Longitude 74° 56' 27"

Transmitter: Near Middleville, NY.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 6-meter; Harris receivers.

News Service: AP.

Ownership: Harron Communications Corp. (Group Owner).

Began Operation: December 1, 1949. Sale to present owners by Kallet Theatres principals approved by FCC Dec. 30, 1958 (Television Digest, Vol. 14:45, 46, 49; 15:1).

Represented (sales): Katz Television.

Represented (legal): Hogan & Hartson.

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

Personnel:

PAUL F. HARRON, president.

SHELDON STORRIER, senior vice president & general manager.

SID PERRY, local sales manager.

TOM COYNE, program & operations director.

MERV AINSWORTH, chief engineer.

JACK DURANT, news director.

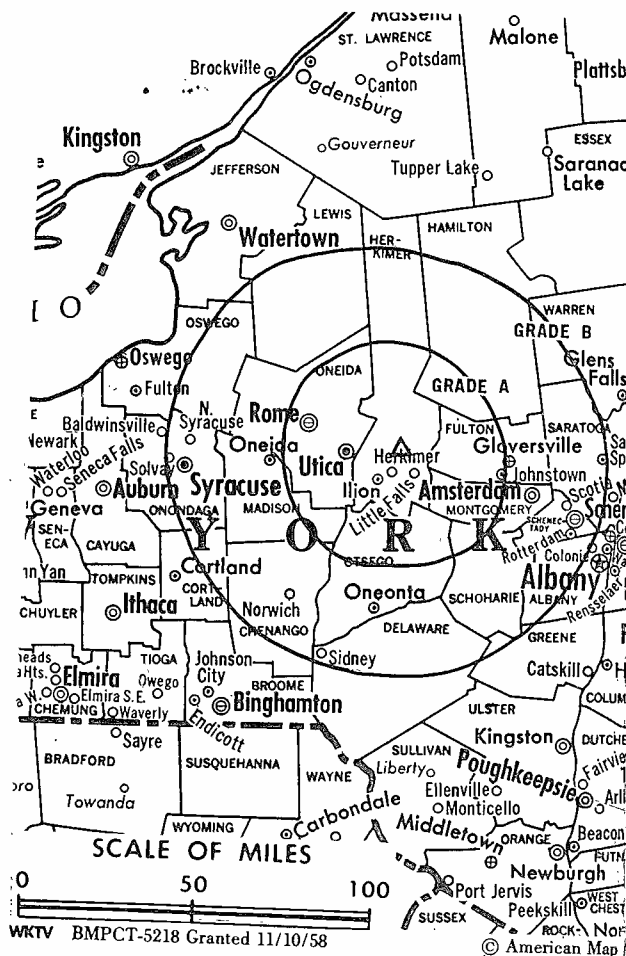
FRANK KIPERS, business manager.

Highest 30 Sec. Rate: \$1000.

NETWORK BASE HOURLY RATE: \$912.

City of License: Utica. **ADI:** Utica. **Rank:** 159.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK		
	Hamilton	2,000	1,900
	Herkimer	24,800	24,400
	Oneida East	58,000	57,100
	Oneida West	33,800	33,400
Between 5-24%	NEW YORK		
	Chenango	19,000	18,600
	Delaware	18,000	17,400
	Fulton	21,400	21,000
	Lewis	9,100	8,900
	Madison	22,600	22,300
	Montgomery	20,300	19,900
Schoharie	11,200	10,900	
Totals		261,900	257,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Utica-Rome

WUTR

Ch. 20

Service: ABC.

Address: H. Park Bcstg. of Utica-Rome Inc., Box 20, Utica, NY 13503.

Address: Hill Rd., Utica, NY 13502.

Address: Box 20, Utica, NY 13503.

Phone: 315-797-5220.

Facilities: Channel No. 20 (506-512 MHz). Authorized power: 1156-kw
 48-kw horizontal visual, 115.6-kw max. & 74.8-kw horizontal aural.
 798-ft. above av. terrain, 427-ft. above ground, 1643-ft. above sea level.

Latitude 43° 08' 43"

Longitude 75° 10' 35"

Location: Atop Smith Hill, approx. 2-mi. NE of Utica city limits.

Receivers: United Satellite Systems, 5-meter C-band; Andrew, 4.5-meter
 Intertek, Scientific-Atlanta receivers.

Color: AP.

Owner: Park Communications Inc. (Group Owner).

Start Date: February 28, 1970.

Advertiser: Blair Television.

Agency: Wiley, Rein & Fielding.

Engineer: A. D. Ring & Associates, P.C.

General Manager: J. J. NEDY.

Sales Manager: J. J. RRIE.

Program Director: J. J. NIX.

News Director: J. J. TINO TURNER.

Chief Engineer: J. J. EC.

Business Manager: J. J. OBERTS.

Request.

Base Hourly Rate: \$200.

Market: Utica. ADI: Utica. Rank: 159.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK Herkimer	24,800	24,400	98
	Oneida East	58,000	57,100	99
Between 25-49%	NEW YORK Oneida West	33,800	33,400	99
	Otsego	21,700	21,200	98
Between 5-24%	NEW YORK Lewis	9,100	8,900	98
	Madison	22,600	22,300	99
Totals		170,000	167,300	98
Net Weekly Circulation (1990)			91,000	
Average Daily Circulation (1990)			47,000	

New York—Watertown

WWTI

(formerly WFYF)

Ch. 50

Network Service: ABC.

Licensee: Watertown Television Corp., Box 6250, Watertown, NY 13601.

Studio: 1222 Arsenal St., Watertown, NY 13601.

Mailing Address: Box 6250, Watertown, NY 13601.

Telephone: 315-785-8850. **TWX:** 710-541-0006. **Fax:** 315-785-0127.

Technical Facilities: Channel No. 50 (686-692 MHz). Authorized power: 1000-kw max. visual, 100-kw max. aural. Antenna: 1268-ft. above av. terrain, 975-ft. above ground, 2470-ft. above sea level.

Latitude 43° 52' 47"
Longitude 75° 43' 11"

Transmitter: Hayes Rd., near Denmark.

Ownership: Watertown Television Corp.

Began Operation: January 3, 1988. Sale to present owners by Craig L. Fox, et al., approved by FCC June 22, 1990.

Represented (sales): Settel Inc.; Canadian Communications.

Represented (legal): Leventhal, Senter & Lerman.

Personnel:

SHELDON MARKOFF, general manager.

PAT ACETI, station & program manager.

DICK WHELAN, local sales manager.

CHUCK PLUMPTON, news director.

BRAD PETERSON, promotion director.

DEBRA COX, traffic manager.

City of License: Watertown. **ADI:** Watertown-Carthage. **Rank:** 170.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NEW YORK		
	Jefferson	34,800	34,300
	Lewis	9,100	8,900
	St Lawrence	38,000	37,300
Totals		81,900	80,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

York—Carthage-Watertown

WWNY-TV

Ch. 7

Service: CBS, NBC.

United Communications Corp., 120 Arcade St., Watertown, NY 13601.

120 Arcade St., Watertown, NY 13601.

315-788-3800. TWX: 510-257-4650. Fax: 315-782-7468.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual.
 Antenna: 720-ft. above av. terrain, 574-ft. above ground, 1696-ft.
 level, using 0.36° elec. beam tilt.

Latitude 43° 57' 16"
 Longitude 75° 43' 45"

Site: 1444-ft. above av. terrain, 1263-ft. above ground,
 above sea level, lat. 43° 57' 12", long. 75° 43' 43", transmitter to Car-
 thage Center Rd., 6.02-mi. W of Carthage. BPCT-890619KF.

Location: 6-mi. W of Carthage & 9-mi. E of Watertown.

Frequency: Microdyne C-band; Scientific-Atlanta receivers.

Established: October 22, 1954.

Owner: (sales): Katz Television.

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

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

General manager: STELLON.

General sales manager: DEMPSEY.

Local & regional sales manager: RILING.

Director of promotion: STRAW.

Director of operations: MIMINGS.

News director: PIKUS.

Chief engineer: H.

Program director: WALTER.

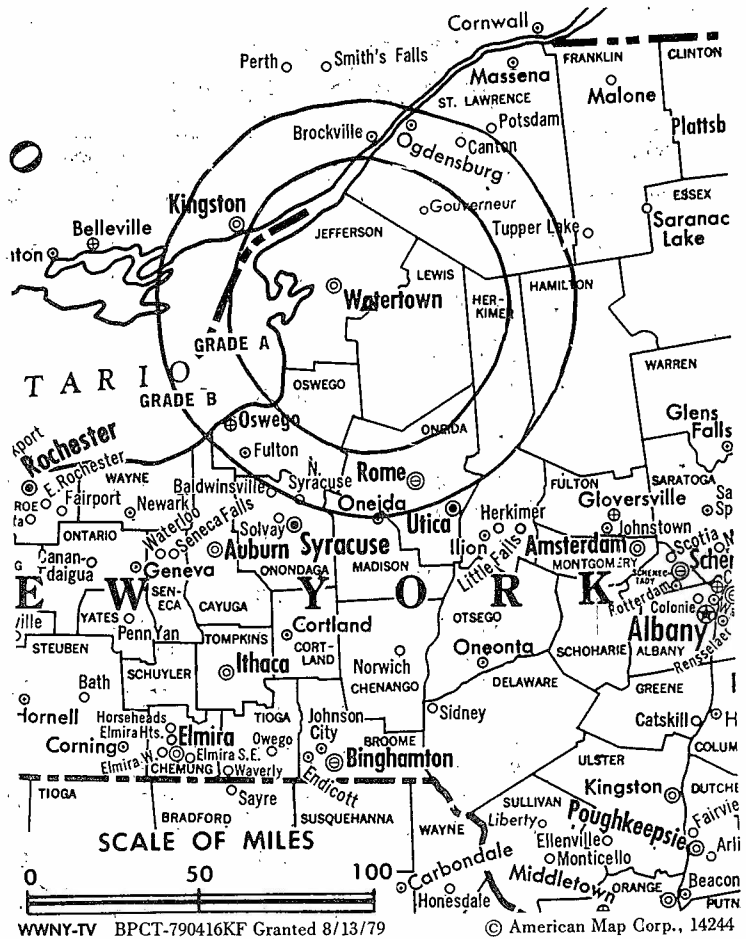
Business manager: KEN.

Production manager: BIN.

Request.

Address: Carthage. ADI: Watertown-Carthage. Rank: 170.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NEW YORK			
	Jefferson	34,800	34,300	99
	Lewis	9,100	8,900	98
	St Lawrence	38,000	37,300	98
Between 5-24%	NEW YORK			
	Hamilton	2,000	1,900	95
	Oneida West	33,800	33,400	99
	Oswego	42,000	41,400	99
Totals		159,700	157,200	98
Net Weekly Circulation (1990)			80,600	
Average Daily Circulation (1990)			57,100	

New York

WABC-TV, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	IOWA			
	Fremont	3,800	3,800	100
	Palo Alto	4,500	4,400	98
	INDIANA			
	Decatur	8,400	8,200	98
	KENTUCKY			
	Mc Creary	5,800	5,700	98
	MICHIGAN			
	Keweenaw	700	700	100
	Schoolcraft	3,000	2,900	97
	MINNESOTA			
	Cook	1,800	1,800	100
	MISSISSIPPI			
	Grenada	6,900	6,800	98
	Holmes	7,600	7,400	98
	Leflore	13,900	13,700	98
	Quitman	4,000	3,900	97
	Sharkey	2,300	2,200	98
	Sunflower	10,900	10,600	98
	Washington	23,900	23,500	98
	Yalobusha	5,100	5,000	98
	NORTH CAROLINA			
	Clay	2,900	2,800	97
	NEBRASKA			
	Blaine	300	300	100
	Boyd	1,300	1,300	100
	NEW HAMPSHIRE			
	Sullivan	15,500	15,100	97
	NEVADA			
	Nye North	2,900	2,700	93
	NEW YORK			
	Greene	16,800	16,500	98
	OHIO			
	Monroe	6,100	5,900	97
Morgan	5,300	5,100	96	
PENNSYLVANIA				
Monroe	35,100	34,500	98	
Northampton	91,600	90,200	98	
Potter	7,000	6,800	97	
Wayne	15,600	15,100	97	
SOUTH DAKOTA				
Haakon	1,000	1,000	100	
WISCONSIN				
Iron	2,700	2,700	100	
Kewaunee	7,000	6,900	99	
WEST VIRGINIA				
Hardy	3,700	3,600	97	
Tyler	4,000	3,900	98	

WNYW, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	PENNSYLVANIA			
	Carbon	21,900	21,500	98
	Mc Kean	18,200	17,800	98
	Montour	6,200	6,000	97
	Schuylkill	63,600	62,300	98
	Warren	17,600	17,100	97

WNYW—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	CONNECTICUT		
	Middlesex	53,900	53,000
	NEW JERSEY		
	Cape May	41,700	41,000
	NEW YORK		
	Allegany	17,600	17,200
	Chautauqua	54,600	53,700
	Chenango	19,000	18,600
	Cortland	16,900	16,600
	Delaware	18,000	17,400
	Greene	16,800	16,500
	Herkimer	24,800	24,400
	Jefferson	34,800	34,300
	Oneida West	33,800	33,400
	Tioga	18,800	18,500
	Warren	21,000	20,600
	PENNSYLVANIA		
	Bucks	191,900	190,200
	Clearfield	30,800	30,300
	Clinton	14,400	14,100
	Columbia	23,400	23,000
	Lackawanna	85,600	84,600
	Lycoming	44,300	43,000
	Northumberland	40,600	39,500
	Union	11,400	10,900
	Wayne	15,600	15,100

WPIX, New York (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	INDIANA		
	Vanderburgh	67,300	66,000
	KANSAS		
	Thomas	3,100	3,000
	KENTUCKY		
	Elliott	2,500	2,500
	MASSACHUSETTS		
	Berkshire	55,500	54,600
	Hampden	170,500	168,100
	NEW HAMPSHIRE		
	Sullivan	15,500	15,100
	NEW JERSEY		
	Atlantic	83,400	81,900
	Burlington	137,300	136,100
	Cape May	41,700	41,000
	Hunterdon	35,300	34,800
	Mercer	119,700	118,000
	Warren	33,400	32,900
	NEW YORK		
	Albany	112,900	111,100
	Broome	80,600	79,500
	Cattaraugus	31,000	30,400
	Cayuga	29,300	28,700
	Chemung	34,300	33,600
	Clinton	27,100	26,800
	Dutchess	90,700	89,000
	Franklin	16,100	15,700
	Fulton	21,400	21,000
	Greene	16,800	16,500
	Herkimer	24,800	24,400
	Jefferson	34,800	34,300
	Montgomery	20,300	19,900
	Oneida East	58,000	57,100
	Oneida West	33,800	33,400

WPIX—(Continued)
(Arbitron Data Continued)

State County	Total Households	TV Households Households	%
NEW YORK			
49% Onondaga	172,800	170,700	99
Oswego	42,000	41,400	99
Otsego	21,700	21,200	98
Rockland	87,100	86,000	99
St Lawrence	38,000	37,300	98
Saratoga	60,300	59,600	99
Seneca	12,100	12,000	99
Steuben	36,600	35,800	98
Sullivan	25,400	24,700	97
Tioga	18,800	18,500	98
Tompkins	32,000	30,600	96
Ulster	62,700	61,100	97
Warren	21,000	20,600	98
PENNSYLVANIA			
Blair	50,800	50,000	98
Carbon	21,900	21,500	98
Centre	40,400	39,400	98
Clinton	14,400	14,100	98
Elk	14,000	13,800	98
Lackawanna	85,600	84,600	99
Lehigh	114,200	112,600	99
Luzerne	129,100	127,400	99
Mc Kean	18,200	17,800	98
Monroe	35,100	34,500	98
Montour	6,200	6,000	97
Northampton	91,600	90,200	98
Northumberland	40,600	39,500	97
Pike	10,200	9,900	97
Schuylkill	63,600	62,300	98
Tioga	15,100	14,700	97
Union	11,400	10,900	96
VERMONT			
Bennington	14,100	13,800	98
ARKANSAS			
4% Calhoun	2,200	2,200	100
Pike	4,200	4,100	98
CALIFORNIA			
Modoc	3,600	3,300	92
CONNECTICUT			
Hartford	321,500	316,800	99
Middlesex	53,900	53,000	98
New London	91,400	89,600	98
Tolland	42,700	41,900	98
Windham	36,900	36,200	98
GEORGIA			
Brantley	4,000	3,900	97
Glynn	23,700	23,500	99
Ware	13,500	13,300	99
IOWA			
Woodbury	38,300	38,000	99
INDIANA			
Jefferson	10,500	10,300	98
KANSAS			
Mitchell	3,300	3,200	97
Rice	4,600	4,600	100
Woodson	1,800	1,800	100
KENTUCKY			
Casey	5,800	5,700	98
Fleming	4,800	4,700	99
Leslie	5,000	4,800	97
MASSACHUSETTS			
Bristol	185,800	183,800	99
Essex	251,800	249,100	99
Hampshire	49,500	48,500	98
Middlesex	507,900	502,400	99
Suffolk	272,000	266,100	98

WPIX—(Continued)
(Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Worcester	250,800	247,600	99
MICHIGAN				
	Benzie	4,700	4,600	98
MINNESOTA				
	Beltrami	12,000	11,500	96
MISSOURI				
	Wayne	5,000	4,900	98
MONTANA				
	Musselshell	1,800	1,700	94
	Valley	3,800	3,600	95
NEBRASKA				
	Brown	1,700	1,700	100
	Hamilton	3,400	3,400	100
NEW HAMPSHIRE				
	Belknap	19,400	19,200	99
	Hillsborough	124,100	122,600	99
	Rockingham	89,400	88,300	99
NEW JERSEY				
	Camden	183,900	182,300	99
	Cumberland	49,100	48,500	99
	Gloucester	76,900	76,300	99
NEVADA				
	Churchill	6,800	6,700	99
	Douglas	10,700	10,300	96
NEW YORK				
	Allegany	17,600	17,200	97
	Chautauqua	54,600	53,700	98
	Chenango	19,000	18,600	98
	Columbia	23,600	23,200	98
	Cortland	16,900	16,600	98
	Delaware	18,000	17,400	97
	Erie	359,600	355,700	99
	Essex	14,400	14,100	98
	Genesee	21,600	21,300	99
	Lewis	9,100	8,900	98
	Livingston	20,200	19,900	99
	Madison	22,600	22,300	99
	Monroe	270,900	267,400	99
	Niagara	80,700	79,800	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Rensselaer	56,400	55,400	98
	Schenectady	59,200	58,500	99
	Washington	20,000	19,700	98
	Wayne	32,100	31,600	98
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
OHIO				
	Jackson	11,300	11,100	98
PENNSYLVANIA				
	Beaver	71,500	70,700	99
	Berks	129,300	127,300	98
	Bradford	24,400	23,900	98
	Bucks	191,900	190,200	99
	Butler	56,000	55,300	99
	Clearfield	30,800	30,300	98
	Columbia	23,400	23,000	98
	Cumberland	73,800	72,600	98
	Dauphin	97,200	95,400	98
	Forest	1,900	1,900	100
	Greene	15,400	15,100	98
	Huntingdon	15,400	15,000	97
	Jefferson	19,300	19,000	98
	Lawrence	38,100	37,500	98
	Lebanon	42,000	41,100	98
	Lycoming	44,300	43,000	97
	Mifflin	18,200	17,600	97
	Montgomery	255,500	253,000	99

New York

**WPIX—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Potter	7,000	6,800	97
	Snyder	12,900	12,400	96
	Warren	17,600	17,100	97
	Wayne	15,600	15,100	97
	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Bristol	16,400	16,300	99
	Kent	60,100	59,600	99
	Newport	31,100	30,700	99
	Providence	222,400	219,800	99
	Washington	37,900	37,300	98
	SOUTH CAROLINA			
	Oconee	22,200	22,000	99
	SOUTH DAKOTA			
	Grant	3,200	3,100	97
	Tripp	2,800	2,800	100
	TENNESSEE			
	Grainger	6,600	6,500	98
	VIRGINIA			
	Scott	8,900	8,700	98
	Suffolk City	18,300	18,000	98
	VERMONT			
	Chittenden	48,000	47,300	99
	Grand Isle	2,000	2,000	100
	Rutland	23,900	23,400	98
	WASHINGTON			
	Columbia	1,600	1,500	94
	WISCONSIN			
	Iron	2,700	2,700	100
	Kenosha	44,300	43,800	99
	WEST VIRGINIA			
Cabell	42,000	41,800	99	
Doddridge	2,900	2,800	98	
WYOMING				
Teton	5,300	5,100	96	

**WWOR-TV, New York-Secaucus, New Jersey
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	COLORADO			
	Gunnison	4,100	3,900	95
	Hinsdale	200	200	100
	Moffat	5,000	4,700	94
	CONNECTICUT			
	Hartford	321,500	316,800	99
	Middlesex	53,900	53,000	98
	New Haven	296,100	292,300	99
	New London	91,400	89,600	98
	FLORIDA			
	Martin	40,200	39,800	99
	GEORGIA			
	Randolph	3,300	3,200	97
	KENTUCKY			
	Todd	4,300	4,200	99
	LOUISIANA			
	Tensas	3,000	2,900	97
	MASSACHUSETTS			
	Berkshire	55,500	54,600	98
	Hampden	170,500	168,100	99
	MICHIGAN			
	Houghton	13,600	13,200	97

**WWOR-TV—(Continued)
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	NORTH CAROLINA		
	Vance	14,400	14,200
	NORTH DAKOTA		
	Slope	400	400
	NEBRASKA		
	Cherry	2,600	2,600
	NEW JERSEY		
	Atlantic	83,400	81,900
	Cape May	41,700	41,000
	Mercer	119,700	118,000
	Warren	33,400	32,900
	NEW MEXICO		
	Lincoln	6,100	5,900
	NEW YORK		
	Albany	112,900	111,100
	Broome	80,600	79,500
	Chautauqua	54,600	53,700
	Chemung	34,300	33,600
	Clinton	27,100	26,800
	Cortland	16,900	16,600
	Delaware	18,000	17,400
	Essex	14,400	14,100
	Franklin	16,100	15,700
	Fulton	21,400	21,000
	Greene	16,800	16,500
	Herkimer	24,800	24,400
	Jefferson	34,800	34,300
	Monroe	270,900	267,400
	Niagara	80,700	79,800
	Oneida East	58,000	57,100
	Oneida West	33,800	33,400
	Oswego	42,000	41,400
	Otsego	21,700	21,200
	Putnam	28,800	28,400
	Rensselaer	56,400	55,400
	St Lawrence	38,000	37,300
	Schoharie	11,200	10,900
	Steuben	36,600	35,800
	Sullivan	25,400	24,700
	Tioga	18,800	18,500
	Tompkins	32,000	30,600
	Warren	21,000	20,600
	PENNSYLVANIA		
	Blair	50,800	50,000
	Carbon	21,900	21,500
	Centre	40,400	39,400
	Clinton	14,400	14,100
	Dauphin	97,200	95,400
	Elk	14,000	13,800
	Lackawanna	85,600	84,600
	Lehigh	114,200	112,600
	Luzerne	129,100	127,400
	Lycoming	44,300	43,000
	Mc Kean	18,200	17,800
	Mifflin	18,200	17,600
	Monroe	35,100	34,500
	Montour	6,200	6,000
Northampton	91,600	90,200	
Northumberland	40,600	39,500	
Schuylkill	63,600	62,300	
Tioga	15,100	14,700	
Union	11,400	10,900	
SOUTH DAKOTA			
Grant	3,200	3,100	
TENNESSEE			
Lewis	3,700	3,600	
TEXAS			
Garza	1,800	1,800	

WWOR-TV—(Continued)
(Arbitron Data Continued)

	State County	Total Households	TV Households Households	%
	TEXAS			
49%	Ochiltree	3,400	3,400	100
	Terry	5,000	5,000	99
	Upton	1,600	1,600	100
	Wheeler	3,000	2,900	97
	VIRGINIA			
	Greene	3,300	3,200	97
	Va Beach City	123,000	122,200	99
	WEST VIRGINIA			
	Pleasants	2,900	2,900	100
	ALABAMA			
24%	Barbour	9,400	9,200	98
	Bullock	3,500	3,400	97
	Butler	7,900	7,800	99
	Fayette	7,300	7,200	99
	Geneva	9,200	9,100	99
	Jefferson	267,200	265,600	99
	Perry	5,000	4,900	98
	Pike	10,600	10,400	99
	Shelby	31,500	31,300	99
	Tallapoosa	15,100	15,000	99
	Walker	26,600	26,400	99
	ARKANSAS			
	Faulkner	20,500	20,200	99
	Mississippi	19,700	19,400	98
	ARIZONA			
	Apache South	4,000	3,500	89
	Greenlee	3,200	3,100	97
	Mohave	35,500	33,900	95
	Navajo	22,700	20,900	92
	Pima	263,400	258,500	98
	Pinal	37,000	35,800	97
	CALIFORNIA			
	Colusa	5,700	5,400	95
	Kern East	30,600	29,500	96
	Modoc	3,600	3,300	92
	Solano West	43,900	42,900	98
	COLORADO			
	Larimer	73,000	71,500	98
	CONNECTICUT			
	Litchfield	63,500	62,400	98
	Tolland	42,700	41,900	98
	Windham	36,900	36,200	98
	DELAWARE			
	Kent	38,600	38,300	99
	New Castle	155,200	154,500	100
	FLORIDA			
	Broward	532,000	529,000	99
	Citrus	40,100	39,400	98
	Dade	716,900	711,100	99
	Flagler	9,200	9,100	98
	Hendry	8,500	8,300	98
	Hernando	37,200	36,600	99
	Highlands	28,200	27,800	99
	Hillsborough	328,900	325,900	99
	Lee	133,200	131,700	99
	Manatee	82,600	81,800	99
	Orange	247,000	245,000	99
	Palm Beach No	243,300	240,600	99
	Palm Beach So	122,300	120,900	99
	Pinellas	389,700	386,600	99
	St Lucie	54,000	53,300	99
	Sumter	12,000	11,800	98
	Union	2,400	2,400	100
	Volusia	149,900	148,500	99
	GEORGIA			
	Atkinson	2,100	2,000	95

WWOR-TV—(Continued)
(Arbitron Data Continued)

	State County	Total Households	TV Households Households	%
	Net Weekly Circulation			
	Between 5-24%			
	Berrien	5,300	5,200	98
	Bulloch	12,700	12,500	98
	Camden	6,800	6,700	99
	Candler	2,700	2,600	96
	Cherokee	28,300	28,100	99
	Clayton	65,200	64,900	100
	Cobb	166,300	165,600	100
	Coffee	10,800	10,600	98
	Cook	5,100	5,000	98
	Coweta	17,900	17,600	99
	De Kalb	211,800	211,000	100
	Douglas	25,300	25,100	99
	Fayette	19,200	19,000	99
	Forsyth	15,200	15,100	99
	Fulton	263,200	261,400	99
	Glynn	23,700	23,500	99
	Gwinnett	116,300	115,400	99
	Hall	33,800	33,400	99
	Haralson	7,900	7,800	99
	Jefferson	6,700	6,500	98
	Johnson	3,200	3,200	98
	Lumpkin	4,300	4,300	99
	Mc Intosh	3,100	3,000	97
	Marion	1,800	1,700	94
	Morgan	4,300	4,200	98
	Pulaski	3,200	3,100	97
	Rockdale	18,200	18,000	99
	Spalding	19,300	19,100	99
	Tattnall	6,300	6,200	98
	Toombs	9,200	9,000	98
	Wayne	7,500	7,400	99
	IOWA			
	Black Hawk	47,000	46,700	99
	Buchanan	8,000	7,900	99
	Buena Vista	7,800	7,700	99
	Carroll	8,300	8,200	99
	Cass	6,600	6,500	98
	Clay	7,500	7,400	99
	Des Moines	18,100	17,900	99
	Dickinson	6,200	6,100	98
	Harrison	6,000	5,900	98
	Henry	7,200	7,100	99
	Kossuth	7,800	7,700	99
	Lucas	4,200	4,100	98
	Lyon	4,500	4,400	98
	Monona	4,400	4,300	98
	Monroe	3,400	3,400	100
	O Brien	6,200	6,200	100
	Palo Alto	4,500	4,400	98
	Shelby	5,500	5,500	100
	Wapello	15,500	15,300	99
	IDAHO			
	Camas	300	300	100
	ILLINOIS			
	Brown	2,000	1,900	95
	Cass	5,500	5,400	98
	Clay	6,200	6,000	97
	Cook	1,969,600	1,941,300	99
	Dupage	277,400	275,500	99
	Effingham	12,300	11,900	97
	Ford	5,800	5,700	98
	Iroquois	12,400	12,100	98
	Jersey	7,400	7,200	97
	Lake	167,300	166,100	99
	Livingston	14,900	14,500	98
	Menard	4,800	4,700	98
	Piatt	6,500	6,400	98
	Will	117,000	115,800	99

New York

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	INDIANA			
	Adams	10,600	10,400	98
	Clay	9,600	9,500	99
	Dearborn	13,700	13,500	99
	Jay	8,200	8,000	98
	Jefferson	10,500	10,300	98
	Lake	174,400	172,300	99
	Martin	3,900	3,800	97
	Newton	5,200	5,100	98
	Ohio	2,000	2,000	100
	Pike	5,300	5,100	96
	Porter	44,100	43,600	99
	KANSAS			
	Allen	6,200	6,100	98
	Chase	1,300	1,300	100
	Clay	3,800	3,700	97
	Dickinson	8,200	8,100	99
	Haskell	1,400	1,400	100
	Lyon	13,700	13,400	98
	Meade	1,800	1,800	100
	Seward	7,000	6,900	99
	Woodson	1,800	1,800	100
	KENTUCKY			
	Adair	5,900	5,800	98
	Bracken	2,700	2,700	100
	Caldwell	5,000	4,900	98
	Carter	8,900	8,800	99
	Casey	5,800	5,700	98
	Clay	7,800	7,700	98
Estill	5,400	5,300	97	
Grant	5,100	5,000	99	
Harlan	14,400	14,200	99	
Hickman	2,000	2,000	100	
Johnson	9,100	9,000	99	
Laurel	15,600	15,300	98	
Logan	10,000	9,900	99	
Lyon	2,300	2,300	100	
Mc Creary	5,800	5,700	98	
Martin	4,600	4,500	98	
Mason	6,300	6,200	99	
Monroe	4,800	4,700	99	
Oldham	10,300	10,200	100	
Pulaski	19,200	18,800	98	
Simpson	5,500	5,500	99	
LOUISIANA				
Avoyelles	14,900	14,600	98	
Bossier	32,800	32,500	99	
Iberia	22,500	22,300	99	
Terrebonne	32,900	32,500	99	
Union	8,200	8,100	99	
Vernon	18,400	18,000	98	
MASSACHUSETTS				
Barnstable	78,100	76,800	98	
Dukes	5,500	5,300	96	
Essex	251,800	249,100	99	
Hampshire	49,500	48,500	98	
Middlesex	507,900	502,400	99	
Norfolk	224,900	222,900	99	
Plymouth	153,800	152,000	99	
Worcester	250,800	247,600	99	
MARYLAND				
Anne Arundel	149,000	148,300	100	
Baltimore	264,900	263,800	100	
Charles	30,600	30,300	99	
Harford	57,900	57,600	99	
Howard	60,900	60,600	100	
Prince Georges	248,800	248,000	100	
Baltimore City	282,400	281,100	100	

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	MAINE		
	Franklin	11,100	10,800
	Lincoln	11,500	11,300
	Piscataquis	6,800	6,700
	MICHIGAN		
	Huron	13,700	13,400
	Iron	5,800	5,700
	Keweenaw	700	700
	Macomb	255,100	253,800
	Marquette	25,400	25,100
	MINNESOTA		
	Big Stone	2,900	2,900
	Cottonwood	5,200	5,000
	Faribault	7,300	7,200
	Goodhue	14,900	14,700
	Hennepin	420,000	416,300
	Koochiching	5,800	5,600
	Nobles	7,600	7,500
	Redwood	6,600	6,400
	Rock	3,800	3,800
	Wabasha	7,600	7,500
	MISSOURI		
	Caldwell	3,200	3,200
	Franklin	27,500	27,200
	Macon	6,500	6,400
	Monroe	3,600	3,600
	Pemiscot	8,500	8,300
	Perry	6,200	6,100
	Pettis	14,100	13,900
Pulaski	12,000	11,800	
Ray	8,500	8,400	
Schuyler	2,000	2,000	
Scotland	2,100	2,100	
Stoddard	11,300	11,100	
Sullivan	2,800	2,800	
MISSISSIPPI			
Calhoun	5,700	5,600	
Chickasaw	6,400	6,300	
Clay	7,600	7,500	
Coahoma	12,400	12,100	
De Soto	22,400	22,000	
Jasper	6,000	5,900	
Monroe	13,000	12,800	
Noxubee	4,100	4,000	
MONTANA			
Judith Basin	1,000	1,000	
Lincoln	6,800	6,500	
Missoula	32,300	31,300	
Rosebud	4,300	4,100	
NORTH CAROLINA			
Beaufort	16,900	16,700	
Bertie	7,600	7,400	
Brunswick	19,600	19,300	
Cabarrus	35,900	35,700	
Cherokee	8,300	8,100	
Clay	2,900	2,800	
Cleveland	32,600	32,300	
Dare	8,900	8,700	
Durham	69,100	68,300	
Edgecombe	21,000	20,700	
Gaston	64,500	63,900	
Granville	13,000	12,800	
Hyde	2,100	2,000	
Jackson	9,900	9,700	
Lee	16,100	15,900	
Madison	6,600	6,500	
Mitchell	5,500	5,400	
New Hanover	47,000	46,600	

WWOR-TV—(Continued)
(Arbitron Data Continued)

State	Total	TV Households	
County	Households	Households	%
NORTH CAROLINA			
24% Onslow	39,400	39,100	99
Orange	34,700	34,200	98
Pamlico	4,200	4,200	99
Pender	9,900	9,700	98
Rowan	41,500	41,100	99
Stanly	20,100	19,900	99
Yancey	6,000	5,800	97
NORTH DAKOTA			
Bowman	1,600	1,600	100
Cavalier	2,600	2,500	96
Mc Kenzie	2,700	2,700	100
Mountrail	2,900	2,900	100
Towner	1,600	1,600	100
NEBRASKA			
Arthur	200	200	100
Blaine	300	300	100
Boone	2,600	2,600	100
Brown	1,700	1,700	100
Buffalo	13,900	13,800	99
Chase	1,900	1,900	100
Coffax	3,600	3,500	97
Cuming	4,000	3,900	98
Dodge	14,000	13,900	99
Douglas	160,500	159,100	99
Furnas	2,600	2,500	96
Garfield	1,000	1,000	100
Madison	12,700	12,500	98
Merrick	3,200	3,200	100
Pierce	3,100	3,100	100
Rock	900	900	100
Stanton	2,500	2,500	100
NEW HAMPSHIRE			
Hillsborough	124,100	122,600	99
NEW JERSEY			
Burlington	137,300	136,100	99
Camden	183,900	182,300	99
Cumberland	49,100	48,500	99
Gloucester	76,900	76,300	99
Salem	24,800	24,500	99
NEW MEXICO			
Cibola	8,700	8,600	98
Dona Ana	45,700	44,300	97
Grant	9,600	9,100	95
Mc Kinley	20,800	19,400	93
Otero	18,000	17,600	98
Santa Fe	36,000	35,000	97
Taos	7,400	6,800	92
Valencia	15,200	15,000	99
NEVADA			
Churchill	6,800	6,700	99
Clark	263,300	258,900	98
Douglas	10,700	10,300	96
Humboldt	4,600	4,400	96
Lander	1,900	1,800	95
NEW YORK			
Allegany	17,600	17,200	97
Cattaraugus	31,000	30,400	98
Cayuga	29,300	28,700	98
Chenango	19,000	18,600	98
Columbia	23,600	23,200	98
Erie	359,600	355,700	99
Genesee	21,600	21,300	99
Hamilton	2,000	1,900	95
Lewis	9,100	8,900	98
Livingston	20,200	19,900	99
Madison	22,600	22,300	99
Montgomery	20,300	19,900	98

WWOR-TV—(Continued)
(Arbitron Data Continued)

Net Weekly	State	Total	TV Households	
Circulation	County	Households	Households	%
Between 5-24%				
	Onondaga	172,800	170,700	99
	Ontario	33,600	33,100	99
	Orleans	14,200	14,000	98
	Saratoga	60,300	59,600	99
	Schenectady	59,200	58,500	99
	Schuyler	6,500	6,300	97
	Seneca	12,100	12,000	99
	Washington	20,000	19,700	98
	Wayne	32,100	31,600	98
	Wyoming	13,800	13,700	99
	Yates	8,700	8,500	98
OHIO				
	Ashland	17,000	16,800	99
	Butler	101,400	100,300	99
	Clermont	51,800	51,200	99
	Cuyahoga	574,900	568,800	99
	Geauga	25,800	25,500	99
	Hamilton	343,200	338,600	99
	Hocking	9,900	9,700	98
	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
	Madison	11,300	11,100	98
	Medina	41,000	40,600	99
	Noble	4,300	4,100	95
	Perry	11,700	11,500	98
	Pickaway	15,600	15,400	99
	Ross	24,200	23,700	98
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Union	11,400	11,200	98
	Warren	37,600	37,200	99
OKLAHOMA				
	Coal	2,200	2,200	100
	Haskell	4,700	4,600	98
	Mc Intosh	7,200	7,100	99
	Pontotoc	13,400	13,300	99
OREGON				
	Columbia	13,700	13,200	96
	Douglas	35,700	34,000	95
PENNSYLVANIA				
	Allegheny	547,300	540,500	99
	Armstrong	30,500	30,000	98
	Beaver	71,500	70,700	99
	Berks	129,300	127,300	98
	Bradford	24,400	23,900	98
	Bucks	191,900	190,200	99
	Butler	56,000	55,300	99
	Cambria	63,000	62,200	99
	Cameron	2,700	2,700	100
	Chester	127,200	125,500	99
	Clearfield	30,800	30,300	98
	Columbia	23,400	23,000	98
	Cumberland	73,800	72,600	98
	Delaware	211,800	210,200	99
	Erie	104,400	103,100	99
	Fayette	58,500	57,300	98
	Greene	15,400	15,100	98
	Indiana	32,900	32,300	98
	Jefferson	19,300	19,000	98
	Juniata	7,700	7,400	96
	Lancaster	149,100	144,500	97
	Lawrence	38,100	37,500	98
	Lebanon	42,000	41,100	98
	Mercer	46,200	45,400	98
	Montgomery	255,500	253,000	99
	Perry	15,600	15,200	97
	Philadelphia	639,700	629,000	98
	Potter	7,000	6,800	97

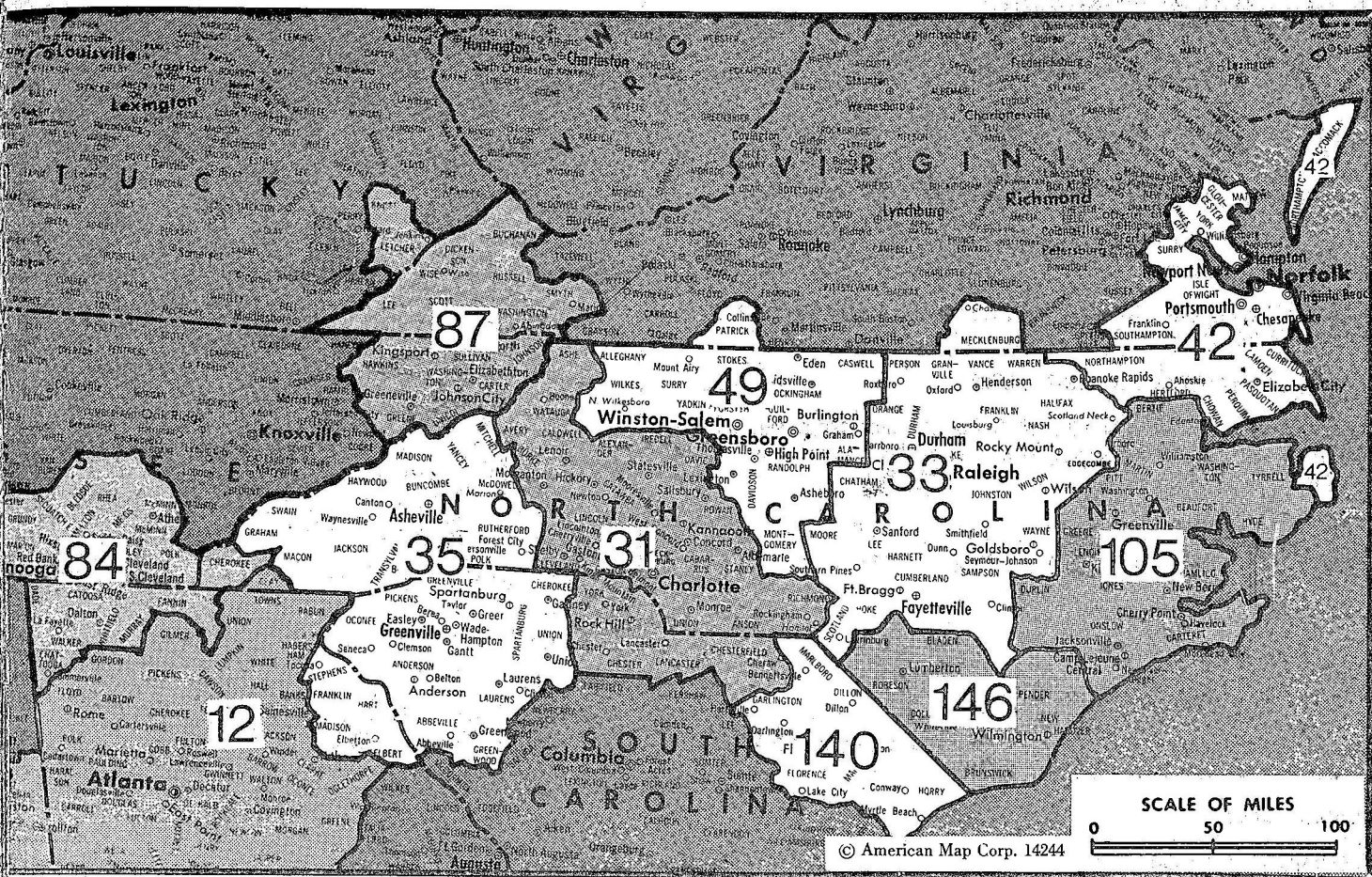
New York

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	PENNSYLVANIA			
	Snyder	12,900	12,400	96
	Somerset	30,900	30,200	98
	Susquehanna	15,400	15,100	98
	Warren	17,600	17,100	97
	Washington	81,100	79,900	99
	Wayne	15,600	15,100	97
	Westmoreland	144,800	143,100	99
	Wyoming	10,500	10,300	98
	RHODE ISLAND			
	Washington	37,900	37,300	98
	SOUTH CAROLINA			
	Anderson	56,200	55,700	99
	Darlington	23,500	23,200	99
	Florence	43,300	42,700	99
	Georgetown	17,500	17,200	98
	Horry	53,900	53,000	98
	Jasper	5,700	5,600	97
	Lee	6,000	5,900	98
	Sumter	33,400	32,800	98
	SOUTH DAKOTA			
	Clay	4,900	4,800	98
	Custer	2,800	2,700	96
	Fall River	3,400	3,300	97
	Gregory	2,100	2,100	100
	Lawrence	8,200	8,100	99
Meade	8,300	8,200	99	
Perkins	1,800	1,700	94	
Spink	3,300	3,300	100	
Turner	3,500	3,500	100	
Yankton	7,200	7,100	99	
TENNESSEE				
Blount	33,500	33,300	99	
Dickson	12,900	12,800	99	
Dyer	13,600	13,400	99	
Fayette	8,600	8,400	98	
Franklin	12,400	12,300	99	
Houston	2,400	2,400	100	
Johnson	5,600	5,500	98	
Lake	2,600	2,600	100	
Lauderdale	9,400	9,300	99	
Mcminn	16,400	16,200	99	
Marion	9,600	9,500	99	
Pickett	1,600	1,600	100	
Shelby	305,400	303,400	99	
Unicoi	6,500	6,400	98	
TEXAS				
Aransas	7,000	6,900	99	
Bailey	2,700	2,700	100	
Bexar	404,600	400,500	99	
Caldwell	9,700	9,500	98	
Callahan	4,900	4,900	99	
Dawson	5,400	5,300	98	
Dimmit	3,300	3,200	97	
Frio	4,400	4,300	98	
Gillespie	6,700	6,500	97	
Hardin	15,100	14,900	99	
Hudspeth	1,000	1,000	100	
Kenedy	200	200	100	
Lipscomb	1,300	1,300	100	

WWOR-TV—(Continued) (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	LUBBOCK		
	Lubbock	80,100	79,500
	MILAM		
	Milam	8,900	8,700
	POLK		
	Polk	12,800	12,500
	REAL		
	Real	1,000	1,000
	SAN PATRICIO		
	San Patricio	19,500	19,200
	ZAVALA		
	Zavala	3,200	3,100
	UTAH		
	Cache	21,000	20,500
	Grand	2,800	2,600
	Wayne	600	600
	VIRGINIA		
	Arlington	133,900	133,200
	Augusta	33,700	33,300
	Buckingham	4,000	3,900
	Campbell	42,300	41,900
	Craig	1,600	1,600
	Fairfax	285,900	285,000
	Lunenburg	4,200	4,100
	Prince George	15,600	15,500
	Prince William	70,000	69,600
Scott	8,900	8,700	
Shenandoah	11,700	11,600	
Southampton	8,100	7,900	
Chesapeake City	48,500	48,100	
Norfolk City	93,200	92,400	
Portsmouth City	41,100	40,800	
Suffolk City	18,300	18,000	
VERMONT			
Addison	11,500	11,200	
Bennington	14,100	13,800	
Chittenden	48,000	47,300	
Franklin	13,600	13,500	
Rutland	23,900	23,400	
Washington	21,400	21,000	
WISCONSIN			
Columbia	18,100	17,800	
Door	11,000	10,900	
Fond Du Lac	32,500	32,000	
Forest	3,400	3,300	
Green	12,300	12,100	
Jackson	6,500	6,300	
Langlade	7,600	7,500	
Lincoln	11,200	11,100	
Manitowoc	30,100	29,900	
Milwaukee	376,000	371,700	
Monroe	13,700	13,400	
Sheboygan	38,500	38,100	
Taylor	6,600	6,500	
Trempealeau	9,700	9,400	
Walworth	27,800	27,400	
Waukesha	102,900	102,000	
Wood	29,600	29,200	
WEST VIRGINIA			
Barbour	6,100	6,000	
Greenbrier	14,500	14,200	
Hancock	14,900	14,900	
Hardy	3,700	3,600	
Lincoln	8,000	7,900	
Mingo	12,600	12,400	
WYOMING			
Crook	2,300	2,200	



Market Area	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Atlanta, GA	1,374,900	12	WAGA-TV (5), WATL (36), WAWA-TV (14), WGNX (46), WNGM-TV (34), WSB-TV (2), WTBS (17), WVEU (69), WXIA-TV (11)
Charlotte, NC	729,500	31	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Durham, NC	693,600	33	WFCT (62), WFXB (47), WKFT (40), WLFL-TV (22), WPTF-TV (28), WRAL-TV (5), WTVD (11), WYED (17)
Spartanburg, SC-Asheville, NC	646,900	35	WASV-TV (62), WAXA (40), WGGS-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
Portsmouth-Newport News-Hampton, VA	575,400	42	WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
Winston-Salem-High Point, NC	515,100	49	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLXI-TV (61), WNRW (45), WXII (12)
Knoxville, TN	295,100	84	WDFE-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Kingsport-Johnson City, TN	282,900	87	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
New Bern-Washington, NC	224,200	105	WCTI (12), WFXI (8), WITN-TV (7), WNCN-TV (9)
Wilmington, NC	153,800	140	WBTW (13), WGSE (43), WPDE-TV (15)
Wilmington, NC	143,300	146	WECT (6), WJKA (26), WWAY (3)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

WLOS, WSPA-TV & WYFF-TV, Asheville	See Greenville-Spartanburg, SC
WBTV, Belmont	See Charlotte, NC
WFCT-TV, WRAL-TV & WTVD, Durham	See Raleigh, NC
WNCN-TV, Greensboro	See Lexington, NC
WBTV, Greensboro	See Burlington, NC
WYFF-TV, Greenville	See Washington, NC
WYFF-TV, Raleigh	See Goldsboro, NC
WYFF-TV, Washington	See New Bern, NC
WYFF-TV, Washington	See Greenville, NC
WYFF-TV, WGGT, WGHP-TV, WLXI-TV, WNRW & WXII, Winston-Salem	See Greensboro, NC

North Carolina Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	13	17	30
Educational Television Stations	2	9	11
	15	26	41

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North Carolina—Asheville

WASV-TV

Ch. 62

Network Service: None, independent.

Licensee: Video Marketing Network Inc., 2477 Stuckney Point Rd., Suite 319B, Sarasota, FL 34231.

Telephone: 800-444-9233. **Fax:** 813-923-3733.

Technical Facilities: Channel No. 62 (758-764 MHz). Authorized power: 1553-kw max. visual. Antenna: 227-ft. above av. terrain, 172-ft. above ground, 2652-ft. above sea level.

Latitude 35° 34' 59"

Longitude 82° 32' 45"

Transmitter: White Fawn Reservoir, Asheville.

Satellite Earth Station: 5-meter C-band.

Ownership: Video Marketing Network Inc.

Began Operation: June 1, 1986. Sale from Millard V. Oakley to Video Marketing Network Inc. approved by FCC Sept. 22, 1988.

Rates: On request.

Arbitron Data: Not available.

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



COMMON CARRIER WEEK

The weekly telecommunications newsletter that's organized so the news you need is easy to find!

For information, call (202) 872-9200.

North Carolina—Burlington

WAAP

(formerly WRDG)

Ch. 16

Service: None, independent.

Revision Communications Inc., Box 16, Burlington, NC 27216-0016.

Mountain Rd., Burlington, NC 27216.

Address: Box 16, Burlington, NC 27216-0016.

Phone: 9-376-6016.

Facilities: Channel No. 16 (482-488 MHz). Authorized power: 1918.7-kw
 actual, 175-kw max. aural. Antenna: 837-ft. above av. terrain, 529-ft. above
 19-ft. above sea level.

Latitude 35° 56' 22"

Longitude 79° 25' 47"

Cane Creek Mountain, S of Burlington.

Station: ChannelMaster; Paracclipse, 3-meter C-band; M/A-Com

Revision Communications Inc.

On: August 7, 1984. Assignment of 20% to Carmelo Selestre from Kearns
 ers approved by FCC Nov. 7, 1984. Sale to present owner approved
 5.

Legal: Baraff, Koerner, Olender & Hochberg, P.C.

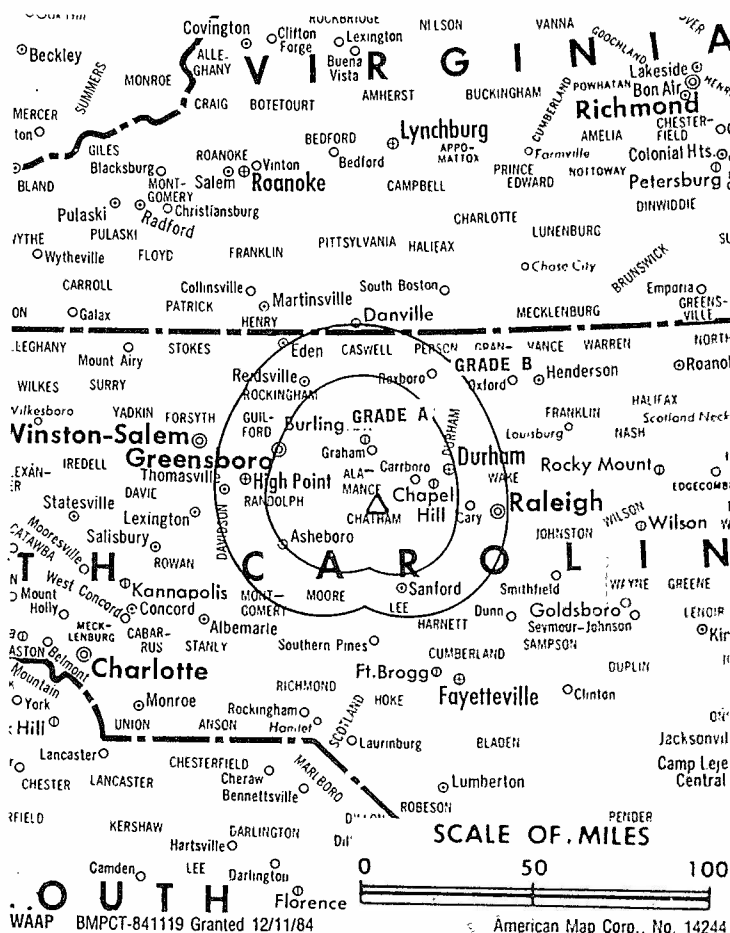
IG, vice president & general manager.

, vice president, production.

Rate: \$300.

Burlington. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 ed on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Alamance	40,800	40,500	99
	Caswell	7,400	7,300	99
Totals		48,200	47,800	99
Net Weekly Circulation (1990)			9,800	
Average Daily Circulation (1990)			4,200	

North Carolina—Charlotte

WBTV
Ch. 3

Network Service: CBS.

Licensee: Jefferson-Pilot Communications Co., One Julian Price Place, Charlotte, NC 28208.

Studio: One Julian Price Place, Charlotte, NC 28208.

Telephone: 704-374-3500. TWX: 810-621-0449.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw max. & 96.6-kw horizontal visual, 10-kw max. & 9.66-kw horizontal aural. Antenna: 1873-ft. above av. terrain, 1993-ft. above ground, 2733-ft. above sea level.

Latitude 35° 21' 51"
Longitude 81° 11' 18"

Transmitter: Rte. 3, Bob Friday Rd., Dallas.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter; Microdyne, Scientific-Atlanta receivers.

AM Affiliate: WBT, 50-kw, 1110 kHz.

FM Affiliate: WBT-FM, 100-kw, 107.9 MHz (No. 300), 950-ft.

News Services: AP, UPI.

Ownership: Jefferson-Pilot Communications Co. (Group Owner).

Began Operation: July 15, 1949.

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

JAMES G. BABB JR., president.
JOHN HUTCHINSON, vice president & general manager.
JACK MASON, controller.
JERRY PELLETIER, general sales manager.
PAM TOMLINSON, national sales manager.
TIM ALEVRA, local sales manager.
KATHY RIDEAUX, local sales manager.
ROBERT W. NAPIER II, director of engineering.
MARION MEGINNIS, program manager.
PAM GLASGOW, traffic manager.
SHAY MERRITT, promotion director.
PAUL CAMERON, sports director.
CAROLYN MINTS, community affairs director.

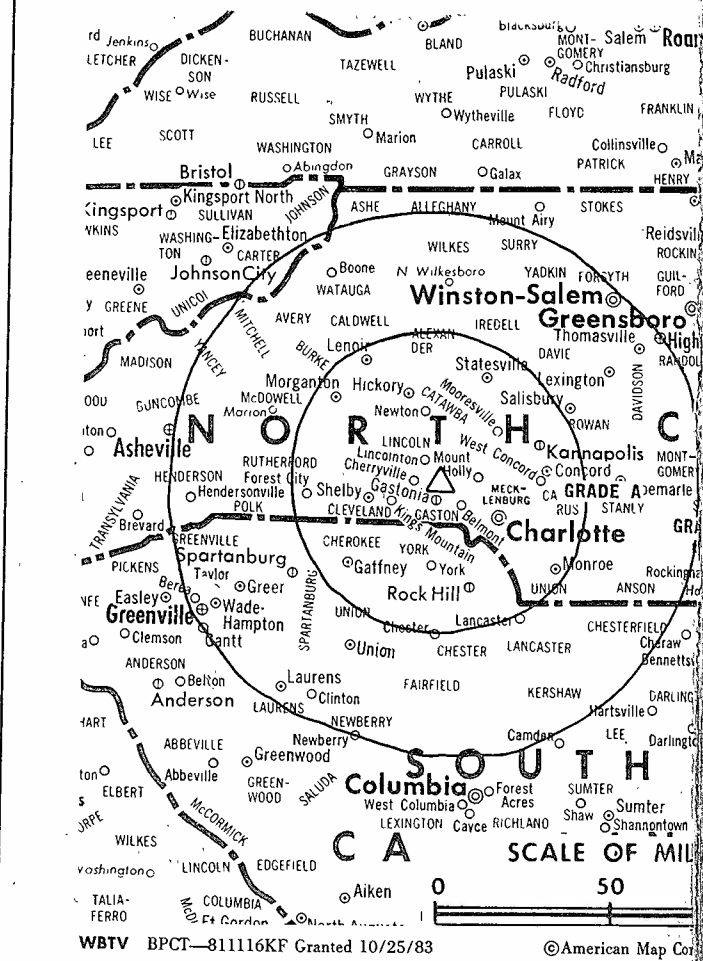
Rates: On request.

NETWORK BASE HOURLY RATE: \$3300.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98
	Ashe	9,400	9,200	98
	Avery	5,500	5,400	98
	Burke	29,700	29,400	99
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
	Cleveland	32,600	32,300	99
	Gaston	64,500	63,900	99
	Iredell	34,800	34,400	99
	Lincoln	18,400	18,300	99
	Mc Dowell	13,700	13,500	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over			
NORTH CAROLINA			
	Mecklenburg	189,200	187,800
	Mitchell	5,500	5,400
	Rowan	41,500	41,100
	Rutherford	22,100	21,900
	Stanly	20,100	19,900
	Union	29,200	28,900
	Watauga	13,000	12,800
	Wilkes	23,900	23,500
SOUTH CAROLINA			
	Chester	11,200	11,000
	Lancaster	20,800	20,600
	York	45,600	45,000
BETWEEN 25-49%			
NORTH CAROLINA			
	Alleghany	4,000	3,900
	Davie	11,200	11,000
	Henderson	29,800	29,400
	Montgomery	9,000	8,900
	Polk	5,900	5,800
	Richmond	18,100	17,900
SOUTH CAROLINA			
	Cherokee	15,600	15,400
	Chesterfield	14,900	14,700
	Spartanburg	83,100	82,400
	Union	11,300	11,200
BETWEEN 5-24%			
NORTH CAROLINA			
	Buncombe	70,500	69,700
	Davidson	47,300	46,800
	Madison	6,600	6,500
	Surry	24,700	24,400
(Continued on page A-850)			
Totals		1,210,600	1,197,300
Net Weekly Circulation (1990)			74%
Average Daily Circulation (1990)			43%

Carolina—Charlotte

WCCB

Ch. 18

Service: Fox.

WCCB-TV Inc., One Television Place, Charlotte, NC 28205.

Television Place, Charlotte, NC 28205.

704-372-1800. Fax: 704-376-3415.

Facilities: Channel No. 18 (494-500 MHz). Authorized power: 2090-kw
580-kw horizontal visual, 174-kw horizontal aural. Antenna: 1276-ft. above
ground, 1143-ft. above sea level.

Latitude 35° 15' 56"
Longitude 80° 44' 06"

0.5-mi. SE of Newell.

Earth Stations: Scientific-Atlanta, 10-meter; Scientific-Atlanta, 7-meter;
Atlanta receivers.

Services: AP, INN.

Bahakel Communications Ltd. (Group Owner).

ation: December 7, 1953. Sale to present owner, who changed call letters
V and resumed operation Nov. 1, 1964, was approved Aug. 20, 1964 by
ision Digest, Vol. 4:26, 35). Previous owner Century Advertising Co. took
air May 16, 1963 after it had been in service since Sept. 5, 1961, following
ontrol of Century approved May 3, 1961 (Vol. 17:10). While in off-air
Hugh A. Deadwyler turned over station to Century Advertising, of which
owner (1957, Vol. 13:7). Hugh Deadwyler acquired station as WAYS-TV
Dowdy and associates for token \$4 in Dec. 1954, then took it off air
1955 (1955 Vol. 11:12).

(sales): Katz Independent TV Sales.

KEL, president.

ANCASTER, senior vice president.

DINGER, general manager.

ORDAN, general sales manager.

N, local sales manager.

TT, chief engineer.

IVETTE, program director.

WOOD, promotion director.

LANCOURT, sports director.

ec. Rate: \$4000.

se: Charlotte. ADI: Charlotte. Rank: 31.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
NORTH CAROLINA			
Alexander	10,500	10,400	99
Cabarrus	35,900	35,700	99
Catawba	45,300	45,000	99
Gaston	64,500	63,900	99
Iredell	34,800	34,400	99
Lincoln	18,400	18,300	99
Mecklenburg	189,200	187,800	99
Rowan	41,500	41,100	99
Stanly	20,100	19,900	99
Union	29,200	28,900	99
SOUTH CAROLINA			
Chesterfield	14,900	14,700	98
Lancaster	20,800	20,600	99
York	45,600	45,000	99



WCCB BMPCT-7760 Granted 2/15/79

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%				
NORTH CAROLINA				
	Anson	9,200	9,000	98
	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Cleveland	32,600	32,300	99
	Montgomery	9,000	8,900	99
	Richmond	18,100	17,900	99
	Watauga	13,000	12,800	98
SOUTH CAROLINA				
	Chester	11,200	11,000	99
Between 5-24%				
NORTH CAROLINA				
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Mc Dowell	13,700	13,500	99
	Polk	5,900	5,800	98
	Rutherford	22,100	21,900	99
	Surry	24,700	24,400	99
	Wilkes	23,900	23,500	99
	Yadkin	11,600	11,500	99
SOUTH CAROLINA				
	Cherokee	15,600	15,400	99
	Darlington	23,500	23,200	99
	Fairfield	7,000	6,800	98
	Kershaw	16,700	16,400	98
	Marlboro	10,800	10,600	98
	Newberry	12,700	12,500	98
VIRGINIA				
	Carroll	9,600	9,400	98
	Grayson	9,400	9,200	98
Totals		999,800	988,900	99
Net Weekly Circulation (1990)			429,300	
Average Daily Circulation (1990)			166,900	

North Carolina—Charlotte

WCNC-TV

Ch. 36

Network Service: NBC.

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

Studio: 8036 Hood Rd., Charlotte, NC 28215.

Mailing Address: Box 18665, Charlotte, NC 28218.

Telephone: 704-536-3636. TWX: 810-621-7888. Fax: 704-536-1891.

Technical Facilities: Channel No. 36 (602-608 MHz). Authorized power: 5000-kw max. visual, 500-kw aural. Antenna: 1982-ft. above av. terrain, 1969-ft. above ground, 2749-ft. above sea level.

Latitude 35° 20' 49.10"
Longitude 81° 10' 14.80"

Transmitter: Between Rtes. 1101 & 1805, 0.9-mi. N of Rte. 1804 near Dallas, Gaston County.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: RCA, 6-meter Ku-band; Harris, 3-meter Ku-band; Andrew, 5-meter Ku & C-band; Harris, M/A-Com receivers.

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

News Services: AP, NBC, UPI.

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

Began Operation: July 9, 1967 as WCTU-TV owned by Harold W. Twisdale, David L. Steel Sr. & others. Sale to R. E. Turner by Emil F. Kratt, Receiver, approved by FCC July 27, 1970. Sale to Westinghouse Bcstg. & Cable approved March 17, 1980 (Television Digest, Vol. 19:21). Sale to Odyssey Partners approved by FCC Nov. 23, 1984 (Vol. 24:15). Sale to present owner approved by FCC Nov. 1, 1988.

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

Represented (legal): Covington & Burling.

Represented (engineering): Smith & Powstenko.

Personnel:

JOHN E. HAYES, president & general manager.

NICHOLAS MAGNINI, general sales manager.

JOHN McCORMICK, national sales manager.

DAVE FOLSOM, director of engineering.

KEN MIDDLETON, news director.

TIM BLOODWORTH, program director.

GLENN NASH, promotion manager.

JEAN FULLER, director of station relations.

Highest 30 Sec. Rate: \$4000.

City of License: Charlotte. ADI: Charlotte. Rank: 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Alexander	10,500	10,400	99
	Anson	9,200	9,000	98

THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1988 sale of WPCQ-TV

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



WCNC-TV BPCT-870514KK Granted 11/30/87

© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NORTH CAROLINA		
	Cabarrus	35,900	35,700
	Caldwell	27,200	26,900
	Catawba	45,300	45,000
	Gaston	64,500	63,900
	Lincoln	18,400	18,300
	Mecklenburg	189,200	187,800
	Union	29,200	28,900
	SOUTH CAROLINA		
	Lancaster	20,800	20,600
York	45,600	45,000	
Between 25-49%	NORTH CAROLINA		
	Burke	29,700	29,400
	Cleveland	32,600	32,300
	Iredell	34,800	34,400
	Richmond	18,100	17,900
	Rowan	41,500	41,100
	Stanly	20,100	19,900
	SOUTH CAROLINA		
Chester	11,200	11,000	
Chesterfield	14,900	14,700	
Between 5-24%	NORTH CAROLINA		
	Davidson	47,300	46,800
	Davie	11,200	11,000
	Mitchell	5,500	5,400
	Montgomery	9,000	8,900
	Rutherford	22,100	21,900
	SOUTH CAROLINA		
Cherokee	15,600	15,400	
Darlington	23,500	23,200	
Totals		832,900	824,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WSOC-TV

Ch. 9

Service: ABC.

WSOC Television Inc., Box 34665, Charlotte, NC 28234.

1-25 N. Tryon St., Charlotte, NC 28206.

704-335-4700. TWX: 810-621-0437. Fax: 704-335-4839.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 1179-ft. above av. terrain, 1034-ft. above ground, 1890-ft. level.

Latitude 35° 15' 41"
Longitude 80° 43' 38"

1.4-mi. SSE of Newell, NC.

TV Sound: Stereo only.

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

WSOC, 5-kw (1-kw night), 930 kHz (MBS).

WSOC-FM, 98-kw, 103.7 MHz (No. 279), 1040-ft.

AP.

Box Enterprises Inc. (Group Owner).

ion: April 28, 1957. Sale to present owners by E. E. Jones and associates April 8, 1959 by FCC (Television Digest, Vol. 15:5, 15).

(sales): TeleRep Inc.

(legal): Dow, Lohnes & Albertson.

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

NNEDY, president.

AGHAN, vice president & station manager.

TON, general sales manager.

local sales manager.

RADY, national sales manager.

OMAS, director, engineering & technical operations.

news director.

director of advertising & promotion.

TINE, controller.

production manager.

Rate: \$3500.

Charlotte. ADI: Charlotte. Rank: 31.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
NORTH CAROLINA			
Alexander	10,500	10,400	99
Anson	9,200	9,000	98
Burke	29,700	29,400	99
Cabarrus	35,900	35,700	99
Caldwell	27,200	26,900	99
Catawba	45,300	45,000	99
Cleveland	32,600	32,300	99
Gaston	64,500	63,900	99
Iredell	34,800	34,400	99
Lincoln	18,400	18,300	99
Mecklenburg	189,200	187,800	99
Richmond	18,100	17,900	99
Rowan	41,500	41,100	99
Stanly	20,100	19,900	99



WSOC-TV BPCT-860115KN Granted 3/28/86

American Map Corp. No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%	
50% & Over	Union	29,200	28,900	99	
	Watauga	13,000	12,800	98	
	SOUTH CAROLINA				
	Chester	11,200	11,000	99	
	Chesterfield	14,900	14,700	98	
	Lancaster	20,800	20,600	99	
York	45,600	45,000	99		
Between 25-49%	NORTH CAROLINA				
	Mitchell	5,500	5,400	98	
	Montgomery	9,000	8,900	99	
	SOUTH CAROLINA				
Cherokee	15,600	15,400	99		
Marlboro	10,800	10,600	98		
Between 5-24%	NORTH CAROLINA				
	Alleghany	4,000	3,900	97	
	Ashe	9,400	9,200	98	
	Avery	5,500	5,400	98	
	Davidson	47,300	46,800	99	
	Davie	11,200	11,000	98	
	Henderson	29,800	29,400	99	
	McDowell	13,700	13,500	99	
	Rutherford	22,100	21,900	99	
	Wilkes	23,900	23,500	99	
	Yadkin	11,600	11,500	99	
	Yancey	6,000	5,800	97	
	SOUTH CAROLINA				
Darlington	23,500	23,200	99		
Fairfield	7,000	6,800	98		
Kershaw	16,700	16,400	98		
VIRGINIA					
Grayson	9,400	9,200	98		
Totals		993,700	982,800	99	
Net Weekly Circulation (1990)			647,000		
Average Daily Circulation (1990)			394,200		

North Carolina—Belmont-Charlotte

WJZY

Ch. 46

Network Service: None, independent.

Licensee: WJZY-TV Inc., Box 668400, Charlotte, NC 28266.

Studio: 3501 Performance Rd., Charlotte, NC 28214.

Mailing Address: Box 668400, Charlotte, NC 28266-8400.

Telephone: 704-398-0046. **Fax:** 704-393-8407.

Technical Facilities: Channel No. 46 (662-668 MHz). Authorized power: 5000-kw max. & 214-kw horizontal visual, 500-kw max. & 21-kw horizontal aural. Antenna: 1948-ft. above av. terrain, 1921-ft. above ground, 2721-ft. above sea level.

Latitude 35° 21' 44"
Longitude 81° 09' 19"

Transmitter: 2.9-mi. NE of Dallas, 0.7-mi. SE of intersection of Hwys. 1001 & 1836.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Station: United Satellite Systems, 5-meter C-band; Scientific-Atlanta receivers.

Ownership: Capitol Broadcasting Co. Inc. (Group Owner).

Began Operation: March 9, 1987. Sale to present owner approved by FCC Nov. 20, 1987.

Represented (sales): Settel Inc.

Represented (legal): Fletcher, Heald & Hildreth.

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

Personnel:

MARK CONRAD, vice president & general manager.

PAUL POPE, station manager.

TOMMY SCHENCK, general sales manager.

MARK MOSELEY, national sales manager.

JANET NOLL, local sales manager.

JOHN BISHOP, engineering manager.

LYLE SCHULZE, program director.

STEVE PICKLE, promotion manager.

JACQUELINE DRAPER, business manager.

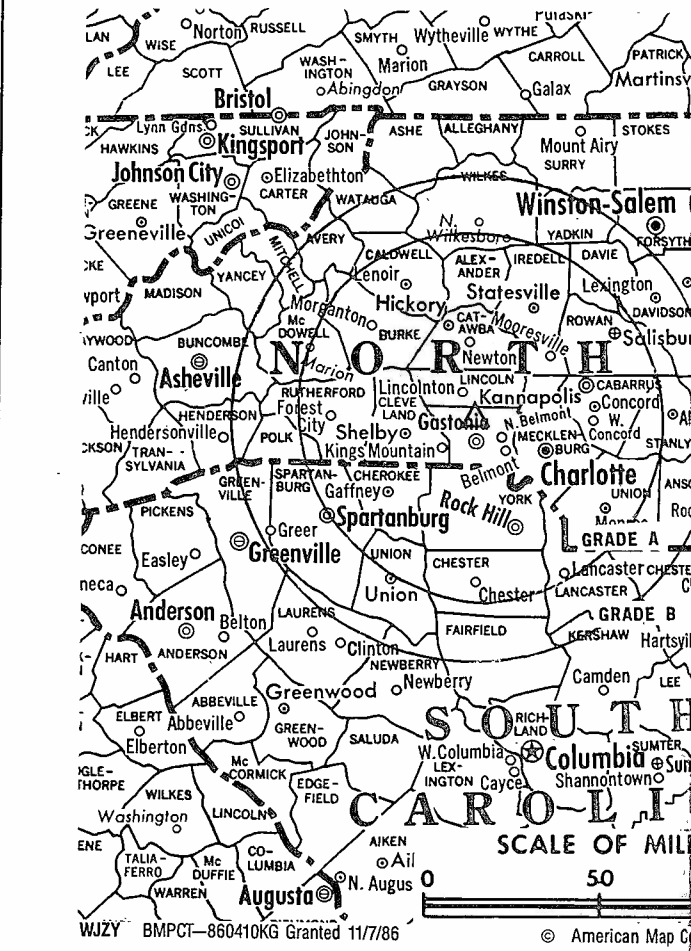
KAREN ALLEN, traffic manager.

Highest 30 Sec. Rate: \$600.

City of License: Belmont. **ADI:** Charlotte. **Rank:** 31.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Alexander	10,500	10,400	99
	Catawba	45,300	45,000	99
	Gaston	64,500	63,900	99
	Lincoln	18,400	18,300	99
	Union	29,200	28,900	99
Between 25-49%				
NORTH CAROLINA				
	Burke	29,700	29,400	99
	Cabarrus	35,900	35,700	99
	Caldwell	27,200	26,900	99
	Cleveland	32,600	32,300	99
	Iredell	34,800	34,400	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%			
	Mecklenburg	189,200	187,800
	Rowan	41,500	41,100
	Rutherford	22,100	21,900
SOUTH CAROLINA			
	Cherokee	15,600	15,400
	Chester	11,200	11,000
	Lancaster	20,800	20,600
	York	45,600	45,000
NORTH CAROLINA			
Between 5-24%			
	Alleghany	4,000	3,900
	Anson	9,200	9,000
	Ashe	9,400	9,200
	Davidson	47,300	46,800
	Davie	11,200	11,000
	Montgomery	9,000	8,900
	Polk	5,900	5,800
	Stanly	20,100	19,900
	Surry	24,700	24,400
	Watauga	13,000	12,800
	Wilkes	23,900	23,500
	Yadkin	11,600	11,500
SOUTH CAROLINA			
	Chesterfield	14,900	14,700
	Fairfield	7,000	6,800
	Newberry	12,700	12,500
	Spartanburg	83,100	82,400
	Union	11,300	11,200
Totals		992,400	982,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Fayetteville

WFCT

Ch. 62

Service: None, independent.

Fayetteville-Cumberland Telecasters Inc., 301 W. Main St., Box 586,
NC 27702.

Intersection of Hwys. 71 & 20, Lumber Bridge, NC 28357.

Address: Drawer 62, Lumber Bridge, NC 28357.

Phone: 919-843-3884. TWX: 810-621-0039.

Facilities: Channel No. 62 (758-764 MHz). Authorized power: 337.3-kw
ERP. Effective radiated power: 17-kw. Antenna: 846-ft. above av. terrain, 855-ft. above ground,
100-ft. above sea level.

Latitude 34° 53' 05"
Longitude 79° 04' 31"

Location: Hwys. 71 & 20, Lumber Bridge, NC.

Equipment: Stations: Paracclipse, 4.8-meter; AFC, 3.66-meter Ku-band; Paracclipse,
W/A-Com receivers.

Owner: Catherine R. Everett & Robinson O. Everett (Group Owners); Jacob H.
George Lyles Jr.

Start Date: March 4, 1985.

Legal: Baraff, Koerner, Olender & Hochberg, P.C.

Engineering: Moffet, Larson & Johnson Inc.

General Manager: EYER, general manager.

Director of Sales: director of sales.

Engineering Director: N, engineering director.

Program Director: N, program director.

Production Manager: N, production manager.

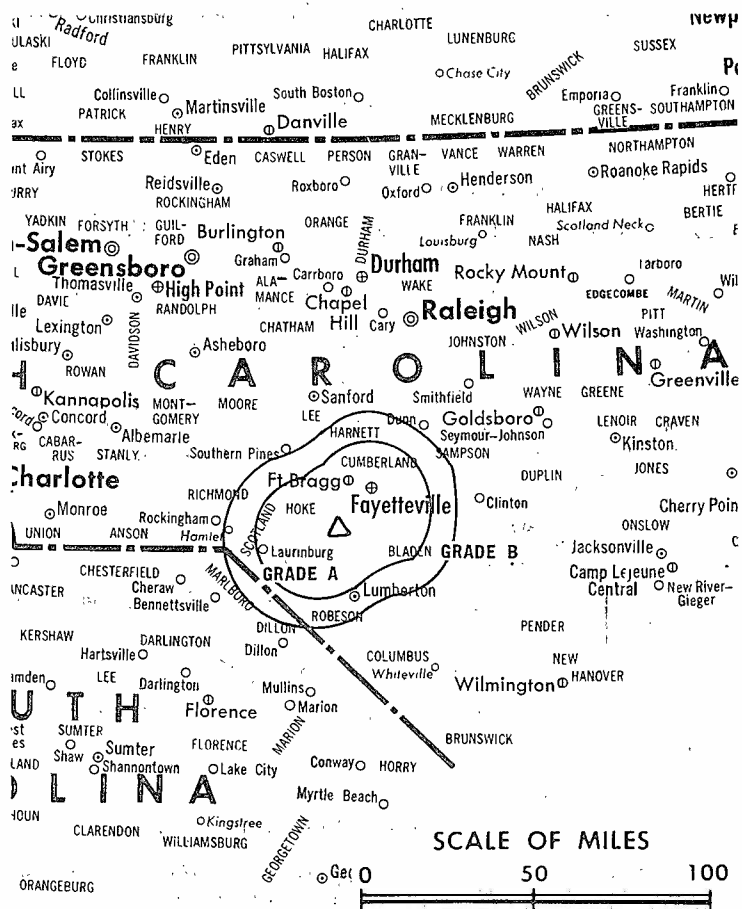
Business Manager: R, business manager.

Rate: \$125.

Market: Fayetteville. ADI: Raleigh-Durham. Rank: 33.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
NORTH CAROLINA			
24.9%	Cumberland	88,400	87,500 99
	Robeson	36,100	35,400 98
	Scotland	12,100	11,900 98



WFCT BMPCT-830518KF Granted 4/19/84

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Hoke	7,600	7,400	98
	Moore	24,000	23,700	99
	Richmond	18,100	17,900	99
	Sampson	19,000	18,700	98
SOUTH CAROLINA				
	Marlboro	10,800	10,600	98
Totals		216,100	213,100	99
Net Weekly Circulation (1990)			49,300	
Average Daily Circulation (1990)			11,900	

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

North Carolina—Fayetteville

WKFT

Ch. 40

Network Service: None, independent.

Licensee: SJL of North Carolina Associates, L.P., 230 Donaldson St., Fayetteville, NC 28301.

Studios: 230 Donaldson St., Fayetteville, NC 28301; The Forum, Raleigh, NC 27609.

Telephones: 919-323-4040, Fayetteville; 919-847-0040, Raleigh.

TWX: 510-938-0186. Fax: 919-323-3924.

Technical Facilities: Channel No. 40 (626-632 MHz). Authorized power: 5000-kw max. visual, 500-kw max. aural. Antenna: 1842-ft. above av. terrain, 1749-ft. above ground, 2149-ft. above sea level.

Latitude 35° 30' 45"
Longitude 78° 58' 40"

Transmitter: 5.9-mi. NE of Broadway, 0.65-mi. E of Hwy. 1538 & 0.6-mi. SW of Cape Fear River.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Microdyne, 7-meter; ADM, 5-meter; RCA Ku-band; M/A-Com receivers.

News Services: AP, INN.

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

Began Operation: June 1, 1981. Sale to present owners by Norman J. Suttler, et al., approved by FCC June 20, 1985 (Television Digest, Vol. 25:15).

Represented (sales): MMT Sales Inc.

Represented (legal): Latham & Watkins.

Represented (engineering): Charles I. Gallagher, P.E., Consulting Radio Engineers.

Personnel:

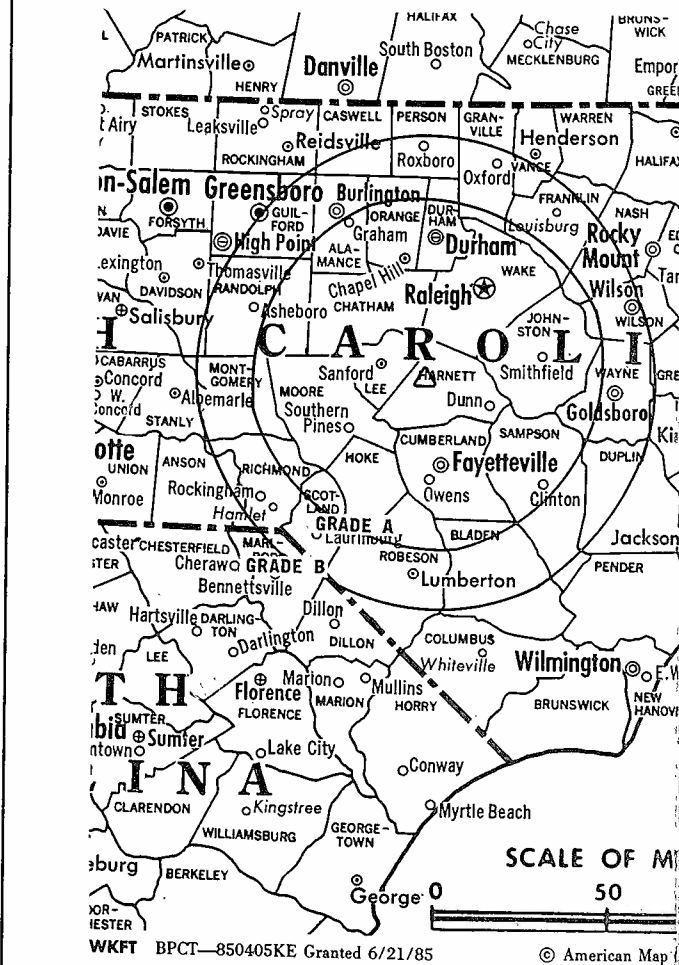
RICHARD B. ARMFIELD, vice president & general manager.
SUSAN BRAMI, general sales manager.
DAVID RICKELS, chief engineer.
ARLENE MABRY, program director.
DIANE BETHUNE, promotion director.
NANCY FULKS, business manager.
JIM LAMM, production manager.
CHRISTY GODWIN, sales service manager.

Highest 30 Sec. Rate: \$150.

City of License: Fayetteville. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 25-49%	Chatham	14,600	14,400	99
	Cumberland	88,400	87,500	99
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Robeson	36,100	35,400
	Sampson	19,000	18,700
	Scotland	12,100	11,900
	Wayne	36,500	36,000
	NORTH CAROLINA		
Between 5-24%	Alamance	40,800	40,500
	Bladen	11,500	11,300
	Caswell	7,400	7,300
	Durham	69,100	68,300
	Franklin	13,000	12,700
	Granville	13,000	12,800
	Johnston	31,200	30,800
	Montgomery	9,000	8,900
	Orange	34,700	34,200
	Randolph	11,400	11,300
	Randolph	39,800	39,400
	Vance	14,400	14,200
	Wake	152,400	151,000
	Wilson	24,400	24,100
SOUTH CAROLINA			
	Marlboro	10,800	10,600
Totals		761,400	752,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Goldsboro

WYED

Ch. 17

Service: None, independent.

Group: H Bcstg. Corp., 200 W. Ash St., Suite 100, Midtown Mall, Goldsboro,

6 S. Barbour St., Clayton, NC 27520.

Phone: 919-553-1700; 800-442-7912. Fax: 919-553-0984.

Facilities: Channel No. 17 (488-494 MHz). Authorized power: 2570-kw
 260-kw max. aural. Antenna: 1575-ft. above av. terrain, 1529-ft. above
 196-ft. above sea level.

Latitude 35° 37' 01"

Longitude 78° 28' 38"

2800 Country Lane, Clayton.

TV Sound: Stereo and separate audio program.

Receiving Stations: Paracclipse, 5-meter C-band; Paracclipse, 5-meter Ku-band;
 5-meter C-band; Drake, Pinzone receivers.

Beasley Bcstg. Group.

Station: April 11, 1988.

(legal): Hogan & Hartson.

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

General manager & general sales manager.

R. D., chief engineer.

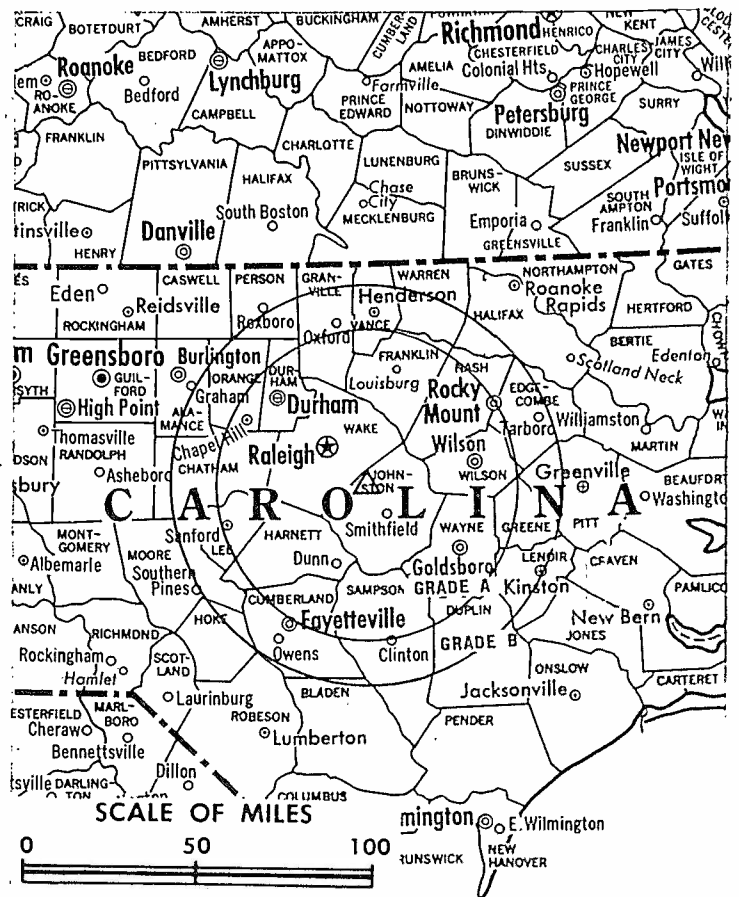
WITZ, promotion director.

ALKER, business manager.

Subscription Rate: \$200.

Headquarters: Goldsboro. ADI: Raleigh-Durham. Rank: 33.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Chatham	14,600	14,400	99
	Harnett	24,100	23,800	99
Totals		38,700	38,200	99
Net Weekly Circulation (1990)			11,200	
Average Daily Circulation (1990)			2,900	

North Carolina—Greensboro-High Point & Winston-Salem

WFMY-TV

Ch. 2

Network Service: CBS.

Licensee: WFMY Television Corp., 1615 Phillips Ave., Greensboro, NC 27405.

Studio: 1615 Phillips Ave., Greensboro, NC 27405.

Mailing Address: Box TV-2, Greensboro, NC 27420.

Telephone: 919-379-9369. TWX: 510-925-1193.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 19.5-kw aural. Antenna: 1842-ft. above av. terrain, 1914-ft. above ground, 2649-ft. above sea level.

Latitude 35° 52' 13"
Longitude 79° 50' 25"

Transmitter: 3.7-mi. NE of Sophia.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: SatCom, 9.2-meter C-band; SatCom, 5.5-meter Ku-band; Drake, 4-meter C-band; RCA, 3.66-meter Ku-band; DX Engineering, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, Carolina News Network, CBS, GOES, NAFAX, National Weather Wire, UPI.

Ownership: Gannett Broadcasting Group (Group Owner).

Began Operation: September 22, 1949. Sale to Harte-Hanks Communications by Landmark Communications approved by FCC Oct. 29, 1976 (Television Digest, Vol. 16:27). Sale to Landmark by former owners of Greensboro News Co. was approved Dec. 18, 1964 by FCC (Vol. 4:36, 49, 51). FCC approved sale to Gannett Co. Jan. 21, 1988 (Vol. 27:49; 28:6).

Represented (sales): Blair Television.

Personnel:

- HENRY E. PRICE, president & general manager.
- GARY CURTIS, vice president, news.
- JIM COLLINS, vice president, programming.
- DEBORAH HOOPER, vice president & controller.
- DICK KELLY, general sales manager.
- JULIE MORPHIS, local sales manager.
- MARJORIE MEYER, national sales manager.
- MIKE TAMME, director of engineering.
- SANDY SHARP, promotion manager.
- JAY WILKINSON, production manager.
- GARY DAVIS, community affairs manager.

Highest 30 Sec. Rate: \$5500.

NETWORK BASE HOURLY RATE: \$1492.

City of License: Greensboro. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	40,800	40,500	99
	Alleghany	4,000	3,900	97
	Ashe	9,400	9,200	98
	Caswell	7,400	7,300	99
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Stokes	13,800	13,600
	Surry	24,700	24,400
	Wilkes	23,900	23,500
	Yadkin	11,600	11,500
	VIRGINIA		
	Patrick	6,600	6,500
NORTH CAROLINA			
Between 25-49%	Chatham	14,600	14,400
	Lee	16,100	15,900
	Moore	24,000	23,700
	Orange	34,700	34,200
	Person	11,400	11,300
	Rowan	41,500	41,100
	Stanly	20,100	19,900
	VIRGINIA		
	Carroll	9,600	9,400
	Grayson	9,400	9,200
	Henry	28,500	28,200
	Pittsylvania	40,800	40,300
NORTH CAROLINA			
Between 5-24%	Anson	9,200	9,000
	Cabarrus	35,900	35,700
	Durham	69,100	68,300
	Granville	13,000	12,800
	Harnett	24,100	23,800
	Hoke	7,600	7,400
	Iredell	34,800	34,400
(Continued on page A-850)			
Totals		1,046,700	1,035,100
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

North Carolina—Greensboro-High Point & Winston-Salem

WGGT

Ch. 48

Service: None, independent.

Parent: Hillford Telecasters Inc., Debtor-in-Possession.

Address: 33 Greene St., Greensboro, NC 27401.

Post Office: Box 1618, Greensboro, NC 27401.

Phone: 919-274-4848.

Facilities: Channel No. 48 (674-680 MHz). Authorized power: 1000-kw. Effective radiated power: 100-kw max. aural. Antenna: 1698-ft. above av. terrain, 1914-ft. above sea level.

Latitude 35° 52' 13"
Longitude 79° 50' 25"

Location: 1000-ft. E of County Rd. 1926, 0.7-mi. SE of County Rd. 1941, Greensboro, NC.

Stations: Microdyne, 5-meter Ku-band; Harris, 3-meter C-band; Harris, 3-meter S-band receivers.

Parent: Hillford Telecasters.

History: Station on May 9, 1981. Sale to Edward H. Herlihy approved by FCC June 7, 1981 (FCC Decision Digest, Vol. 25:13) but not consummated.

Advertiser: Petry Television Inc.

Legal: Baraff, Koerner, Olender & Hochberg, P.C.

Engineering: Moffet, Larson & Johnson, P.C.

Station manager: Bill Hill, president & general manager.

General manager: Bill Hill, general sales manager.

Program & operations manager: Bill Hill, program & operations manager.

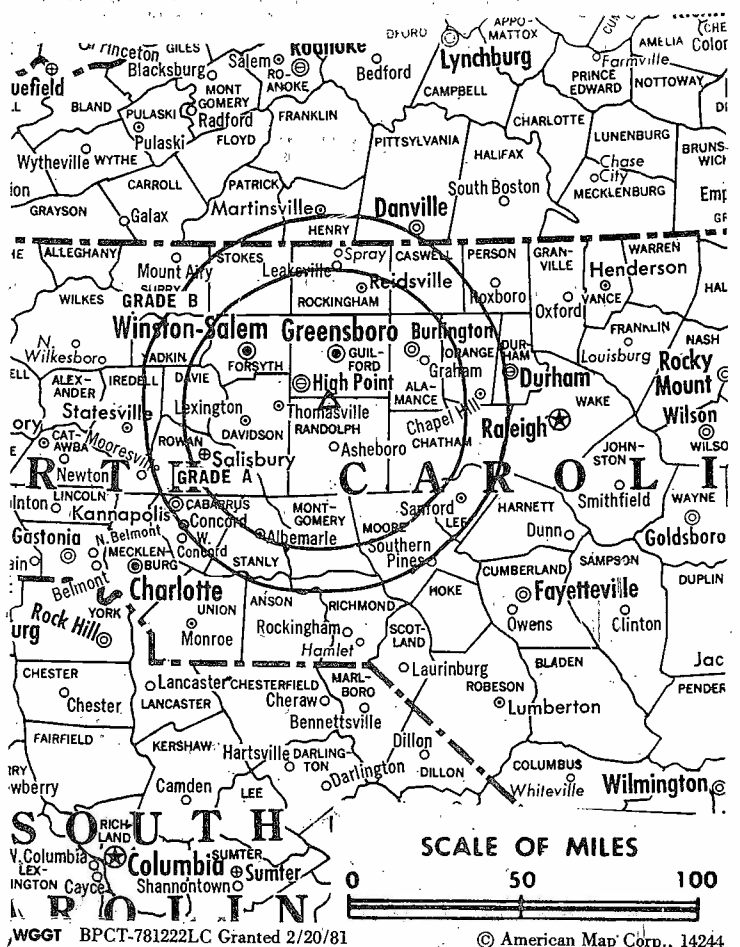
Traffic manager: Bill Hill, traffic manager.

Other: Bill Hill, president.

Market: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Source: MSN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NORTH CAROLINA			
Alamance	40,800	40,500	99
Davidson	47,300	46,800	99
Davie	11,200	11,000	98
Forsyth	108,000	107,200	99
Guilford	131,400	130,500	99
Randolph	39,800	39,400	99
Rockingham	33,600	33,300	99
Stokes	13,800	13,600	99
Yadkin	11,600	11,500	99
NORTH CAROLINA			
Caswell	7,400	7,300	99
Chatham	14,600	14,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Iredell	34,800	34,400	99
	Lee	16,100	15,900	99
	Montgomery	9,000	8,900	99
	Moore	24,000	23,700	99
	Rowan	41,500	41,100	99
	Stanly	20,100	19,900	99
	Surry	24,700	24,400	99
	Wilkes	23,900	23,500	99
	VIRGINIA			
	Halifax	12,300	12,100	98
Henry	28,500	28,200	99	
Patrick	6,600	6,500	98	
Pittsylvania	40,800	40,300	99	
Totals		741,800	734,400	99
Net Weekly Circulation (1990)			195,700	
Average Daily Circulation (1990)			60,500	

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North Carolina—Greensboro-High Point & Winston-Salem

WGHP-TV

Ch. 8

Network Service: ABC.

Licensee: Taft Bcstg. Partners Ltd. Partnership, 600 Vine St., Suite 1808, Cincinnati, OH 45202.

Studio: 2005 Francis St., High Point, NC 27263.

Mailing Address: HP-8, High Point, NC 27261.

Telephone: 919-841-8888. TWX: 510-926-1640. Fax: 919-841-8051.

Technical Facilities: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual, 31.62-kw aural. Antenna: 1270-ft. above av. terrain, 1255-ft. above ground, 2032-ft. above sea level.

Latitude 35° 48' 46.50"
Longitude 79° 50' 36.00"

Transmitter: 1.2-mi. SE of Sophia, NC.

Satellite Earth Stations: Andrew, 7.1-meter C-band; Microdyne, 7-meter C-band; Andrew, 4.5-meter C-band; Comtech, 3.7-meter Ku-band; GE, 3.7-meter Ku-band; Andrew, Cyclesat, Standard Communications receivers.

News Services: ABC, AP, Group W Newsfeed, UPI.

Ownership: Taft Broadcasting Partners L.P. (Group Owner).

Began Operation: October 14, 1963. Sale to Gulf Broadcast Group by Southern Bcstg. Co. approved by FCC June 16, 1978. Sale to Taft TV & Radio by Gulf approved by FCC May 30, 1985 (Television Digest, Vol. 25:5, 20, 22). Sale to present owners approved Oct. 2, 1987.

Represented (sales): TeleRep Inc.

Represented (legal): Koteen & Naftalin.

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

Personnel:

DAVID BOYLAN, vice president & general manager.

QUINN KOONTZ, director of sales.

NOREEN PARKER, manager of local sales.

ROSS MASON, director of engineering.

JEFF SCHEIDECKER, director of news.

LARRY BLACKERBY, director of programming & broadcast operations.

FRANK TERRY, director of finance & administration.

DAN BRAZDA, director of creative services.

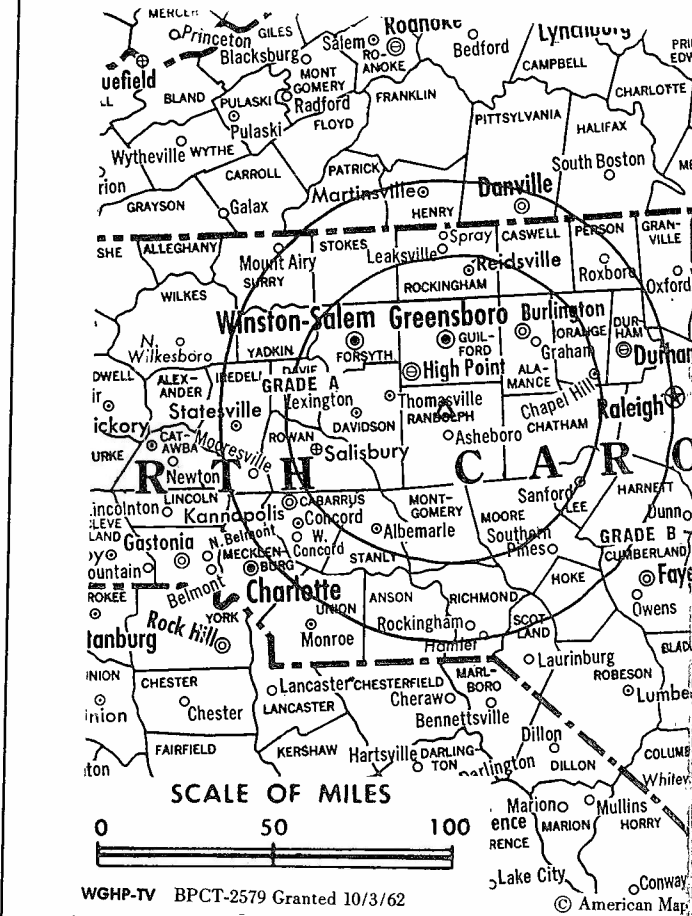
Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$1050.

City of License: High Point. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990, Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Alamance	40,800	40,500	99
	Ashe	9,400	9,200	98
	Davidson	47,300	46,800	99
	Davie	11,200	11,000	98
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Rockingham	33,600	33,300	99
	Rowan	41,500	41,100	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Stokes	13,800	13,600
	Surry	24,700	24,400
	Wilkes	23,900	23,500
	Yadkin	11,600	11,500
VIRGINIA			
	Grayson	9,400	9,200
	Henry	28,500	28,200
NORTH CAROLINA			
Between 25-49%	Alleghany	4,000	3,900
	Caswell	7,400	7,300
	Chatham	14,600	14,400
	Lee	16,100	15,900
	Moore	24,000	23,700
	Orange	34,700	34,200
	Stanly	20,100	19,900
	Watauga	13,000	12,800
VIRGINIA			
	Carroll	9,600	9,400
	Patrick	6,600	6,500
	Pittsylvania	40,800	40,300
NORTH CAROLINA			
Between 5-24%	Alexander	10,500	10,400
	Anson	9,200	9,000
	Cabarrus	35,900	35,700
	Iredell	34,800	34,400
	Person	11,400	11,300
	Richmond	18,100	17,900
SOUTH CAROLINA			
	Chesterfield	14,900	14,700
VIRGINIA			
	Floyd	4,600	4,500
Totals		914,200	904,500
Net Weekly Circulation (1990)			55%
Average Daily Circulation (1990)			30%

Carolina—Greensboro

WLXI-TV

Ch. 61

Service: Trinity Bcstg. Network.

Trinity Bcstg. Network Inc., Box C-11949, Santa Ana, CA 92711.

212-D Patterson St., Greensboro, NC 27407.

Phone: 919-855-5610.

Facilities: Channel No. 61 (752-758 MHz). Authorized power: 500-kw max. Power: 500-kw max. aural. Antenna: 564-ft. above av. terrain, 489-ft. above ground, 100-ft. above sea level.

Latitude 36° 08' 58"
Longitude 80° 03' 21"

Distance: 2-mi. NE of Kernersville.

Transmitter: Paraclypse, 3.1-meter C-band; M/A-Com receivers.

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

License: March 5, 1984. Transfer of control from Gary S. Smithwick & Harrell to William Satterfield approved by FCC May 23, 1985. FCC approved sale to Satterfield Feb. 24, 1986.

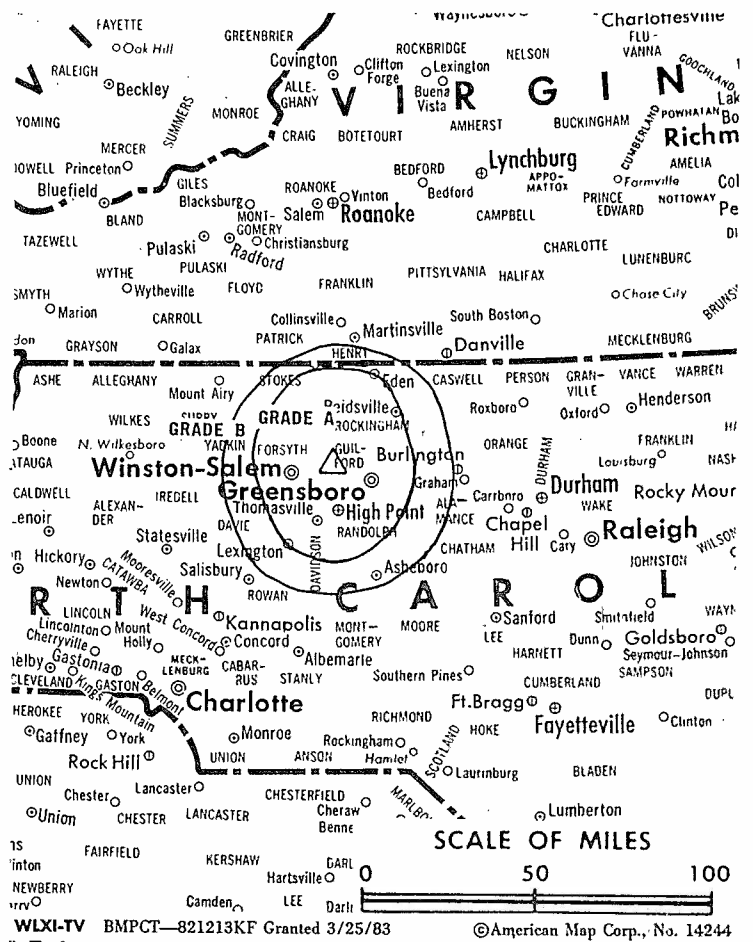
Station: TON, general manager.

License: \$45.

Market: Greensboro. ADI: Greensboro-Winston Salem-High Point. Rank: 49.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	County	Total Households	TV Households	%
NORTH CAROLINA	Rockingham	33,600	33,300	99
		33,600	33,300	99
Circulation (1990)				7,000
D Circulation (1990)				2,500



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Television & Cable Factbook

North Carolina—Winston-Salem-Greensboro-High Point

WNRW

Ch. 45

Network Service: Fox.

Licensee: Act III Bcstg. of North Carolina Inc., 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Studio: 3500 Myer-Lee Dr., Winston-Salem, NC 27101.

Telephone: 919-722-4545. **Fax:** 919-723-8217.

Technical Facilities: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw max. & 1450-kw horizontal visual, 500-kw max. & 145-kw horizontal aural. Antenna: 2000-ft. above av. terrain, 768-ft. above ground, 3088-ft. above sea level.

Latitude 36° 22' 37"
Longitude 80° 22' 10"

Transmitter: End of County Rd. 1172, King, NC.

Satellite Earth Stations: Pilot View, 4-meter C-band; AFC Ku-band; Scientific-Atlanta, M/A-Com receivers.

Ownership: Act III Broadcasting Inc. (Group Owner).

Began Operation: September 23, 1979. Sale to present owners by TVX Broadcast Group approved by FCC Dec. 17, 1986.

Represented (sales): Setel Inc.

Represented (engineering): Lawrence Behr & Associates Inc.

Personnel:

DONITA TODD, vice president & general manager.

TONY HOLLOWAY, general sales manager.

JOEL KACZMAREK, national sales manager.

FRANK ARMSTRONG, director of broadcast operations.

WENDY BERNARD, program director.

VIKKI RIGGS, promotion director.

DIANE BEASLEY, business manager.

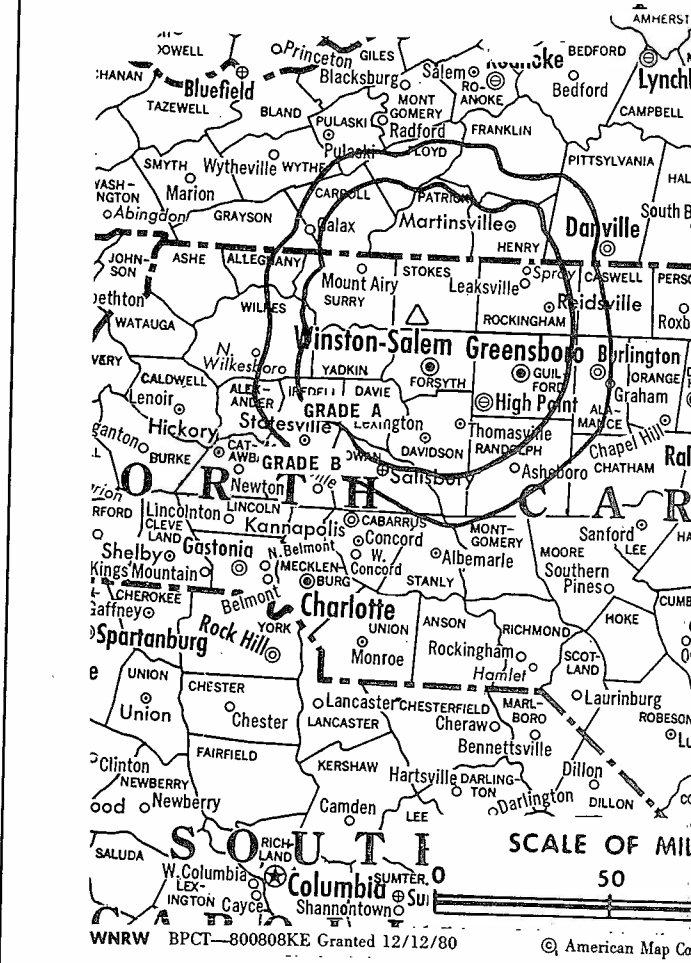
ED KASOVIC, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: Winston-Salem. **ADI:** Greensboro-Winston Salem-High Point. **Rank:** 49.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Forsyth	108,000	107,200	99
	Guilford	131,400	130,500	99
	Stokes	13,800	13,600	99
	Yadkin	11,600	11,500	99
Between 25-49%				
NORTH CAROLINA				
	Alamance	40,800	40,500	99
	Caswell	7,400	7,300	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%			
	Davidson	47,300	46,800
	Davie	11,200	11,000
	Randolph	39,800	39,400
	Rockingham	33,600	33,300
	Surry	24,700	24,400
	Wilkes	23,900	23,500
VIRGINIA			
	Henry	28,500	28,200
	Patrick	6,600	6,500
Between 5-24%			
NORTH CAROLINA			
	Alexander	10,500	10,400
	Iredell	34,800	34,400
	Rowan	41,500	41,100
VIRGINIA			
	Carroll	9,600	9,400
	Grayson	9,400	9,200
	Halifax	12,300	12,100
	Pittsylvania	40,800	40,300
Totals		687,500	680,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Greensboro-HighPoint & Winston-Salem

WXII
Ch. 12

Service: NBC.

Parent: Pulitzer Bcstg. Co., 515 N. Sixth St., One City Center, Suite 2020, St. Louis, MO 63101.

Address: 77 Coliseum Dr., Winston-Salem, NC 27106.

Address: Guilford County Bureau, 301 S. Green St., Suite 12, Greensboro, NC 27401.

Phone: 919-721-9944. TWX: 510-931-3676. Fax: 919-722-7685.

Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw (5-kw aural). Antenna: 1980-ft. above av. terrain, 680-ft. above ground, 100-ft. above sea level.

Latitude 36° 22' 31"
Longitude 80° 22' 27"

Location: Sauratown Mountain, 7-mi. N of King, NC.

TV Sound: Stereo and separate audio program.

Station: Satellite Technology, 3.5-meter; Drake, Standard Communications.

News: AP, CNN, NBC.

Parent: Pulitzer Broadcasting Co. (Group Owner).

History: Station: September 30, 1953. Sale to Multimedia by Triangle Bcstg. Corp. / FCC Sept. 7, 1972 (Television Digest, Vol. 11:44; 12:37). Exchanged with WFBC-TV, Greenville, SC for KSDK, St. Louis, MO (Vol. 21:12; 22:12).

(sales): Katz Television.

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

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

Personnel: CORLEY, vice president & general manager.

Personnel: LUKER, general sales manager.

Personnel: MITZER JR., national sales manager.

Personnel: BENT, director of engineering.

Personnel: BRIGSON, news director.

Personnel: CHEFFIELD, program director.

Personnel: BROWN, business manager.

Personnel: MART, marketing & promotion director.

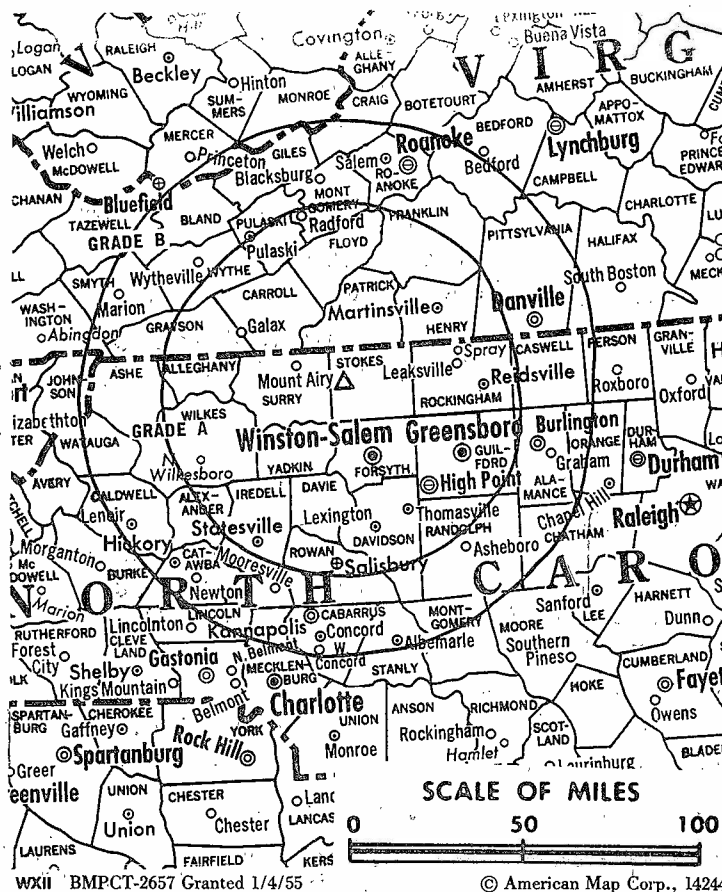
Operating Rate: \$3000.

Hourly Rate: \$1305.

Market: Winston-Salem. ADI: Greensboro-Winston Salem-High Point. Rank: 10.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NORTH CAROLINA			
Alamance	40,800	40,500	99
Alleghany	4,000	3,900	97
Caswell	7,400	7,300	99
Davidson	47,300	46,800	99
Davie	11,200	11,000	98
Forsyth	108,000	107,200	99
Guilford	131,400	130,500	99
Iredell	34,800	34,400	99
Randolph	39,800	39,400	99



Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Rockingham	33,600	33,300	99	
	Rowan	41,500	41,100	99	
	Stokes	13,800	13,600	99	
	Surry	24,700	24,400	99	
	Wilkes	23,900	23,500	99	
	Yadkin	11,600	11,500	99	
	VIRGINIA				
	Henry	28,500	28,200	99	
	Patrick	6,600	6,500	98	
	Pittsylvania	40,800	40,300	99	
Between 25-49%	NORTH CAROLINA				
	Alexander	10,500	10,400	99	
	Ashe	9,400	9,200	98	
	Montgomery	9,000	8,900	99	
	Stanly	20,100	19,900	99	
	Watauga	13,000	12,800	98	
	VIRGINIA				
	Carroll	9,600	9,400	98	
	Grayson	9,400	9,200	98	
Between 5-24%	NORTH CAROLINA				
	Burke	29,700	29,400	99	
	Cabarrus	35,900	35,700	99	
	Caldwell	27,200	26,900	99	
	Chatham	14,600	14,400	99	
	Mitchell	5,500	5,400	98	
	Orange	34,700	34,200	98	
	Person	11,400	11,300	99	
	VIRGINIA				
		Bland	2,200	2,100	95
	Franklin	13,400	13,200	99	
	Giles	6,300	6,200	98	
	Wythe	9,600	9,500	98	
Totals		921,200	911,500	99	
Net Weekly Circulation (1990)			560,000		
Average Daily Circulation (1990)			299,900		

North Carolina—Greenville-New Bern-Washington

WNCT-TV

Ch. 9

Network Service: CBS.

Licensee: Roy H. Park Bcstg. Inc., Box 898, Greenville, NC 27835-0898.

Studio: 3221 Evans St., Greenville, NC 27834.

Telephone: 919-756-3180. TWX: 510-929-1616. Fax: 919-756-5381.

Technical Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: Circularly polarized, 1890-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Satellite Earth Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.2-meter C-band; Comtech 3.8-meter C-band; AFC, 3.5-meter C-band; Winegard, 3.5-meter C-band; DX Antenna, 3.1-meter C-band; DX Antenna, M/A-Com, Scientific-Atlanta, Winegard receivers.

AM Affiliate: WNCT, 10-kw, 1070 kHz (CBS).

FM Affiliate: WNCT-FM, 100-kw, 107.9 MHz (No. 300), 1710-ft.

News Services: AP, CBS.

Ownership: Park Communications Inc. (Group Owner).

Began Operation: December 22, 1953. Sale to present owner by Carolina Bcstg. System Inc. approved by FCC Feb. 7, 1962 (Television Digest, Vol. 2:7).

Represented (sales): Blair Television.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

EDWARD ADAMS, vice president & general manager.

JOHN FUSCO, general sales manager.

LUTHER GRIFFIN, regional sales manager.

BERTIE CARTWRIGHT, chief engineer.

ROY HARDEE, news director.

SHIRLEY DALE, program director.

WILLIAM MORRISETTE, business manager.

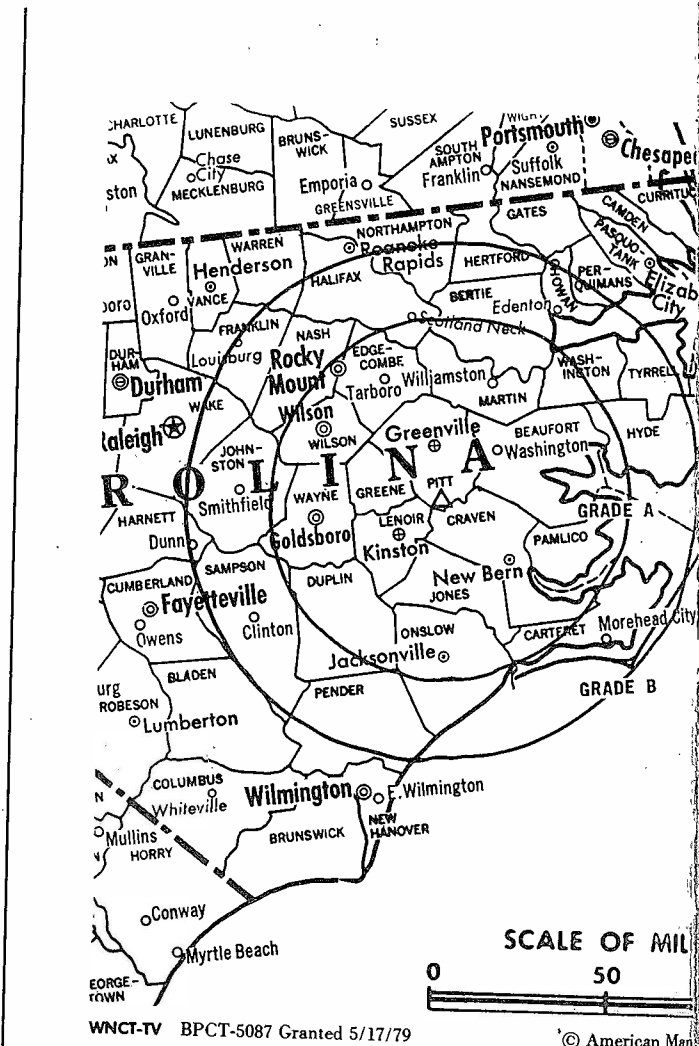
Highest 30 Sec. Rate: \$600.

NETWORK BASE HOURLY RATE: \$943.

City of License: Greenville. ADI: Greenville-New Bern-Washington. Rank: 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Beaufort	16,900	16,700	99
	Bertie	7,600	7,400	97
	Carteret	21,400	21,100	99
	Chowan	5,400	5,300	98
	Craven	30,800	30,500	99
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over			
	Hyde	2,100	2,000
	Jones	3,200	3,200
	Lenoir	22,500	22,300
	Martin	9,600	9,500
	Onslow	39,400	39,100
	Pamlico	4,200	4,200
	Pitt	39,500	39,100
	Tyrrell	1,500	1,500
	Washington	5,200	5,100
	Wayne	36,500	36,000
	Wilson	24,400	24,100
BETWEEN 25-49%			
NORTH CAROLINA			
	Dare	8,900	8,700
	Hertford	8,400	8,300
	Nash	27,900	27,600
	Northampton	7,700	7,600
	Pender	9,900	9,700
BETWEEN 5-24%			
NORTH CAROLINA			
	Franklin	13,000	12,700
	Johnston	31,200	30,800
	New Hanover	47,000	46,600
	Pasquotank	11,200	11,000
	Perquimans	4,300	4,300
	Sampson	19,000	18,700
	Warren	5,900	5,800
Totals		526,600	519,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Hickory

WKHY-TV

Ch. 14

License: None, independent.

Parent: Long Family Partnership, 526 Main Ave. SE, Hickory, NC 28601.

Address: 526 Main Ave. SE, Hickory, NC 28601.

Post Office: Box 1059, Hickory, NC 28603.

Phone: 704-322-5115.

Facilities: Channel No. 14 (470-476 MHz). Authorized power: 656.1-kw, 66-kw max. aural. Antenna: 600-ft. above av. terrain, 487-ft. above 52-ft. above sea level.

Latitude 35° 43' 57"
Longitude 81° 19' 52"

Address: 526 Main Ave. SE.

Number of Stations: 4 in operation.

Power: WKHY, 5-kw, 1290 kHz.

Service: National Weather Wire.

Parent: Long Family Partnership.

Start Date: February 14, 1968.

Sales: Roslin Spot TV Sales.

Legal: Walker, Bordelon, Hamlin, Theriot & Hardy.

Manager: [Name], general manager.

Manager: [Name], station manager.

Director: [Name], news director & sales manager.

Director: [Name], sports director.

Director: [Name], traffic manager.

Editor: [Name], assignment editor.

Rate: \$55.

Rank: Hickory. ADI: Charlotte. Rank: 31.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
Between 5-24%	Burke	29,700	29,400	99
	Caldwell	27,200	26,900	99
	Catawba	45,300	45,000	99
Totals		102,200	101,300	99
Net Weekly Circulation (1990)			13,000	
Average Daily Circulation (1990)			3,100	

North Carolina—Lexington

WEJC

Ch. 20

Network Service: None, independent.

Grantee: Koinonia Broadcasting Inc., Rte. 1, Box 2020, Lexington, NC 27292.

Studio: Rte. 1, Box 2020, Lexington, NC 27292.

Telephone: 704-246-2020.

Technical Facilities: Channel No. 20 (506-512 MHz). Authorized power: 4616-kw max. visual, 461.6-kw max. aural. Antenna: 975-ft. above av. terrain, 938-ft. above ground, 1758-ft. above sea level.

Latitude	35°	58'	09"
Longitude	79°	49'	29"

Transmitter: W of Rte. 220, Pleasant Garden.

Satellite Earth Stations: 2 in operation; Harris, M/A-Com receivers.

News Service: INN.

Ownership: Koinonia Broadcasting Inc.

Began Operation: April 2, 1986.

Represented (legal): Gammon & Grange.

Personnel:

WILLIAM P. REGISTER SR., president & general manager.

CARDIN HESSELTON, general sales manager.

STEVE ANDERSON, program director.

BILLY REGISTER, operations director.

ZANE DARNELL, chief engineer.

KEN RASH, business manager.

Highest 30 Sec. Rate: \$100.



Arbitron Data: Not available.

City of License: Lexington. **ADI:** Greensboro-Winston Salem-High Point.

North Carolina—Morehead City

WFXI

Ch. 8

Price: Fox.

Local Television Assoc. Inc., Box 2069, Morehead City, NC 28577.

One Television Pl., Hwy. 70 E, Morehead City, NC 28577.

919-240-0888, TWX: 62891991. Fax: 919-240-2028.

Channels: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual.
 Antenna: 817-ft. above av. terrain, 810-ft. above ground, 817-ft. level.

Latitude 34° 52' 53"
 Longitude 76° 30' 23"

Open Grounds Farm, approx. 5.5-mi. NW of Stacy.

TV Sound: Stereo only.

Station: Comtech, 5-meter Ku & C-band; Agile Omni receivers.

Local Television Associates Inc.

Station: November 6, 1989.

(sales): Seltel Inc.

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

(engineering): Lawrence Behr & Associates Inc.

HAM VESTAL, general manager.

general sales manager.

L, chief engineer.

program director.

K, promotion director.

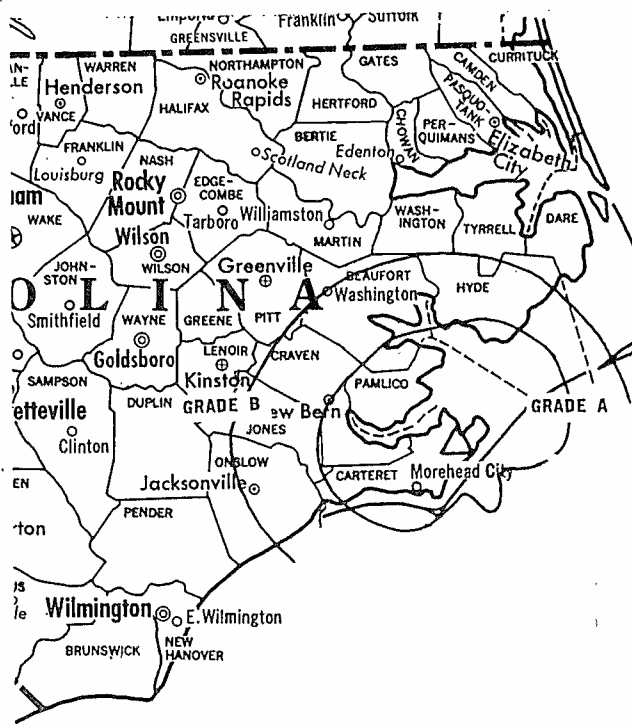
HALEY, business manager.

quest.

Morehead City. ADI: Greenville-New Bern-Washington. Rank: 105.

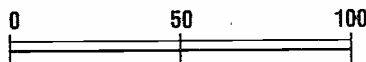
MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	County	Total Households	TV Households	%
NORTH CAROLINA	Carteret	21,400	21,100	99
	Beaufort	16,900	16,700	99
NORTH CAROLINA	Craven	30,800	30,500	99



Beach

SCALE OF MILES



WFXI BMPCT-880907KF Granted 3/16/89

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Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Hyde	2,100	2,000	95
	Jones	3,200	3,200	100
	Onslow	39,400	39,100	99
	Pamlico	4,200	4,200	99
Totals		118,000	116,800	99
Net Weekly Circulation (1990)			24,500	
Average Daily Circulation (1990)			9,700	

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North Carolina—New Bern-Greenville-Washington

WCTI
Ch. 12

Network Service: ABC.

Licensee: Diversified Communications Inc.

Studio: 400 Glenburnie Dr., New Bern, NC 28561.

Mailing Address: Box 2325, New Bern, NC 28561.

Telephone: 919-638-1212. **Fax:** 919-637-4141.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1940-ft. above av. terrain, 1999-ft. above ground, 2049-ft. above sea level.

Latitude 35° 06' 18"
Longitude 77° 20' 15"

Transmitter: State Hwy. 41, N of Trenton, NC.

Satellite Earth Station: Transmit/receive ADM, 6.1-meter; Avcom receivers.

News Service: AP.

Ownership: Diversified Communications (Group Owner).

Began Operation: September 7, 1963. Sale to present owner by Heritage Bcstg. approved by FCC Feb. 24, 1986. Sale to Heritage by Malrite Communications Group approved by FCC June 7, 1983. Sale to Malrite by Continental TV approved Oct. 14, 1976. Previous sale by Nathan Frank & Thomsland Inc. approved April 15, 1969.

Represented (sales): Petry Television Inc.

Represented (legal): Dow, Lohnes & Albertson.

Personnel:

ROBERT G. SALAT, vice president & general manager.
WILLIAM KNOWLES, station manager & news director.
ANDREW SHENKAN, general sales manager.
KEN HUGHES, chief engineer.
CAROLYN STEVENS, program director.
ROBERT GRAHAM, promotion director.
KEN TERRES, production manager.
THERESA DAILEY, business manager.
CAROLE BERGMAN, administrator.

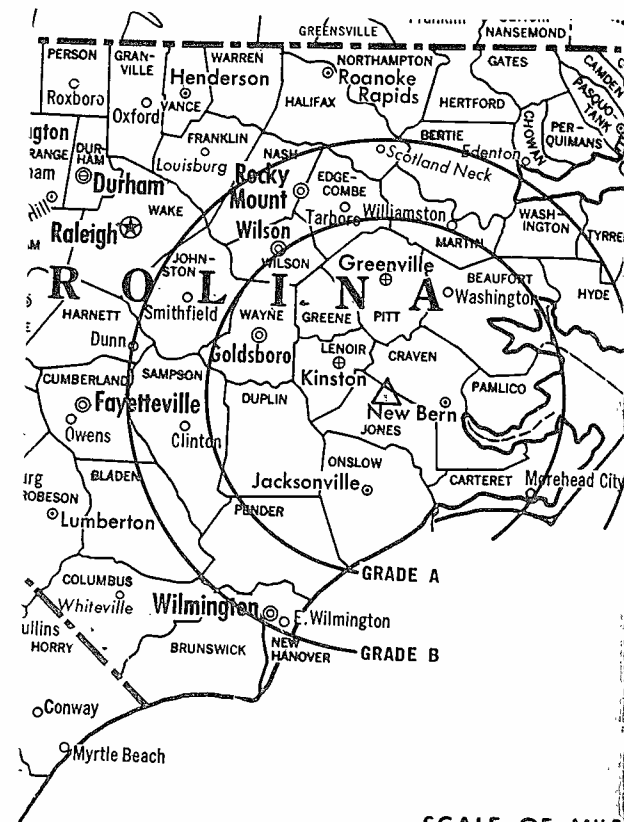
Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$550.

City of License: New Bern. **ADI:** Greenville-New Bern-Washington. **Rank:** 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
	NORTH CAROLINA			
	Beaufort	16,900	16,700	99
	Carteret	21,400	21,100	99
	Craven	30,800	30,500	99
	Duplin	15,600	15,400	98
	Greene	5,400	5,300	98



SCALE OF MILES



WCTI BPCT-3831 Granted 1/4/67

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over			
	Hyde	2,100	2,000
	Jones	3,200	3,200
	Lenoir	22,500	22,300
	Martin	9,600	9,500
	Onslow	39,400	39,100
	Pamlico	4,200	4,200
	Pitt	39,500	39,100
	Washington	5,200	5,100
BETWEEN 25-49%			
	NORTH CAROLINA		
	Bertie	7,600	7,400
	Pender	9,900	9,700
	Tyrrell	1,500	1,500
BETWEEN 5-24%			
	NORTH CAROLINA		
	Bladen	11,500	11,300
	Chowan	5,400	5,300
	Dare	8,900	8,700
	Edgecombe	21,000	20,700
	Halifax	20,000	19,600
	Perquimans	4,300	4,300
	Sampson	19,000	18,700
	Wayne	36,500	36,000
	Wilson	24,400	24,100
Totals		385,800	380,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Raleigh

WLFL-TV

Ch. 22

Service: Fox.

Television Corp. of Raleigh/Durham Inc., 1205 Front St., Raleigh, NC 27609.

1205 Front St., Raleigh, NC 27609.

919-821-2200; 919-682-8522. Fax: 919-836-1540.

Facilities: Channel No. 22 (518-524 MHz). Authorized power: 5000-kw
5000-kw max. aural. Antenna: 1675-ft. above av. terrain, 1545-ft. above
15-ft. above sea level.

Latitude 35° 42' 51.50"

Longitude 78° 49' 00.50"

1700-ft. W of intersection of Hwys. 1379 & 1010, 1.5-mi. SE of Apex.

TV Sound: Stereo only.

Receiving Stations: 3.5-meter C-band; AFC, 3-meter Ku-band; Gardiner, M/A-
dyne receivers.

Parent: WX Broadcast Group (Group Owner):

Acquisition: December 18, 1981. Sale to S & F Communications was approved
on 11/21/84 but not consummated (Television Digest, Vol. 24:39). Sale
to WX Broadcast Group approved Feb. 10, 1986 (Vol. 25:50; 26:17).

Sales: Seltel Inc.

Legal: McFadden, Evans & Sill.

MAN, vice president & general manager.

General sales manager.

Local sales manager.

ATT, national sales manager.

Chief engineer.

Director of programming.

Director of promotion.

MILTON, business manager.

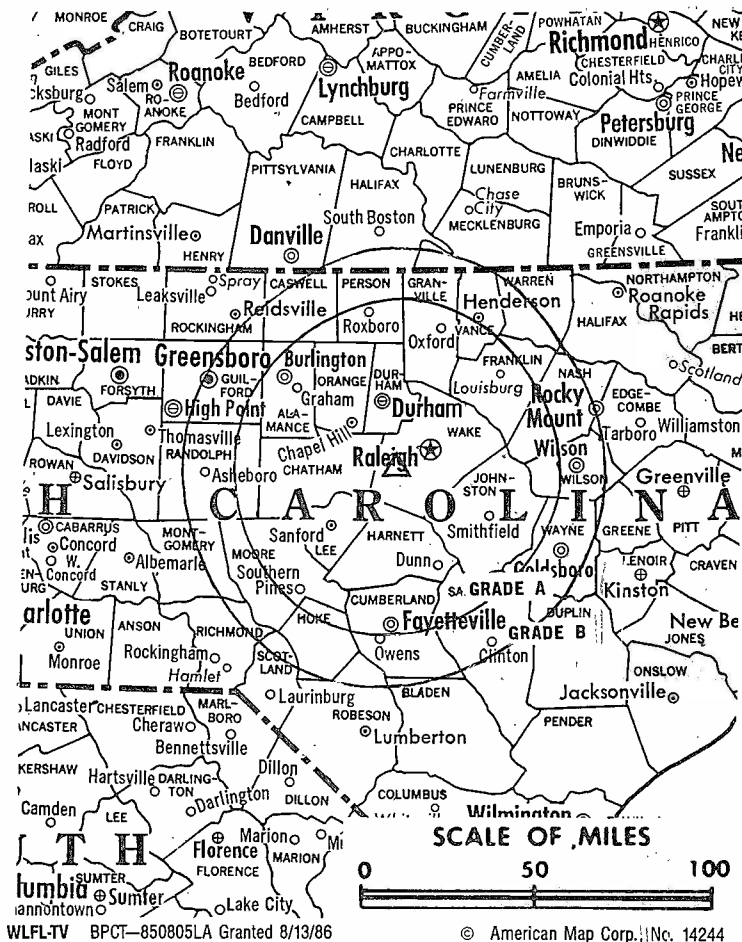
Guest.

Address: Raleigh. ADI: Raleigh-Durham. Rank: 33.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households Households	%
NORTH CAROLINA			
Chatham	14,600	14,400	99
Granville	13,000	12,800	98
Harnett	24,100	23,800	99
Johnston	31,200	30,800	99
Lee	16,100	15,900	99
Orange	34,700	34,200	98
Person	11,400	11,300	99
Vance	14,400	14,200	99
Wake	152,400	151,000	99

State County	Total Households	TV Households Households	%
NORTH CAROLINA			
Alamance	40,800	40,500	99
Cumberland	88,400	87,500	99
Durham	69,100	68,300	99
Franklin	13,000	12,700	98
Hoke	7,600	7,400	98
Moore	24,000	23,700	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Nash	27,900	27,600	99
	Sampson	19,000	18,700	98
	Wayne	36,500	36,000	99
	Wilson	24,400	24,100	99
Between 5-24%	NORTH CAROLINA			
	Bladen	11,500	11,300	98
	Caswell	7,400	7,300	99
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Lenoir	22,500	22,300	99
	Montgomery	9,000	8,900	99
	Randolph	39,800	39,400	99
	Robeson	36,100	35,400	98
Warren	5,900	5,800	98	
VIRGINIA				
Mecklenburg	10,700	10,500	98	
Totals		847,500	837,200	99
Net Weekly Circulation (1990)				351,000
Average Daily Circulation (1990)				146,300

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North Carolina—Durham-Raleigh

WPTF-TV

Ch. 28

Network Service: NBC.

Licensee: Durham Life Broadcasting Inc., Box 29521, Raleigh, NC 27626.

Studio: 3012 Highwoods Blvd., Raleigh, NC 27604.

Telephone: 919-876-0674. TWX: 510-928-1852. Fax: 919-790-6254.

Technical Facilities: Channel No. 28 (554-560 MHz). Authorized power: 5000-kw max. visual, 250-kw max. aural. Antenna: 2000-ft. above av. terrain, 1893-ft. above ground, 2253-ft. above sea level.

Latitude 35° 40' 29"
Longitude 78° 31' 38"

Holds CP for change to 1919-ft. above av. terrain, 1900-ft. above ground, 2215-ft. above sea level; lat. 35° 40' 35", long. 78° 32' 09", transmitter to 1.6-mi. SE of Auburn. BPCT-900518KM.

Transmitter: 1.8-mi. SE of Auburn.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Transmit/receive Harris, 6.1-meter Ku-band; Andrew, 4.5-meter C-band; Harris, 3.6-meter Ku-band; RCA, 3-meter Ku-band; Andrew, Harris, M/A-Com receivers.

News Services: AP, NBC, UPI.

Ownership: Durham Life Bcstg. Inc.

Began Operation: November 4, 1968. Sale to present owner by Robinson O. Everett, et al., approved by FCC May 19, 1977 (Television Digest, Vol. 17:5).

Represented (sales): Blair Television.

Represented (legal): Tharrington, Smith & Hargrove.

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

Personnel:

BOB BUTLER, executive vice president & general manager.

BOB WOLFE, station manager.

KAY CROWDER, general sales manager.

JESS SESSOMS, national sales manager.

LATHAM HAMNER, chief engineer.

KEVIN KELLY, news director.

BARBARA NICELY, promotion director.

BILL RAMSEY, production manager.

KEN DURHAM, business manager.

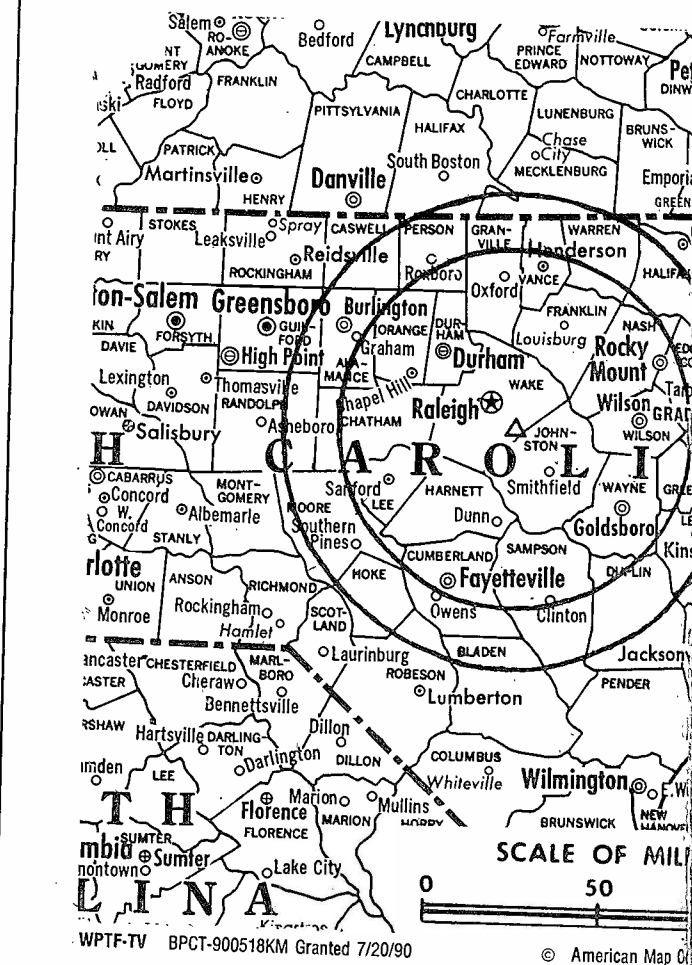
Highest 30 Sec. Rate: \$3200.

NETWORK BASE HOURLY RATE: \$800.

City of License: Durham. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
NORTH CAROLINA				
50% & Over	Chatham	14,600	14,400	99
	Durham	69,100	68,300	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Harnett	24,100	23,800	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Johnston	31,200	30,800
	Lee	16,100	15,900
	Orange	34,700	34,200
	Person	11,400	11,300
	Vance	14,400	14,200
	Wake	152,400	151,000
NORTH CAROLINA			
Between 25-49%	Alamance	40,800	40,500
	Cumberland	88,400	87,500
	Moore	24,000	23,700
	Nash	27,900	27,600
	Scotland	12,100	11,900
	Warren	5,900	5,800
	Wayne	36,500	36,000
	Wilson	24,400	24,100
VIRGINIA			
	Mecklenburg	10,700	10,500
NORTH CAROLINA			
Between 5-24%	Caswell	7,400	7,300
	Edgecombe	21,000	20,700
	Greene	5,400	5,300
	Hoke	7,600	7,400
	Montgomery	9,000	8,900
	Sampson	19,000	18,700
Totals		734,100	725,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Raleigh-Durham

WRAL-TV

Ch. 5

Service: CBS.

Capital Bcstg. Co. Inc., 2619 Western Blvd., Box 12000, Raleigh, NC 27605.

2619 Western Blvd., Raleigh, NC 27605.

Address: Box 12000, Raleigh, NC 27605.

Phone: 919-821-8555; TWX: 510-928-1833. Fax: 919-821-8554.

Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual,

Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above

40-ft. above sea level.

Latitude 35° 40' 35"

Longitude 78° 32' 09"

Change to 1981-ft. above av. terrain, 1965-ft. above ground, 2280-

sea level. BPCT-900507KH.

1.6-mi. SE of Auburn.

TV Sound: Stereo only.

Stations: Transmit/receive Scientific-Atlanta, 10-meter C-band; Scien-

7-meter C-band; Harris, 6.1-meter Ku-band; Scientific-Atlanta, 4.5-

meter; Harris, Scientific-Atlanta receivers.

WRAL-FM, 100-kw, 101.5 MHz (No. 268), 1840-ft.

Services: AP, CNN, Conus, UPI.

Capital Broadcasting Co. Inc. (Group Owner).

Station: December 15, 1956.

Advertising (sales): TeleRep Inc.

Legal (legal): Fletcher, Heald & Hildreth.

President: D. N. president.

Senior vice president & general manager: E. Z. senior vice president & general manager.

Station manager: N. station manager.

General sales manager: R. T. general sales manager.

Local sales manager: T. W. MAN, local sales manager.

National sales manager: W. national sales manager.

Manager of engineering: J. N. manager of engineering.

Program manager: F. program manager.

Promotion director: M. promotion director.

Business manager: R. T. RTER, business manager.

Public affairs manager: R. J. LALA, public affairs manager.

Rate: \$2500.

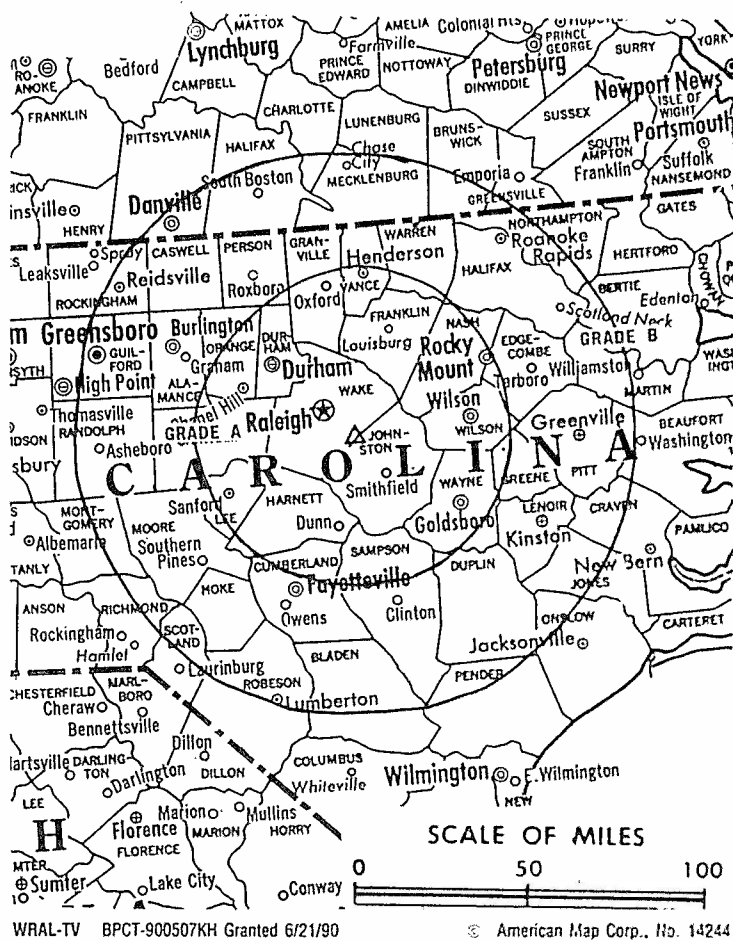
Hourly Rate: \$1575.

Address: Raleigh. ADI: Raleigh-Durham. Rank: 33.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Based on Arbitron study.

State	Total Households	TV Households	%
NORTH CAROLINA			
Chatham	14,600	14,400	99
Cumberland	88,400	87,500	99
Durham	69,100	68,300	99
Edgecombe	21,000	20,700	99
Franklin	13,000	12,700	98
Granville	13,000	12,800	98
Halifax	20,000	19,600	98
Harnett	24,100	23,800	99
Hoke	7,600	7,400	98
Johnston	31,200	30,800	99
Lee	16,100	15,900	99
Moore	24,000	23,700	99
Nash	27,900	27,600	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Northampton	7,700	7,600	98
	Orange	34,700	34,200	98
	Person	11,400	11,300	99
	Robeson	36,100	35,400	98
	Sampson	19,000	18,700	98
	Scotland	12,100	11,900	98
	Vance	14,400	14,200	99
	Wake	152,400	151,000	99
	Warren	5,900	5,800	98
	Wayne	36,500	36,000	99
Wilson	24,400	24,100	99	
VIRGINIA	Mecklenburg	10,700	10,500	98
	NORTH CAROLINA			
	Alamance	40,800	40,500	99
	Bladen	11,500	11,300	98
	Duplin	15,600	15,400	98
	Greene	5,400	5,300	98
	Hertford	8,400	8,300	99
Lenoir	22,500	22,300	99	
Martin	9,600	9,500	99	
VIRGINIA	Halifax	12,300	12,100	98
	NORTH CAROLINA			
Between 5-24%	Bertie	7,600	7,400	97
	Caswell	7,400	7,300	99
	Columbus	19,400	19,100	98
	Montgomery	9,000	8,900	99
	New Hanover	47,000	46,600	99
(Continued on page A-850)				
Totals		1,073,000	1,059,700	99
Net Weekly Circulation (1990)			694,800	
Average Daily Circulation (1990)			411,200	

North Carolina—Durham-Raleigh-Fayetteville

WTVD

Ch. 11

Network Service: ABC.

Licensee: Capital Cities Communications Inc., Box 2009, Durham, NC 27702.

Studio: 411 Liberty St., Durham, NC 27702.

Fayetteville Office: 225 Green St., Fayetteville, NC 28301.

Raleigh Office: 411 Fayetteville St. Mall, Box 1950, Raleigh, NC 27602.

Mailing Address: Box 2009, Durham, NC 27702.

Telephones: 919-683-1111, Durham; 919-323-5883, Fayetteville.

TWX: 510-927-1810. Fax: 919-682-7476.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 316-kw visual, 47.4-kw aural. Antenna: Circularly polarized, 1990-ft. above av. terrain, 2000-ft. above ground, 2317-ft. above sea level.

Latitude 35° 40' 05"
Longitude 78° 31' 58"

Transmitter: 4-mi. NW of Clayton, 2-mi. SE of Auburn, NC.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, C-band; Harris, 9.1-meter C-band; Avantek, Harris receivers.

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

News Services: AP, UPI.

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

Began Operation: September 2, 1954. Sale to present owners by principal stockholders Harmon L. & Virginia D. Duncan, J. Floyd Fletcher and WDNC(AM) approved by FCC May 22, 1957 (Television Digest, Vol. 13:14, 21).

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

Represented (legal): Wilmer, Cutler & Pickering.

Represented (engineering): Moffet, Larson & Johnson, P.C.

Personnel:

TIMOTHY BENNETT, president & general manager.

DENIS J. O'CONNOR, general sales manager.

JON L. MILLER, director of programming.

JANICE CRUMP, community relations manager.

CURTIS MEREDITH, chief engineer.

WILLIAM HIGGS, business manager.

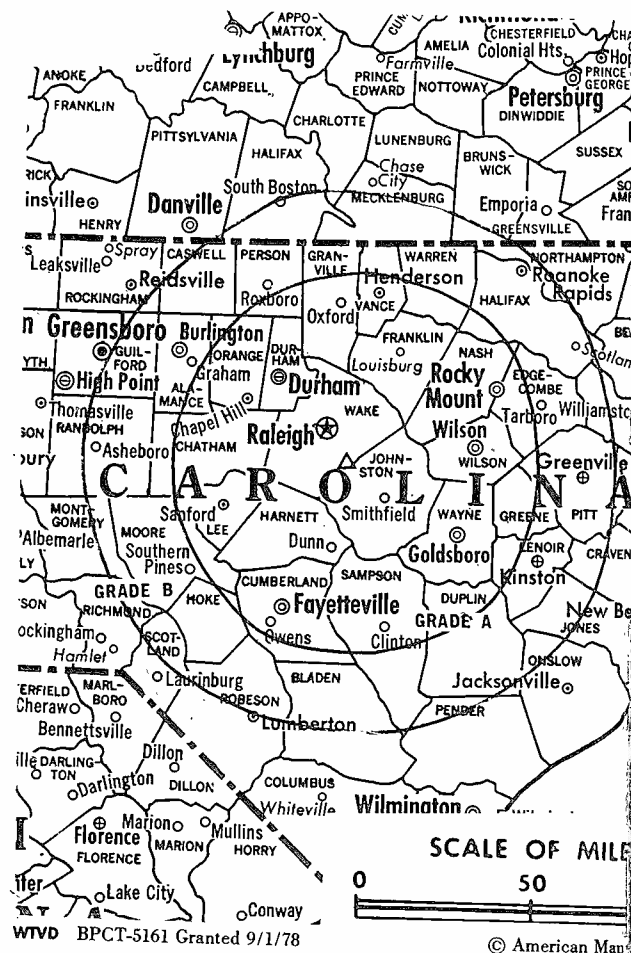
MARIE BROWN, sales service manager.

Rates: On request.

City of License: Durham. ADI: Raleigh-Durham. Rank: 33.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA			
	Chatham	14,600	14,400	99
	Cumberland	88,400	87,500	99
	Durham	69,100	68,300	99
	Edgecombe	21,000	20,700	99
	Franklin	13,000	12,700	98
	Granville	13,000	12,800	98
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98
	Harnett	24,100	23,800	99
	Hoke	7,600	7,400	98
	Johnston	31,200	30,800	99
	Lee	16,100	15,900	99
	Moore	24,000	23,700	99
Nash	27,900	27,600	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NORTH CAROLINA		
	Orange	34,700	34,200
	Person	11,400	11,300
	Sampson	19,000	18,700
	Scotland	12,100	11,900
	Vance	14,400	14,200
	Wake	152,400	151,000
	Warren	5,900	5,800
	Wayne	36,500	36,000
	Wilson	24,400	24,100
Between 25-49%	VIRGINIA		
	Mecklenburg	10,700	10,500
	NORTH CAROLINA		
	Alamance	40,800	40,500
	Bladen	11,500	11,300
Between 5-24%	NORTH CAROLINA		
	Duplin	15,600	15,400
	Northampton	7,700	7,600
	Robeson	36,100	35,400
	Bertie	7,600	7,400
	Brunswick	19,600	19,300
	Caswell	7,400	7,300
	Columbus	19,400	19,100
	Lenoir	22,500	22,300
	Martin	9,600	9,500
Montgomery	9,000	8,900	
New Hanover	47,000	46,600	
Onslow	39,400	39,100	
Pender	9,900	9,700	
(Continued on page A-850)			
Totals		1,111,700	1,097,900
Net Weekly Circulation (1990)			67%
Average Daily Circulation (1990)			39%

Carolina—Rocky Mount

WFXB

Ch. 47

Service: None, independent.

Family Bcstg. Enterprises, Box 4750, Rocky Mount, NC 27802.

1. Washington St., Rocky Mount, NC 27801.

19-985-2447. Fax: 919-985-1447.

Facilities: Channel No. 47 (668-674 MHz). Authorized power: 2500-kw
 250-kw aural. Antenna: 610-ft. above av. terrain, 610-ft. above ground,
 above sea level.

Latitude 35° 48' 40"

Longitude 77° 44' 33"

Temperance Hall Community, intersection of State Rds. 1124 & 1003.

Equipment: Microdyne, 4-meter Ku & C-band; General Instrument,
 C-band; Agile Omni, General Instrument, Microdyne receivers.

Family Bcstg. Enterprises.

Operation: July 5, 1989.

(sales): Landin Media Sales.

(legal): Mitchell, Fielstra & Associates, P.C.

General manager.

Local sales manager & marketing director.

News director.

Program director.

Promotion director.

Invest.



Arbitron Data: Not available.

City of License: Rocky Mount. ADI: Raleigh-Durham. Rank: 33.

North Carolina—Washington-Greenville- New Bern

WITN-TV
Ch. 7

Network Service: NBC.

Licensee: American Family Broadcast Group Inc.

Studio: Hwy. 17 South, Washington, NC 27889.

Mailing Address: Box 468, Washington, NC 27889.

Telephone: 919-946-3131.

Technical Facilities: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual, 31-kw aural. Antenna: Circularly polarized, 1950-ft. above av. terrain, 2000-ft. above ground, 2028-ft. above sea level.

Latitude 35° 21' 55"
Longitude 77° 23' 38"

Transmitter: Hwy. 118, 2.5-mi. E of Grifton.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6-meter; Harris, 3-meter; Harris; Scientific-Atlanta receivers.

News Services: AP, NBC.

Ownership: American Family Corp. (Group Owner).

Began Operation: September 28, 1955. Sale to present owner by W. R. Roberson Jr., et al., approved by FCC June 26, 1985 (Television Digest, Vol. 25:8).

Represented (sales): Katz Television.

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

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

Personnel:

HOWARD MEAGLE JR., vice president & general manager.

BILL STANLEY, general sales manager.

JEANETTE LECROY, national sales manager.

HELEN S. JACKSON, national sales coordinator.

AL MANNING, chief engineer.

CHRIS McDANIEL, news director.

MICHAEL RIDDLE, program director.

FRANCES W. WILLIAMS, business manager.

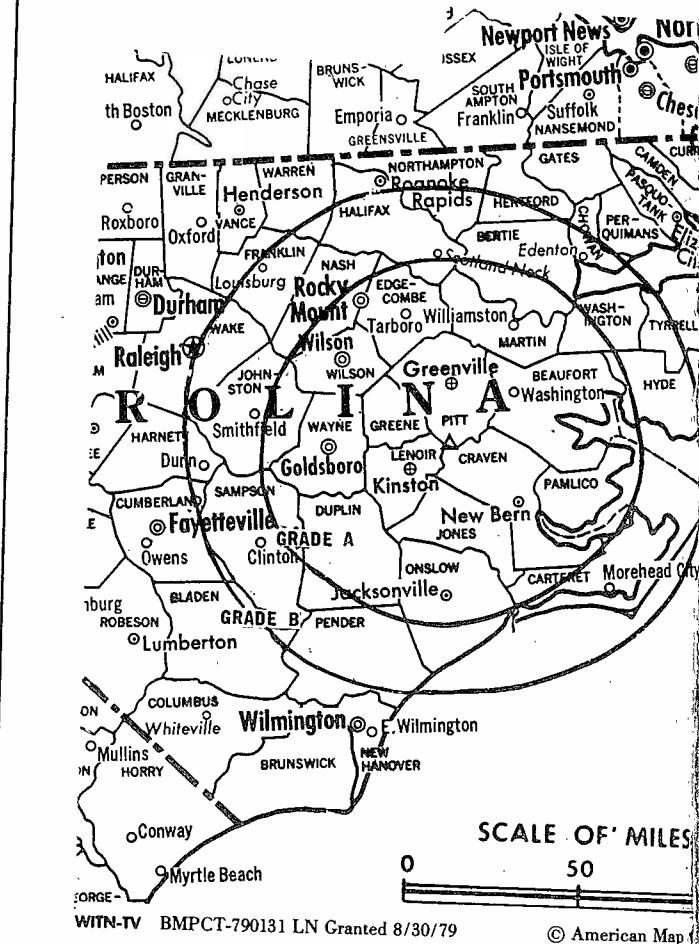
DEAN LEIPSNER, promotion director.

Rates: On request.

City of License: Washington. ADI: Greenville-New Bern-Washington. Rank: 105.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over				
NORTH CAROLINA				
	Beaufort	16,900	16,700	99
	Bertie	7,600	7,400	97
	Carteret	21,400	21,100	99
	Chowan	5,400	5,300	98
	Craven	30,800	30,500	99
	Dare	8,900	8,700	98
	Duplin	15,600	15,400	98
	Edgecombe	21,000	20,700	99
	Greene	5,400	5,300	98
	Halifax	20,000	19,600	98
	Hyde	2,100	2,000	95



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over			
	Jones	3,200	3,200
	Lenoir	22,500	22,300
	Martin	9,600	9,500
	Nash	27,900	27,600
	Northampton	7,700	7,600
	Onslow	39,400	39,100
	Pamlico	4,200	4,200
	Pitt	39,500	39,100
	Tyrrell	1,500	1,500
	Washington	5,200	5,100
	Wayne	36,500	36,000
	Wilson	24,400	24,100
Between 25-49%			
NORTH CAROLINA			
	Franklin	13,000	12,700
	Hertford	8,400	8,300
	Johnston	31,200	30,800
	Warren	5,900	5,800
Between 5-24%			
NORTH CAROLINA			
	Camden	2,100	2,100
	Currituck	5,600	5,500
	Granville	13,000	12,800
	Pasquotank	11,200	11,000
	Pender	9,900	9,700
	Perquimans	4,300	4,300
	Sampson	19,000	18,700
	Vance	14,400	14,200
Totals		514,700	507,900
Net Weekly Circulation (1990)			355
Average Daily Circulation (1990)			205

Carolina—Wilmington

WECT

Ch. 6

Service: NBC.

Atlantic Telecasting Corp., 322 Shipyard Blvd., Wilmington, NC 28403.

Shipyard Blvd., Wilmington, NC 28403.

Address: Box 4029, Wilmington, NC 28406.

Phone: 919-791-8070. TWX: 510-937-0314.

Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 100-w audio. Antenna: 1930-ft. above av. terrain, 2000-ft. above ground, 2055-ft. above sea level.

Latitude 34° 34' 32"

Longitude 78° 26' 13"

State Hwy. 53, 1.1-mi. SE of Singletary Lake, Colly Twp.

TV Sound: Stereo only.

Transmitters: Harris, 8-meter; Prodelin, 5-meter; Harris, 3-meter; Harris, 1.5-meter.

Relay stations: AP, Conus, NBC.

Parent: News Press & Gazette Co. (Group Owner).

History: Station created April 9, 1954. Sale of 60% of stock by Richard A. Dunlea & wife to James Jackson approved Dec. 11, 1957 by FCC (Television Digest, Vol. 10, p. 10). Sale to present owner approved by FCC Nov. 21, 1986.

Advertiser: (sales): Katz Television.

Agency: (legal): Dow, Lohnes & Albertson.

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

General Manager: EALL, vice president & general manager.

Sales Manager: CHINSON, general sales manager.

Chief Engineer: R, chief engineer.

News Director: DOW, news director.

Program Director: K, program director.

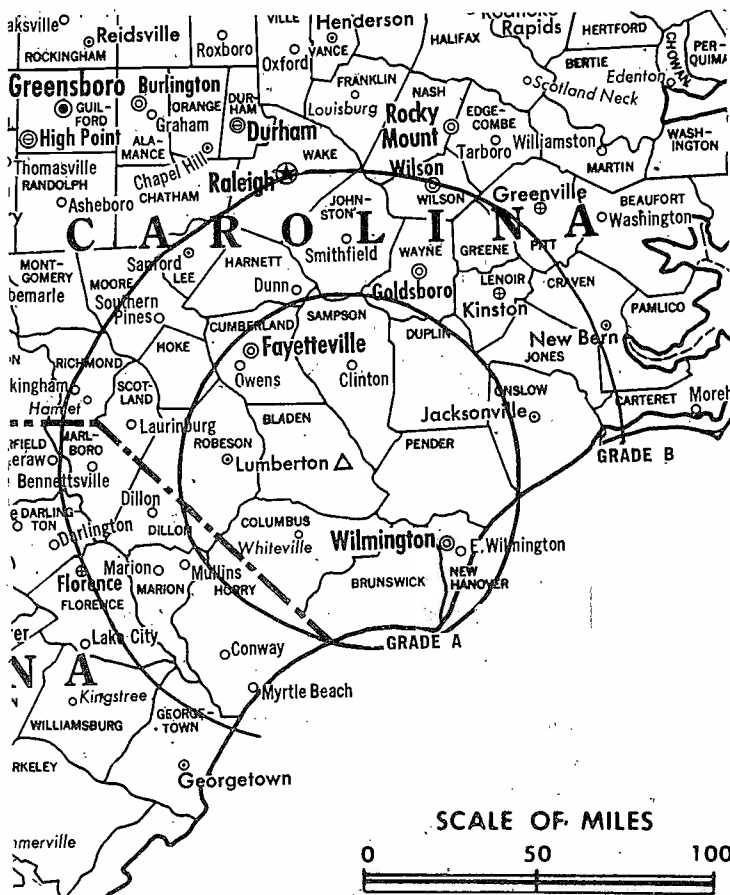
Production Manager: AM, production manager.

Request.

Address: Wilmington. ADI: Wilmington. Rank: 146.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
NORTH CAROLINA			
Bladen	11,500	11,300	98
Brunswick	19,600	19,300	98
Columbus	19,400	19,100	98
Cumberland	88,400	87,500	99
Duplin	15,600	15,400	98
Hoke	7,600	7,400	98
New Hanover	47,000	46,600	99
Pender	9,900	9,700	98
Richmond	18,100	17,900	99
Robeson	36,100	35,400	98



WECT BMPCT-800829KF Granted 11/4/80

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Sampson	19,000	18,700	98	
	Scotland	12,100	11,900	98	
	SOUTH CAROLINA				
	Dillon	10,700	10,500	98	
	Horry	53,900	53,000	98	
Marion	12,200	11,900	98		
Between 25-49%	NORTH CAROLINA				
	Moore	24,000	23,700	99	
	Onslow	39,400	39,100	99	
	SOUTH CAROLINA				
Mariboro	10,800	10,600	98		
Between 5-24%	NORTH CAROLINA				
	Franklin	13,000	12,700	98	
	Harnett	24,100	23,800	99	
	Johnston	31,200	30,800	99	
	Jones	3,200	3,200	100	
	Lee	16,100	15,900	99	
	Lenoir	22,500	22,300	99	
	Wayne	36,500	36,000	99	
	SOUTH CAROLINA				
	Florence	43,300	42,700	99	
Georgetown	17,500	17,200	98		
Totals		662,700	653,600	99	
Net Weekly Circulation (1990)				352,200	
Average Daily Circulation (1990)				193,200	

North Carolina—Wilmington

WJKA

Ch. 26

Network Service: CBS.

Licensee: Wilmington Telecasters Inc., 1926 Oleander Drive, Wilmington, NC 28403.

Studio: 1926 Oleander Drive, Wilmington, NC 28403.

Mailing Address: Box 2626, Wilmington, NC 28403.

Telephone: 919-343-8826. **Fax:** 919-251-0978.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 4325-kw max. visual, 432.5-kw max. aural. Antenna: 1641-ft. above av. terrain, 1629-ft. above ground, 1689-ft. above sea level.

Latitude 34° 07' 51"
Longitude 78° 11' 16"

Transmitter: 5-mi. NNW of Bolivia on Lewis Swamp Rd.

Satellite Earth Stations: Transmit/receive Microdyne, 7-meter; Scientific-Atlanta, 6.2-meter; Harris, 4.7-meter; Harris, 3.7-meter; Harris, M/A-Com, Scientific-Atlanta receivers.

News Services: AP, CBS.

Ownership: Katherine R. Everett & Robinson O. Everett (Group Owners).

Began Operation: September 24, 1984.

Represented (sales): Settel Inc.

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

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

Personnel:

TY WATTS, general manager.

BOB WATSON, general sales manager.

CARL BAHNER, chief engineer.

LIZ BOWMAN, program & promotion director.

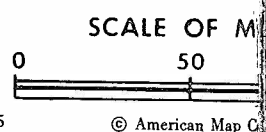
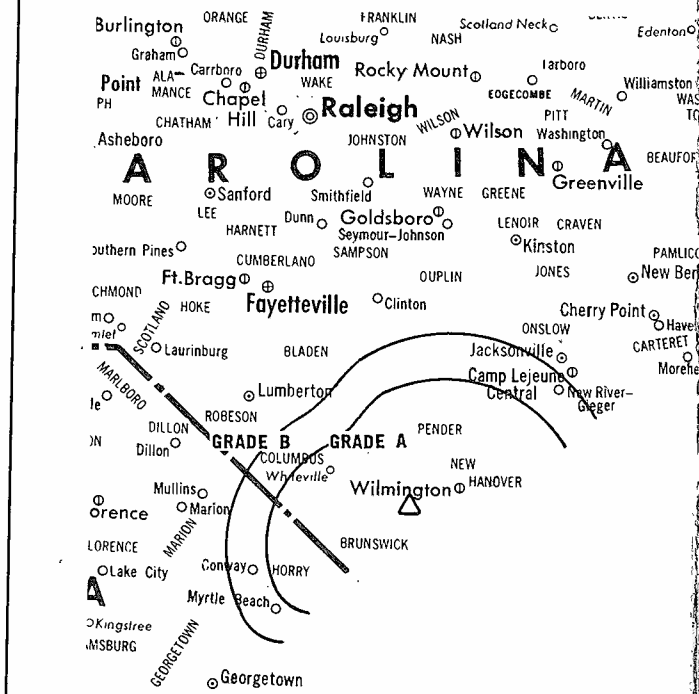
CLARA DITTMER, office manager.

Highest 30 Sec. Rate: \$600.

City of License: Wilmington. **ADI:** Wilmington. **Rank:** 146.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH CAROLINA Brunswick	19,600	19,300	98



WJKA BLCT—841009KW Granted 3/28/85

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	New Hanover	47,000	46,600
	Pender	9,900	9,700
Between 25-49%	NORTH CAROLINA Columbus	19,400	19,100
	NORTH CAROLINA Bladen	11,500	11,300
Between 5-24%	SOUTH CAROLINA Horry	53,900	53,000
	Totals	161,300	159,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Carolina—Wilmington

WWAY

Ch. 3

Service: ABC.
 Owners: Adams TV of Wilmington Inc.
 111 Front St., Wilmington, NC 28401.
 Address: Box 2068, Wilmington, NC 28401.
 Phone: 919-762-8581.
 Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual.
 Antenna: Circularly polarized. 1953-ft. above av. terrain, 1941-ft. above
 101-ft. above sea level.

Latitude 34° 07' 51"
 Longitude 78° 11' 16"

Location: 5-mi. NNW of Bolivia on Lewis Swamp Rd.
 Stations: Andrew, 7.3-meter C-band; Scientific-Atlanta, 4.6-meter
 Andrew, 4.5-meter C-band; RCA, 3.2-meter Ku-band; Avantek, M/A-Corn,
 Atlanta receivers.

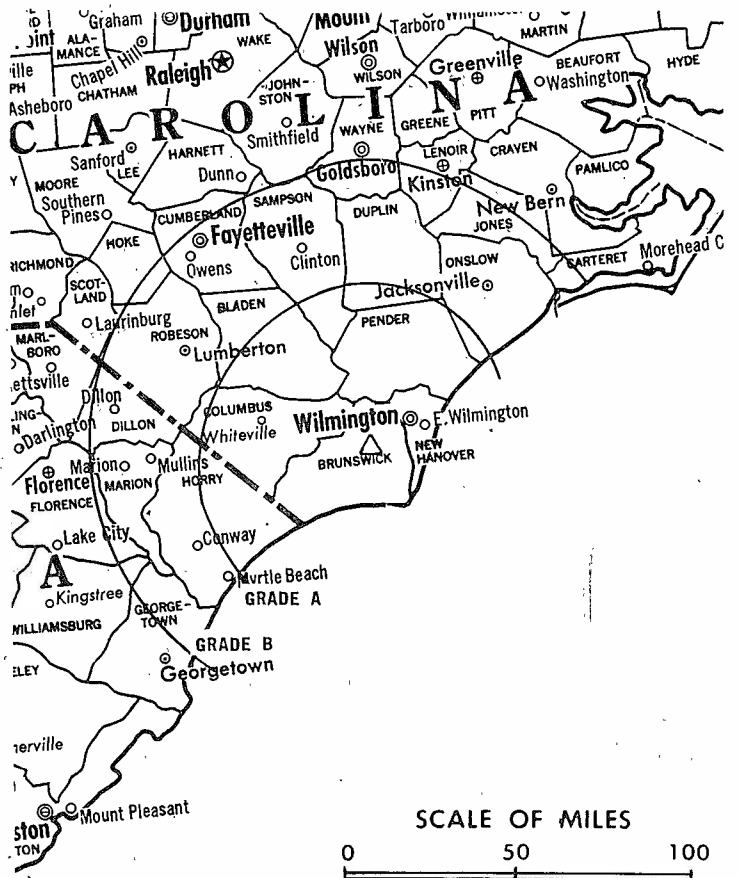
AP.
 Adams Communications (Group Owner).
 Date: October 30, 1964. Sale to Price Communications Corp. by Clay
 Communications approved by FCC June 23, 1987 (Television Digest, Vol. 27:21).
 Fear Telecasting Inc. (William G. Broadfoot Jr., Charles B. Britt, Ferebee
 Big Wall) approved by FCC Aug. 28, 1968. Note: Left air temporarily Jan.
 when plane collided with tower (Vol. 21:5). Sale to Adams TV approved
 1988.

Sales: Blair Television.
 Legal: Kaye, Scholer, Fierman, Hays & Handler.
 President & general manager.
 News director.
 Production manager.
 Business manager.
 Promotion director.
 Chief engineer.

Rate: \$900.
 Hourly Rate: \$600.
 Rank: Wilmington. ADI: Wilmington. Rank: 146.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
NORTH CAROLINA			
Bladen	11,500	11,300	98
Brunswick	19,600	19,300	98
Columbus	19,400	19,100	98



WWAY BPCT—841213KI Granted 1/30/85 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	New Hanover	47,000	46,600	99
	Pender	9,900	9,700	98
	SOUTH CAROLINA			
	Horry	53,900	53,000	98
Between 25-49%	NORTH CAROLINA			
	Duplin	15,600	15,400	98
	Onslow	39,400	39,100	99
	Robeson	36,100	35,400	98
	Sampson	19,000	18,700	98
Between 5-24%	NORTH CAROLINA			
	Hoke	7,600	7,400	98
	SOUTH CAROLINA			
	Dillon	10,700	10,500	98
	Georgetown	17,500	17,200	98
Marion	12,200	11,900	98	
Marlboro	10,800	10,600	98	
Totals		330,200	325,200	98
Net Weekly Circulation (1990)				198,600
Average Daily Circulation (1990)				106,400

North Carolina

WBTV, Charlotte (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NORTH CAROLINA			
	Transylvania	10,400	10,300	99
	Yadkin	11,600	11,500	99
	Yancey	6,000	5,800	97
	SOUTH CAROLINA			
	Fairfield	7,000	6,800	98
	Kershaw	16,700	16,400	98
	Marlboro	10,800	10,600	98
	Newberry	12,700	12,500	98
	TENNESSEE			
	Johnson	5,600	5,500	98
	VIRGINIA			
Carroll	9,600	9,400	98	
Grayson	9,400	9,200	98	

WFMY-TV, Greensboro-High Point & Winston-Salem (Arbitron Data Continued)

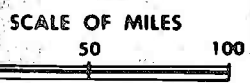
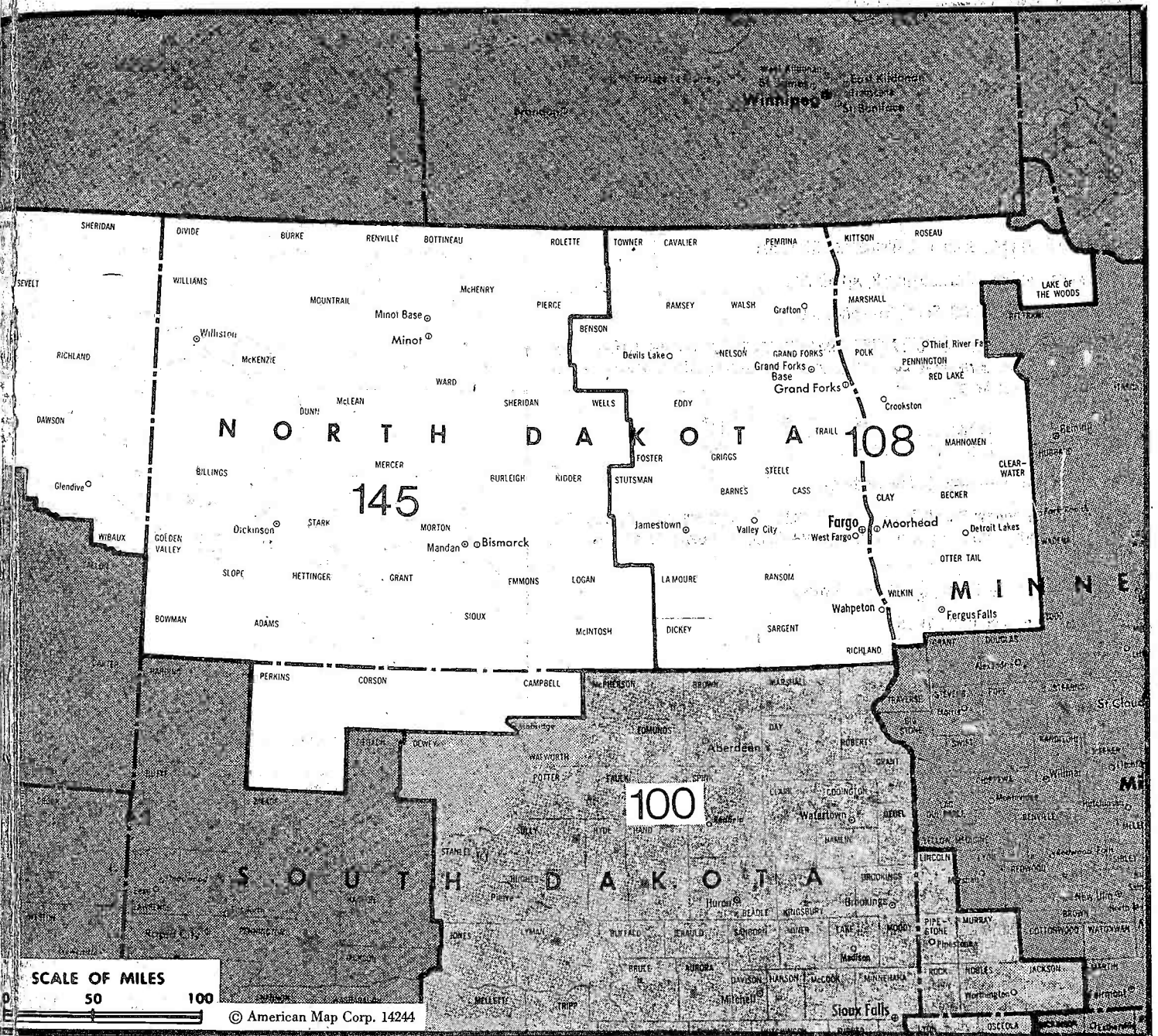
Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	NORTH CAROLINA			
	Richmond	18,100	17,900	99
	Vance	14,400	14,200	99
	Watauga	13,000	12,800	98
	VIRGINIA			
	Charlotte	4,000	3,900	98
	Floyd	4,600	4,500	98
	Franklin	13,400	13,200	99
	Halifax	12,300	12,100	98

WRAL-TV, Raleigh-Durham (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NORTH CAROLINA		
	Onslow	39,400	39,100
	Pender	9,900	9,700
	Pitt	39,500	39,100
	Richmond	18,100	17,900
	VIRGINIA		
	Brunswick	5,100	5,000
	Greensville	5,000	4,900
	Lunenburg	4,200	4,100

WTVD, Durham-Raleigh-Fayetteville (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	NORTH CAROLINA		
	Pitt	39,500	39,100
	Randolph	39,800	39,400
	SOUTH CAROLINA		
	Marlboro	10,800	10,600
	VIRGINIA		
	Brunswick	5,100	5,000
	Halifax	12,300	12,100
	Lunenburg	4,200	4,100



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Market Area	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Sioux Falls, SD	235,900	100	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLO-TV (6), KPRY-TV (4), KSFY-TV (13), KTTW (17)
Grand Forks, ND	218,000	108	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Bismarck-Dickinson, ND, Glendive, MT	144,600	145	KBMY (17), KFYP-TV (5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KXGN-TV (5), KXMA-TV (2), KXMB-TV (12), KXMC-TV (13), KXMD-TV (11)

State Cross Reference List

Communities that receive programs of stations that are located elsewhere.

KATV-TV, Fargo	See Valley City, ND
KATV-TV, Grand Forks	See Fargo, ND

North Dakota Station Totals as of October 1, 1990

	VHF	UHF	TOTAL
Commercial Television Stations	14	3	17
Educational Television Stations	6	0	6
	20	3	23

North Dakota—Bismarck

KBY

Ch. 17

(Operates satellite KMCY, Minot, ND)

Network Service: ABC.

Licensee: WDAY Inc., 301 Eighth St. S, Fargo, ND 58103.

Studio: 919 S. 7th St., Suite 600, Bismarck, ND 58501.

Mailing Address: Box 7277, Bismarck, ND 58502.

Telephone: 701-223-1700. **Fax:** 701-258-0886.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 510-kw max. visual, 90-kw max. aural. Antenna: 948-ft. above av. terrain, 649-ft. above ground, 2869-ft. above sea level.

Latitude 46° 35' 11"
Longitude 100° 48' 20"

Transmitter: 2-mi. S & 4-mi. E of St. Anthony.

Satellite Earth Stations: Scientific-Atlanta, 4.6-meter C-band; Scientific-Atlanta, 4.6-meter Ku-band; Harris, 3-meter C-band; M/A-Com, Standard Communications receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: March 31, 1985.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

MARK PRATHER, general manager.

CHUCK PETERSON, local & national sales manager.

JERRY GRIMSTAD, chief engineer.

SUSAN J. EIDER, program director.

BOB PROWSE, promotion director.

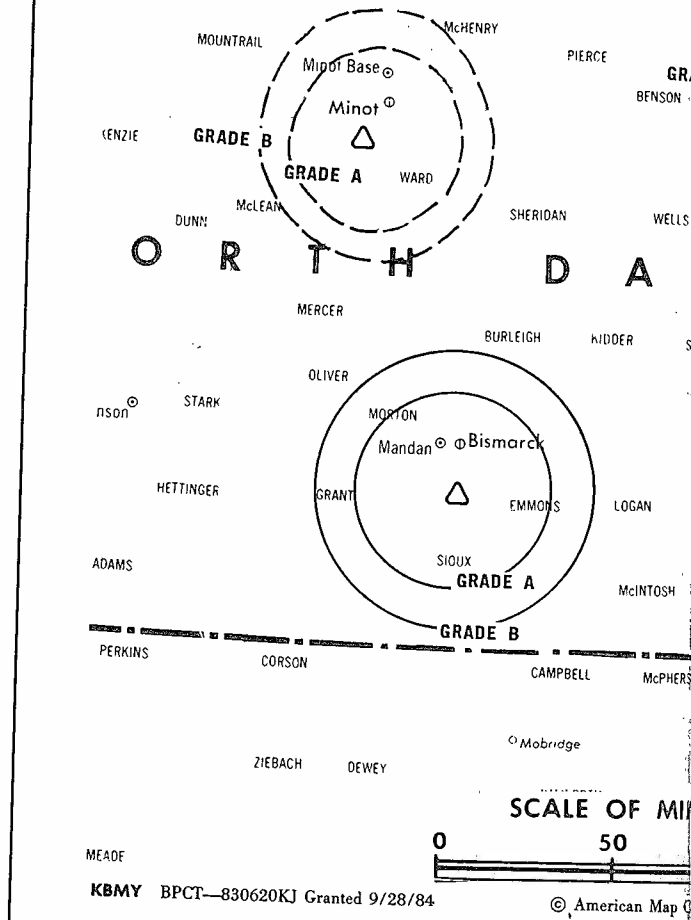
Rates: On request.

Arbitron Data: Figures include KMCY, Minot, ND.

City of License: Bismarck. **ADI:** Minot-Bismarck-Dickinson, ND-Glendive, MT. **Rank:** 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	NORTH DAKOTA			
	Burleigh	23,600	23,400	99
	Emmons	2,000	2,000	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98
	Morton	9,800	9,700	99
	Renville	1,400	1,400	100
	Ward	21,800	21,600	99



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	NORTH DAKOTA		
	Bottineau	3,200	3,200
	Dunn	1,600	1,600
	Grant	1,500	1,500
	Kidder	1,400	1,400
	Logan	1,200	1,200
	Mountrail	2,900	2,900
	Oliver	800	800
	Sheridan	1,000	1,000
	Stark	8,600	8,500
Between 5-24%	NORTH DAKOTA		
	Burke	1,400	1,400
	Hettinger	1,500	1,500
	Mc Intosh	1,900	1,900
	Pierce	2,000	2,000
	Sioux	900	900
	SOUTH DAKOTA		
Corson	1,500	1,400	
Totals		102,500	101,600
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

akota—Bismarck

KFYR-TV

Ch. 5

Satellites KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND)

Service: NBC.

Owner: Meyer Broadcasting Co., Box 1738, Bismarck, ND 58502.

Address: 4th St., Bismarck, ND 58501.

Phone: 701-255-5757. Fax: 701-255-4921.

Channels: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual.
 Antenna: 1402-ft. above av. terrain, 1101-ft. above ground, 3373-ft. above level.

Latitude 46° 36' 17"
 Longitude 100° 48' 30"

Location: 2-mi. S of city.

TV Sound: Stereo only.

Equipment: Stations: GE, 6-meter Ku-band; Harris, 3-meter C-band; Simulcast Ku-band; Harris, Scientific-Atlanta, Standard Components receivers.

Power: KYR, 5-kw, 550 kHz (ABC).

Frequency: 100-kw, 92.9 MHz (No. 225), 1402-ft.

Service: Agri-data, AP, NBC, Sports News Satellite.

Owner: Meyer Broadcasting Co. (Group Owner).

Established: December 19, 1953.

Sales: Blair Television; Target Broadcast Sales (Canada).

Legal: Hogan & Hartson.

Engineering: Jules Cohen & Associates, P.C.

President: J. W. O'Connell, president & chief executive officer.

General manager: J. W. O'Connell.

Operations & programming manager: J. W. O'Connell.

National & regional sales manager: J. W. O'Connell.

Local sales manager: J. W. O'Connell.

Chief engineer: J. W. O'Connell.

News director: J. W. O'Connell.

Promotion director: J. W. O'Connell.

Business manager: J. W. O'Connell.

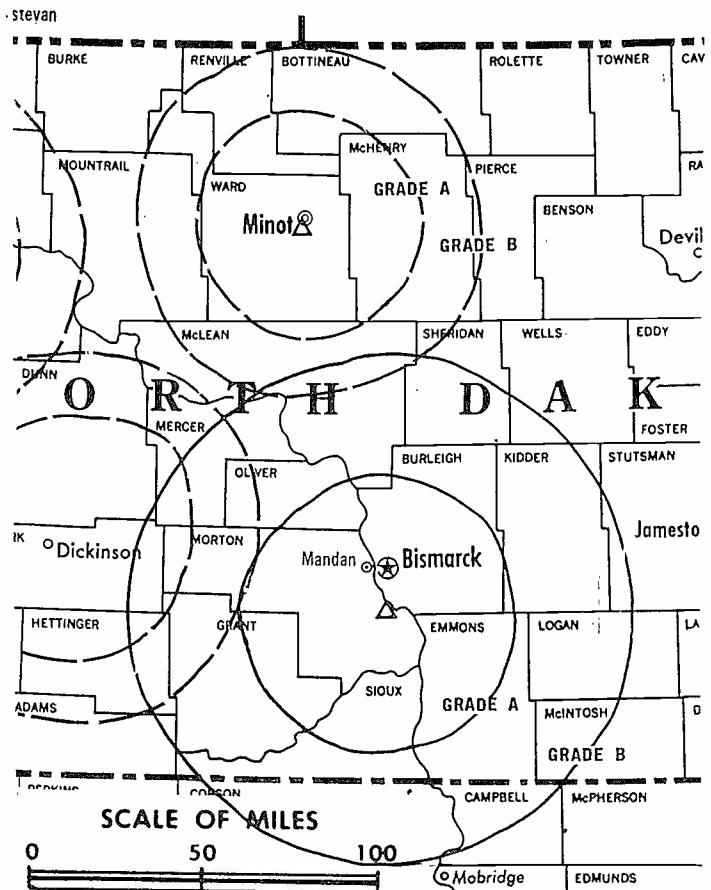
Rate: \$550.

Satellites: KQCD-TV, Dickinson; KMOT, Minot & KUMV-TV, Williston, ND.

Market: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 10.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
NORTH DAKOTA			
Burleigh	23,600	23,400	99
Emmons	2,000	2,000	100
Grant	1,500	1,500	100
Hettinger	1,500	1,500	100
Kidder	1,400	1,400	100
Logan	1,200	1,200	100
Mc Intosh	1,900	1,900	100
Mc Lean	4,500	4,400	98
Mercer	5,200	5,100	98



KFYR-TV BPCT-2965 Granted 2/24/63

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Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	Morton	9,800	9,700	99	
	Oliver	800	800	100	
	Sheridan	1,000	1,000	100	
	Sioux	900	900	100	
	SOUTH DAKOTA				
	Campbell	800	800	100	
	Corson	1,500	1,400	93	
	Waiworth	2,700	2,600	96	
	Between 25-49%	SOUTH DAKOTA			
		Dewey	1,500	1,400	93
Mc Pherson		1,500	1,500	100	
Between 5-24%	NORTH DAKOTA				
	Benson	2,500	2,400	96	
	Bowman	1,600	1,600	100	
	Dickey	2,500	2,500	100	
	Eddy	1,300	1,300	100	
	Foster	1,600	1,600	100	
	La Moure	2,300	2,300	100	
	Stark	8,600	8,500	99	
	Stutsman	9,300	9,200	99	
	Wells	2,700	2,700	100	
	Totals		97,500	96,300	99
	Net Weekly Circulation (1990)			58,900	
	Average Daily Circulation (1990)			41,200	

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

North Dakota—Bismarck

KXMB-TV

Ch. 12

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Company Inc., Box 1617, Bismarck, ND 58502.

Studio: 1811 North 15, Bismarck, ND 58501.

Telephone: 701-223-9197. Fax: 701-223-3320.

Technical Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1580-ft. above av. terrain, 1204-ft. above ground, 3449-ft. above sea level.

Latitude 46° 35' 17"
Longitude 100° 48' 26"

Transmitter: 5-mi. E & 2-mi. S of St. Anthony.

Satellite Earth Stations: In operation; M/A-Com receivers.

News Services: AP, CBS.

Ownership: Reiten Television (Group Owner).

Began Operation: November 19, 1955. Sale to present owner by KXJB-TV, Valley City-Fargo approved by FCC Jan. 27, 1971 (Television Digest, Vol. 11:5).

Represented (sales): Katz Television.

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

Personnel:

JOHN VON REUDEN, manager.

DAVID REITEN, national sales manager.

TIM J. REITEN, news director.

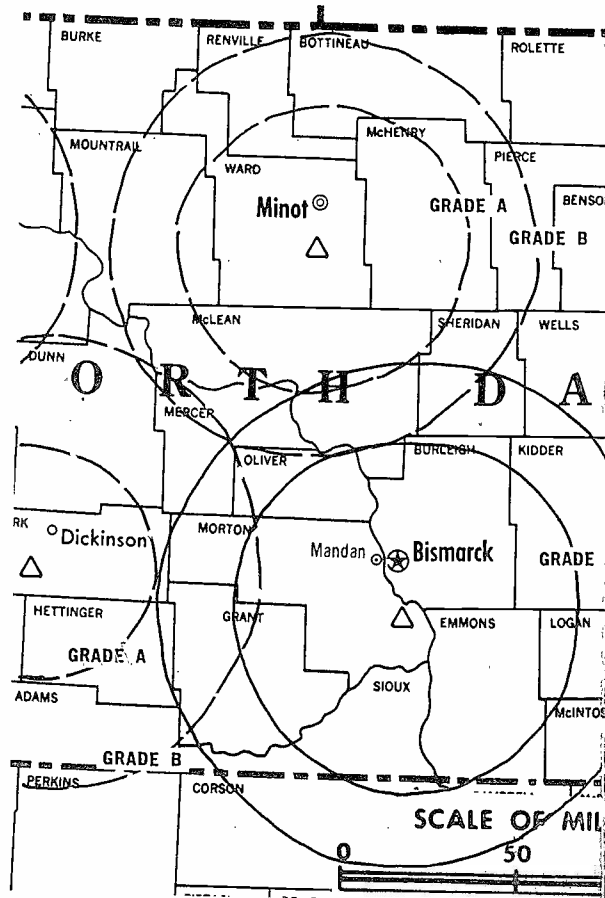
ROCKY HEFTY, chief engineer.

Rates: Sold with KXMC-TV, Minot; KXMD-TV, Williston & KXMA-TV, Dickinson, ND.

City of License: Bismarck. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Burleigh	23,600	23,400	99
	Emmons	2,000	2,000	100
	Grant	1,500	1,500	100
	Kidder	1,400	1,400	100
	Logan	1,200	1,200	100
	Mc Intosh	1,900	1,900	100
	Morton	9,800	9,700	99
	Oliver	800	800	100
	Sioux	900	900	100
	SOUTH DAKOTA			
Campbell	800	800	100	
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100



KXMB-TV BMPCT-7664 Granted 2/15/77

© American M

Net Weekly Circulation	State County	Total Households	TV Households	
Between 25-49%	NORTH DAKOTA			
	Mc Lean	4,500	4,400	
	Mercer	5,200	5,100	
	SOUTH DAKOTA			
	Corson	1,500	1,400	
	Dewey	1,500	1,400	
	Perkins	1,800	1,700	
	Walworth	2,700	2,600	
	Between 5-24%	NORTH DAKOTA		
		Adams	1,300	1,300
Eddy		1,300	1,300	
Foster		1,600	1,600	
Mc Henry		2,800	2,800	
Sheridan		1,000	1,000	
Stutsman		9,300	9,200	
Wells		2,700	2,700	
SOUTH DAKOTA				
Edmunds		1,800	1,800	
Mc Pherson	1,500	1,500		
Totals		85,900	84,900	
Net Weekly Circulation (1990)				
Average Daily Circulation (1990)				

akota—Devils Lake-Grand Forks

WDAZ-TV

Ch. 8

(Satellite of WDAY-TV, Fargo, ND)

Service: ABC.

WDAZ-TV, Fargo, ND, Inc., 301 S. 8th St., Fargo, ND 58108.

WDAY-TV, Fargo.

Phone: 701-775-2500. Fax: 701-746-4507.

Titles: Channel No. 8 (180-186 MHz). Authorized power: 316-kw visual.
Antenna: 1480-ft. above av. terrain, 1458-ft. above ground, 2979-ft. level.

Latitude 48° 08' 24"
Longitude 97° 59' 38"

9.9-mi. N of Petersburg, ND.

Station: Harris, 4.5-meter; Harris, Microdyne receivers.

AP.

Forum Publishing Co. (Group Owner).

on: February 8, 1967.

sales): Katz Television.

legal): Holland & Knight.

station manager.

WIMMER, local sales manager.

JE, news director.

promotion director.

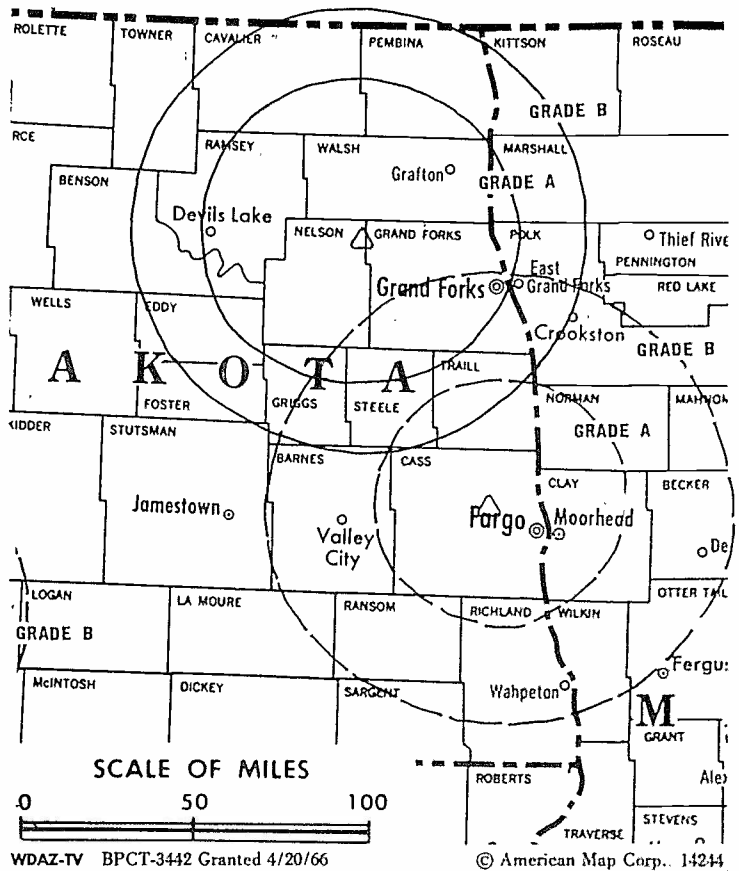
ENSON, chief engineer.

in combination with WDAY-TV, Fargo, ND. Separate rates available on

Devs Lake. ADI: Fargo. Rank: 108.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
MINNESOTA			
Kittson	2,400	2,300	96
Lake Of The Woods	1,500	1,400	93
Marshall	4,500	4,400	98
Pennington	5,600	5,500	98
Polk	12,500	12,300	98
Roseau	5,000	4,700	94
NORTH DAKOTA			
Benson	2,500	2,400	96
Cavalier	2,600	2,500	96
Eddy	1,300	1,300	100
Foster	1,600	1,600	100
Grand Forks	24,700	24,500	99
Nelson	2,000	2,000	100
Pembina	3,800	3,700	97
Ramsey	5,100	5,000	98
Rolette	3,800	3,700	97



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Towner	1,600	1,600	100
	Walsh	5,700	5,600	98
	Wells	2,700	2,700	100
Between 25-49%	MINNESOTA			
	Red Lake	1,800	1,800	100
	NORTH DAKOTA			
	Griggs	1,400	1,400	100
	Pierce	2,000	2,000	100
Trail	3,500	3,500	100	
Between 5-24%	NORTH DAKOTA			
	Bottineau	3,200	3,200	100
	Mc Henry	2,800	2,800	100
Totals		103,600	101,900	98
Net Weekly Circulation (1990)				75,000
Average Daily Circulation (1990)				48,300

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

Call Lynn Levine or Nancy Cramer
202-872-9200

North Dakota—Dickinson

KXMA-TV

Ch. 2

Network Service: CBS.

Licensee: Reiten Television Company Inc., Drawer B, Dickinson, ND 58602.

Studio: 119 Second Ave. W, Dickinson, ND 58601.

Mailing Address: Drawer B, Dickinson, ND 58602.

Telephone: 701-227-1400.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 840-ft. above av. terrain, 621-ft. above ground, 3556-ft. above sea level.

Latitude 46° 43' 30.15"
Longitude 102° 54' 58.16"

Transmitter: 10.5-mi. S, 6-mi. W of Dickinson.

Ownership: Reiten Television (Group Owner).

Began Operation: October 15, 1956. Sale to present owner approved by FCC Dec. 4, 1984. Sale to Northern Plains Bcstg. Group by Stanley Deck approved by FCC April 22, 1983. Sale to Deck by Dickinson Radio Assn. increasing Stanley Deck's holdings from 5% to 99.5% was approved Oct. 25, 1966 (Television Digest, Vol. 6:44).

Represented (sales): Katz Television.

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

Personnel:

CHARLES TIBOR, general manager.

KEITH TYSVER, chief engineer.

DAVID REITEN, national sales manager.

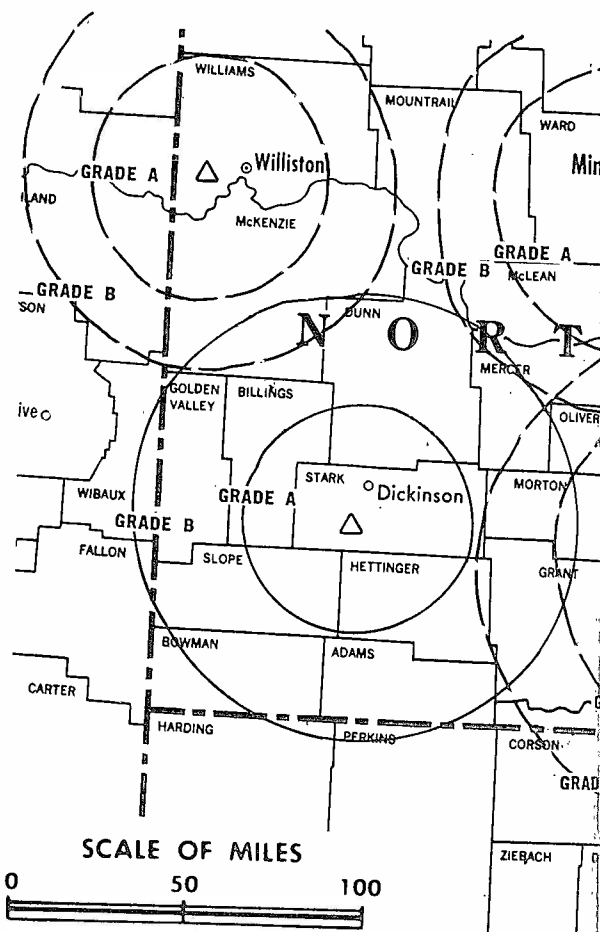
Highest 30 Sec. Rate: \$35.

NETWORK BASE HOURLY RATE: \$100.

City of License: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Adams	1,300	1,300	100
	Billings	400	400	100
	Bowman	1,600	1,600	100
	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Hettinger	1,500	1,500	100



KXMA-TV BPCT-3391 Granted 3/16/65

© American Map Corp

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Slope	400	400
	Stark	8,600	8,500
Between 5-24%	MONTANA		
	Carter	600	600
	Wibaux	500	500
	NORTH DAKOTA		
	Grant	1,500	1,500
	Mercer	5,200	5,100
	SOUTH DAKOTA		
Corson	1,500	1,400	
Perkins	1,800	1,700	
Totals		27,400	27,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Dakota—Dickinson

KQCD-TV

Ch. 7

(Satellite of KFYZ-TV, Bismarck, ND)

Service: NBC.

Owner: KQCD-TV, Box 1738, Bismarck, ND 58502.

Address: 21st St. East, Dickinson, ND 58601.

Phone: 01-225-6843.

Facilities: Channel No. 7 (174-180 MHz). Authorized power: 282-kw visual, 100-w audio. Antenna: 730-ft. above av. terrain, 649-ft. above ground, 3349-ft. above sea level.

Latitude 46° 56' 49"

Longitude 102° 59' 17"

Location: 10.5-mi. WNW of Dickinson.

TV Sound: Stereo only.

Transmitter: Harris, 4.6-meter Ku-band; Standard Communications.

Service: Agri-data, AP, NBC.

Owner: KQCD-TV, Box 1738, Bismarck, ND 58502.

Established: July 28, 1980.

Marketing: Blair Television.

Legal: Hogan & Hartson.

Engineering: Jules Cohen & Associates, P.C.

President: [Name], president & chief executive officer (Bismarck).

General manager: [Name], general manager (Bismarck).

Manager: [Name], manager.

Chief engineer: [Name], chief engineer.

News director: [Name], news director.

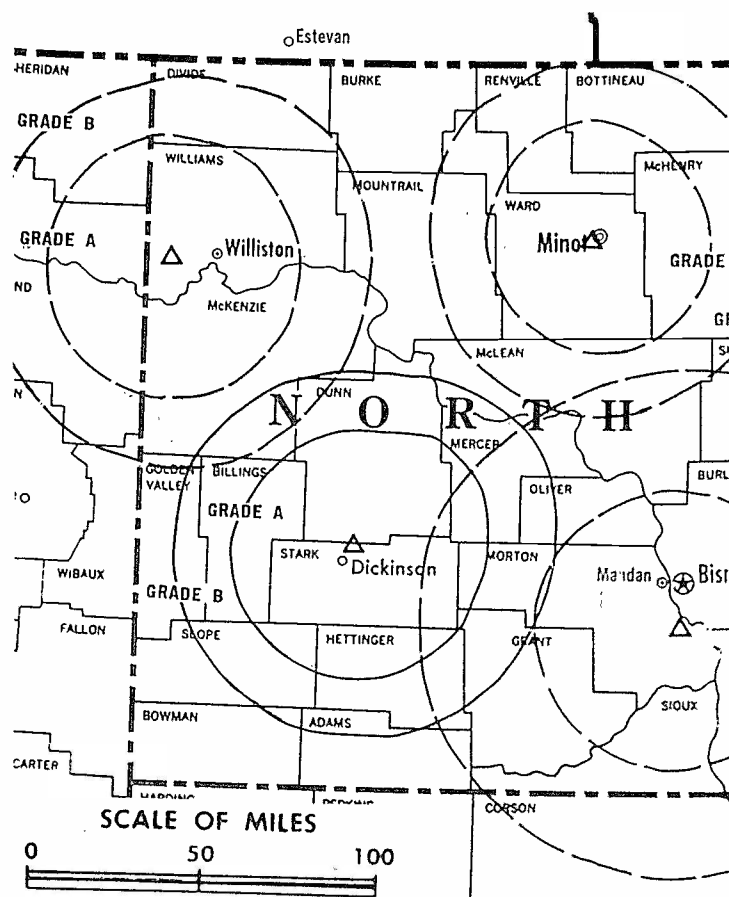
Program director: [Name], program director.

Combination with KFYZ-TV, Bismarck.

Market: Dickinson. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: [Rank].

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
MONTANA			
Wibaux	500	500	100
NORTH DAKOTA			
Adams	1,300	1,300	100
Billings	400	400	100
Bowman	1,600	1,600	100



KQCD-TV BPCT-4910 Granted 1/25/78

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Dunn	1,600	1,600	100
	Golden Valley	900	900	100
	Slope	400	400	100
	Stark	8,600	8,500	99
Between 25-49%	NORTH DAKOTA			
	Hettinger	1,500	1,500	100
Between 5-24%	NORTH DAKOTA			
	Mc Kenzie	2,700	2,700	100
Totals		19,500	19,400	99
Net Weekly Circulation (1990)				14,700
Average Daily Circulation (1990)				10,300

Your message in this ad space could cost as little as \$95, and it will reach the people important to you!

Television & Cable Factbook

North Dakota—Fargo-Grand Forks

KTHI-TV

Ch. 11

Network Service: NBC.

Licensee: Spokane Television Inc., 1350 21st Ave. S, Fargo, ND 58103.

Studios: 1350 21st Ave. S, Fargo, ND 58103; 314 9th Ave. N, Grand Forks, ND 58201.

Mailing Address: Box 1878, Fargo, ND 58107.

Telephones: 701-237-5211, Fargo; 701-772-3481, Grand Forks.

TWX: 910-673-8302.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 304-kw visual, 45.7-kw aural. Antenna: 2000-ft. above av. terrain, 2063-ft. above ground, 3058-ft. above sea level.

Latitude 47° 20' 36"
Longitude 97° 17' 17"

Transmitter: 3-mi. W of Blanchard.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; RCA, 4.5-meter Ku-band; Harris, M/A-Com, Standard Components receivers.

News Services: AP, NBC.

Ownership: Morgan Murphy Stations (Group Owner).

Began Operation: October 11, 1959. Sale by Fuqua Communications to present owner approved by FCC Dec. 23, 1968 (Television Digest, Vol. 9:4). Previously, sale of control to Natco by Polaris Corp. approved Sept. 23, 1966 (Vol. 5:51; 6:39, 40). Sale of control to Polaris by North Dakota Bcstg. approved by FCC July 25, 1962 (Vol. 2:20).

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

Represented (legal): Brown, Finn & Nietert, Chartered.

Personnel:

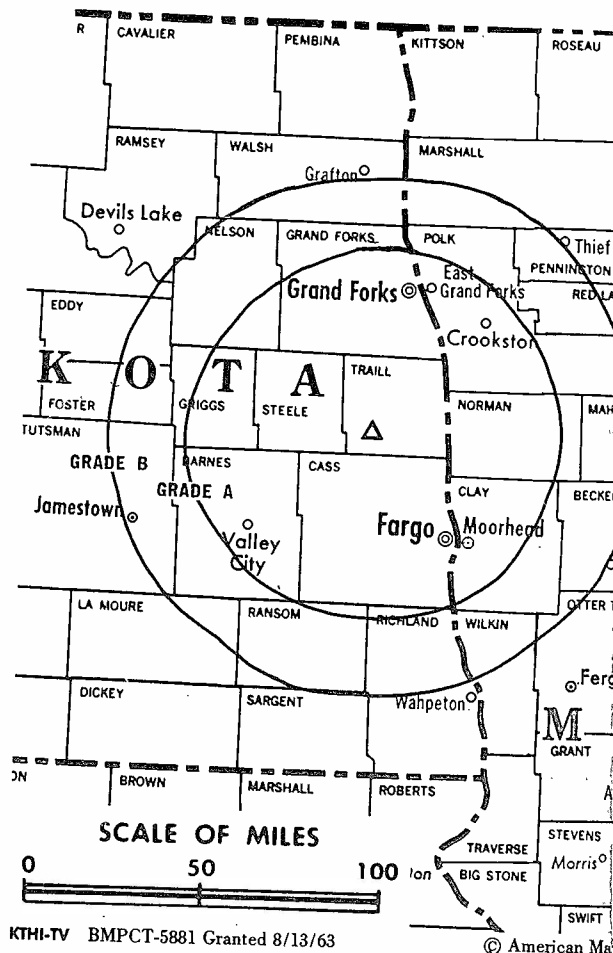
- ELIZABETH M. BURNS, president.
- JOHN P. HRUBESKY, vice president & general manager.
- DALE BOSCH, station manager & program director.
- PETE ANDERSON, general sales manager.
- JOY RYAN, national sales manager.
- CHARLEY JOHNSON, news director.
- PAM PETRIK, creative services & promotion.
- CAROL GILLET, traffic manager.
- ROGER JOHNSON, chief engineer.
- ARNIE BUCK, business manager.

Highest 30 Sec. Rate: \$765.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,200	11,000	98
	Clay	17,100	17,000	99
	Clearwater	3,200	3,100	97
	Grant	2,700	2,700	100
	Kittson	2,400	2,300	96
	Lake Of The Woods	1,500	1,400	93
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Norman	3,300	3,200	97
	Otter Tail	20,100	19,700	98
	Pennington	5,600	5,500	98
	Polk	12,500	12,300	98
	Red Lake	1,800	1,800	100
	Roseau	5,000	4,700	94
	Wilkin	2,800	2,800	100



KTHI-TV BMPCT-5881 Granted 8/13/63

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	NORTH DAKOTA		
	Barnes	5,000	5,000
	Cass	39,900	39,600
	Cavalier	2,600	2,500
	Dickey	2,500	2,500
	Eddy	1,300	1,300
	Foster	1,600	1,600
	Grand Forks	24,700	24,500
	Griggs	1,400	1,400
	La Moure	2,300	2,300
	Nelson	2,000	2,000
	Pembina	3,800	3,700
	Ramsey	5,100	5,000
	Ransom	2,500	2,500
	Richland	7,100	7,000
	Sargent	2,000	2,000
	Steele	1,100	1,100
Stutsman	9,300	9,200	
Towner	1,600	1,600	
Trail	3,500	3,500	
Walsh	5,700	5,600	
Between 25-49%	MINNESOTA		
	Douglas	11,600	11,400
	Pope	4,600	4,500
	Stevens	3,600	3,500
	Traverse	1,800	1,800
	NORTH DAKOTA		
Benson	2,500	2,400	
(Continued on page A-869)			
Totals		283,400	279,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

akota—Fargo-Moorhead, Minnesota

KVRR

Ch. 15

ates KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief River Falls, MN)

ice: FOX.

River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.

9th Ave. SW, Fargo, ND 58103.

1-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

titles: Channel No. 15 (476-482 MHz). Authorized power: 4150-kw
415-kw max. aural. Antenna: 1216-ft. above av. terrain, 1065-ft. above
23-ft. above sea level.

Latitude 46° 40' 27"
Longitude 96° 13' 39"

mi. N of Hwy. 32, 0.5-mi. E of intersection of Hwys. 32 & 34, Tansem,

V Sound: Stereo only.

Stations: Andrew, 7-meter; Scientific-Atlanta, 7-meter; Scientific-At-
r; Harris, 4.5-meter Ku-band; RCA Ku-band; Scientific-Atlanta, M/A-
s.

INN.

1 River Broadcast Corp. (Group Owner).

in: February 14, 1983. Sale to Fargo Bcstg. Corp. approved by FCC
85. Transfer of 50% to John W. Boler approved by FCC July 19, 1985.
Boler to present owner approved Aug. 4, 1987.

ales): Blair Television.

gals): Crowell & Moring.

ngineering): du Treil, Lundin & Rackley.

General manager.

General sales manager.

Local sales manager.

Program manager.

Operations manager & promotion director.

Business manager.

THIER, production manager.

WENBORG, public service director.

THIER, engineering director.

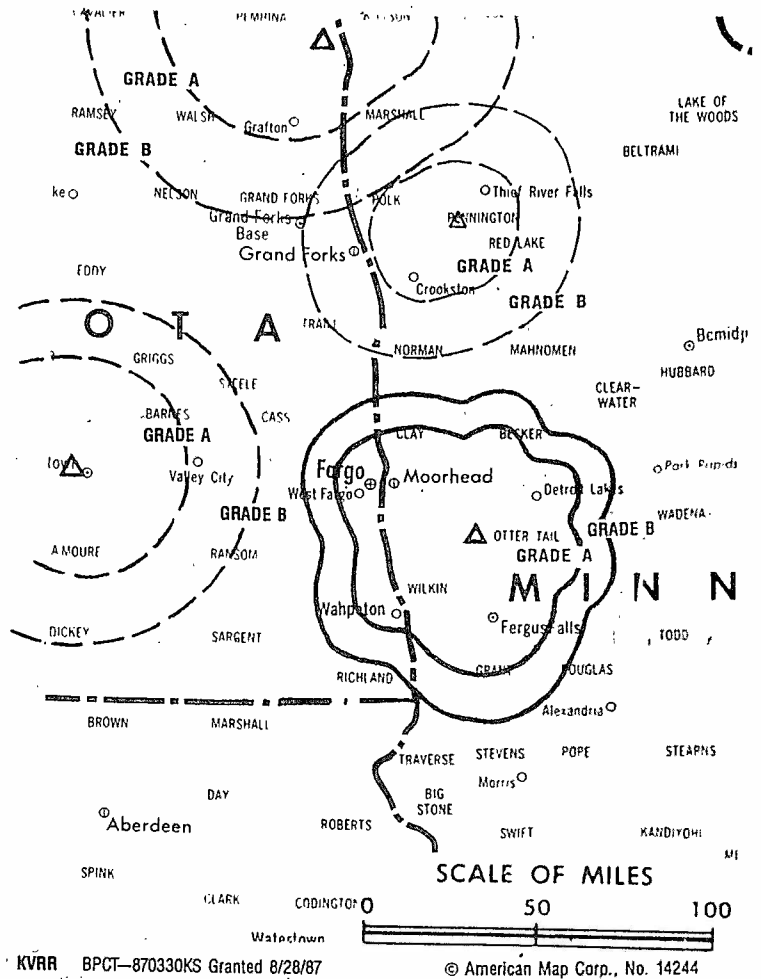
st.

figures include KJRR, Jamestown; KNRR, Pembina, ND & KBRR, Thief
s, N.

Fargo. ADI: Fargo. Rank: 108.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
ed on Arbitron study.

State County	Total Households	TV Households Households	%
MINNESOTA			
Becker	11,200	11,000	98
Beltrami	12,000	11,500	96
Clay	17,100	17,000	99
Kittson	2,400	2,300	96
Otter Tail	20,100	19,700	98
Pennington	5,600	5,500	98
Polk	12,500	12,300	98
Red Lake	1,800	1,800	100
Roseau	5,000	4,700	94
Wilkin	2,800	2,800	100
NORTH DAKOTA			
Cass	39,900	39,600	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Foster	1,600	1,600	100
	Grand Forks	24,700	24,500	99
	Pembina	3,800	3,700	97
	Richland	7,100	7,000	99
	Trail	3,500	3,500	100
Between 25-49%	MINNESOTA			
	Cass	8,300	8,000	96
	Clearwater	3,200	3,100	97
	Douglas	11,600	11,400	98
	Hubbard	5,900	5,700	97
	Mahnomen	1,700	1,700	100
	Marshall	4,500	4,400	98
	Norman	3,300	3,200	97
	Traverse	1,800	1,800	100
	Wadena	5,000	4,800	96
NORTH DAKOTA	Barnes	5,000	5,000	100
	Benson	2,500	2,400	96
	Cavalier	2,600	2,500	96
	Dickey	2,500	2,500	100
	Eddy	1,300	1,300	100
	Griggs	1,400	1,400	100
	La Moure	2,300	2,300	100
	Logan	1,200	1,200	100
	Ramsey	5,100	5,000	98
	Ransom	2,500	2,500	100
Steele	1,100	1,100	100	
Totals		294,200	289,500	98
Net Weekly Circulation (1990)				136,700
Average Daily Circulation (1990)				61,200

(Continued on page A-869)

North Dakota—Fargo

WDAY-TV

Ch. 6

(Operates satellite WDAZ-TV, Devils Lake, ND)

Network Service: ABC.

Licensee: WDAY Inc., Box 2466, Fargo, ND 58108.

Studio: 301 S. 8th St., Fargo, ND 58108.

Mailing Address: Box 2466, Fargo, ND 58108.

Telephone: 701-237-6500. TWX: 910-673-8301. Fax: 701-241-5368.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 11.2-kw aural. Antenna: 1150-ft. above av. terrain, 1203-ft. above ground, 2149-ft. above sea level.

Latitude 47° 00' 43"
Longitude 97° 11' 58"

Transmitter: 1-mi. E of Amenia, ND.

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

AM Affiliate: WDAY, 5-kw, 970 kHz (NBC).

FM Affiliate: WDAY-FM, 100-kw, 93.7 MHz (No. 229), 1150-ft.

News Services: AP, Conus.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 1, 1953. Sale of 55.56% control to Fargo Forum by E. C. & Marie E. Reineke to give its owners, Black family, 100% control approved July 20, 1960 by FCC (Television Digest, Vol. 16:31).

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

WILLIAM C. MARCIL, president.

MARK PRATHER, general manager.

TOM THOMPSON, chief engineer.

AL AAMODT, news director.

SUSAN EIDER, program director.

BOB PROWSE, promotion & merchandising manager.

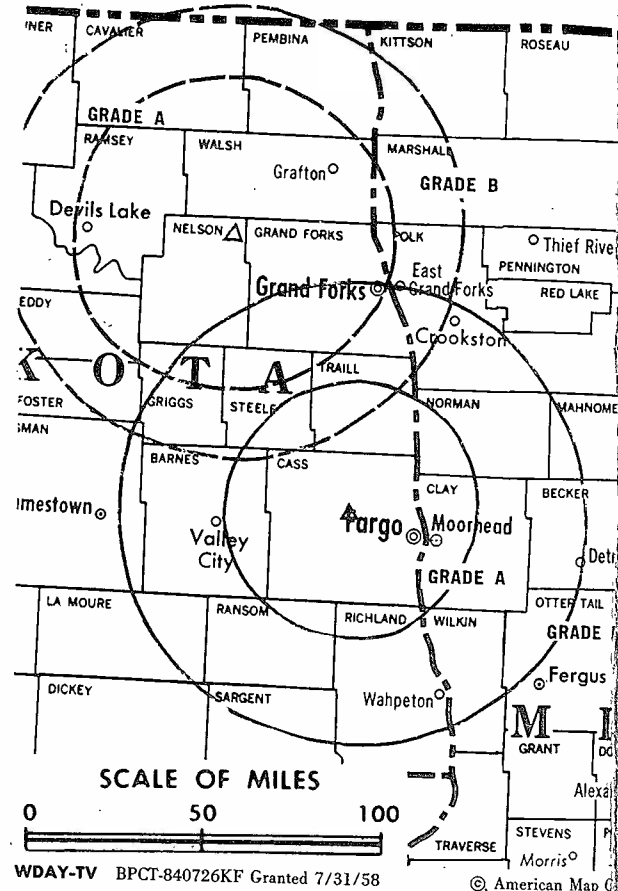
Highest 30 Sec. Rate: \$700.

NETWORK BASE HOURLY RATE: \$500.

City of License: Fargo. ADI: Fargo. Rank: 108.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MINNESOTA			
	Becker	11,200	11,000	98
	Clay	17,100	17,000	99
	Mahnomen	1,700	1,700	100
	Norman	3,300	3,200	97
	Otter Tail	20,100	19,700	98
	Wilkin	2,800	2,800	100
	NORTH DAKOTA			
	Barnes	5,000	5,000	100
	Cass	39,900	39,600	99
Dickey	2,500	2,500	100	
La Moure	2,300	2,300	100	



WDAY-TV BPCT-840726KF Granted 7/31/58 © American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Ransom	2,500	2,500
	Richland	7,100	7,000
	Sargent	2,000	2,000
	Steele	1,100	1,100
	Stutsman	9,300	9,200
	Trail	3,500	3,500
Between 25-49%	MINNESOTA		
	Clearwater	3,200	3,100
	Polk	12,500	12,300
	Red Lake	1,800	1,800
	NORTH DAKOTA		
	Griggs	1,400	1,400
SOUTH DAKOTA			
Marshall	2,000	2,000	
Between 5-24%	MINNESOTA		
	Grant	2,700	2,700
	Marshall	4,500	4,400
	Traverse	1,800	1,800
	NORTH DAKOTA		
	Cavalier	2,600	2,500
	Eddy	1,300	1,300
	Foster	1,600	1,600
	Nelson	2,000	2,000
	Pembina	3,800	3,700
	Ramsey	5,100	5,000
	Wells	2,700	2,700
SOUTH DAKOTA			
Roberts	3,900	3,800	
Totals		184,300	182,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Dakota—Jamestown

KJRR

Ch. 7

(Satellite of KVRR, Fargo, ND)

Service: Fox.
 Grand River Broadcast Corp., 4015 9th Ave. SW, Fargo, ND 58103.
 KVRR, Fargo.
 Address: Box 9115, Fargo, ND 58106.

Phone: 701-277-1515. TWX: 510-600-6414. Fax: 701-277-1830.

Channels: Channel No. 7 (174-180 MHz). Authorized power: 316-kw visual,
 100-kw audio. Antenna: 443-ft. above av. terrain, 449-ft. above ground, 1935-ft.
 above sea level.

Latitude 46° 55' 25"
 Longitude 98° 46' 20"

2.5-mi. WNW of Fort Seward Historic site, Jamestown.

Grand River Broadcast Corp. (Group Owner).

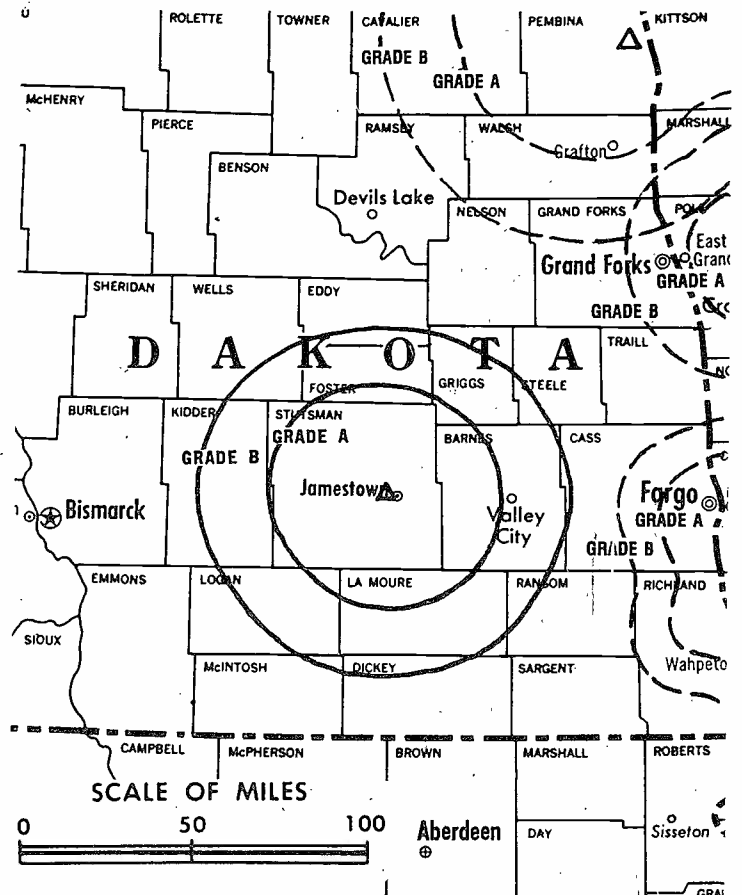
License Date: October 7, 1988.

Marketing (sales): Blair Television.

Legal: Crowell & Moring.

Engineering: du Treil, Lundin & Rackley.

- General manager.
- General sales manager.
- Local sales manager.
- General manager, director of engineering.
- Program director.
- Operations manager & promotion director.
- Business manager.
- Production manager.
- Public service director.



KJRR BMPCT-880801LM Granted 1/27/89

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Rates: On request.

Arbitron Data: Included with KVRR, Fargo, ND.

City of License: Jamestown. ADI: Fargo. Rank: 108.

North Dakota—Minot

KMCY

Ch. 14

(Satellite of KBYM, Bismarck, ND)

Network Service: ABC.

Grantee: WDAY Inc., 301 S. Eighth St., Fargo, ND 58103.

Studio: See KBYM, Bismarck.

Telephone: 701-223-1700.

Technical Facilities: Channel No. 14 (470-476 MHz). Authorized power: 513-kw visual, 90-kw aural. Antenna: 829-ft. above av. terrain, 649-ft. above ground, 2723-ft. above sea level.

Latitude	48°	03'	13"
Longitude	101°	23'	05"

Transmitter: 11.5-mi. S & 4-mi. W of Minot.

Satellite Earth Station: Harris, 3.6-meter; Harris receivers.

Ownership: Forum Publishing Co. (Group Owner).

Began Operation: June 19, 1985.

Represented (sales): Katz Television.

Represented (legal): Holland & Knight.

Personnel:

MARK PRATHER, station manager.

CHUCK PETERSON, general sales manager.

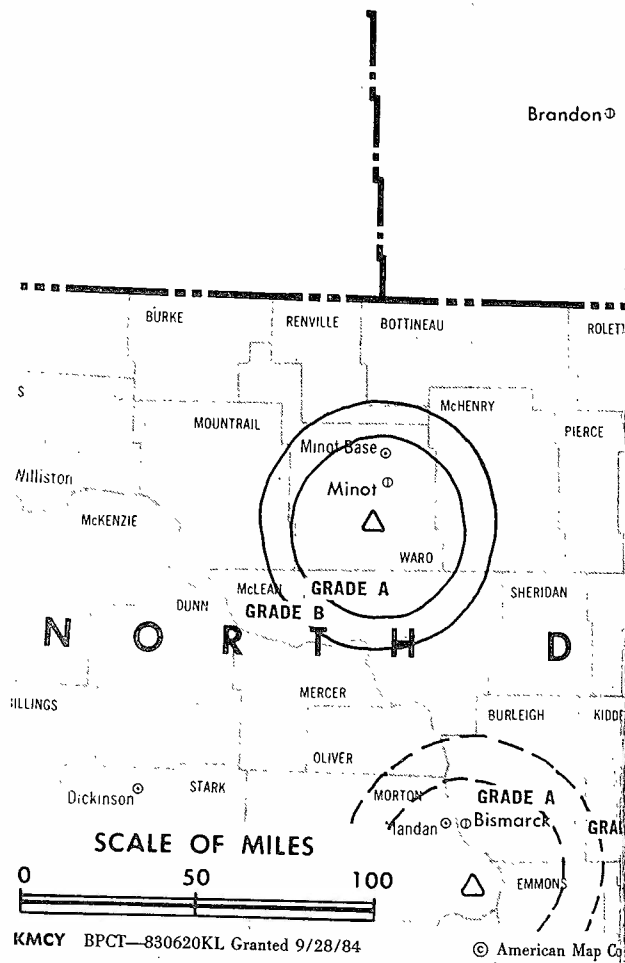
DON HUMPHRIES, local sales manager.

JERRY GRIMSTAD, chief engineer.

SUSAN J. EIDER, program director.

BOB PROWSE, promotion director.

Rates: On request.



Arbitron Data: Included with KBYM, Bismarck, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, M

akota—Minot

KMOT

Ch. 10

(Satellite of KFYR-TV, Bismarck, ND)

Price: NBC.

er Broadcasting Co., Box 1738, Bismarck, ND 58502.

S.W. 16th St., Minot, ND 58702.

71-852-4101. Fax: 701-838-8195.

ilities: Channel No. 10 (192-198 MHz). Authorized power: 214-kw
kw aural. Antenna: 680-ft. above av. terrain, 687-ft. above ground,
ve sea level.

Latitude 48° 12' 56"

Longitude 101° 19' 05"

800 16th St. SW.

TV Sound: Stereo only.

Station: M/A-Com, 3-meter; M/A-Com receivers.

Agri-data, AP, NBC.

er Broadcasting Co. (Group Owner).

n: January 20, 1958.

ales): Blair Television.

egal): Hogan & Hartson.

ON, president & chief executive officer (Bismarck).

neral manager (Bismarck).

RS, station manager.

chief engineer.

ERSON, local sales manager.

news director.

rogram director.

Rate: \$85.

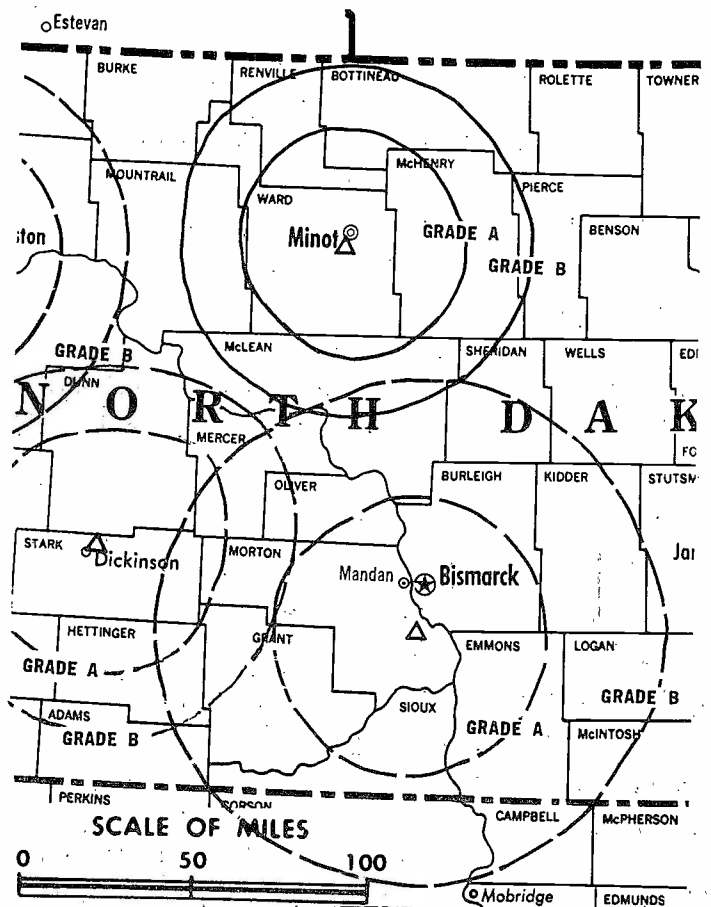
ombination with KFYR-TV, Bismarck, ND.

HOURLY RATE: \$147.

Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
ed on Arbitron study.

State County	Total Households	TV Households Households	%
NORTH DAKOTA			
Bottineau	3,200	3,200	100
Burke	1,400	1,400	100



KMOT BPCT-4085 Granted 5/1/68

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Mc Henry	2,800	2,800	100
	Mountrail	2,900	2,900	100
	Pierce	2,000	2,000	100
	Renville	1,400	1,400	100
	Rolette	3,800	3,700	97
	Ward	21,800	21,600	99
NORTH DAKOTA				
Between 25-49%	Benson	2,500	2,400	96
	Mc Lean	4,500	4,400	98
	Wells	2,700	2,700	100
NORTH DAKOTA				
Between 5-24%	Sheridan	1,000	1,000	100
	Towner	1,600	1,600	100
Totals		51,600	51,100	99
Net Weekly Circulation (1990)			37,300	
Average Daily Circulation (1990)			24,100	

North Dakota—Minot

KXMC-TV

Ch. 13

(Operates satellites KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 1686, Minot, ND 58702.

Studio: 3425 S. Broadway, Minot, ND 58701.

Telephone: 701-852-2104. Fax: 701-838-9360.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 1131-ft. above av. terrain, 1081-ft. above ground, 3146-ft. above sea level.

Latitude 48° 03' 02"
Longitude 101° 20' 29"

Transmitter: 11.5-mi. S of Minot.

Satellite Earth Stations: 2 in operation; Scientific-Atlanta receivers.

AM Affiliate: KCJB, 5-kw, 910 kHz.

FM Affiliate: KHHT-FM, 58-kw, 97.1 MHz (No. 246), 830-ft.

News Services: AP, National Weather Wire, NOAA.

Ownership: Reiten Television (Group Owner).

Began Operation: April 4, 1953. Sale to present owners by North Dakota Bcstg. Co. Inc. approved Oct. 20, 1959 by FCC (Television Digest, Vol. 15:37, 43).

Represented (sales): Katz Television.

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

Personnel:

DAVID REITEN, president.

ROD ROMINE, operations manager.

ROBERT ROMINE, local sales manager.

DUANE AASE, chief engineer.

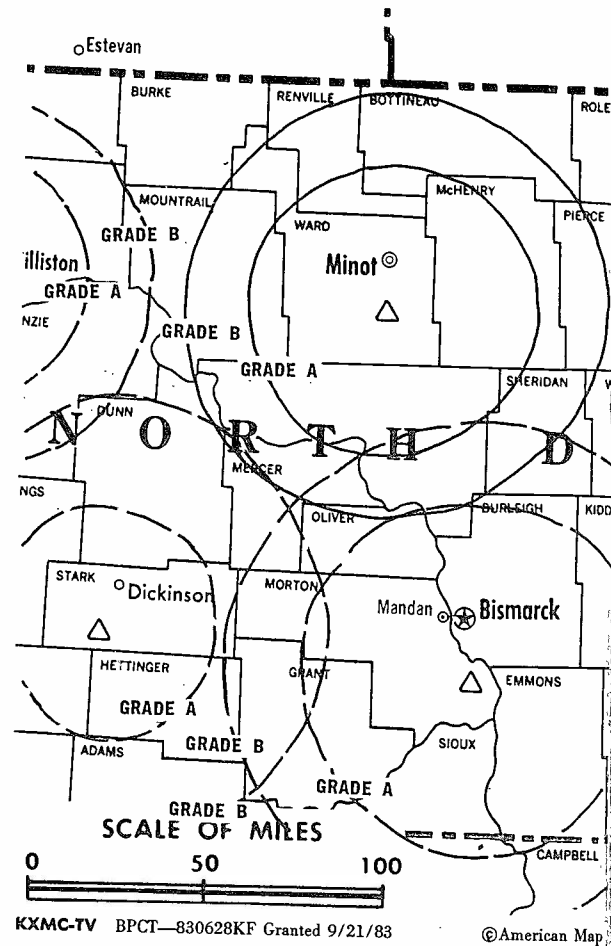
MARK NARUM, news director.

Rates: Sold with KXMB-TV, Bismarck; KXMA-TV, Dickinson & KXMD-TV, Williston, ND.

City of License: Minot. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	NORTH DAKOTA			
	Bottineau	3,200	3,200	100
	Burke	1,400	1,400	100
	Mc Henry	2,800	2,800	100
	Mc Lean	4,500	4,400	98
	Mercer	5,200	5,100	98



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Mountrail	2,900	2,900
	Pierce	2,000	2,000
	Renville	1,400	1,400
	Rolette	3,800	3,700
	Sheridan	1,000	1,000
	Towner	1,600	1,600
	Ward	21,800	21,600
	Wells	2,700	2,700
Between 25-49%	NORTH DAKOTA		
	Dunn	1,600	1,600
	Oliver	800	800
Between 5-24%	NORTH DAKOTA		
	Benson	2,500	2,400
	Mc Kenzie	2,700	2,700
	Williams	9,700	9,600
Totals		71,600	70,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

North Dakota—Williston

KXMD-TV

Ch. 11

(Satellite of KXMC-TV, Minot, ND)

Network Service: CBS.

Licensee: Reiten Television Inc., Box 790, Williston, ND 58801.

Studio: See KXMC-TV, Minot.

Telephone: 701-572-2345.

Technical Facilities: Channel No. 11 (198-204 MHz). Authorized power: 174-kw visual, 17.4-kw aural. Antenna: 980-ft. above av. terrain, 840-ft. above ground, 3140-ft. above sea level.

Latitude 48° 08' 22"
Longitude 103° 53' 24"

Transmitter: 11-mi. W of Williston on U.S. 2.

Satellite Earth Stations: In operation; Microdyne receivers.

Ownership: Reiten Television (Group Owner).

Began Operation: October 25, 1969.

Represented (sales): Katz Television.

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

Personnel:

DAVID M. REITEN, president.

MARILYN KARST, manager.

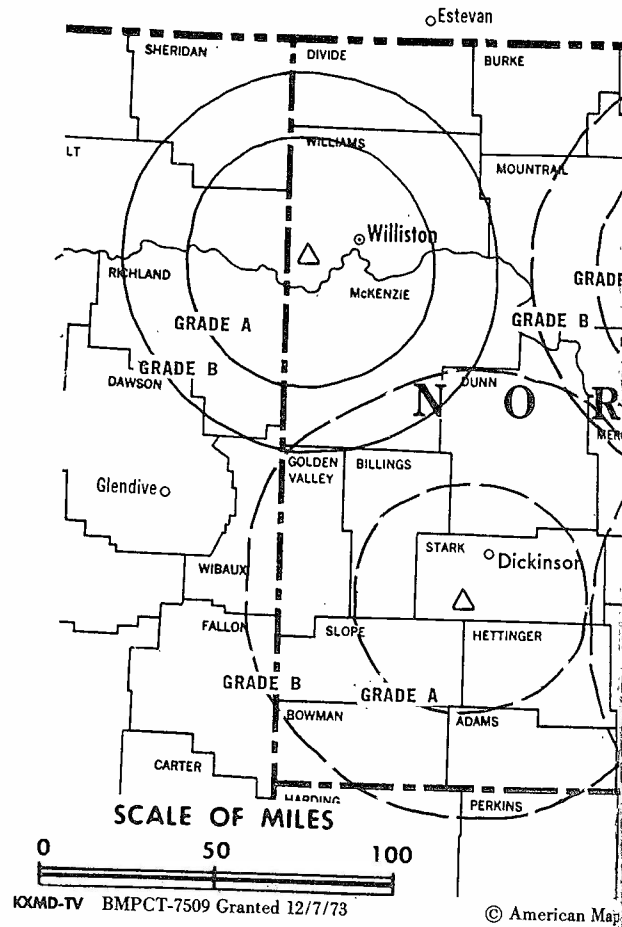
WAYNE McNAMARA, chief engineer.

Rates: Sold in combination with KXMC-TV, Minot, ND.

City of License: Williston. ADI: Minot-Bismarck-Dickinson, ND-Glendive, MT. Rank: 145.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MONTANA			
	Daniels	1,000	1,000	100
	Richland	4,700	4,600	97
	Roosevelt	3,800	3,700	97
	Sheridan	2,100	2,000	95
	Valley	3,800	3,600	95
	NORTH DAKOTA			
Divide	1,200	1,200	100	



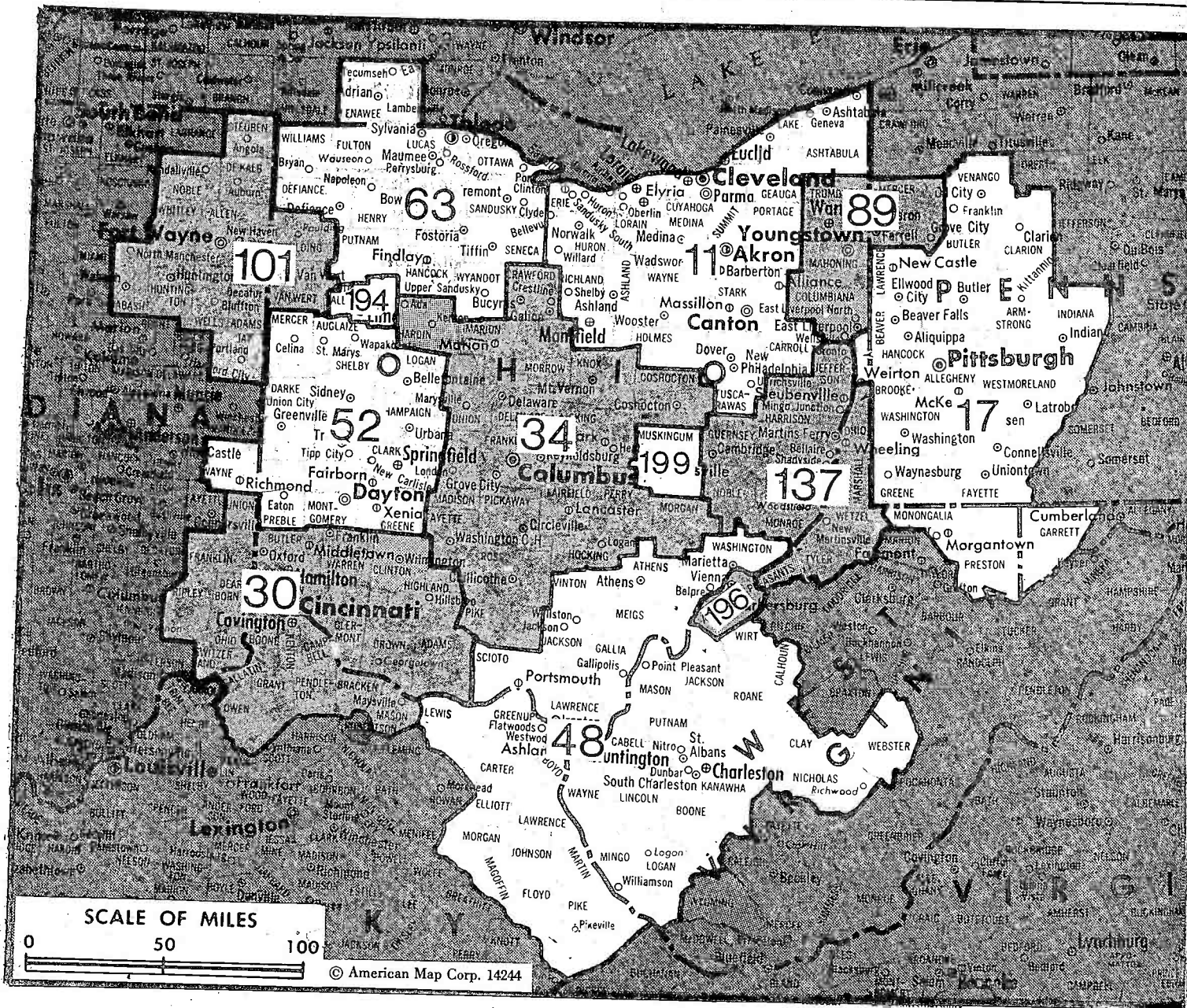
Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Mc Kenzie	2,700	2,700
	Williams	9,700	9,600
Between 25-49%	MONTANA		
	Mc Cone	900	900
Between 5-24%	MONTANA		
	Dawson	4,400	4,200
	Wibaux	500	500
	NORTH DAKOTA		
	Burke	1,400	1,400
	Mountrail	2,900	2,900
Totals		39,100	38,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

**KTHI-TV, Fargo-Grand Forks
(Arbitron Data Continued)**

	State County	Total Households	TV Households Households	%
	SOUTH DAKOTA			
49%	Marshall	2,000	2,000	100
	MINNESOTA			
4%	Beltrami	12,000	11,500	96
	Big Stone	2,900	2,900	100
	Hubbard	5,900	5,700	97
	Todd	9,500	9,300	98
	NORTH DAKOTA			
	Wells	2,700	2,700	100
	SOUTH DAKOTA			
	Roberts	3,900	3,800	97

**KVRR, Fargo-Moorhead, Minnesota
(Arbitron Data Continued)**

Net Weekly Circulation	State County	Total Households	TV Households Households	%
	NORTH DAKOTA			
Between 25-49%	Stutsman	9,300	9,200	99
	Walsh	5,700	5,600	98
	MINNESOTA			
Between 5-24%	Grant	2,700	2,700	100
	Itasca	16,400	16,100	98
	Pope	4,600	4,500	98
	NORTH DAKOTA			
	Kidder	1,400	1,400	100
	Mc Intosh	1,900	1,900	100
	Nelson	2,000	2,000	100
	Sargent	2,000	2,000	100
	Towner	1,600	1,600	100
	Wells	2,700	2,700	100



Market	Arbitron ADI TV Households	Rank	Market Area Commercial TV Stations
Cleveland, OH	1,442,000	11	WAKC-TV (23), WBNX-TV (55), WCOM (68), WDLI (17), WEWS (5), WJW-TV (8), WKY-TV (3), WOAC (67), WOIO (19), WQHS (61), WUAB (43)
Pittsburgh, PA	1,165,500	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cincinnati, OH	744,600	30	WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19)
Columbus, OH	685,500	34	WBNS-TV (10), WCMH-TV (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
Charleston-Huntington, WV	518,800	48	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Dayton, OH	501,300	52	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Toledo, OH	409,700	63	WGGN-TV (52), WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Youngstown, OH	277,000	89	WFMJ-TV (21), WKBN-TV (27), WYTV (33)
Fort Wayne, IN	230,900	101	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Wheeling, WV-Steubenville, OH	156,100	137	WTOV-TV (9), WTRF-TV (7)
Lima, OH	41,200	194	WLIO (35), WTLW (44)
Parkersburg, WV	36,200	196	WTAP-TV (15)
Zanesville, OH	32,000	199	WHIZ-TV (18)

State Cross Reference List

Office Station Totals as of October 1, 2000

Indicates the income programs in columns that are funded through:

			YTD	YTD	YTD
1 Columbus	San Diego	1			
2 Columbus	San Diego	11			
3 Denver	San Francisco	1	Governmental Reimbursements	11	11
4 Denver	San Francisco	11	Financial Services	1	11
5 Denver	San Francisco	11			
6 Denver	San Francisco	11			
7 Denver	San Francisco	11			
8 Denver	San Francisco	11			
9 Denver	San Francisco	11			
10 Denver	San Francisco	11			
11 Denver	San Francisco	11			
12 Denver	San Francisco	11			
13 Denver	San Francisco	11			
14 Denver	San Francisco	11			
15 Denver	San Francisco	11			
16 Denver	San Francisco	11			
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36 Denver	San Francisco	11			
37 Denver	San Francisco	11			
38 Denver	San Francisco	11			
39 Denver	San Francisco	11			
40 Denver	San Francisco	11			
41 Denver	San Francisco	11			
42 Denver	San Francisco	11			
43 Denver	San Francisco	11			
44 Denver	San Francisco	11			
45 Denver	San Francisco	11			
46 Denver	San Francisco	11			
47 Denver	San Francisco	11			
48 Denver	San Francisco	11			
49 Denver	San Francisco	11			
50 Denver	San Francisco	11			

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Bcstg. Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

ROGER G. BERK JR., president & general manager.
ROBERT C. BERK, executive vice president & treasurer.
FRANK J. (CHIP) FOX, vice president, sales.
ANA PEREZ TRENCHARD, assistant station manager.
EARL L. MILLER, chief engineer.
MARK WILLIAMSON, news director.
WILLIAM J. O'NEIL JR., program director.
DENNIS LEBEC, production director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO		
	Ashland	17,000	16,800
	Belmont	30,900	30,500
	Columbiana	41,700	41,100
	Coshocton	14,300	13,900
	Cuyahoga	574,900	568,800
	Geauga	25,800	25,500
	Guernsey	15,300	14,900
	Harrison	6,100	6,000
Huron	20,700	20,400	
Lorain	97,400	96,500	
Medina	41,000	40,600	
Richland	48,900	48,300	
Tuscarawas	33,600	32,900	
Totals		1,409,800	1,393,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WBNX-TV

Ch. 55

None, Independent.

WBNX-TV Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

1000 State Rd., Cuyahoga Falls, OH 44223.

Phone: 216-928-5711; 216-273-5511. Fax: 216-920-1057.

Channels: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw
 229-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above
 sea level.

Latitude 41° 16' 50"
 Longitude 81° 37' 22"

1000 Snowville Rd., Brecksville.

Transmissions: Harris C-band; RCA Ku-band.

WBNX-TV Broadcasting Network Inc.

Established: December 1, 1985.

Legal: Goldman, Rosen, Davis, Tsarnar & Hendler.

Engineering: Carl E. Smith Consulting Engineers.

President & general manager.

KEITH, station manager & director of programming.

General sales manager.

IN, chief engineer.

Promotion director.

Post.

Akron. ADI: Cleveland. Rank: 11.

1990 Arbitron Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total Households	TV Households	%
OHIO			
Ashland	17,000	16,800	99
Cuyahoga	574,900	568,800	99
Erie	29,400	29,100	99



WBNX-TV BMPCT-851010KF Granted 4/25/86

American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Geauga	25,800	25,500	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Totals		1,208,500	1,195,500	99
Net Weekly Circulation (1990)			188,800	
Average Daily Circulation (1990)			60,200	

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Bcstg. Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

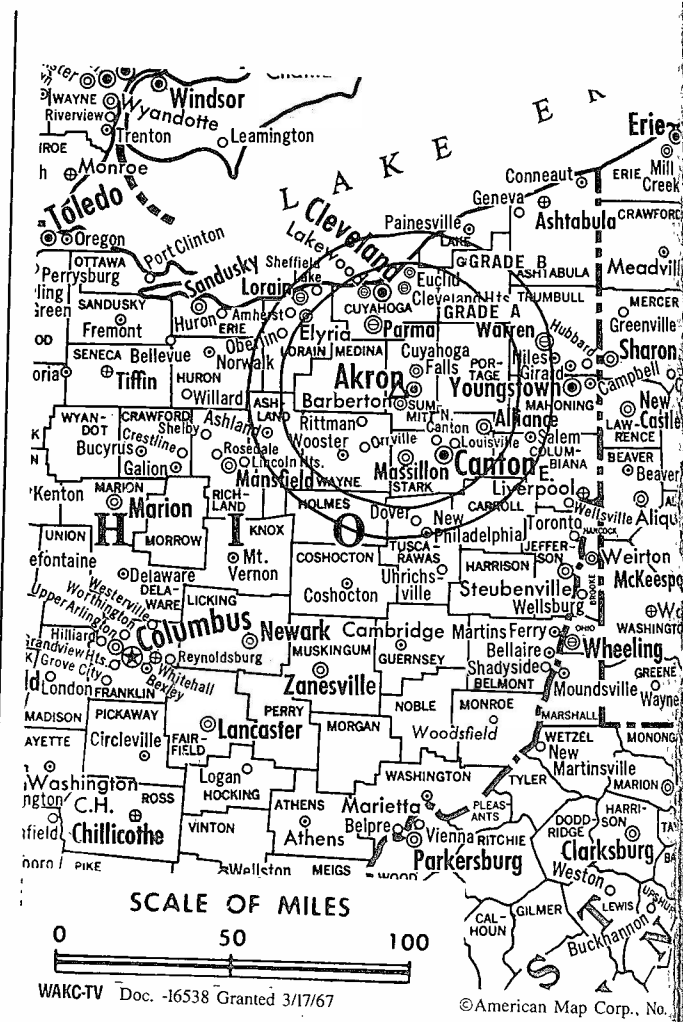
ROGER G. BERK JR., president & general manager.
ROBERT C. BERK, executive vice president & treasurer.
FRANK J. (CHIP) FOX, vice president, sales.
ANA PEREZ TRENCHARD, assistant station manager.
EARL L. MILLER, chief engineer.
MARK WILLIAMSON, news director.
WILLIAM J. O'NEIL JR., program director.
DENNIS LEBEC, production director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO		
	Ashland	17,000	16,800
	Belmont	30,900	30,500
	Columbiana	41,700	41,100
	Coshocton	14,300	13,900
	Cuyahoga	574,900	568,800
	Geauga	25,800	25,500
	Guernsey	15,300	14,900
Totals	Harrison	6,100	6,000
	Huron	20,700	20,400
	Lorain	97,400	96,500
	Medina	41,000	40,600
	Richland	48,900	48,300
	Tuscarawas	33,600	32,900
	Totals		1,409,800
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Ohio—Canton

WDLI

Ch. 17

Network Service: None, independent.

Licensee: Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

Studio: 6600 Atlantic Blvd., Louisville, OH 44641.

Telephone: 216-875-5542. **Fax:** 216-875-9986.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude	40°	51'	04"
Longitude	81°	16'	37"

Transmitter: U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

Satellite Earth Station: Scientific-Atlanta, 5-meter; Scientific-Atlanta receivers.

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

Began Operation: January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (Television Digest, Vol. 17:35, 37).

Represented (legal): May & Dunne.

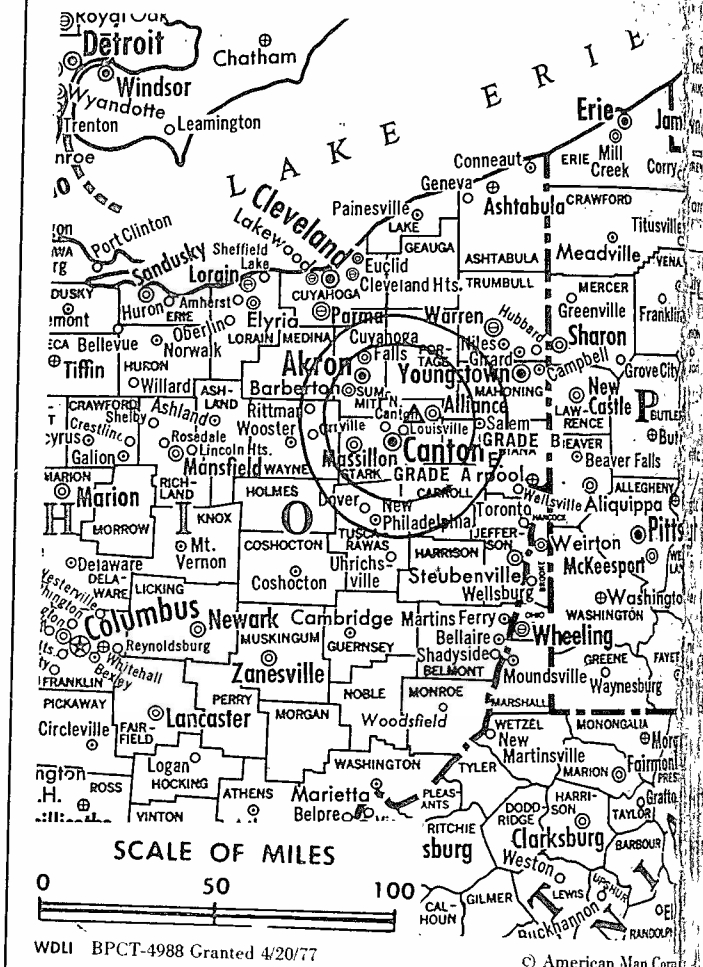
Represented (engineering): D. W. Sargent.

Personnel:

DALE K. OSBORN, manager.

REBECCA OSBORN, production & public affairs.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Not available.

City of License: Canton. **ADI:** Cleveland. **Rank:** 11.

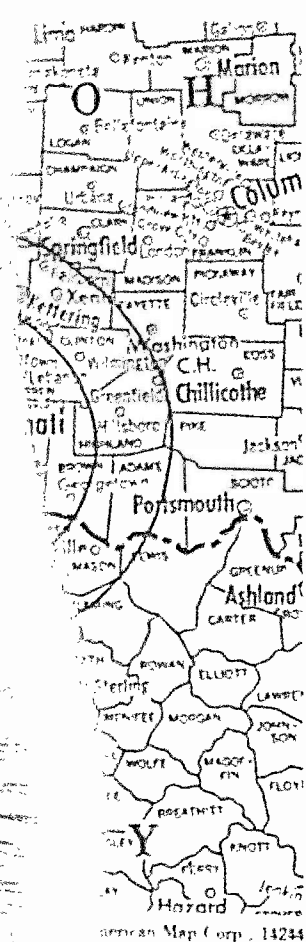


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	TV Households	
	Households	%
	338,600	99
	13,500	98
	37,200	99
	9,800	98
	7,300	99
	4,700	99
	5,700	99
	2,700	100
	800	100
	2,200	100
	13,700	99
	14,900	99
	8,200	98
	10,300	98
	26,700	99
	11,000	99
	4,900	98
	19,100	99
	7,700	98
	6,400	98
	8,300	99
	20,600	99
(A-910)		
4,600	1,239,600	99
	718,300	
	413,700	

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"
Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Bcstg. Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

ROGER G. BERK JR., president & general manager.
ROBERT C. BERK, executive vice president & treasurer.
FRANK J. (CHIP) FOX, vice president, sales.
ANA PEREZ TRENCHARD, assistant station manager.
EARL L. MILLER, chief engineer.
MARK WILLIAMSON, news director.
WILLIAM J. O'NEIL JR., program director.
DENNIS LEBEC, production director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98



Net Weekly Circulation	State County	Total Households	TV Households
OHIO			
Between 5-24%	Ashland	17,000	16,800
	Belmont	30,900	30,500
	Columbiana	41,700	41,100
	Coshocton	14,300	13,900
	Cuyahoga	574,900	568,800
	Geauga	25,800	25,500
	Guernsey	15,300	14,900
	Harrison	6,100	6,000
	Huron	20,700	20,400
Lorain	97,400	96,500	
Medina	41,000	40,600	
Richland	48,900	48,300	
Tuscarawas	33,600	32,900	
Totals		1,409,800	1,393,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WBNX-TV

Ch. 55

Ownership: None, independent.

Parent: Weston Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

Address: 100 State Rd., Cuyahoga Falls, OH 44223.

Phone: 6-928-5711; 216-273-5511. Fax: 216-920-1057.

Channels: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw
 29-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above
 sea level.

Latitude 41° 16' 50"
 Longitude 81° 37' 22"

Address: 100 Snowville Rd., Brecksville.

Transmitters: Harris C-band; RCA Ku-band.

Parent: Weston Broadcasting Network Inc.

Start: December 1, 1985.

Legal: Goldman, Rosen, Davis, Tsarnar & Hendler.

Engineering: Carl E. Smith Consulting Engineers.

President & general manager.

KEITH, station manager & director of programming.

Z, general sales manager.

ON, chief engineer.

Promotion director.

Post.

Market: Akron. ADI: Cleveland. Rank: 11.

Source: MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
OHIO			
Ashland	17,000	16,800	99
Cuyahoga	574,900	568,800	99
Erie	29,400	29,100	99



WBNX-TV BMPCT-851010KF Granted 4/25/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	Geauga	25,800	25,500	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Totals		1,208,500	1,195,500	99
Net Weekly Circulation (1990)			188,800	
Average Daily Circulation (1990)			60,200	

Ohio—Akron

WAKC-TV

Ch. 23

Network Service: ABC.

Licensee: Group One Bcstg. Ltd. Partnership, 853 Copley Rd., Akron, OH 44320.

Studio: 853 Copley Rd., Akron, OH 44320.

Telephone: 216-535-7831.

Technical Facilities: Channel No. 23 (524-530 MHz). Authorized power: 1290-kw max. visual, 175-kw max. aural. Antenna: 960-ft. above av. terrain, 960-ft. above ground, 2049-ft. above sea level.

Latitude 41° 03' 51"

Longitude 81° 34' 59"

Transmitter: 1561 Dreisbach Dr.

Multichannel TV Sound: Stereo and separate audio program.

Satellite Earth Stations: Andrew, 5-meter; Comtech, 3-meter.

News Services: ABC, AP.

Ownership: Group One Bcstg. Ltd. Partnership.

Began Operation: June 7, 1953.

Represented (sales): Broadcast Spot Sales Inc.

Represented (legal): Wiley, Rein & Fielding.

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

Personnel:

ROGER G. BERK JR., president & general manager.

ROBERT C. BERK, executive vice president & treasurer.

FRANK J. (CHIP) FOX, vice president, sales.

ANA PEREZ TRENCHARD, assistant station manager.

EARL L. MILLER, chief engineer.

MARK WILLIAMSON, news director.

WILLIAM J. O'NEIL JR., program director.

DENNIS LEBEC, production director.

Rates: On request.

City of License: Akron. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	OHIO			
	Carroll	10,100	10,000	99
	Holmes	9,100	8,600	94
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO		
	Ashland	17,000	16,800
	Belmont	30,900	30,500
	Columbiana	41,700	41,100
	Coshocton	14,300	13,900
	Cuyahoga	574,900	568,800
	Geauga	25,800	25,500
	Guernsey	15,300	14,900
	Harrison	6,100	6,000
	Huron	20,700	20,400
Lorain	97,400	96,500	
Medina	41,000	40,600	
Richland	48,900	48,300	
Tuscarawas	33,600	32,900	
Totals		1,409,800	1,393,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WBX-TV
Ch. 55

None, independent.

Waton Broadcasting Network Inc., Box 91660, Cleveland, OH 44101.

ate Rd., Cuyahoga Falls, OH 44223.

6-928-5711; 216-273-5511. Fax: 216-920-1057.

ities: Channel No. 55 (716-722 MHz). Authorized power: 2290-kw
29-kw max. aural. Antenna: 582-ft. above av. terrain, 397-ft. above
ft. above sea level.

Latitude 41° 16' 50"
Longitude 81° 37' 22"

00 Snowville Rd., Brecksville.

Stations: Harris C-band; RCA Ku-band.

ston Broadcasting Network Inc.

on: December 1, 1985.

gial): Goldman, Rosen, Davis, Tsarnar & Hender.

ngineering): Carl E. Smith Consulting Engineers.

resident & general manager.

IE KEITH, station manager & director of programming.

Z, general sales manager.

DN, chief engineer.

promotion director.

st.

Akron. ADI: Cleveland. Rank: 11.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
d on Arbitron study.

State County	Total Households	TV Households Households	%
OHIO			
Ashland	17,000	16,800	99
Cuyahoga	574,900	568,800	99
Erie	29,400	29,100	99



WBX-TV BMPCT-851010KF Granted 4/25/86 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	Geauga	25,800	25,500	99
	Lorain	97,400	96,500	99
	Medina	41,000	40,600	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
Totals		1,208,500	1,195,500	99
Net Weekly Circulation (1990)			188,800	
Average Daily Circulation (1990)			60,200	

Ohio—Canton

WDLI

Ch. 17

Network Service: None, independent.

Licensee: Trinity Bcstg. Network Inc., Box A, Santa Ana, CA 92711.

Studio: 6600 Atlantic Blvd., Louisville, OH 44641.

Telephone: 216-875-5542. **Fax:** 216-875-9986.

Technical Facilities: Channel No. 17 (488-494 MHz). Authorized power: 437-kw max. & 389-kw horizontal visual, 47.9-kw max. & 45.7-kw horizontal aural. Antenna: 450-ft. above av. terrain, 448-ft. above ground, 1613-ft. above sea level.

Latitude	40°	51'	04"
Longitude	81°	16'	37"

Transmitter: U.S. Rte. 62, California Ave. & Reno Rd., Louisville, OH.

Satellite Earth Station: Scientific-Atlanta; 5-meter; Scientific-Atlanta receivers.

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

Began Operation: January 1, 1967. Sale to present owner by David Livingstone Missionary Foundation Inc. approved by FCC March 5, 1986. Sale by PTL approved Dec. 8, 1982. Sale to PTL by Janson Industries approved Aug. 5, 1977 (Television Digest, Vol. 17:35, 37).

Represented (legal): May & Dunne.

Represented (engineering): D. W. Sargent.

Personnel:

DALE K. OSBORN, manager.

REBECCA OSBORN, production & public affairs.

Highest 30 Sec. Rate: \$60.



Arbitron Data: Not available.

City of License: Canton. **ADI:** Cleveland. **Rank:** 11.

Canton

WOAC

Ch. 67

Service: None, independent.

Station 67 Ltd., Debtor-in-Possession, 620 Osborne Office Center, Chatham, OH 43711.

1867 Fulton Rd. NW, Canton, OH 44718.

Phone: 216-492-5267. TWX: 88806. Fax: 216-492-8487.

Facilities: Channel No. 67 (788-794 MHz). Authorized power: 1429-kw. 9-kw aural. Antenna: 290-ft. above av. terrain, 275-ft. above ground, above sea level.

Latitude 40° 50' 49"

Longitude 81° 26' 23"

1867 Fulton Dr., Jackson Twp., near Canton.

Stations: M/A-Com, 3.5-meter Ku-band; Microdyne, 3.5-meter; Com-Com, Microdyne receivers.

UP: UPI.

Media Central Inc.

Station: March 1, 1982. Sale to Discovery Bcstg. Systems Inc. approved 20, 1985, but not consummated.

Legal: Sidley & Austin.

SON, general manager.

SHICK, general sales manager.

news director.

ER, operations manager & chief engineer.

AN, program director.

IS, promotion director.

N, business manager.

EY, production manager.

Rate: \$100.

Station: Canton. ADI: Cleveland. Rank: 11.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Data based on Arbitron study.



WOAC BMPCT-811211KF Granted 5/20/82

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	OHIO Stark	139,700	138,100	99
	Tuscarawas	33,600	32,900	98
	OHIO Carroll	10,100	10,000	99
Between 5-24%	Holmes	9,100	8,600	94
	Summit	196,800	195,000	99
	Wayne	37,000	36,100	98
	Totals		426,300	420,700
Net Weekly Circulation (1990)			74,700	
Average Daily Circulation (1990)			17,700	

Ohio—Chillicothe

WWAT

Ch. 53

Network Service: None, independent.

Licensee: Triplett & Assoc., 1501 Rd. 235, Bellefontaine, OH 43311.

Studio: 1281 River Rd., Chillicothe, OH 45601.

Mailing Address: 1281 River Rd., Chillicothe, OH 45601.

Telephones: 614-775-3578, Chillicothe; 614-766-9603, Worthington.

Fax: 614-775-3584.

Technical Facilities: Channel No. 53 (704-710 MHz). Authorized power: 2000-kw max. visual. Antenna: 653-ft. above av. terrain, 623-ft. above ground, 1365-ft. above sea level.

Latitude	39°	35'	30"
Longitude	83°	06'	38"

Holds CP for change to 5000-kw max. visual, 1194-ft. above av. terrain, 1161-ft. above ground, 1932-ft. above sea level. BPCT-900511KF.

Transmitter: 0.67-mi. from intersection of Rte. 22 & Chillicothe Williamsport Rd.

Satellite Earth Stations: C-band; Ku-band.

Ownership: Triplett & Assoc.

Began Operation: August 31, 1987.

Represented (legal): Roy Perkins.

Personnel:

WENDELL A. TRIPLETT, general manager.

WILLIAM W. SCOTT, program director & national sales manager.

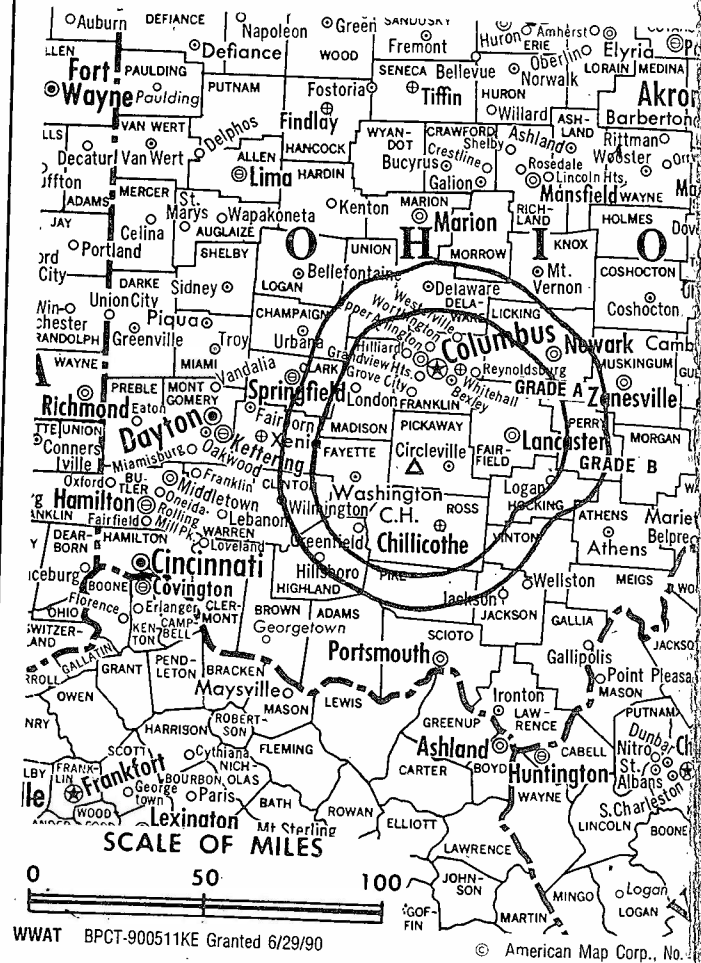
ROBERT TRIPLETT, chief engineer.

B. J. TRIPP, traffic manager.

Highest 30 Sec. Rate: \$150.

City of License: Chillicothe. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO Ross	24,200	23,700
Totals		24,200	23,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Cincinnati

WCPO-TV

Ch. 9

Service: CBS.

Operator: Cripps Howard Broadcasting Inc., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Address: 1100 Central Ave., Cincinnati, OH 45202.

Phone: 513-721-9900. TWX: 810-461-2690. Fax: 513-721-6032.

Channels: Channel No. 9 (186-192 MHz). Authorized power: 316-kw max. Horizontal visual, 28.2-kw aural. Antenna: 1019-ft. above av. terrain, 1749-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Address: 2345 Symmes St.

Stations: RCA Americom Ku-band; Scientific-Atlanta, 10-meter C-Band Scientific-Atlanta receivers.

Services: AP, CBS, Group W Newsfeed.

Operator: Cripps Howard Broadcasting Co. (Group Owner).

Established: July 26, 1949.

Sales: Blair Television.

Legal: Baker & Hostetler.

General Manager: [Name]

Assistant General Manager & General Sales Manager: [Name]

National Sales Manager: [Name]

Local Sales Manager: [Name]

Director of Operations: [Name]

Chief Engineer: [Name]

News Director: [Name]

Traffic Manager: [Name]

Film Director: [Name]

Business Manager: [Name]

Test.

Market: Cincinnati. ADI: Cincinnati. Rank: 30.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State	Total Households	TV Households	%
INDIANA			
Dearborn	13,700	13,500	99
Franklin	6,600	6,400	97
Ohio	2,000	2,000	100
Ripley	8,900	8,700	98
Switzerland	2,900	2,800	97
Union	2,400	2,300	96
KENTUCKY			
Boone	18,500	18,500	100
Bracken	2,700	2,700	100
Campbell	29,600	29,500	100
Carroll	3,500	3,500	100
Gallatin	1,900	1,900	100
Grant	5,100	5,000	99
Kenton	51,900	51,700	100
Mason	6,300	6,200	99
Owen	3,400	3,400	100
Pendleton	4,100	4,100	100
OHIO			
Adams	9,500	9,100	96
Brown	12,900	12,600	98
Butler	101,400	100,300	99
Clermont	51,800	51,200	99



WCPO-TV BPCT-6555 Granted 7/18/67

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
	Warren	37,600	37,200	99
Between 25-49%	INDIANA			
	Fayette	10,000	9,800	98
	KENTUCKY			
	Bourbon	7,400	7,300	99
	Fleming	4,800	4,700	99
	Harrison	5,700	5,700	99
	Nicholas	2,700	2,700	100
	Robertson	800	800	100
Trimble	2,200	2,200	100	
Between 5-24%	OHIO			
	Clinton	13,900	13,700	99
	Preble	15,100	14,900	99
	INDIANA			
	Decatur	8,400	8,200	98
	Jefferson	10,500	10,300	98
	Wayne	27,100	26,700	99
	KENTUCKY			
	Clark	11,100	11,000	99
	Lewis	5,000	4,900	98
Madison	19,300	19,100	99	
Montgomery	7,800	7,700	98	
Rowan	6,500	6,400	98	
Scott	8,400	8,300	99	
OHIO				
Darke	20,900	20,600	99	
(Continued on page A-910)				
Totals		1,254,600	1,239,600	99
Net Weekly Circulation (1990)			718,300	
Average Daily Circulation (1990)			413,700	

Ohio—Cincinnati

WSTR-TV

Ch. 64

(formerly WIII)

Network Service: None, independent.

Licensee: Cincinnati TV 64 Ltd. Partnership, 2 Copley Place, c/o Abyr Communications, Boston, MA 02116.

Studio: 5177 Fishwick Dr., Cincinnati, OH 45216.

Telephone: 513-641-4400.

Technical Facilities: Channel No. 64 (770-776 MHz). Authorized power: 1000-kw max. & 851-kw horizontal visual, 170-kw horizontal aural. Antenna: 940-ft. above av. terrain, 953-ft. above ground, 1788-ft. above sea level.

Latitude 39° 07' 31"
Longitude 84° 29' 57"

Holds CP for change to 1148-kw max. visual, 940-ft. above av. terrain, 792-ft. above ground, 1627-ft. above sea level, lat. 39° 07' 28", long. 84° 31' 18". BMPCT-890331KJ.

Requests CP for change to 5000-kw max. visual, 1106-ft. above av. terrain, 932-ft. above ground, 1827-ft. above sea level, lat. 39° 12' 01", long. 84° 31' 22", transmitter to approx. 0.12-mi. SW of intersection of N. Bend & Winton Rds., Cincinnati. BPCT-89114KF.

Transmitter: 2222 Chickasaw St., Cincinnati.

Satellite Earth Stations: Scientific-Atlanta, 10-meter C-band; RCA, 3.6-meter Ku-band; Harris, 3-meter C-band; Harris, M/A-Com, Scientific-Atlanta receivers.

News Service: AP.

Ownership: Abyr Communications (Group Owner).

Began Operation: January 28, 1980. Began subscription TV operation Feb. 1, 1980. Sale to HEN Inc. by Buford TV Inc. approved by FCC Dec. 28, 1982. Sale to Channel 64 Joint Venture by HEN Inc. approved by FCC Nov. 14, 1984 (Television Digest, Vol. 24:25). Discontinued subscription TV operation January 1985. Sale to Channel 64 Acquisition Inc. approved by FCC Feb. 9, 1988. Sale to Cincinnati TV Inc. approved Sept. 22, 1989. Sale to present owner by FCC Sept. 22, 1989.

Represented (sales): Settel Inc.

Represented (legal): Kirkland & Ellis.

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

Personnel:

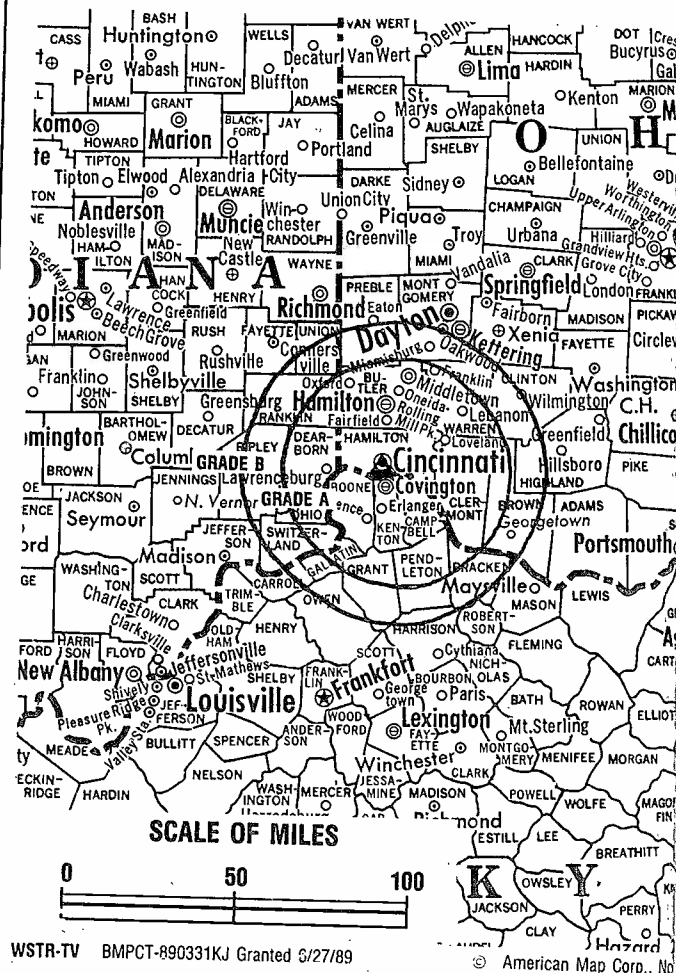
DAVID SMITH, general manager.
GREG KINGERY, general sales manager.
GREG BUZZELL, chief engineer.
JILL CASAGRANDE, program director.
PHIL ZALCON, promotion director.
MISSY GAINES, business manager.

Rates: On request.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	INDIANA			
	Dearborn	13,700	13,500	99
	KENTUCKY			
	Boone	18,500	18,500	100



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%	Campbell	29,600	29,500
	Kenton	51,900	51,700
	OHIO		
	Brown	12,900	12,600
	Butler	101,400	100,300
	Clermont	51,800	51,200
	Hamilton	343,200	338,600
Between 5-24%	INDIANA		
	Franklin	6,600	6,400
	Ohio	2,000	2,000
	Ripley	8,900	8,700
	Switzerland	2,900	2,800
	Union	2,400	2,300
	KENTUCKY		
	Bracken	2,700	2,700
	Gallatin	1,900	1,900
	Grant	5,100	5,000
Henry	4,800	4,700	
Nicholas	2,700	2,700	
Owen	3,400	3,400	
Pendleton	4,100	4,100	
OHIO			
Clinton	13,900	13,700	
Highland	13,800	13,500	
Warren	37,600	37,200	
Totals		735,800	727,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

WKRC-TV

Ch. 12

Service: ABC.

Great American Television & Radio Co. Inc., 1906 Highland Ave., Cincinnati,

1906 Highland Ave., Cincinnati, OH 45219.

513-651-1200. TWX: 513-577-1617. Fax: 513-421-3820.

Facilities: Channel No. 12 (204-210 MHz). Authorized power: 316-kw
6-kw aural. Antenna: 998-ft. above av. terrain, 971-ft. above ground,
above sea level.

Latitude 39° 06' 58.40"
Longitude 84° 30' 05.00"

1906 Highland Ave.

TV Sound: Stereo only.

Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew,
C-band; Vertex, 2.6-meter Ku-band; Harris receivers.

WKRC, 5-kw, (1-kw night), 550 kHz (CBS).

WKRQ, 10-kw, 101.9 MHz (No. 270); 875-ft.

AP, UPI.

Great American Broadcasting Co. (Group Owner).

April 4, 1949. Sale to present owner by Taft TV & Radio approved
2, 1987 (Television Digest, Vol. 27:16, 18, 23, 30, 41).

(sales): TeleRep Inc.

(legal): Koteen & Naftalin.

CONNELLY, vice president & general manager.

AR, general sales manager.

RUN, engineering manager.

news director.

program director.

ER, business manager.

film director.

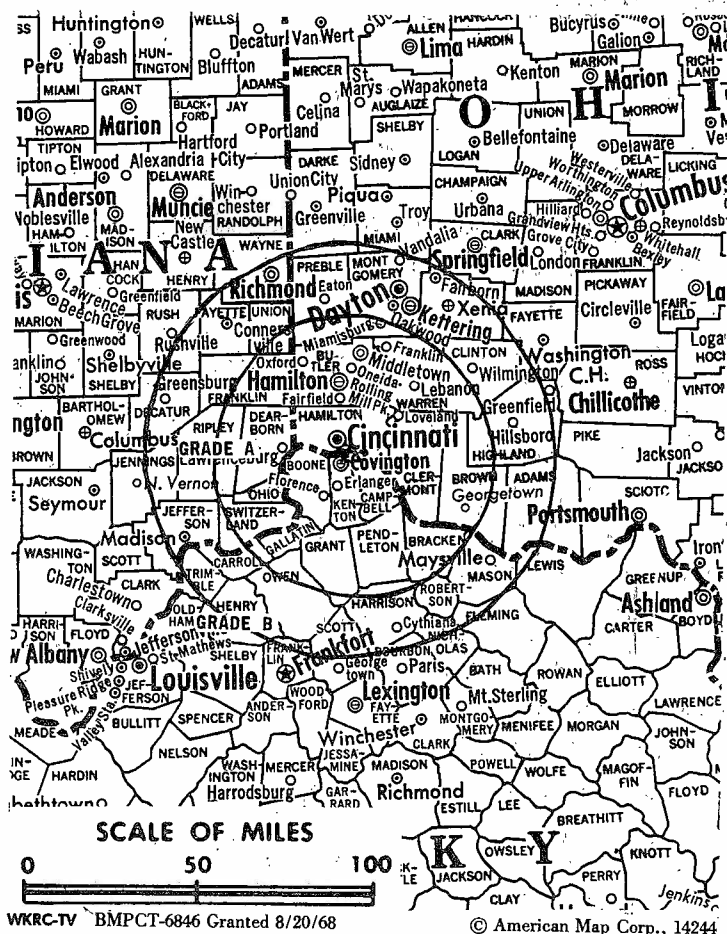
Sec. Rate: \$2500.

BASE HOURLY RATE: \$1900.

se: Cincinnati. ADI: Cincinnati. Rank: 30.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
based on Arbitron study.

State County	Total Households	TV Households Households	%
INDIANA			
Dearborn	13,700	13,500	99
Fayette	10,000	9,800	98
Franklin	6,600	6,400	97
Ohio	2,000	2,000	100
Ripley	8,900	8,700	98
Switzerland	2,900	2,800	97
Union	2,400	2,300	96
KENTUCKY			
Boone	18,500	18,500	100
Bracken	2,700	2,700	100
Campbell	29,600	29,500	100
Carroll	3,500	3,500	100
Gallatin	1,900	1,900	100
Grant	5,100	5,000	99
Kenton	51,900	51,700	100
Mason	6,300	6,200	99
Pendleton	4,100	4,100	100



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	OHIO			
	Adams	9,500	9,100	96
	Brown	12,900	12,600	98
	Butler	101,400	100,300	99
	Clermont	51,800	51,200	99
	Clinton	13,900	13,700	99
	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
Warren	37,600	37,200	99	
Between 25-49%	KENTUCKY			
	Harrison	5,700	5,700	99
	Owen	3,400	3,400	100
	Robertson	800	800	100
	Trimble	2,200	2,200	100
Between 5-24%	OHIO			
	Greene	46,800	46,300	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	INDIANA			
	Decatur	8,400	8,200	98
	Jefferson	10,500	10,300	98
Randolph	10,800	10,600	98	
Wayne	27,100	26,700	99	
KENTUCKY				
Bourbon	7,400	7,300	99	
Clark	11,100	11,000	99	
Estill	5,400	5,300	97	
Fleming	4,800	4,700	99	
(Continued on page A-910)				
Totals		1,258,200	1,243,200	99
Net Weekly Circulation (1990)			744,400	
Average Daily Circulation (1990)			393,400	

Ohio—Cincinnati

WLWT

Ch. 5

Network Service: NBC.

Licensee: Multimedia Entertainment Inc., 140 W. 9th St., Cincinnati, OH 45202.

Studio: 140 W. 9th St., Cincinnati, OH 45202.

Telephone: 513-352-5000. TWX: 810-461-2610.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 100-kw visual, 10-kw aural. Antenna: 1000-ft. above av. terrain, 849-ft. above ground, 1687-ft. above sea level.

Latitude 39° 07' 27.10"
Longitude 84° 31' 18.10"

Transmitter: 2222 Chickasaw St., Clifton Heights.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Harris, 9-meter C-band; Harris, 6-meter Ku-band; GE, 3.6-meter Ku-band; Harris, 3-meter Ku-band; Harris, M/A-Com, Standard Communications receivers.

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

News Services: AP, NBC, Ohio State News Network, UPI.

Ownership: Multimedia Broadcasting Co. (Group Owner).

Began Operation: February 9, 1948. Sale to present owner by Avco Bcstg. Corp. approved by FCC Jan. 16, 1976 (Television Digest, Vol. 15:24).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

TONY KIERNAN, vice president & general manager.

CLIFF ABROMATS, station manager.

NED PADDOCK, director of sales.

TOM LAMARCHE, local sales manager.

DON HOWE, national sales manager.

ALAN SAKALAS, director of engineering.

MIKE HEVEL, news director.

JULIE SMITH, promotion director.

TOM STOREY, program administrator.

HARRY SCHNEIDER, controller.

Highest 30 Sec. Rate: \$6000.

NETWORK BASE HOURLY RATE: \$1850.

City of License: Cincinnati. ADI: Cincinnati. Rank: 30.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%	
50% & Over	INDIANA				
		Dearborn	13,700	13,500	99
		Fayette	10,000	9,800	98
		Franklin	6,600	6,400	97
		Ohio	2,000	2,000	100
		Ripley	8,900	8,700	98
		Switzerland	2,900	2,800	97
		Union	2,400	2,300	96
		Wayne	27,100	26,700	99
		KENTUCKY			
		Boone	18,500	18,500	100
		Bracken	2,700	2,700	100
		Campbell	29,600	29,500	100
		Gallatin	1,900	1,900	100
	Grant	5,100	5,000	99	
	Harrison	5,700	5,700	99	



WLWT BPCT-5024 Granted 6/17/77 © American Map Corp

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	OHIO		
	Kenton	51,900	51,700
	Mason	6,300	6,200
	Owen	3,400	3,400
	Pendleton	4,100	4,100
	Adams	9,500	9,100
	Brown	12,900	12,600
	Butler	101,400	100,300
	Clermont	51,800	51,200
	Clinton	13,900	13,700
Hamilton	343,200	338,600	
Highland	13,800	13,500	
Warren	37,600	37,200	
Between 25-49%	KENTUCKY		
	Carroll	3,500	3,500
	Lewis	5,000	4,900
	OHIO		
Preble	15,100	14,900	
Scioto	30,500	29,900	
Between 5-24%	INDIANA		
	Decatur	8,400	8,200
	Jackson	13,800	13,600
	Jefferson	10,500	10,300
	Rush	6,500	6,400
	KENTUCKY		
	Anderson	5,200	5,200
Clark	11,100	11,000	
Fleming	4,800	4,700	
(Continued on page A-910)			
Totals		1,076,400	1,062,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Cincinnati-Newport, Kentucky

WXIX-TV

Ch. 19

Parent: Fox.

Headquarters: 1200 Statler Office Tower, Cleveland, OH 44115.

Address: 490 Taconic Terrace, Cincinnati, OH 45215.

Phone: 3-772-1919. TWX: 810-461-2439. Fax: 513-772-5850.

Channels: Channel No. 19 (500-506 MHz). Authorized power: 4495-kw
 49.5-kw max. aural. Antenna: 1005-ft. above av. terrain, 985-ft. above
 100-ft. above sea level.

Latitude 39° 07' 19"
 Longitude 84° 32' 52"

Address: 490 Taconic Terrace, Cincinnati.

TV Sound: Stereo only.

Stations: Harris, 6.2-meter C-band; RCA, 3.7-meter Ku-band; Harris,
 Receivers.

AP.

Parent: Write Communications Group Inc. (Group Owner).

Date: August 1, 1968. Sale to Metromedia by U.S. Communications Corp.
 FCC Aug. 9, 1972 (Television Digest, Vol. 12:33). Sale to present
 Metromedia approved Nov. 8, 1983 (Vol. 22:35).

Sales: Petry Television Inc.

Legal: Kaye, Scholer, Fierman, Hays & Handler.

Executive vice president & general manager.

Station manager.

General sales manager.

Local sales manager.

NF, national sales manager.

Chief engineer.

NY, news director.

BUCK, business manager.

Production director.

Motion manager.

Post.

Newport, KY. ADI: Cincinnati. Rank: 30.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
INDIANA			
Dearborn	13,700	13,500	99
Ohio	2,000	2,000	100
Ripley	8,900	8,700	98
Switzerland	2,900	2,800	97
Union	2,400	2,300	96
Wayne	27,100	26,700	99
KENTUCKY			
Boone	18,500	18,500	100
Bracken	2,700	2,700	100
Campbell	29,600	29,500	100
Carroll	3,500	3,500	100
Grant	5,100	5,000	99
Harrison	5,700	5,700	99
Kenton	51,900	51,700	100
Pendleton	4,100	4,100	100
OHIO			
Brown	12,900	12,600	98
Butler	101,400	100,300	99
Clermont	51,800	51,200	99
Clinton	13,900	13,700	99



WXIX-TV BMPCT-851107KG Granted 4/28/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Hamilton	343,200	338,600	99
	Highland	13,800	13,500	98
	Preble	15,100	14,900	99
	Warren	37,600	37,200	99
	INDIANA			
Between 25-49%	Fayette	10,000	9,800	98
	Franklin	6,600	6,400	97
	Jefferson	10,500	10,300	98
KENTUCKY				
	Bourbon	7,400	7,300	99
	Clark	11,100	11,000	99
	Fleming	4,800	4,700	99
	Franklin	17,700	17,600	99
	Gallatin	1,900	1,900	100
	Lewis	5,000	4,900	98
	Mason	6,300	6,200	99
	Montgomery	7,800	7,700	98
	Nicholas	2,700	2,700	100
	Owen	3,400	3,400	100
	Trimble	2,200	2,200	100
OHIO				
	Adams	9,500	9,100	96
	Darke	20,900	20,600	99
	Fayette	10,300	10,100	98
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Ross	24,200	23,700	98
	Scioto	30,500	29,900	98
(Continued on page A-910)				
Totals		1,385,600	1,368,700	99
Net Weekly Circulation (1990)			703,600	
Average Daily Circulation (1990)			309,200	

Ohio—Cleveland

WEWS

Ch. 5

Network Service: ABC.

Licensee: Scripps Howard Broadcasting Co., 1100 Central Trust Tower, Box 5380, Cincinnati, OH 45201.

Studio: 3001 Euclid Ave., Cleveland, OH 44115.

Telephone: 216-431-5555. TWX: 810-421-8593. Fax: 216-361-1762.

Technical Facilities: Channel No. 5 (76-82 MHz). Authorized power: 93.3-kw visual, 9.33-kw aural. Antenna: 1020-ft. above av. terrain, 851-ft. above ground, 1950-ft. above sea level.

Latitude 41° 22' 27"
Longitude 81° 43' 06"

Transmitter: 7080 State Rd, Parma, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Transmit/receive Satcom Technologies, 9.2-meter C-band; Andrew, 7.3-meter C-band; Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.6-meter C-band; Vertex, 4.57-meter Ku-band; Andrew, Scientific-Atlanta, DX Engineering receivers. Ku-band.

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

News Services: ABC, AP, CNN.

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

Began Operation: December 17, 1947.

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

Represented (legal): Baker & Hostetler.

Personnel:

JAMES H. KNIGHT, vice president & general manager.

THOMAS G. ALLEN, operations director.

JANE L. SHERWIN, general sales manager.

EDWARD J. MILLER, engineering manager.

JOHN RAY, news director.

GARY A. STARK, program director.

JOAN KOHN, promotion director.

MARY Z. REED, business & research director.

ALAN BUSH, production manager.

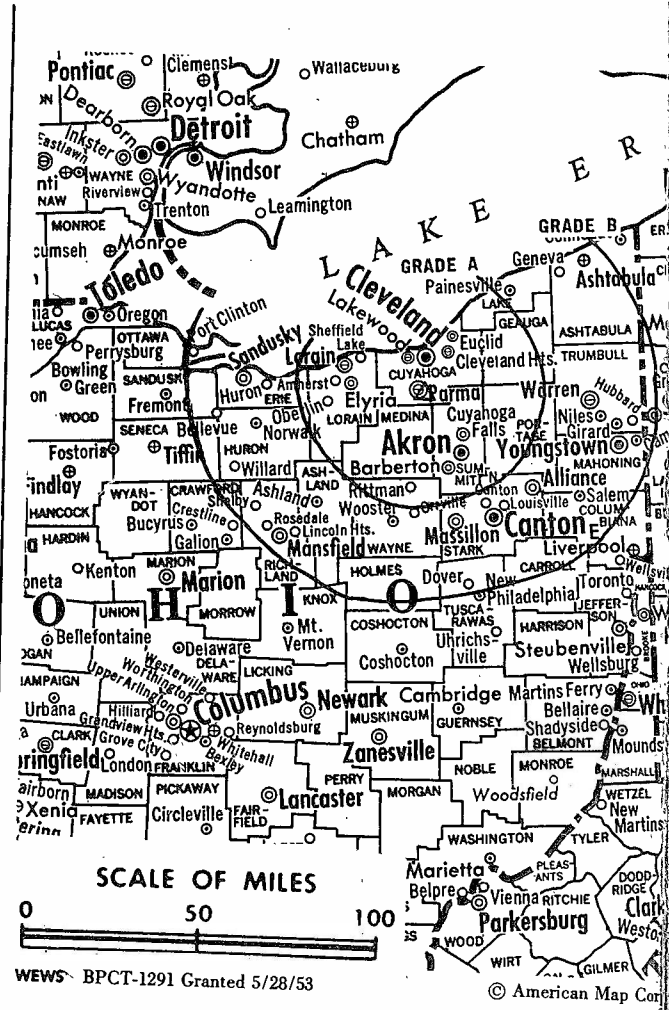
Rates: On request.

NETWORK BASE HOURLY RATE: \$3500.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Crawford	18,800	18,500	98
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Holmes	9,100	8,600	94
	Huron	20,700	20,400	99



WEWS BPC2-1291 Granted 5/28/53
© American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Lake	79,400	78,900
	Lorain	97,400	96,500
	Medina	41,000	40,600
	Portage	49,500	49,000
	Richland	48,900	48,300
	Stark	139,700	138,100
	Summit	196,800	195,000
	Tuscarawas	33,600	32,900
	Wayne	37,000	36,100
	OHIO		
Between 25-49%	Trumbull	87,400	86,600
OHIO			
Between 5-24%	Columbiana	41,700	41,100
	Coshocton	14,300	13,900
	Hancock	25,300	25,000
	Harrison	6,100	6,000
	Knox	17,900	17,700
	Mahoning	104,300	103,300
	Ottawa	15,500	15,300
	Sandusky	23,700	23,500
	Seneca	22,200	21,900
	Wyandot	8,200	8,100
PENNSYLVANIA			
	Crawford	32,400	31,600
	Mercer	46,200	45,400
Totals		1,911,800	1,889,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Cleveland

WJW-TV

Ch. 8

Service: CBS.

Office: G Corp., 555 17th St., Suite 3300, Denver, CO 80202.

Address: 8 S. Marginal Rd., Cleveland, OH 44103.

Phone: 6-431-8888. TWX: 810-421-8406. Fax: 216-432-4239.

Channels: Channel No. 8 (180-186 MHz). Authorized power: 302-kw visual.
 Antenna: 1000-ft. above av. terrain, 775-ft. above ground, 1945-ft. level.

Latitude 41° 21' 47"
 Longitude 81° 42' 58"

Address: 501 Pleasant Valley Rd.

Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.7-C-band; Scientific-Atlanta receivers.

Service: CBS, CNN, NIWS.

Owner: American Television Inc. (Group Owner).

History: December 17, 1949. Sale to Storer Communications by Empire Coil (Robert Mayer) approved by FCC Oct. 27, 1954 (Television Digest, Vol. 10, p. 10). Sale to present owner approved by FCC Aug. 20, 1987.

Sales: TeleRep Inc.

Engineering: Jules Cohen & Associates, P.C.

President & general manager: [Name]

General sales manager: [Name]

Local sales manager: [Name]

National sales manager: [Name]

Chief engineer: [Name]

News director: [Name]

Creative services & promotion director: [Name]

Director of operations: [Name]

Business manager: [Name]

Marketing director: [Name]

Traffic manager: [Name]

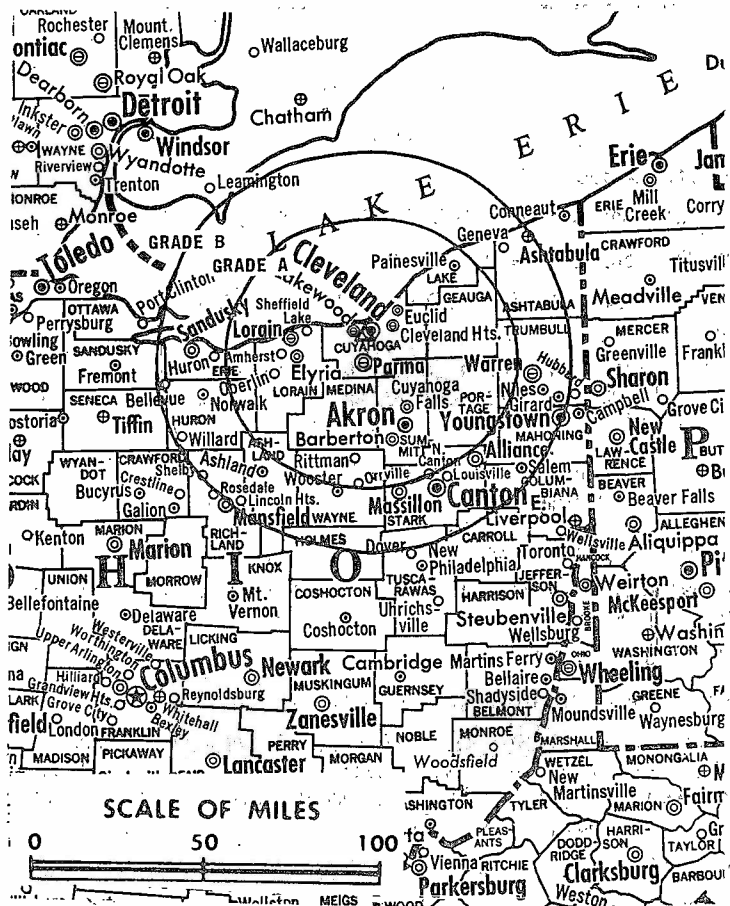
Publicity director: [Name]

Address: [Name]

Market: Cleveland. ADI: Cleveland. Rank: 11.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households	%
OHIO			
Ashland	17,000	16,800	99
Ashtabula	37,500	37,000	99
Carroll	10,100	10,000	99
Cuyahoga	574,900	568,800	99
Erie	29,400	29,100	99
Geauga	25,800	25,500	99
Holmes	9,100	8,600	94
Huron	20,700	20,400	99
Lake	79,400	78,900	99
Lorain	97,400	96,500	99
Medina	41,000	40,600	99
Portage	49,500	49,000	99



WJW-TV BMPCT-2527 Granted 10/21/54 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Richland	48,900	48,300	99
	Stark	139,700	138,100	99
	Summit	196,800	195,000	99
	Tuscarawas	33,600	32,900	98
	Wayne	37,000	36,100	98
Between 25-49%	OHIO			
	Crawford	18,800	18,500	98
	Seneca	22,200	21,900	99
Between 5-24%	OHIO			
	Columbiana	41,700	41,100	99
	Coshocton	14,300	13,900	97
	Knox	17,900	17,700	99
	Mahoning	104,300	103,300	99
	Ottawa	15,500	15,300	99
Sandusky	23,700	23,500	99	
Totals		1,793,600	1,773,400	99
Net Weekly Circulation (1990)			1,349,900	
Average Daily Circulation (1990)			813,600	

Need Broadcast TV or Cable TV Mail Labels From the Factbook?

Call Information Marketing Services
 703-821-8130

Ohio—Cleveland

WKYC-TV

Ch. 3

Network Service: NBC.

Licensee: NBC Subsidiary Inc. 6, 1403 East 6th St., Cleveland, OH 44114.

Studio: 1403 E. 6th St., Cleveland, OH 44114.

Telephone: 216-344-3333. TWX: 810-421-8133. Fax: 216-344-7493; 216-344-3326.

Technical Facilities: Channel No. 3 (60-66 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 906-ft. above ground, 1945-ft. above sea level.

Latitude 41° 23' 09.50"
Longitude 81° 41' 23.40"

Transmitter: 6600 Broadview Rd., Parma, OH.

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

News Services: AP, NBC, UPI.

Ownership: National Broadcasting Co. (Group Owner).

Began Operation: October 31, 1948 as NBC owned-&-operated outlet. Transfer to Westinghouse approved by FCC Dec. 21, 1955 effective Jan. 15, 1956 (Television Digest, Vol. 11:21; 12:3). Transferred from Westinghouse back to NBC under order by FCC Feb. 17, 1965 (Vol. 5:7, 8, 25).

Represented (sales): NBC Spot Sales.

Personnel:

JOHN M. LLEWELLYN, vice president & general manager.
GREG BENDIN, director of sales.
TOM HUMPAGE, sales manager.
JANE YACOBELLIS, sales manager.
THOMAS POWERS, director of technical operations.
KATHLEEN McNULTY, director of finance & administration.
RICHARD O'DELL, production manager.
PAUL BEAVERS, news director.
DANIEL KLINTWORTH, director of advertising & promotion.
KAREN MALONE SMITH, press & community relations manager.

Rates: On request.

City of License: Cleveland. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Ashland	17,000	16,800	99
	Ashtabula	37,500	37,000	99
	Cuyahoga	574,900	568,800	99
	Erie	29,400	29,100	99
	Geauga	25,800	25,500	99
	Holmes	9,100	8,600	94
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99
	Lorain	97,400	96,500	99
Medina	41,000	40,600	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Portage	49,500	49,000
	Richland	48,900	48,300
	Stark	139,700	138,100
	Summit	196,800	195,000
	Tuscarawas	33,600	32,900
Wayne	37,000	36,100	
Between 25-49%	OHIO		
	Carroll	10,100	10,000
	Crawford	18,800	18,500
Trumbull	87,400	86,600	
Between 5-24%	OHIO		
	Columbiana	41,700	41,100
	Harrison	6,100	6,000
	Knox	17,900	17,700
	Mahoning	104,300	103,300
	Morrow	10,100	10,000
	Sandusky	23,700	23,500
Seneca	22,200	21,900	
PENNSYLVANIA	Crawford	32,400	31,600
	Mercer	46,200	45,400
Totals		1,858,600	1,837,200
Net Weekly Circulation (1990)			1,338,800
Average Daily Circulation (1990)			88,000

Cleveland

WQHS

Ch. 61

Service: Home Shopping Network.

Star King Bcstg. of Ohio, 2861 W. Ridgewood Dr., Parma, OH 44134.

2861 W. Ridgewood Dr., Parma, OH 44134.

Phone: 6-888-0061. Fax: 216-888-6551.

Titles: Channel No. 61 (752-758 MHz). Authorized power: 2000-kw
 200-kw max. aural. Antenna: 1160-ft. above av. terrain, 1029-ft. above
 3-ft. above sea level.

Latitude 41° 23' 02"
 Longitude 81° 42' 06"

2861 W. Ridgewood Dr., Parma, OH.

Sound: Stereo only.

Stations: Harris, 6.1-meter C-band; Microdyne, 3.7-meter Ku-band;
 com receivers.

UPI.

Star King Broadcasting (Group Owner).

Date: January 13, 1981. FCC approved sale to present owner Nov. 6,
 (Broadcasting Digest, Vol. 26:45). Sale to Channel Communications Inc. by
 Associates approved July 27, 1984.

John N. vice president & station manager.

John N. public affairs director.

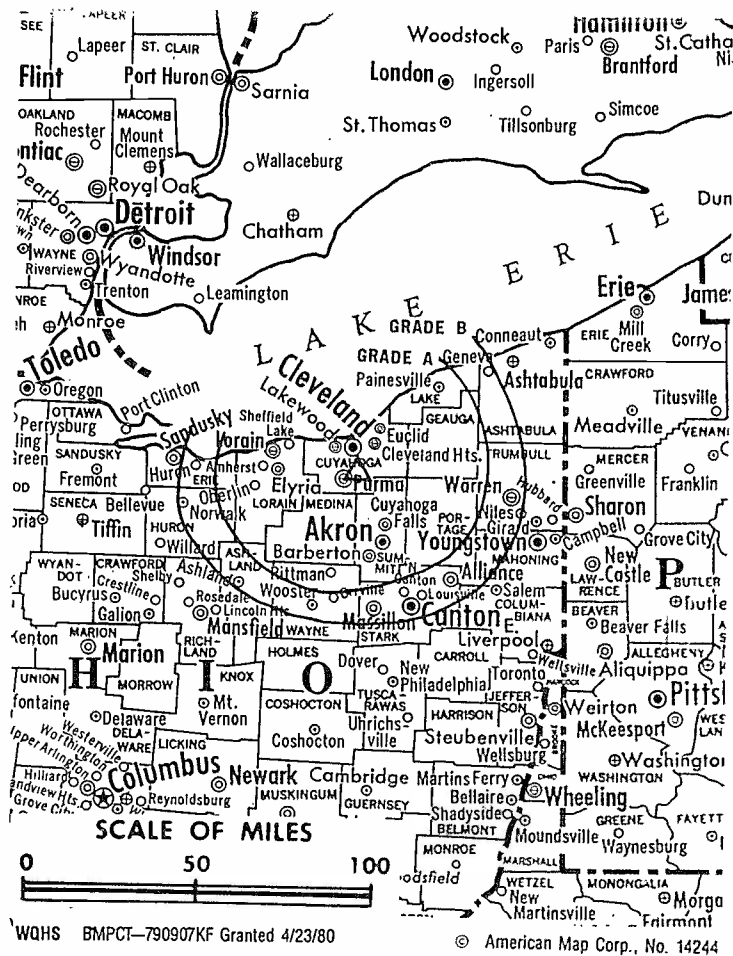
Chief engineer.

Traffic manager.

Rate: \$750.

Market: Cleveland. ADI: Cleveland. Rank: 11.

ASI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
Between 5-24%	Holmes	9,100	8,600	94
	Medina	41,000	40,600	99
	Wayne	37,000	36,100	98
Totals		87,100	85,300	98
Net Weekly Circulation (1990)			39,000	
Average Daily Circulation (1990)			12,800	

Ohio—Shaker Heights-Cleveland

WOIO

Ch. 19

Network Service: Fox.

Licensee: Channel 19 Inc., 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Studio: 2720 Van Aken Blvd., Shaker Heights, OH 44120.

Telephone: 216-561-1919. Easylink: 629-58392. Fax: 216-991-1932.

Technical Facilities: Channel No. 19 (500-506 MHz). Authorized power: 3720-kw max. visual, 372-kw max. aural. Antenna: 1108-ft. above av. terrain, 1072-ft. above ground, 2013-ft. above sea level.

Latitude 41° 23' 15"
Longitude 81° 41' 43"

Transmitter: 2135 W. Ridgewood Dr., Peru, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Harris, 6.1-meter C-band; Comtech, 3-meter Ku & C-band; Harris, DX receivers.

AM Affiliate: WHK.

FM Affiliate: WMMS.

News Service: Fox News.

Ownership: Malrite Communications Group Inc., 78% (Group Owner); others, 22%.

Began Operation: May 19, 1985.

Represented (sales): Pety Television Inc.

Represented (legal): Kaye, Scholer, Fierman, Hays & Handler.

Represented (engineering): Evans Associates.

Personnel:

DENNIS P. THATCHER, vice president & general manager.

JACK KREJCIK, general sales manager.

DAVID MOODY, local sales manager.

DOUG CROSS, national sales manager.

JIM SOMICH, chief engineer.

RICHARD SULLIVAN, program director & operations manager.

JUDY HACKETT, public relations & marketing director.

RICHARD SULLIVAN, on-air promotion director.

KAREN BIZJAK, business manager.

EMILY DAVIS, public affairs director.

DIANE HEWLETT PIERCE, public service director.

Highest 30 Sec. Rate: \$2500.

City of License: Shaker Heights. ADI: Cleveland. Rank: 11.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Cuyahoga	574,900	568,800	99
	Geauga	25,800	25,500	99
	Huron	20,700	20,400	99
	Lake	79,400	78,900	99



WOIO BMPCT-840720KH Granted 3/14/85 © American Map Corp.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Lorain	97,400	96,500
	Medina	41,000	40,600
	Portage	49,500	49,000
	Summit	196,800	195,000
	Wayne	37,000	36,100
Between 25-49%	OHIO		
	Ashland	17,000	16,800
	Ashtabula	37,500	37,000
	Erie	29,400	29,100
	Holmes	9,100	8,600
	Mahoning	104,300	103,300
	Richland	48,900	48,300
	Stark	139,700	138,100
	Trumbull	87,400	86,600
	Tuscarawas	33,600	32,900
Between 5-24%	OHIO		
	Carroll	10,100	10,000
	Columbiana	41,700	41,100
	PENNSYLVANIA		
Mercer	46,200	45,400	
Totals		1,727,400	1,708,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Lorain-Cleveland

WUAB

Ch. 43

Service: None, independent.

Annell Communications L.P., 7083 Hollywood Blvd., Hollywood, CA

Day Dr., Parma, OH 44129.

216-845-6043. TWX: 810-427-9153. Fax: 216-845-6061.

Channels: Channel No. 43 (644-650 MHz). Authorized power: 4800-kw
480-kw max. aural. Antenna: 1071-ft. above av. terrain, 886-ft. above
38-ft. above sea level.

Latitude 41° 22' 45"
Longitude 81° 43' 12"

4800 Bruening Dr., Parma.

TV Sound: Stereo only.

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

Services: Accu-Weather, AP, MediaLink, PR Newswire, Sportsticker, UPI.

Annell Communications L.P. (Group Owner).

Origin: September 15, 1968. Sale to present owner by Gaylord Bcstg.
FCC June 19, 1990 (Television Digest, Vol. 30:13, 35). Sale to Gaylord
Bcstg. & Kaiser Bcstg. Co. approved by FCC June 30, 1977 (Vol.
28).

Sales: MMT Sales Inc.

Legal: Dow, Lohnes & Albertson.

Engineering: A. D. Ring & Associates, P.C.

Executive vice president & general manager.

Operations director of programming & operations.

General sales manager.

Local sales manager.

National sales manager.

Business manager.

Promotion director.

Manager of engineering.

News director.

Rate: \$1200.

Address: Lorain. ADI: Cleveland. Rank: 11.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State	Total Households	TV Households	%
OHIO			
Ashland	17,000	16,800	99
Cuyahoga	574,900	568,800	99
Erie	29,400	29,100	99
Geauga	25,800	25,500	99
Huron	20,700	20,400	99
Lake	79,400	78,900	99
Lorain	97,400	96,500	99
Medina	41,000	40,600	99
Portage	49,500	49,000	99
Richland	48,900	48,300	99
Stark	139,700	138,100	99
Summit	196,800	195,000	99
Wayne	37,000	36,100	98
OHIO			
Ashtabula	37,500	37,000	99
Clark	55,800	55,200	99
Crawford	18,800	18,500	98



WUAB BPCT-851122KK Granted 2/27/86

© American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Hancock	25,300	25,000	99
	Holmes	9,100	8,600	94
	Mahoning	104,300	103,300	99
	Marion	23,900	23,600	99
	Sandusky	23,700	23,500	99
	Seneca	22,200	21,900	99
	Trumbull	87,400	86,600	99
	Tuscarawas	33,600	32,900	98
KENTUCKY	Lewis	5,000	4,900	98

State County	Total Households	TV Households	%
OHIO			
Carroll	10,100	10,000	99
Columbiana	41,700	41,100	99
Coshocton	14,300	13,900	97
Delaware	22,300	22,100	99
Fairfield	35,900	35,500	99
Franklin	373,700	369,700	99
Greene	46,800	46,300	99
Guernsey	15,300	14,900	98
Knox	17,900	17,700	99
Lawrence	23,600	23,200	98
Licking	48,000	47,500	99
Moïrow	10,100	10,000	99
Noble	4,300	4,100	95
Ottawa	15,500	15,300	99
Scioto	30,500	29,900	98
Wyandot	8,200	8,100	98

(Continued on page A-910)

Totals	2,760,400	2,727,800	99
Net Weekly Circulation (1990)		1,174,800	
Average Daily Circulation (1990)		489,500	

Ohio—Columbus

WBNS-TV

Ch. 10

Network Service: CBS.

Licensee: WBNS-TV Inc., Box 1010, Columbus, OH 43216.

Studio: 770 Twin Rivers Dr., Columbus, OH 43215.

Mailing Address: Box 1010, Columbus, OH 43216.

Telephone: 614-460-3700. TWX: 810-482-1619. Fax: 614-460-2812.

Technical Facilities: Channel No. 10 (192-198 MHz). Authorized power: 316-kw visual, 31.6-kw aural. Antenna: 945-ft. above av. terrain, 1029-ft. above ground, 1749-ft. above sea level.

Latitude 39° 58' 16"
Longitude 83° 01' 40"

Transmitter: 776 Twin Rivers Dr.

Multichannel TV Sound: Stereo and separate audio program.

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

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

AM Affiliate: WBNS, 5-kw (1-kw night), 1460 kHz.

FM Affiliate: WBNS-FM, 16-kw, 97.1 MHz (No. 246), 780-ft.

News Services: AP, CBS, CNN, UPI.

Ownership: WBNS-TV Inc. (Group Owner).

Began Operation: October 5, 1949.

Represented (sales): Blair Television; Paul Mulvihill & Co. Ltd. (Canada).

Represented (legal): Crowell & Moring.

Represented (engineering): David Steel & Associates Inc.

Personnel:

EUGENE D'ANGELO JR., president & general manager.

JOHN A. HALDI, vice president, programs.

MARVIN C. BORN, vice president, engineering.

JERRY CARY, treasurer.

BILL VANCE, news director.

TIM D'ANGELO, national sales manager.

GARY LOWELL, general sales manager.

PHIL PIKELNY, director of marketing & promotion.

MIKE BERRY, production manager.

CHARLES WHITE, public service director.

Highest 30 Sec. Rate: \$2000.

NETWORK BASE HOURLY RATE: \$2074.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Crawford	18,800	18,500	98
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Fayette	10,300	10,100	98
	Franklin	373,700	369,700	99
	Hardin	12,100	11,900	98
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
	Licking	48,000	47,500	99
	Logan	16,000	15,800	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Morgan	5,300	5,100	96



Net Weekly Circulation	State County	Total Households	TV Households	
50% & Over	Morrow	10,100	10,000	
	Muskingum	32,300	31,700	
	Perry	11,700	11,500	
	Pickaway	15,600	15,400	
	Pike	9,200	9,000	
	Ross	24,200	23,700	
	Union	11,400	11,200	
	Between 25-49%	OHIO		
		Athens	20,000	19,400
		Champaign	13,300	13,100
Clark		55,800	55,200	
Coshocton		14,300	13,900	
Guernsey		15,300	14,900	
Jackson		11,300	11,100	
Scioto		30,500	29,900	
Vinton		4,400	4,300	
Washington		24,200	23,600	
Wyandot	8,200	8,100		
Between 5-24%	WEST VIRGINIA			
	Wood	36,200	35,800	
	KENTUCKY			
	Greenup	13,400	13,300	
	OHIO			
	Adams	9,500	9,100	
	Allen	41,600	40,900	
	Ashland	17,000	16,800	
	Auglaize	16,400	16,100	
	Gallia	11,100	10,800	
Totals		1,206,600	1,188,700	
Net Weekly Circulation (1990)				
Average Daily Circulation (1990)				

(Continued on page A-910)

Columbus

WCMH-TV

Ch. 4

Service: NBC.

Outlet Communications Inc., 3165 Olentangy River Rd., Columbus, OH

Olentangy River Rd., Columbus, OH 43202.

614-263-4444; Fax: 614-447-9017.

Facilities: Channel No. 4 (66-72 MHz). Authorized power: 100-kw visual, 1. Antenna: Circularly polarized, 900-ft. above av. terrain, 876-ft. above 49-ft. above sea level.

Latitude 39° 58' 15"
Longitude 83° 01' 39"

766 Twin Rivers Dr., Columbus.

TV Sound: Stereo only.

Transmit/receive Harris, 5-meter Ku-band & 4.6-meter Scientific-Atlanta, 10-meter C-band; DX Antenna, Harris, Scientific-Atlanta

AP, Conus, NBC.

Outlet Communications Inc. (Group Owner).

April 3, 1949. Sale to The Outlet Co. by Avco Bcstg. Corp. approved 22, 1975 (Television Digest, Vol. 15:21, 52). Sale to Rockefeller Group 23, 1983 (Vol. 23:19, 22; 26:6). Sale by Rockefeller Group approved 86.

(sales): Katz Television.

(legal): Coffey, McGovern & Noel.

PERSON, chairman & chief executive officer.

SON, vice president & general manager.

ASH, general sales manager.

local sales manager.

, national sales manager.

POZZI, chief engineer.

ews director.

, promotion manager.

perations manager.

roduction manager.

est.

Columbus. ADI: Columbus, OH. Rank: 34.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. based on Arbitron study.

State	Total Households	TV Households	%
OHIO			
Coshocton	14,300	13,900	97
Crawford	18,800	18,500	98
Delaware	22,300	22,100	99
Fairfield	35,900	35,500	99
Fayette	10,300	10,100	98
Franklin	373,700	369,700	99
Hocking	9,900	9,700	98
Knox	17,900	17,700	99
Licking	48,000	47,500	99
Logan	16,000	15,800	99
Madison	11,300	11,100	98
Marion	23,900	23,600	99
Morrow	10,100	10,000	99



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Perry	11,700	11,500	98
	Pickaway	15,600	15,400	99
	Pike	9,200	9,000	97
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
Between 25-49%	OHIO			
	Athens	20,000	19,400	97
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Guernsey	15,300	14,900	98
	Hardin	12,100	11,900	98
	Jackson	11,300	11,100	98
	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
Richland	48,900	48,300	99	
Vinton	4,400	4,300	98	
Between 5-24%	OHIO			
	Ashland	17,000	16,800	99
	Highland	13,800	13,500	98
	Tuscarawas	33,600	32,900	98
Wyandot	8,200	8,100	98	
Totals		975,800	962,300	99
Net Weekly Circulation (1990)			706,600	
Average Daily Circulation (1990)			435,900	

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

Ohio—Columbus

WSYX

Ch. 6

Network Service: ABC.

Licensee: Anchor Media Ltd., 11300 Fourth St. N., Suite 349, St. Petersburg, FL.

Studio: 1261 Dublin Rd., Columbus, OH 43215.

Mailing Address: Box 718, Columbus, OH 43216.

Telephone: 614-481-6666. TWX: 614-759-0448. Fax: 614-481-6828.

Technical Facilities: Channel No. 6 (82-88 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 535-ft. above av. terrain, 672-ft. above ground, 1400-ft. above sea level.

Latitude 40° 01' 02"

Longitude 83° 01' 07"

Transmitter: 350 W. Dodridge St.

Satellite Earth Stations: Harris, 9-meter C-band; Andrew, 7.3-meter C-band; Andrew, 4.5-meter C-band; Avartek, Harris receivers.

News Services: ABC, AP, NIWS, UPI.

Ownership: Anchor Media Holdings Ltd., gen. partner (Group Owner).

Began Operation: September 29, 1949. Sale to Taft Bcstg. by Picture Waves Inc. approved by FCC Feb. 25, 1953 (Television Digest, Vol. 9:9). Sale to present owners approved by FCC Dec. 3, 1987.

Represented (sales): Petry Television Inc.

Represented (legal): Hogan & Hartson.

Represented (engineering): Smith & Powstentco.

Personnel:

ANTHONY R. TWIBELL, vice president & general manager.

ROB WAGLEY, general sales manager.

DOUG PARKER, programming & public service director.

JIM STRADER, creative services director.

PETE FORD, director of engineering.

PAT CRAMER, local sales manager.

TONI McHUGH, national sales manager.

CARL TWENTIER, news director.

JOHN SCHNABEL, business manager.

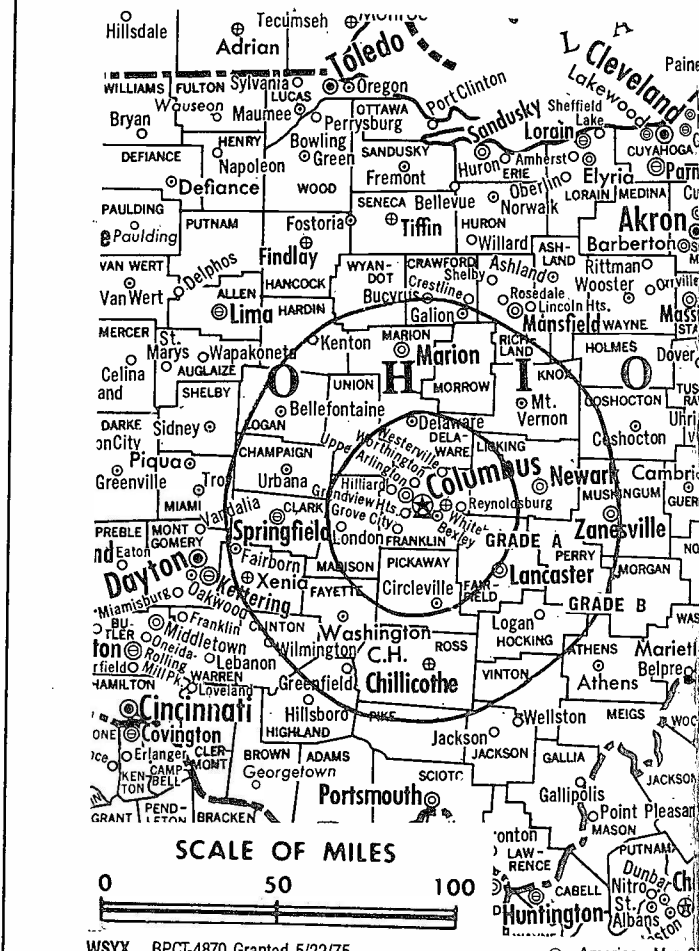
Highest 30 Sec. Rate: \$4500.

NETWORK BASE HOURLY RATE: \$1875.

City of License: Columbus. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Champaign	13,300	13,100	98
	Crawford	18,800	18,500	98
	Delaware	22,300	22,100	99
	Fairfield	35,900	35,500	99
	Fayette	10,300	10,100	98
	Franklin	373,700	369,700	99
	Hocking	9,900	9,700	98
	Knox	17,900	17,700	99
	Licking	48,000	47,500	99
	Logan	16,000	15,800	99
	Madison	11,300	11,100	98
Marion	23,900	23,600	99	



WSYX BPCT-4870 Granted 5/22/75 © American Map Co.

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Morrow	10,100	10,000
	Muskingum	32,300	31,700
	Perry	11,700	11,500
	Pickaway	15,600	15,400
	Ross	24,200	23,700
	Union	11,400	11,200
Between 25-49%	OHIO		
	Athens	20,000	19,400
	Coshocton	14,300	13,900
	Hardin	12,100	11,900
	Jackson	11,300	11,100
	Morgan	5,300	5,100
	Pike	9,200	9,000
	Richland	48,900	48,300
	Scioto	30,500	29,900
	Vinton	4,400	4,300
	Washington	24,200	23,600
	Wyandot	8,200	8,100
Between 5-24%	WEST VIRGINIA		
	Wood	36,200	35,800
Totals	KENTUCKY		
	Lewis	5,000	4,900
	OHIO		
	Ashland	17,000	16,800
	Clark	55,800	55,200
	Guernsey	15,300	14,900
	Highland	13,800	13,500
Noble	4,300	4,100	
Totals	1,042,400	1,027,700	
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Columbus

WTTE

Ch. 28

Service: Fox

WTTE Channel 28 Inc., Box 280, Columbus, OH 43216.

100 Sunbury Rd., Westerville, OH 43081.

4-895-2800. TWX: 310-286-949. Fax: 614-895-3159.

WTTE Channel No. 28 (554-560 MHz). Authorized power: 1910-kw
191-kw max. aural. Antenna: 965-ft. above av. terrain, 1124-ft. above
14-ft. above sea level.

Latitude 40° 09' 33.50"
Longitude 82° 55' 21.50"

10000 State Rte. 3, Westerville.

WTTE Stations: Comtech, 7.3-meter; Harris, 6.1-meter; Harris, 3-meter;
Microband; Microdyne, Standard Communications receivers.

WTTE UPI.

WTTE Clair Broadcast Group Inc. (Group Owner).

WTTE Date: June 1, 1984.

WTTE Sales: TeleRep Inc.

WTTE Legal: Fisher, Wayland, Cooper & Leader.

WTTE Engineering: Carl T. Jones Corp.

WTTE President: J.H. president.

WTTE General manager: J.E.Y. general manager.

WTTE General sales manager: J.E. general sales manager.

WTTE Sales managers: J.E. SALES MANAGERS, local sales manager.

WTTE National sales manager: J.E. national sales manager.

WTTE Chief engineer: J.E. chief engineer.

WTTE Operations director: J.E. H. operations director.

WTTE Promotion director: J.E. T. promotion director.

WTTE Business manager: J.E. business manager.

WTTE Rate: \$1000.

WTTE Columbus. ADI: Columbus, OH. Rank: 34.

WTTE MSN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
Based on Arbitron study.

State County	Total Households	TV Households Households	%
OHIO			
Delaware	22,300	22,100	99
Franklin	373,700	369,700	99
Licking	48,000	47,500	99
Madison	11,300	11,100	98
Marion	23,900	23,600	99
Morrow	10,100	10,000	99
Perry	11,700	11,500	98
Union	11,400	11,200	98
OHIO			
Fairfield	35,900	35,500	99
Hardin	12,100	11,900	98
Hocking	9,900	9,700	98
Knox	17,900	17,700	99
Logan	16,000	15,800	99



Net Weekly Circulation	State County	Total Households	TV Households	%
Between 25-49%	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
	Pickaway	15,600	15,400	99
	Ross	24,200	23,700	98
Between 5-24%	OHIO			
	Athens	20,000	19,400	97
	Champaign	13,300	13,100	98
	Coshocton	14,300	13,900	97
	Crawford	18,800	18,500	98
	Fayette	10,300	10,100	98
	Guernsey	15,300	14,900	98
	Highland	13,800	13,500	98
Holmes	9,100	8,600	94	
Pike	9,200	9,000	97	
Richland	48,900	48,300	99	
Wyandot	8,200	8,100	98	
Totals		862,800	850,600	99
Net Weekly Circulation (1990)			383,900	
Average Daily Circulation (1990)			152,100	

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Call Lynn Levine or Nancy Cramer
202-872-9200

Ohio—Dayton

WDTN

Ch. 2

Network Service: ABC.

Licensee: The Hearst Corp., 4595 S. Dixie Ave., Dayton, OH 45439.

Studio: 4595 S. Dixie Ave., Dayton, OH 45439.

Telephone: 513-293-2101. **TWX:** 810-459-1731. **Fax:** 513-294-6542.

Technical Facilities: Channel No. 2 (54-60 MHz). Authorized power: 100-kw visual, 20-kw aural. Antenna: 1000-ft. above av. terrain, 960-ft. above ground, 1917-ft. above sea level.

Latitude 39° 43' 07"
Longitude 84° 15' 22"

Transmitter: Frytown Rd. & Gettysburg Ave.

Satellite Earth Stations: Andrew, 7-meter Ku-band; Andrew, 7-meter C-band; Andrew, 5-meter Ku-band; Drake, 3.4-meter C-band; Microdyne, 5-meter Ku-band; Avantek, Drake, M/A-Com, Microdyne, Scientific-Atlanta receivers.

SNG Mobile Dish: Andrew, 5-meter Ku-band.

News Services: ABC, Conus, NIWS.

Ownership: Hearst Broadcasting (Group Owner).

Began Operation: March 15, 1949. Sale to present owner by Trustees of Grinnell College approved by FCC July 16, 1981 (Television Digest, Vol. 20:21; 21:29). Sale to Grinnell by Avco Bcstg. Corp. approved by FCC April 28, 1976 (Vol. 15:25).

Represented (sales): Blair Television.

Represented (legal): Peper, Martin, Jensen, Maichel & Hetlage.

Personnel:

PHILIP STOLZ, vice president & general manager.

STEVEN L. FISHER, program director & station manager.

LARRY RYAN, general sales manager.

MEGAN CARONE, local sales manager.

SHERYL SORRELL, national sales manager.

DAVID ROBERTS, news director.

KIRK SZESNY, promotion director.

ROGER BERARDINIS, business manager.

KIM PETERS, marketing director.

SHARON FAIR, director of community & human resources.

TED LESTER, chief engineer.

Highest 30 Sec. Rate: \$3500.

City of License: Dayton. **ADI:** Dayton. **Rank:** 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	INDIANA			
	Union	2,400	2,300	96
	Wayne	27,100	26,700	99
	OHIO			
	Auglaize	16,400	16,100	98
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
Greene	46,800	46,300	99	
Logan	16,000	15,800	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Mercer	13,600	13,400
	Miami	34,600	34,200
	Montgomery	227,400	225,300
	Preble	15,100	14,900
	Shelby	15,300	15,100
	Warren	37,600	37,200
Between 25-49%	INDIANA		
	Franklin	6,600	6,400
	Randolph	10,800	10,600
	OHIO		
Butler	101,400	100,300	
Fayette	10,300	10,100	
Highland	13,800	13,500	
Between 5-24%	INDIANA		
	Fayette	10,000	9,800
	Jay	8,200	8,000
	KENTUCKY		
	Boone	18,500	18,500
	OHIO		
	Adams	9,500	9,100
Allen	41,600	40,900	
Brown	12,900	12,600	
Clermont	51,800	51,200	
Hamilton	343,200	338,600	
Pike	9,200	9,000	
Totals		1,204,000	1,188,500
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Dayton-Springfield

WHIO-TV

Ch. 7

Service: CBS.
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, OH

1414 Wilmington Ave., Dayton, OH 45401.

Post Office Box 1206, Dayton, OH 45401.

Phone: 513-259-2111. TWX: 810-459-1760. Fax: 513-259-2024.

Channels: Channel No. 7 (174-180 MHz). Authorized power: 200-kw visual.
Antenna: 1140-ft. above av. terrain, 1096-ft. above ground, 2046-ft. above sea level.

Latitude 39° 44' 03"
Longitude 84° 14' 50"

1316 Germantown St.

TV Sound: Stereo only.

Stations: Transmit/receive Vertex, 4.6-meter Ku-band; Scientific-Atlanta, 6.1-meter Ku & C-band; Vertex, 4.6-meter Ku-band; DX Scientific-Atlanta receivers.

WHIO, 5-kw, 1290 kHz (CBS).

WHIO-FM, 50-kw, 99.1 MHz (No. 256), 1060-ft.

AP.

Enterprise Inc. (Group Owner).

Founded: February 26, 1949.

Sales: TeleRep Inc.

Legal: Dow, Lohnes & Albertson.

Engineering: Jules Cohen & Associates, P.C.

President & general manager.

Station manager.

General sales manager.

Sales, national sales manager.

Local sales manager.

Director of marketing.

Program director.

Public relations director, community relations.

Television news director.

Director of engineering.

Business manager.

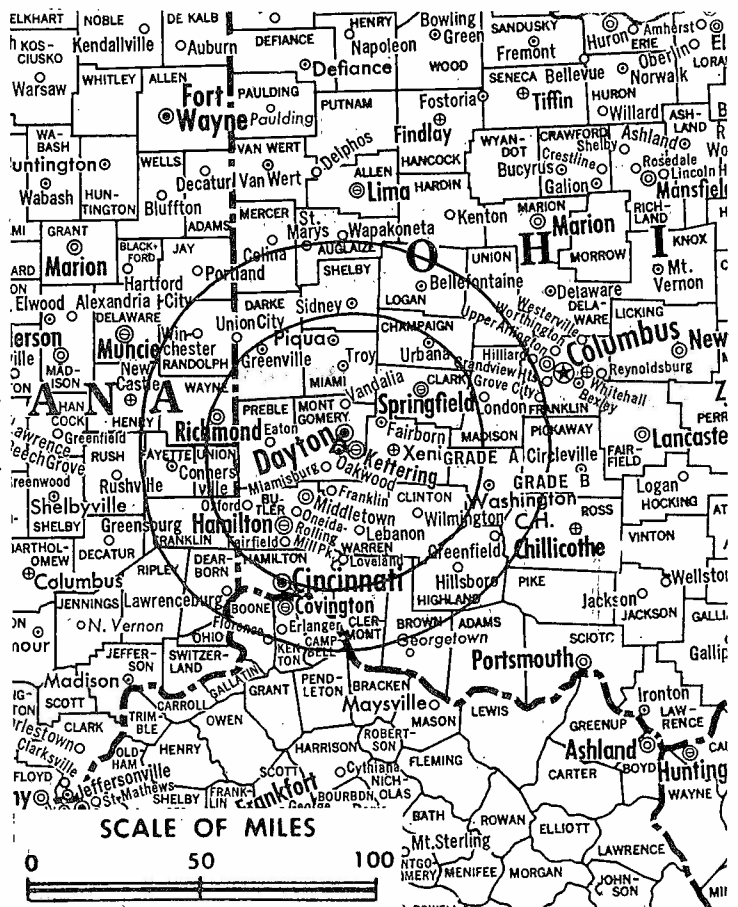
Research director.

Investment.

Dayton. ADI: Dayton. Rank: 52.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. Based on Arbitron study.

State County	Total Households	TV Households Households	%
INDIANA			
Randolph	10,800	10,600	98
Union	2,400	2,300	96
Wayne	27,100	26,700	99
OHIO			
Auglaize	16,400	16,100	98
Champaign	13,300	13,100	98



WHIO-TV BPCT-890 Granted 7/11/52

© American Map Corp., 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Fayette	10,300	10,100	98
	Greene	46,800	46,300	99
	Highland	13,800	13,500	98
	Logan	16,000	15,800	99
	Mercer	13,600	13,400	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
Shelby	15,300	15,100	99	
Warren	37,600	37,200	99	
OHIO				
Between 25-49%	Allen	41,600	40,900	98
	Butler	101,400	100,300	99
INDIANA				
Between 5-24%	Dearborn	13,700	13,500	99
	Franklin	6,600	6,400	97
	Jay	8,200	8,000	98
OHIO				
	Brown	12,900	12,600	98
	Clermont	51,800	51,200	99
	Hamilton	343,200	338,600	99
	Madison	11,300	11,100	98
	Marion	23,900	23,600	99
	Ross	24,200	23,700	98
	Union	11,400	11,200	98
	Van Wert	11,800	11,700	99
Totals		1,253,100	1,236,900	99
Net Weekly Circulation (1990)			615,700	
Average Daily Circulation (1990)			350,400	

Ohio—Dayton

WKEF

Ch. 22

Network Service: NBC.

Licensee: KT Communications Ltd. Partnership III, 333 West Wacker Dr., Suite 830, Chicago, IL 60606.

Studio: 1731 Soldiers Home Rd., Dayton, OH 45418.

Telephone: 513-263-2662. Easylink: 62154510.

Technical Facilities: Channel No. 22 (518-524 MHz). Authorized power: 2340-kw max. visual, 234-kw max. aural. Antenna: 1152-ft. above av. terrain, 1094-ft. above ground, 2049-ft. above sea level.

Latitude 39° 43' 15.50"
Longitude 84° 15' 38.90"

Transmitter: 1731 Soldiers Home Rd.

Satellite Earth Stations: Microdyne, 7-meter; AFC, 6-meter; Harris, 3-meter; Harris, Microdyne receivers.

News Service: AP.

Ownership: KT Communications Ltd. Partnership III.

Began Operation: September 27, 1964. Sale to Adams Communications by Springfield TV Corp. approved by FCC Jan. 9, 1984 (Television Digest, Vol. 23:35). Sale to present owner by Adams approved Feb. 23, 1989.

Represented (sales): Katz Television.

Personnel:

- JAMES D. GRAHAM, general manager.
- TOM REARDON, local sales manager.
- JOHN GREENWOOD, national sales manager.
- MICHAEL R. SMYTHE, marketing director.
- BRUCE PARKER, director of news & public affairs.
- SANDY PATTON, production & promotion manager.
- STEVEN R. SACKMAN, business manager.
- DARRELL HUNTER, chief engineer.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$1550.

City of License: Dayton. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
OHIO				
50% & Over	Clark	55,800	55,200	99
	Clinton	13,900	13,700	99
	Darke	20,900	20,600	99
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Preble	15,100	14,900	99
	Shelby	15,300	15,100	99
Warren	37,600	37,200	99	



Net Weekly Circulation	State County	Total Households	TV Households
Between 25-49%			
INDIANA			
	Randolph	10,800	10,600
	Union	2,400	2,300
	Wayne	27,100	26,700
OHIO			
	Auglaize	16,400	16,100
	Butler	101,400	100,300
	Champaign	13,300	13,100
	Highland	13,800	13,500
	Logan	16,000	15,800
Between 5-24%			
INDIANA			
	Franklin	6,600	6,400
	Ohio	2,000	2,000
KENTUCKY			
	Campbell	29,600	29,500
OHIO			
	Adams	9,500	9,100
	Brown	12,900	12,600
	Clermont	51,800	51,200
	Fayette	10,300	10,100
	Hamilton	343,200	338,600
	Madison	11,300	11,100
	Mercer	13,600	13,400
Totals		1,159,400	1,144,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Dayton

WRGT-TV

Ch. 45

Owner: Fox

Dayton Telecasting Inc., 45 Broadcast Plaza, Dayton, OH 45408.

Broadcast Plaza, Dayton, OH 45408.

Phone: 263-4500. TWX: 910-333-3284. Fax: 513-268-5265.

Frequencies: Channel No. 45 (656-662 MHz). Authorized power: 5000-kw
 101-kw max. aural. Antenna: 1170-ft. above av. terrain, 1149-ft. above
 sea level.

Latitude 39° 43' 28.40"
 Longitude 84° 15' 17.60"

45 S. Gettysburg Ave., Dayton, OH.

Station: Comtech, 5-meter.

Group: Hill Broadcasting Inc. (Group Owner).

Date: September 23, 1984. Sale to present owner by Meridian Com-
 m. approved by FCC Dec. 17, 1987 (Television Digest, Vol. 27:42).

Sales: Setel Inc.

Engineering: Charles I. Gallagher, P.E., Consulting Radio Engineers.

President: [Name], vice president & general manager.

General sales manager.

WARD, national sales manager.

Chief engineer.

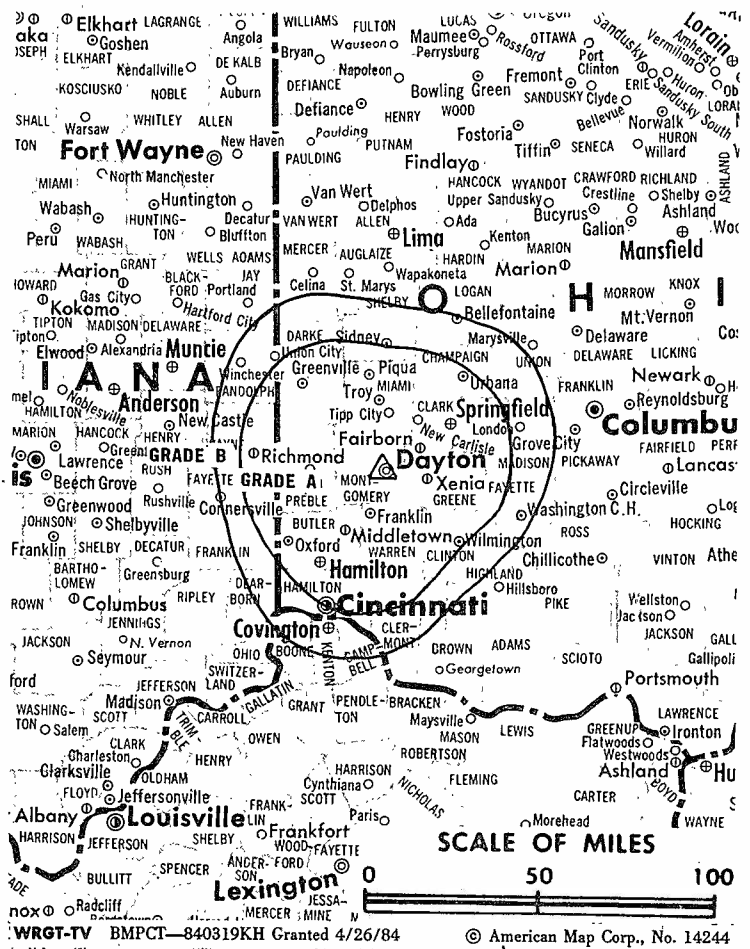
Operations manager.

Address:

Dayton. ADI: Dayton. Rank: 52.

Source: NIELSEN Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.

State County	Total Households	TV Households Households	%
OHIO			
Clark	55,800	55,200	99
Clinton	13,900	13,700	99
Darke	20,900	20,600	99
Greene	46,800	46,300	99
Miami	34,600	34,200	99
Montgomery	227,400	225,300	99
Preble	15,100	14,900	99
Shelby	15,300	15,100	99
INDIANA			
Randolph	10,800	10,600	98
Union	2,400	2,300	96
Wayne	27,100	26,700	99
OHIO			
Auglaize	16,400	16,100	98
Butler	101,400	100,300	99
Champaign	13,300	13,100	98



Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 25-49%	Clermont	51,800	51,200	99
	Fayette	10,300	10,100	98
	Highland	13,800	13,500	98
	Logan	16,000	15,800	99
	Warren	37,600	37,200	99
Between 5-24%	INDIANA			
	Dearborn	13,700	13,500	99
	Franklin	6,600	6,400	97
	Jay	8,200	8,000	98
	Ripley	8,900	8,700	98
KENTUCKY				
Boone	18,500	18,500	100	
Campbell	29,600	29,500	100	
Kenton	51,900	51,700	100	
Pendleton	4,100	4,100	100	
OHIO				
Brown	12,900	12,600	98	
Hamilton	343,200	338,600	99	
Madison	11,300	11,100	98	
Mercer	13,600	13,400	99	
Ross	24,200	23,700	98	
Totals		1,277,400	1,262,000	99
Net Weekly Circulation (1990)				456,500
Average Daily Circulation (1990)				183,300

Ohio—Lima

WLIO

Ch. 35

Network Service: NBC.

Licensee: Lima Communications Corp., Box 1689, Lima, OH 45802.

Studio: 1424 Rice Ave., Lima, OH 45805.

Telephone: 419-228-8835. TWX: 810-447-2720.

Technical Facilities: Channel No. 35 (596-602 MHz). Authorized power: 661-kw visual, 132-kw aural. Antenna: 641-ft. above av. terrain, 522-ft. above ground, 1391-ft. above sea level.

Latitude 40° 44' 54"
Longitude 84° 07' 55"

Transmitter: 1424 Rice Ave.

Multichannel TV Sound: Stereo only.

Satellite Earth Station: Harris, 3-meter; Harris, RCA Americom receivers.

News Service: AP.

Ownership: Blade Communications Inc. (Group Owner).

Began Operation: March 30, 1953. Sale to present owners by WLOK Inc. approved by FCC Jan. 19, 1972. Previous sale by Pixley & Case families approved Dec. 1, 1954 (Television Digest, Vol. 10:44, 49).

Represented (sales): Katz Television.

Represented (legal): Dow, Lohnes & Albertson.

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

Personnel:

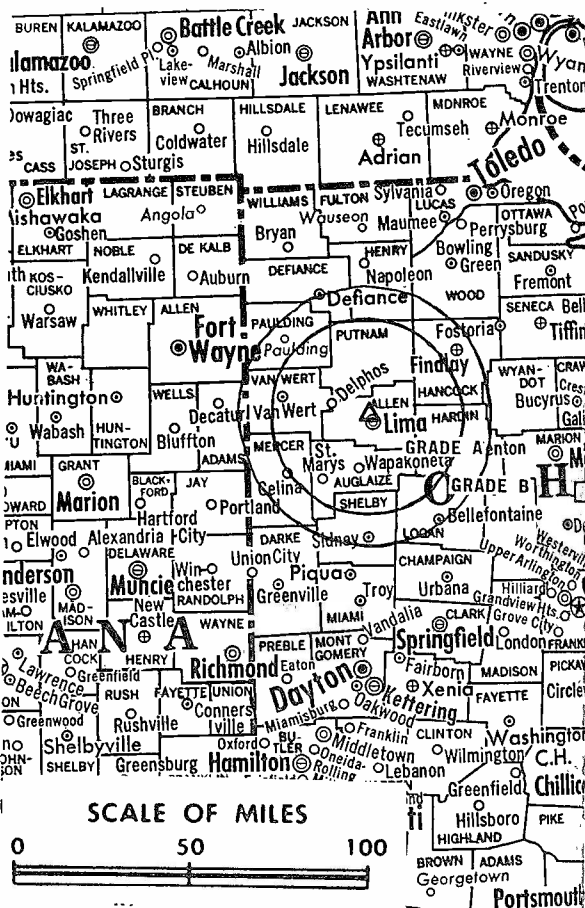
JAMES C. DAGES, president & general manager.
BRUCE A. OPPERMAN, vice president & general sales manager.
JAMES D. GARLING, program director.
ANTELLE HAITHCOCK, promotion director.
GEORGE DUNSTER, news director.
FRED VOBBE, chief engineer.

Highest 30 Sec. Rate: \$750.

City of License: Lima. ADI: Lima. Rank: 194.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Allen	41,600	40,900	98
	Auglaize	16,400	16,100	98
	Hardin	12,100	11,900	98
	Mercer	13,600	13,400	99



WLIO BPCT-820712KP Granted 10/08/82

© American Map

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Putnam	11,300	11,100
	Van Wert	11,800	11,700
Between 25-49%	OHIO		
	Hancock	25,300	25,000
	Logan	16,000	15,800
Between 5-24%	INDIANA		
	Adams	10,600	10,400
	OHIO		
	Defiance	14,500	14,300
	Henry	10,600	10,500
	Paulding	7,700	7,600
	Shelby	15,300	15,100
	Wyandot	8,200	8,100
Totals		215,000	211,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Lima

WTLW
Ch. 44

Service: None, independent.
 American Christian TV Services, 1844 Baty Rd., Lima, OH 45807.
 Baty Rd., Lima, OH 45807.
 19-339-4444.
 Channels: Channel No. 44 (650-656 MHz). Authorized power: 904.9-kw
 2-kw aural. Antenna: 677-ft. above av. terrain, 705-ft. above ground,
 above sea level.

Latitude 40° 45' 47"
 Longitude 84° 10' 59"

1844 Baty Rd., near Lima.
 Stations: AFC, 2-meter Ku-band; R. H. Tyler, 3-meter C-band; Taco,
 band; DX Antenna, Gardiner, M/A-Corn, Uniden receivers.

Service: CNN.
 American Christian Television Services Inc.
 Date: June 13, 1982.

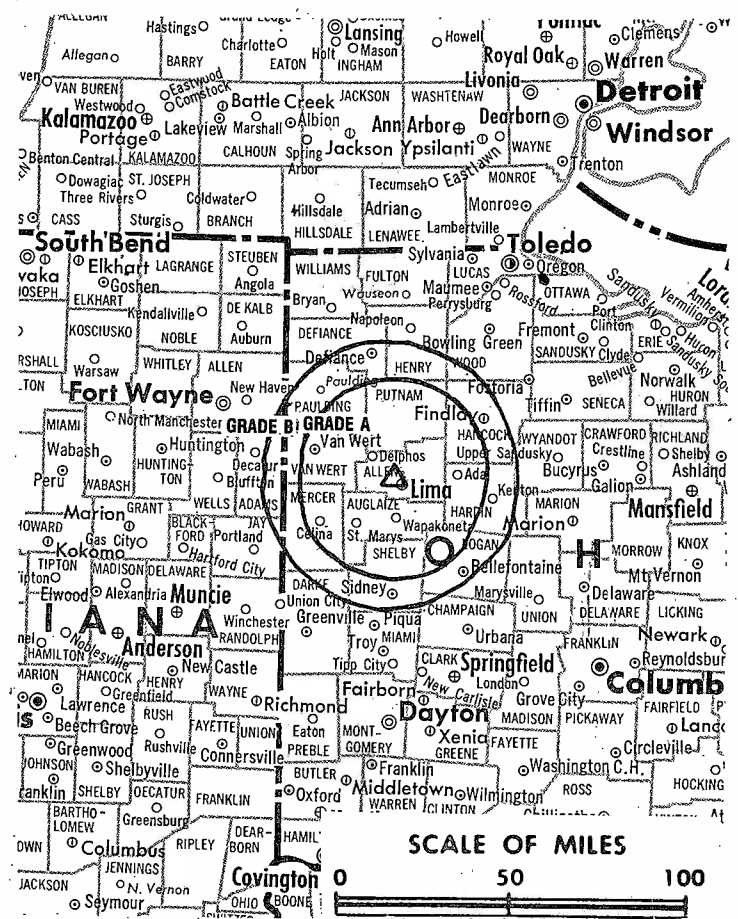
Legal: Fisher, Wayland, Cooper & Leader.
 Engineering: du Treil, Lundin & Rackley.

vice president & director.
 IE, general manager.
 ES, general sales manager.
 production director.
 chief engineer.
 GLE, program director.
 S, promotion director.
 WOOD, business manager.

Rate: \$40.
 Lima. ADI: Lima. Rank: 194.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	County	Total Households	TV Households	%
OHIO	Putnam	11,300	11,100	98
INDIANA	Adams	10,600	10,400	98



WTLW BMPCT-811118KI Granted 2/8/82 © American Map Corp., No. 14244

Net Weekly Circulation	State County	Total Households	TV Households	%
Between 5-24%	OHIO			
	Allen	41,600	40,900	98
	Auglaize	16,400	16,100	98
	Hancock	25,300	25,000	99
	Hardin	12,100	11,900	98
	Henry	10,600	10,500	99
	Logan	16,000	15,800	99
	Mercer	13,600	13,400	99
Paulding	7,700	7,600	99	
Van Wert	11,800	11,700	99	
Totals		177,000	174,400	99
Net Weekly Circulation (1990)			27,500	
Average Daily Circulation (1990)			8,500	

Ohio—Newark

WSFJ

Ch. 51

Network Service: None, independent.

Licensee: Christian Television of Ohio Inc., 10077 Jacksontown Rd., Box 770, Thornville, OH 43076.

Studio: 10077 Jacksontown Rd., Thornville, OH 43076.

Telephone: 614-833-0771.

Technical Facilities: Channel No. 51 (692-698 MHz). Authorized power: 724-kw max. visual, 72.4-kw max. aural. Antenna: 620-ft. above av. terrain, 500-ft. above ground, 1600-ft. above sea level.

Latitude	39°	56'	53"
Longitude	82°	24'	33"

Transmitter: 0.8-mi. SSE of Jacksontown along Rte. 13, 0.3-mi. N of I-70.

Satellite Earth Stations: AFC, 3.66-meter Ku-band; RF Systems, 6-meter C-band; Scientific-Atlanta, 5-meter C-band; M/A-Com, Scientific-Atlanta, Standard Components receivers.

Ownership: Christian Television of Ohio Inc.

Began Operation: March 9, 1980.

Represented (sales): Hugh Wallace Inc.

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

Represented (engineering): Lechman & Johnson Inc.

Personnel:

BETTY J. STANLEY, president & general manager.

ED GRIGGIS, general sales manager, program & promotion director.

SUSANNE RAUCH, production manager.

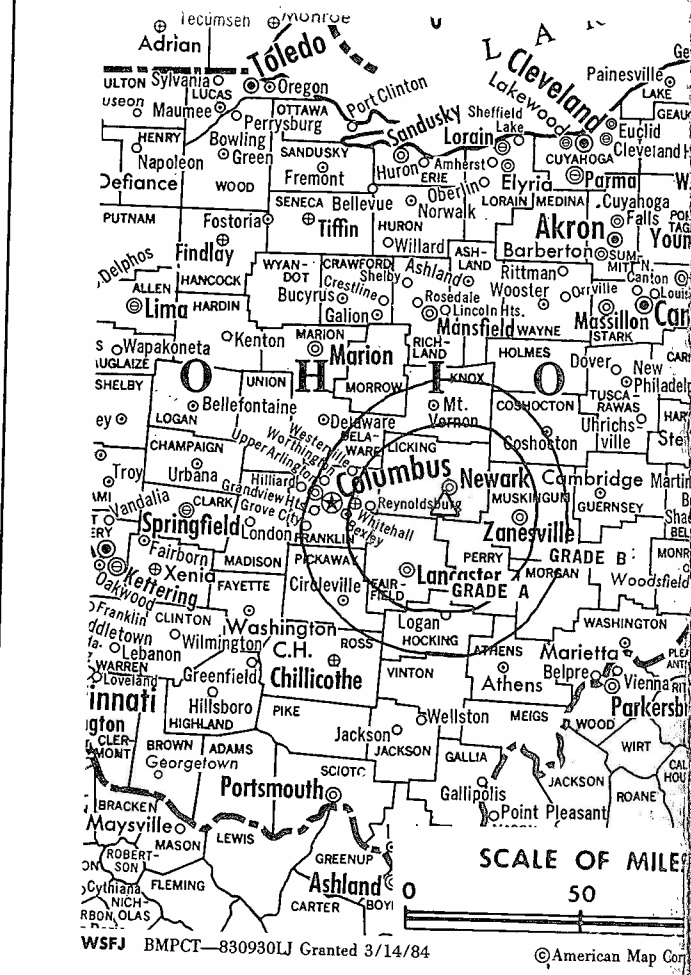
TED ROSS, director of engineering.

CRAIG STEVENSON, chief engineer.

Rates: On request.

City of License: Newark. ADI: Columbus, OH. Rank: 34.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
	OHIO		
Between 5-24%	Hocking	9,900	9,700
	Licking	48,000	47,500
	Muskingum	32,300	31,700
Totals		90,200	88,900
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Sandusky

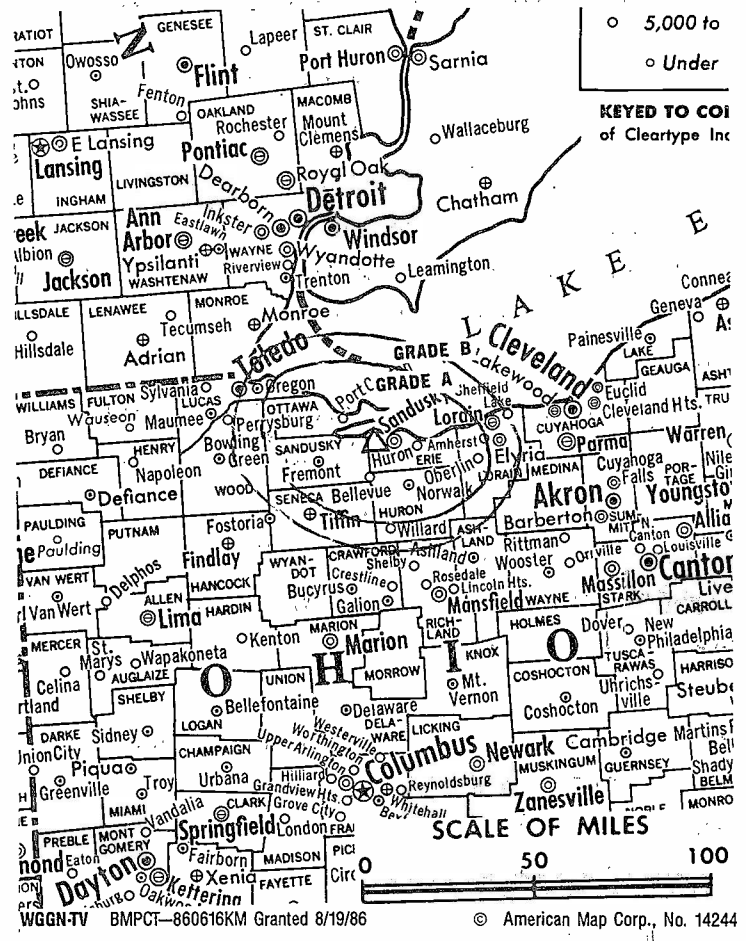
WGGN-TV Ch. 52

Service: None, independent.
 Station: Christian Faith Broadcast Inc., 3809 Maple Ave., Castalia, OH 44824.
 3809 Maple Ave., Castalia, OH 44824.
 Phone: 19-684-5311.
 Licenses: Channel No. 52 (698-704 MHz). Authorized power: 1482-kw
 148.2-kw max. aural. Antenna: 774-ft. above av. terrain, 715-ft. above
 5-ft. above sea level.

Latitude 41° 23' 48"
 Longitude 82° 47' 31"

3809 Maple Ave., Castalia.
 Stations: In operation; Drake receivers.
 Service: CNN.
 Owner: Christian Faith Broadcast Inc. (Group Owner).
 License Date: December 5, 1982.
 (Legal): May & Dunne, Chartered.

AM, president.
 general manager.
 S, sales manager.
 traffic coordinator.
 License Fee: \$150.
 Not available.



City of License: Sandusky. ADI: Toledo. Rank: 63.

Ohio—Springfield

WTJC

Ch. 26

Network Service: None, independent.

Grantee: Miami Valley Christian Television Inc., Box 26, Dayton, OH 45401.

Studio: 2675 Dayton Rd., Springfield, OH 45506.

Telephone: 513-323-0026.

Technical Facilities: Channel No. 26 (542-548 MHz). Authorized power: 1230-kw max. & 1170-kw horizontal visual, 123-kw max. & 117-kw horizontal aural. Antenna: 490-ft. above av. terrain, 520-ft. above ground, 1540-ft. above sea level.

Latitude 39° 54' 33"

Longitude 83° 51' 36"

Transmitter: S of Wright Brothers Memorial Hwy., 0.15-mi. W of Springfield city limits.

Satellite Earth Stations: In operation.

News Service: AP.

Ownership: Miami Valley Christian Television Inc. (Group Owner).

Began Operation: September 21, 1980.

Represented (legal): Miller & Fields.

Represented (engineering): R. L. Purcell.

Personnel:

MARVIN D. SPARKS, president & general manager.

JOHN ELLIOTT, chief engineer.

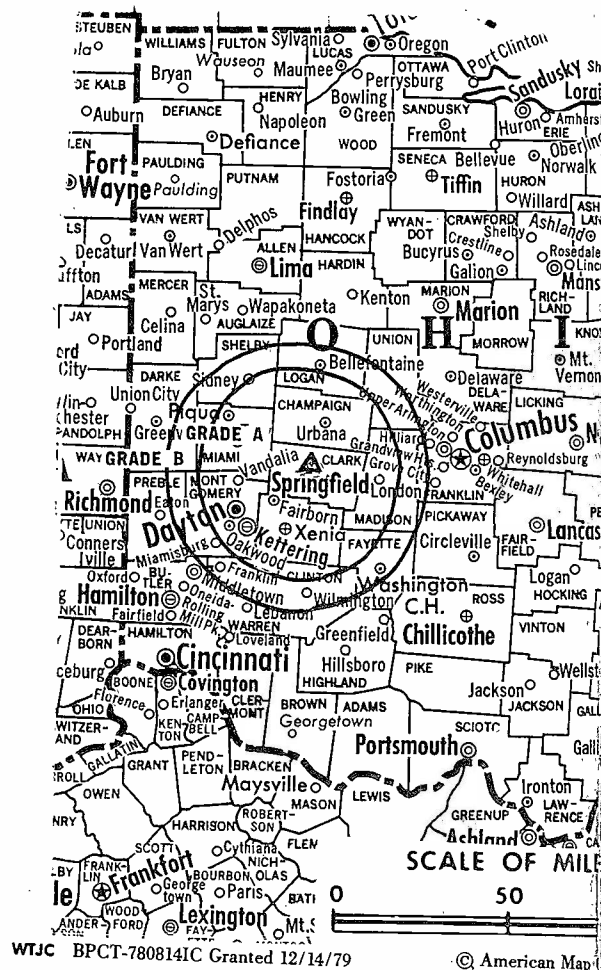
VIC COSTELLO, promotion director.

JOANNE HORN, administrative assistant.

Highest 30 Sec. Rate: \$38.

City of License: Springfield. ADI: Dayton. Rank: 52.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.



Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO		
	Champaign	13,300	13,100
	Clark	55,800	55,200
Totals		69,100	68,300
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Steubenville-Wheeling, WV

WTOV-TV

Ch. 9

Service: NBC.

WTOV Associates, Box 9999, Steubenville, OH 43952.

Altmont Heights, Steubenville, OH 43952.

Riley Bldg., Wheeling, WV 26003.

Address: Box 9999, Steubenville, OH 43952-6799.

Phone: 614-282-0911, Steubenville; 304-232-0430, Wheeling.

Fax: 304-232-2574. Fax: 614-282-0911.

Facilities: Channel No. 9 (186-192 MHz). Authorized power: 316-kw visual.
 Antenna: 950-ft. above av. terrain, 881-ft. above ground, 2041-ft. above level.

Latitude 40° 20' 32"
 Longitude 80° 37' 14"

Location: Altmont Heights, 1.3-mi. S of business center.

TV Sound: Stereo only.

Transmitters: Paraclype, 5-meter C-band; Harris, 3.5-meter Ku-band;
 5-meter C-band; Drake receivers.

Services: AP, Group W Newsfeed.

Ownership: Television Station Partners L.P. (Group Owner).

History: Station: December 10, 1953. Transfer of stations from WSTV Inc. and WPIT
 and Printers & Publishers (name changed to Rust Craft Greeting Cards
 owned by FCC Nov. 8, 1961 (Television Digest, Vol. 17:30, 33; 2:14). Sale
 by Rust Craft approved by FCC May 10, 1978 (Vol. 17:26, 27, 36;
 Sale to present owners by Ziff approved by FCC Jan. 18, 1983 (Vol.

Sales: (sales): Petry Television Inc.

Legal: (legal): Wiley, Rein & Fielding.

Personnel: KER, president.

Personnel: NS, vice president & general manager.

Personnel: Operations manager.

Personnel: general sales manager.

Personnel: IEING, local sales manager.

Personnel: PIANI, national sales assistant.

Personnel: Chief engineer.

Personnel: ING, news director.

Personnel: ANO, program assistant.

Personnel: LPH, promotion assistant.

Personnel: NGHAM, business manager.

Personnel: HSEN, local sales assistant.

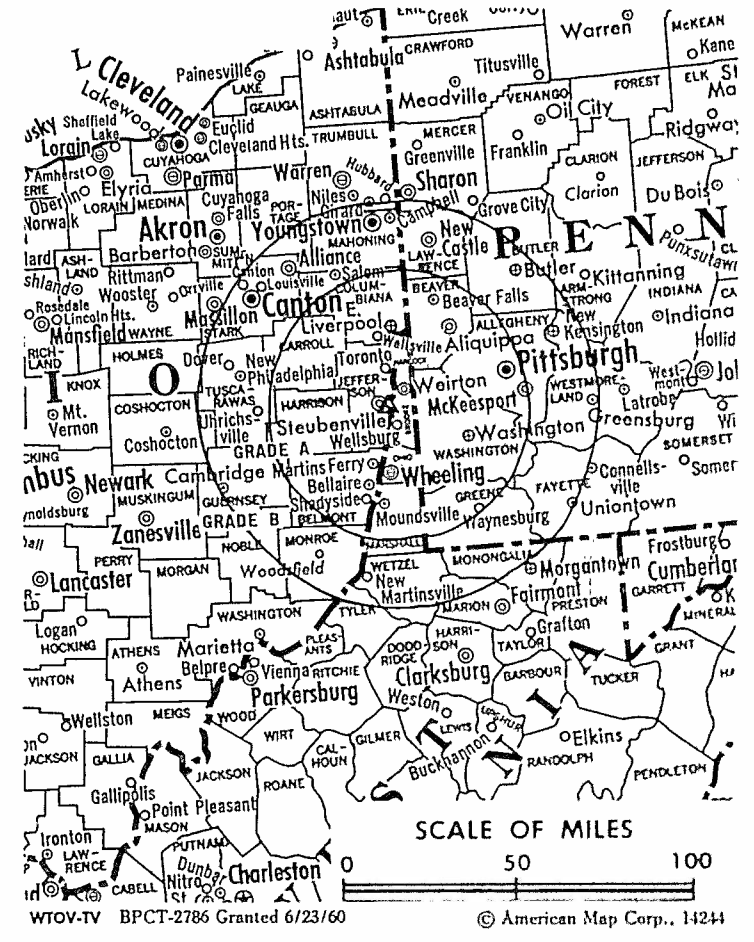
Personnel: SIVROULAKIS, assistant news director.

Rate: 30 sec. Rate: \$2000.

Address: Steubenville. ADI: Wheeling, WV-Steubenville, OH. Rank: 137.

Source: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State	Total Households	TV Households	%
OHIO			
Belmont	30,900	30,500	99
Carroll	10,100	10,000	99
Guemsey	15,300	14,900	98
Harrison	6,100	6,000	98



Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	Jefferson	31,800	31,400	99
	Monroe	6,100	5,900	97
	Noble	4,300	4,100	95
	WEST VIRGINIA			
	Brooke	10,700	10,700	100
	Hancock	14,900	14,900	100
	Marshall	14,900	14,800	99
	Ohio	23,200	23,100	100
	Tyler	4,000	3,900	98
	Wetzel	7,900	7,800	99
Between 25-49%	OHIO			
	Columbiana	41,700	41,100	99
	Tuscarawas	33,600	32,900	98
	WEST VIRGINIA			
	Tucker	3,400	3,300	97
Between 5-24%	OHIO			
	Coshocton	14,300	13,900	97
	Stark	139,700	138,100	99
	PENNSYLVANIA			
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
	Greene	15,400	15,100	98
	Lawrence	38,100	37,500	98
	Washington	81,100	79,900	99
	WEST VIRGINIA			
Marion	25,200	25,000	99	
Monongalia	29,300	28,900	99	
Preston	11,400	11,200	98	
Totals		740,900	730,900	99
Net Weekly Circulation (1990)			262,500	
Average Daily Circulation (1990)			137,100	

Ohio—Toledo

WNWO-TV

Ch. 24

Network Service: ABC.

Licensee: WNWO Associates, 300 S. Byrne Rd., Toledo, OH 43615.

Studio: 300 S. Byrne Rd., Toledo, OH 43615.

Telephone: 419-535-0024. TWX: 810-421-0064. Fax: 419-535-0202.

Technical Facilities: Channel No. 24 (530-536 MHz). Authorized power: 4370-kw max. & 1410-kw horizontal visual, 437-kw max. & 141-kw horizontal aural. Antenna: 1390-ft. above av. terrain, 1437-ft. above ground, 2016-ft. above sea level.

Latitude 41° 40' 03"
Longitude 83° 21' 22"

Transmitter: 833 N. Cousino Rd. at Arquette Rd., Oregon, OH.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Andrew, 7.3-meter C-band; ADM, 6.1-meter C-band; Andrew, 4.5-meter C-band; Avanteq, Scientific-Atlanta receivers.

News Services: AP, ABC.

Ownership: WNWO Associates.

Began Operation: May 3, 1966. FCC approved sale to present owners by The First National Bank of Boston which took control from D. H. Overmyer Telecasting Co. Inc. Jan. 31, 1986 (Television Digest, Vol. 25:24).

Represented (sales): Petry Television Inc.

Represented (legal): Wiley, Rein & Fielding.

Personnel:

BRETT CORNWELL, vice president & general manager.
SAM JACOBS, general sales manager.
JAMES GLENDENING, local sales manager.
CHRISTOPHER W. JONES, program director.
HAROLD W. THOMPSON, chief engineer.
BERT DeVEAU, marketing director.
MICHAEL PRZYBYLSKI, business manager.
NANCY PRATT, traffic manager.
CHRISY HOWARD, promotion director/marketing associate.

Highest 30 Sec. Rate: \$1500.

NETWORK BASE HOURLY RATE: \$850.

City of License: Toledo. ADI: Toledo. Rank: 63.

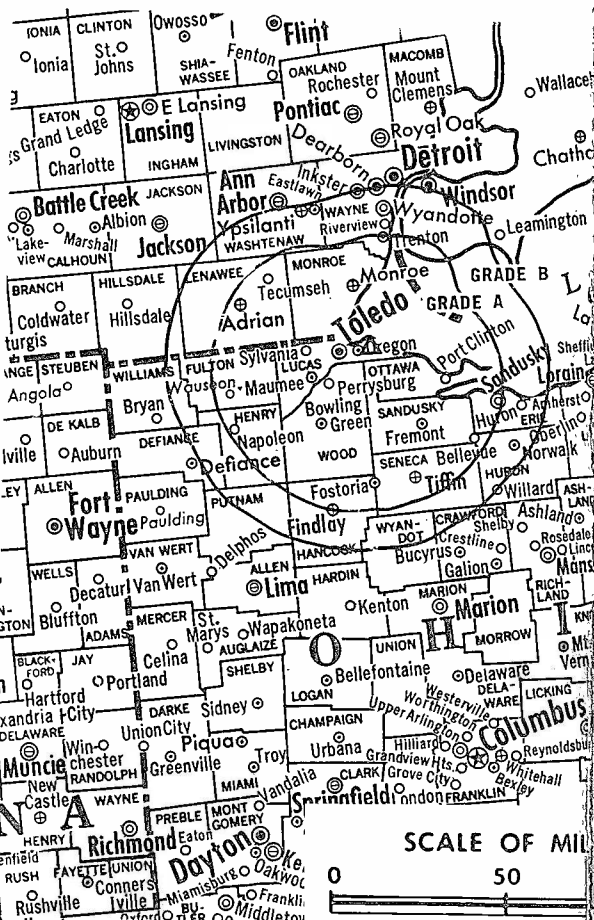
Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Monroe	46,800	46,400	99
	OHIO			
	Allen	41,600	40,900	98
	Defiance	14,500	14,300	99

THE TED HEPBURN COMPANY

Our firm acted as financial advisor and broker in the 1986 sale of WDHO-TV

Ted Hepburn, President Todd Hepburn, Vice-President
325 Garden Road, Palm Beach, Florida 33480 (407) 863-8995
P.O. Box 42401, Cincinnati, Ohio 45242 (513) 791-8730



WNWO-TV BMPCT-6221 Granted 2/17/66

© American Map Corp

Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Fulton	14,600	14,300
	Hancock	25,300	25,000
	Hardin	12,100	11,900
	Henry	10,600	10,500
	Lucas	180,500	178,700
	Ottawa	15,500	15,300
	Putnam	11,300	11,100
	Sandusky	23,700	23,500
	Seneca	22,200	21,900
	Williams	14,400	14,100
Wood	39,400	39,000	
Wyandot	8,200	8,100	
Between 25-49%	MICHIGAN		
	Hillsdale	15,500	15,200
	Lenawee	32,000	31,600
OHIO	Huron	20,700	20,400
	Between 5-24%	MICHIGAN	
Washtenaw		101,600	99,500
OHIO			
Auglaize		16,400	16,100
Crawford		18,800	18,500
Erie		29,400	29,100
Paulding	7,700	7,600	
Van Wert	11,800	11,700	
Totals		734,600	724,700
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Toledo

WTOL-TV

Ch. 11

Service: CBS.

Address: Scripps Broadcasting Corp., Box 715, Toledo, OH 43695.

Address: Summit St., Toledo, OH 43604.

Phone: 9-248-1111. Fax: 419-244-7104.

Channels: Channel No. 11 (198-204 MHz). Authorized power: 316-kw
 Antenna: 1000-ft. above av. terrain, 1046-ft. above ground,
 100-ft. above sea level.

Latitude 41° 40' 22"
 Longitude 83° 22' 47"

Address: Cedar Point, near Norden Rd., Oregon City, OH.

TV Sound: Stereo only.

Stations: Scientific-Atlanta, 7-meter C-band; Scientific-Atlanta, 4.5-
 meter C-band; Scientific-Atlanta, 4.5-meter C-band; Scientific-Atlanta receivers.

Service: AP, CBS.

Owner: Scripps Broadcasting Corp. (Group Owner).

Date: December 5, 1958. Sale to present owner by Frazier Reams and
 approved March 10, 1965 by FCC (Television Digest, Vol. 4:46; 5:11).

Sales: Harrington, Righter & Parsons Inc.

Legal: Dow, Lohnes & Albertson.

Engineering: Lohnes & Culver.

Executive: J. R. UDD, vice president & general manager.

Executive: J. HAM, general sales manager.

Executive: National sales manager.

Executive: Program manager.

Executive: J. ZE, chief engineer.

Executive: News director.

Executive: Promotion director.

Executive: J. NEDY, business manager.

Executive: Production manager.

Rate: \$6000.

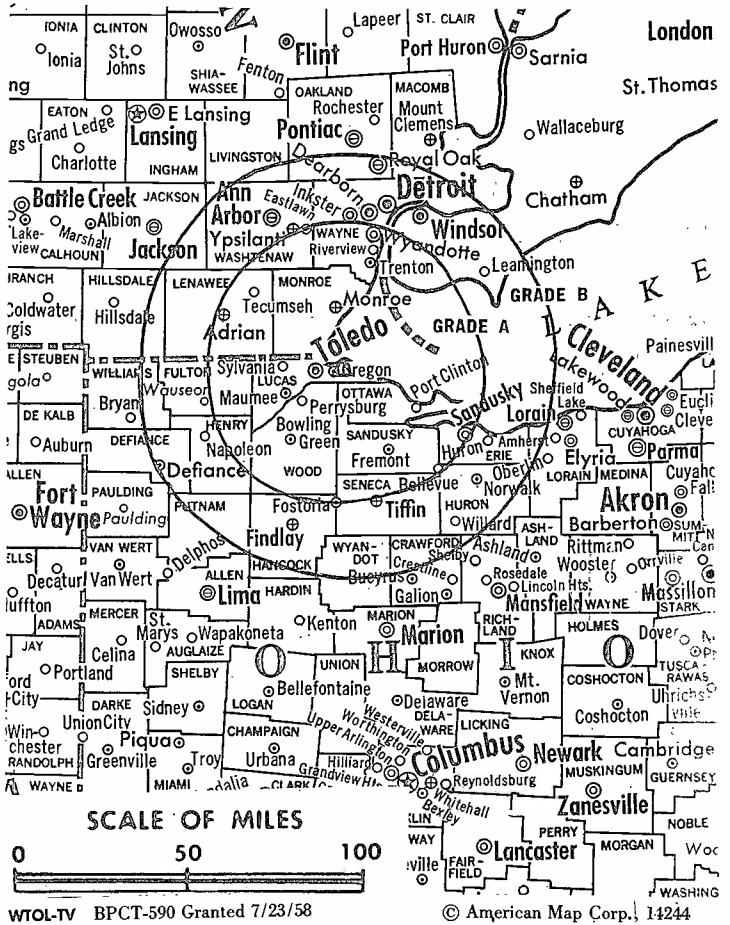
Hourly Rate: \$2521.

Address: Toledo. ADI: Toledo. Rank: 63.

Source: Nielsen Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.

Based on Arbitron study.

State	Total	TV Households	
County	Households	Households	%
MICHIGAN			
Lenawee	32,000	31,600	99
Monroe	46,800	46,400	99
OHIO			
Crawford	18,800	18,500	98
Defiance	14,500	14,300	99
Fulton	14,600	14,300	98



Net Weekly Circulation	State	County	Total Households	TV Households	%
50% & Over	MICHIGAN	Hancock	25,300	25,000	99
		Henry	10,600	10,500	99
		Lucas	180,500	178,700	99
		Ottawa	15,500	15,300	99
		Putnam	11,300	11,100	98
		Sandusky	23,700	23,500	99
		Seneca	22,200	21,900	99
		Williams	14,400	14,100	98
		Wood	39,400	39,000	99
		Wyandot	8,200	8,100	98
Between 25-49%	OHIO	Hillsdale	15,500	15,200	98
		Allen	41,600	40,900	98
		Erie	29,400	29,100	99
		Hardin	12,100	11,900	98
		Huron	20,700	20,400	99
		Paulding	7,700	7,600	99
Between 5-24%	MICHIGAN	Washtenaw	101,600	99,500	98
Totals		706,400	696,900	99	
Net Weekly Circulation (1990)				505,800	
Average Daily Circulation (1990)				302,200	

Ohio—Toledo

WTVG

Ch. 13

Network Service: NBC.

Licensee: WTVG Inc., 4247 Dorr St., Toledo, OH 43607.

Studio: 4247 Dorr St., Toledo, OH 43607.

Telephone: 419-531-1313.

Technical Facilities: Channel No. 13 (210-216 MHz). Authorized power: 316-kw visual, 18.2-kw aural. Antenna: Directional, 1000-ft. above av. terrain, 1049-ft. above ground, 1629-ft. above sea level.

Latitude 41° 41' 00"
Longitude 83° 24' 49"

Transmitter: 1701 N. Stadium Rd., Oregon, OH, 7-mi. NNE of Toledo.

Multichannel TV Sound: Stereo only.

Satellite Earth Stations: Scientific-Atlanta, 7-meter; Harris, 6.8-meter; Scientific-Atlanta, 5-meter; Scientific-Atlanta, 4.6-meter; Harris, 3-meter; Harris, Microwave Assoc., Scientific-Atlanta receivers.

News Services: AP, CNN, NBC.

Ownership: WTVG Inc.

Began Operation: July 21, 1948. Sold to present owners by KKR in 1987 (Television Digest, Vol. 27:44).

Represented (sales): Katz Television.

Represented (legal): Koteen & Naftalin.

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

Personnel:

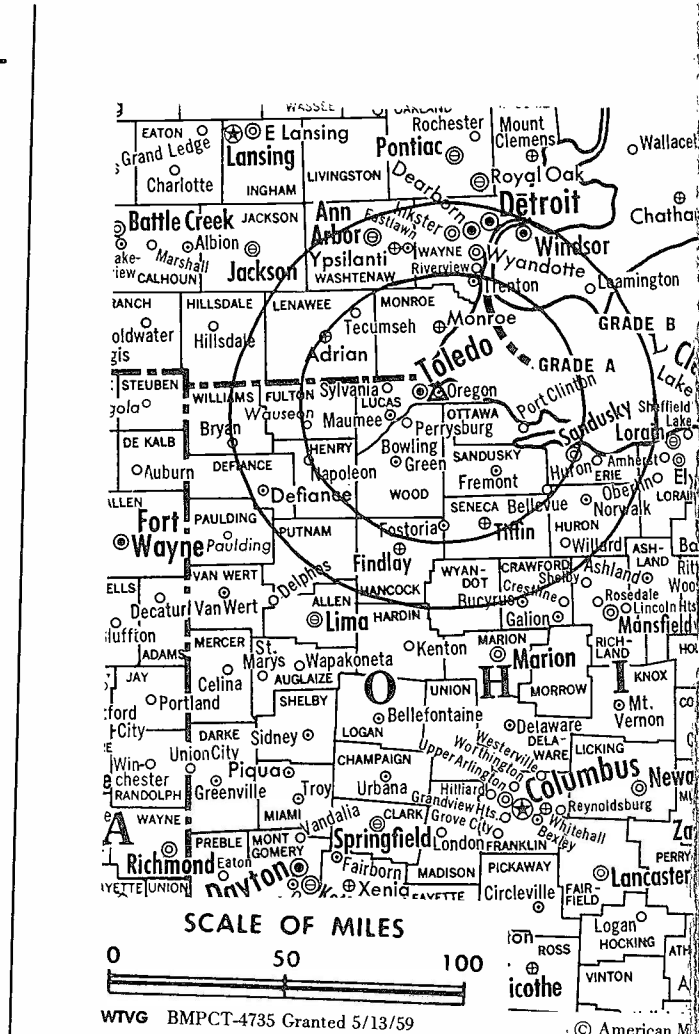
ANDY LEE, vice president & station manager.
GEORGE CARLINO, national sales manager.
DON SCHALLER, director of technical services.
MIKE SULLIVAN, director of news.
MARSHA SCHROEDER, director of operations.
BRENDA WEGHORST, director of community affairs.
JAMES M. NOWAK, director of creative services.

Rates: On request.

City of License: Toledo. ADI: Toledo. Rank: 63.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	MICHIGAN			
	Lenawee	32,000	31,600	99
	Monroe	46,800	46,400	99
	OHIO			
	Crawford	18,800	18,500	98
	Defiance	14,500	14,300	99
	Fulton	14,600	14,300	98
Hancock	25,300	25,000	99	
Henry	10,600	10,500	99	



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	MICHIGAN		
	Huron	20,700	20,400
	Lucas	180,500	178,700
	Ottawa	15,500	15,300
	Putnam	11,300	11,100
	Sandusky	23,700	23,500
	Seneca	22,200	21,900
	Williams	14,400	14,100
	Wood	39,400	39,000
Wyandot	8,200	8,100	
Between 25-49%	MICHIGAN		
	Hillsdale	15,500	15,200
	OHIO		
	Allen	41,600	40,900
Erie	29,400	29,100	
Hardin	12,100	11,900	
Between 5-24%	MICHIGAN		
	Washtenaw	101,600	99,500
	OHIO		
Auglaize	16,400	16,100	
Paulding	7,700	7,600	
Totals		722,800	713,000
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Toledo

WUPW

Ch. 36

Source: Fox.

Toledo Television Ltd. Partnership, Four SeaGate, Toledo, OH 43604.

SeaGate, Toledo, OH 43604.

9-244-3600. Fax: 419-244-8842.

Files: Channel No. 36 (602-608 MHz). Authorized power: 2040-kw
 1-kw horizontal visual, 206-kw max. & 103-kw horizontal aural. Antenna:
 150 ft. av. terrain, 1253-ft. above ground, 1849-ft. above sea level.

Latitude 41° 39' 21"
 Longitude 83° 26' 40"

7-mi. E of Toledo.

TV Sound: Stereo only.

Stations: AFC, 7-meter C-band; AFC, 3.6-meter Ku-band; AFC, 3.6-
 meter; M/A-Com, Microdyne, Uniden receivers.

Toledo Television Ltd. Partnership

on: September 22, 1985.

ales): Blair Television.

egal): Kaye, Scholer, Fierman, Hays & Handler.

ngineering): Jansky & Bailey.

resident & general manager.

general sales manager.

local sales manager.

NTIERI, chief engineer.

LL, program director.

Promotion director.

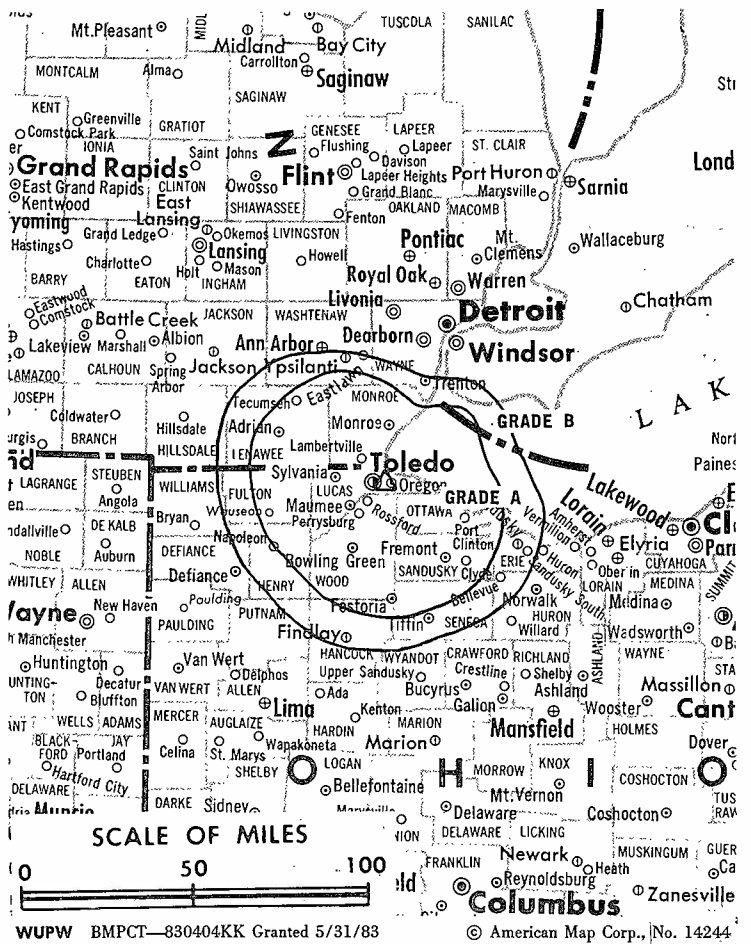
Business manager.

Rate: \$1000.

Toledo. ADI: Toledo. Rank: 63.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 based on Arbitron study.

State County	Total Households	TV Households Households	%
MICHIGAN			
Lenawee	32,000	31,600	99
Monroe	46,800	46,400	99
OHIO			
Fulton	14,600	14,300	98
Hancock	25,300	25,000	99
Henry	10,600	10,500	99
Lucas	180,500	178,700	99
Ottawa	15,500	15,300	99
Sandusky	23,700	23,500	99
Seneca	22,200	21,900	99



Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Williams	14,400	14,100	98
	Wood	39,400	39,000	99
Between 25-49%	MICHIGAN			
	Hillsdale	15,500	15,200	98
	OHIO			
	Allen	41,600	40,900	98
	Defiance	14,500	14,300	99
	Hardin	12,100	11,900	98
	Huron	20,700	20,400	99
Putnam	11,300	11,100	98	
Wyandot	8,200	8,100	98	
Between 5-24%	MICHIGAN			
	Washtenaw	101,600	99,500	98
	OHIO			
	Crawford	18,800	18,500	98
	Erie	29,400	29,100	99
	Paulding	7,700	7,600	99
Richland	48,900	48,300	99	
Van Wert	11,800	11,700	99	
Totals		767,100	756,900	99
Net Weekly Circulation (1990)			331,800	
Average Daily Circulation (1990)			128,900	

Ohio—Youngstown

WFMJ-TV

Ch. 21

Network Service: NBC.

Licensee: WFMJ-TV Inc., 101 W. Boardman St., Youngstown, OH 44503.

Studio: 101 W. Boardman St., Youngstown, OH 44503.

Telephone: 216-744-8611. **Fax:** 216-744-3402.

Technical Facilities: Channel No. 21 (512-518 MHz). Authorized power: 3720-kw max. & 955-kw horizontal visual, 375-kw max. & 97.7-kw horizontal aural. Antenna: 990-ft. above av. terrain, 1085-ft. above ground, 2118-ft. above sea level.

Latitude 41° 04' 46"
Longitude 80° 38' 25"

Transmitter: Mabel St.

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

Ownership: WFMJ Television Inc.

Began Operation: March 8, 1953 on Channel 73. On May 5, 1954, FCC approved sale by Polan Industries of CP and equipment for Ch. 21 to WFMJ-TV (Television Digest, Vol. 10:19). Began operation on Ch. 21 Aug. 7, 1954.

Represented (sales): Blair Television.

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

Represented (engineering): Carl E. Smith Consulting Engineers.

Personnel:

BETTY H. BROWN JAGNOW, president.

JOHN A. GRDIC, general manager.

KATHIE BRICKMAN, national sales & traffic manager.

HOMAIN BAXTER, film director.

RUDY RECKLIES, chief engineer.

ART JORDAN, news director.

JAMES TERRY, marketing director.

JACK STEVENSON, traffic coordinator.

Highest 30 Sec. Rate: \$1800.

NETWORK BASE HOURLY RATE: \$725.

City of License: Youngstown. **ADI:** Youngstown. **Rank:** 89.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,700	41,100	99
	Mahoning	104,300	103,300	99
	Trumbull	87,400	86,600	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	PENNSYLVANIA		
	Lawrence	38,100	37,500
	Mercer	46,200	45,400
Between 25-49%	PENNSYLVANIA		
	Crawford	32,400	31,600
Between 5-24%	OHIO		
	Ashtabula	37,500	37,000
	Carroll	10,100	10,000
	Geauga	25,800	25,500
	Portage	49,500	49,000
	Stark	139,700	138,100
PENNSYLVANIA	Beaver	71,500	70,700
	Butler	56,000	55,300
	Venango	23,800	23,100
	Totals	764,000	754,200
Net Weekly Circulation (1990)			
Average Daily Circulation (1990)			

Youngstown

WKBN-TV

Ch. 27

Service: CBS.

WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown, OH 44501.

3930 Sunset Blvd., Youngstown, OH 44501.

6-782-1144. TWX: 810-435-2825.

Facilities: Channel No. 27 (548-554 MHz). Authorized power: 865-kw
 kw aural. Antenna: 1430-ft. above av. terrain, 1432-ft. above ground,
 1435-ft. above sea level.

Latitude 41° 03' 23.6"
 Longitude 80° 38' 43.5"

3930 Sunset Blvd.

Stations: Comtech, 5-meter; RCA Americom Ku-band 7-meter C-band;
 and; Pinzone, Scientific-Atlanta receivers.

WKBN, 5-kw, 570 kHz (CBS).

WKBN-FM, 5.9-kw, 98.9 MHz (No. 255), 1370-ft.

AP.

WKBN Broadcasting Corp.

Station: January 11, 1953. W. P. Williamson Jr. increased holdings from
 50% in 1958 by purchasing 40% held by publisher of Cleveland Plain
 News for undisclosed amount and retiring stock to treasury (Television
 14:34).

Sales: Katz Television.

Legal: Bryan, Cave, McPheeters & McRoberts.

Engineering: David Steel & Associates Inc.

Williamson Jr., chairman.

Williamson III, president.

Williamson II, vice president, broadcast operations.

Wade, sales manager.

Williamson, operations manager.

Williamson, director of engineering.

Williamson, studio engineering manager.

Williamson, news director.

Williamson, promotion director.

Williamson, cable TV coordinator.

Rate: \$1000.

Hourly Rate: \$818.

Address: Youngstown. ADI: Youngstown. Rank: 89.

©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 Based on Arbitron study.

State County	Total Households	TV Households Households	%
OHIO			
Columbiana	41,700	41,100	99
Mahoning	104,300	103,300	99



WKBN-TV BMPCT-7580 Granted 7/14/75

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Net Weekly Circulation	State County	Total Households	TV Households Households	%
50% & Over	Trumbull	87,400	86,600	99
	PENNSYLVANIA			
	Lawrence	38,100	37,500	98
	Mercer	46,200	45,400	98
Between 5-24%	OHIO			
	Ashtabula	37,500	37,000	99
	Carroll	10,100	10,000	99
	Geauga	25,800	25,500	99
	Jefferson	31,800	31,400	99
	Portage	49,500	49,000	99
	Stark	139,700	138,100	99
	PENNSYLVANIA			
	Beaver	71,500	70,700	99
	Butler	56,000	55,300	99
Crawford	32,400	31,600	98	
Venango	23,800	23,100	97	
WEST VIRGINIA				
Hancock	14,900	14,900	100	
Totals		810,700	800,500	99
Net Weekly Circulation (1990)			320,600	
Average Daily Circulation (1990)			181,600	

Ohio—Youngstown

WYTV

Ch. 33

Network Service: ABC.

Licensee: Youngstown Bcstg. Co. Inc., 3800 Shady Run Rd., Youngstown, OH 44502.

Studio: 3800 Shady Run Rd., Youngstown, OH 44502.

Telephone: 216-783-2930. TWX: 810-435-2816. Fax: 216-782-6661.

Technical Facilities: Channel No. 33 (584-590 MHz). Authorized power: 912-kw max. & 550-kw horizontal visual, 182.4-kw max. & 110-kw horizontal aural. Antenna: 557-ft. above av. terrain, 638-ft. above ground, 1666-ft. above sea level.

Latitude 41° 03' 43"
Longitude 80° 38' 07"

Transmitter: 3800 Shady Run Rd., Youngstown.

Satellite Earth Stations: Andrew, 7.3-meter; Microdyne, 7-meter; Andrew, 4.5-meter; Paracclipse, 3.6-meter; RCA Americom Ku-band; Avantek, M/A-Com, Microdyne receivers.

News Service: AP.

Ownership: A. Richard Benedek (Group Owner).

Began Operation: April 4, 1953 as New Castle outlet, but left air Jan. 14, 1955, awaiting FCC action on petition to move transmitter to Youngstown, OH. Resumed operation Oct. 30, 1957 from present transmitter site (Television Digest, Vol. 13:44). Changed to Ch. 33 operation in Youngstown Nov. 26, 1959 (Vol. 15:48). Sale to WKST-TV Inc. (wholly-owned by Communications Industries Corp.) by Samuel Townsend approved April 12, 1961 (Vol. 16:39; 17:16). Sale to Edwin G. Richter Jr., Edgewood Investment, Adam Young, Howard D. Duncan Jr., et al., approved Feb. 5, 1965 (Vol. 4:47; 5:7). Sale to Adams-Russell Co. approved Sept. 2, 1970 (Vol. 10:36). Sale to A. Richard Benedek & Robert L. Dudley approved April 15, 1983 (Vol. 22:32). Sale of Dudley's 50% to Benedek approved Nov. 25, 1985.

Represented (sales): Petry Television Inc.

Personnel:

RAYMOND P. MASELLI, vice president & general manager.

JAMES C. VICKERY JR., general sales manager.

VINCENT NELSON, local sales manager.

TOM MOCK, news director.

FRANK MARAFIOTE, program director.

TONY MANCINO, promotion & marketing director.

LISA GRANCHIE, business manager.

ARTHUR C. TAYLOR, chief engineer.

Highest 30 Sec. Rate: \$1600.

NETWORK BASE HOURLY RATE: \$600.

City of License: Youngstown. ADI: Youngstown. Rank: 89.

Total Households: ©MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron. County coverage based on Arbitron study.

Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Columbiana	41,700	41,100	99
	Mahoning	104,300	103,300	99



Net Weekly Circulation	State County	Total Households	TV Households
50% & Over	Trumbull	87,400	86,600
	PENNSYLVANIA		
	Lawrence	38,100	37,500
	Mercer	46,200	45,400
Between 5-24%	OHIO		
	Ashtabula	37,500	37,000
	Belmont	30,900	30,500
	Carroll	10,100	10,000
	Jefferson	31,800	31,400
	Portage	49,500	49,000
	PENNSYLVANIA		
	Beaver	71,500	70,700
	Butler	56,000	55,300
	Clarion	15,000	14,700
Crawford	32,400	31,600	
Venango	23,800	23,100	
WEST VIRGINIA			
Brooke	10,700	10,700	
Hancock	14,900	14,900	
Ohio	23,200	23,100	
Totals		725,000	715,900
Net Weekly Circulation (1990)			263
Average Daily Circulation (1990)			153

Zanesville

WHIZ-TV

Ch. 18

Source: NBC.

Eastern Ohio Television System, 629 Downard Rd., Zanesville, OH

Downard Rd., Zanesville, OH 43701.

14-453-0361; 614-452-5431. Fax: 614-452-6553.

Titles: Channel No. 18 (494-500 MHz). Authorized power: 588-kw
 kw aural. Antenna: 533-ft. above av. terrain, 477-ft. above ground,
 ave sea level.

Latitude 39° 55' 42"

Longitude 81° 59' 06"

29 Downard Rd., Zanesville.

V Sound: Stereo only.

Stations: Scientific-Atlanta, 6-meter; Harris, 6-meter Ku-band; Harris,
 u-band; RCA, 3-meter Ku-band; Pinzone, RCA, Scientific-Atlanta

HIZ, 1-kw, 1240 kHz (NBC).

HIZ-FM, 50-kw, 102.5 MHz (No. 273), 490-ft.

AP, NBC, NIWS.

Eastern Ohio Television System.

in: May 23, 1953.

ales): Katz Television; Regional Reps Corp. (Ohio).

egal): Peper, Martin, Maichal, Jensen & Hetlage.

ngineering): Moffet, Larson & Johnson Inc.

ice president & general manager.

sales manager.

ER, chief engineer.

ER, director of programs.

NG, film operation manager.

roduction manager.

, news director.

Rate: \$375.

HOURLY RATE: \$175.

Zanesville. ADI: Zanesville. Rank: 199.

MSI Consumer Market Data as of 1/1/90. TV Homes, TV% and Circulation ©1990 Arbitron.
 ed on Arbitron study.



WHIZ-TV BPCT-850828KX Granted 10/25/85

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Net Weekly Circulation	State County	Total Households	TV Households	%
50% & Over	OHIO			
	Guernsey	15,300	14,900	98
	Morgan	5,300	5,100	96
	Muskingum	32,300	31,700	98
Between 25-49%	OHIO			
	Coshocton	14,300	13,900	97
	Noble	4,300	4,100	95
	Perry	11,700	11,500	98
Between 5-24%	OHIO			
	Athens	20,000	19,400	97
	Fairfield	35,900	35,500	99
	Hocking	9,900	9,700	98
	Holmes	9,100	8,600	94
	Licking	48,000	47,500	99
	Monroe	6,100	5,900	97
	Washington	24,200	23,600	98
Totals		236,400	231,400	98
Net Weekly Circulation (1990)				67,700
Average Daily Circulation (1990)				39,000

Ohio

WCPO-TV, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	OHIO			
	Greene	46,800	46,300	99
	Miami	34,600	34,200	99
	Montgomery	227,400	225,300	99
	Pike	9,200	9,000	97
	Shelby	15,300	15,100	99

WKRC-TV, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	KENTUCKY			
	Lewis	5,000	4,900	98
	Scott	8,400	8,300	99
	OHIO			
	Champaign	13,300	13,100	98
	Clark	55,800	55,200	99
	Miami	34,600	34,200	99

WXIX-TV, Cincinnati-Newport, Kentucky (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households Households	%
Between 5-24%	INDIANA			
	Randolph	10,800	10,600	98
	Rush	6,500	6,400	98
	KENTUCKY			
	Boyd	20,300	20,200	100
	Greenup	13,400	13,300	99
	Henry	4,800	4,700	99
	Powell	4,100	4,000	98
	Robertson	800	800	100
	Rowan	6,500	6,400	98
	Scott	8,400	8,300	99
	OHIO			
	Lawrence	23,600	23,200	98
	WEST VIRGINIA			
	Wayne	17,000	16,800	99

WLWT, Cincinnati (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	KENTUCKY		
	Greenup	13,400	13,300
	Robertson	800	800
	Trimble	2,200	2,200
	OHIO		
	Champaign	13,300	13,100
	Darke	20,900	20,600
	Fayette	10,300	10,100
	Greene	46,800	46,300
	Lawrence	23,600	23,200
	Miami	34,600	34,200
Pike	9,200	9,000	

WUAB, Lorain-Cleveland (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	PENNSYLVANIA		
	Crawford	32,400	31,600
	Erie	104,400	103,100
	Lawrence	38,100	37,500
	Mercer	46,200	45,400
	WEST VIRGINIA		
	Wayne	17,000	16,800

WBNS-TV, Columbus (Arbitron Data Continued)

Net Weekly Circulation	State County	Total Households	TV Households
Between 5-24%	OHIO		
	Hancock	25,300	25,000
	Highland	13,800	13,500
	Holmes	9,100	8,600
	Lawrence	23,600	23,200
	Meigs	9,200	9,000
	Noble	4,300	4,100
	Richland	48,900	48,300
	WEST VIRGINIA		
	Mason	10,000	9,900